

Every Intelligent Product Has Three Layers

Which One Should You Actually Build?

AI changed what product teams can build. It didn't change what they *should* build. Here's the model leaders use to decide.

Say Goodbye to Build vs. Buy

It's not whether you'll build; it's what you'll build. An intelligent product has three layers, and treating all as the same decision is the biggest mistake teams make.



RESEARCH SHOWS

91%

of product teams plan to launch AI-powered analytics in the next 12-18 months...

BUT ONLY

14%

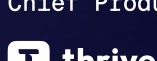
have actually shipped it to production.



As a CPTO or as a CTO, you always go through this dilemma: 'Do I build or do I buy?' For many, many years, we were building and building and building.... Our teams were optimizing for analytics instead of optimizing for product. Engineering time was a constraint.

Frankie Woodhead

Chief Product & Technology Officer

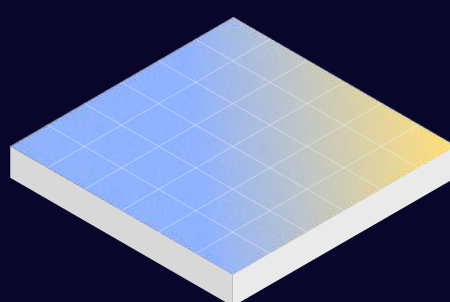


LAYER 1

BUILD THIS

Your Competitive Advantage

The only layer where engineering leverage creates defensible differentiation and makes your product irreplaceable in its market.



What's Inside

DOMAIN LOGIC

INDUSTRY EXPERTISE

PROPRIETARY AI USE CASES

CUSTOMER-SPECIFIC WORKFLOWS

CORE PRODUCT ROADMAP

Who Should Own It

YOUR PRODUCT TEAM

10x

user growth in 3 months by focusing engineering on the core product

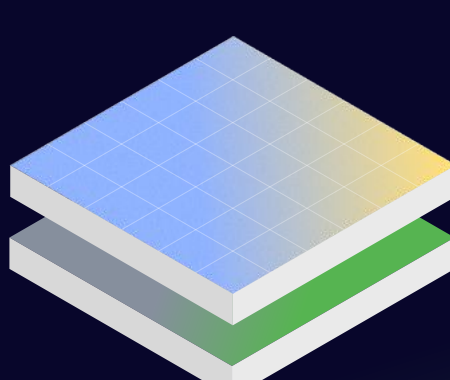
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LAYER 2

WHITE LABEL THIS

The Intelligent Experience

The AI-native analytics layer customers see and interact with, which shapes their experience and perception of your product.



What's Inside

CONVERSATIONAL ANALYTICS

AGENTS

AI-AUGMENTED DASHBOARDS

SELF-SERVICE EXPLORATION

INSIGHT-TO-ACTION COMPONENTS

Who Should Own It

A TRUSTED PARTNER

65%

AI-powered analytics adoption in 90 days after embedding the experience

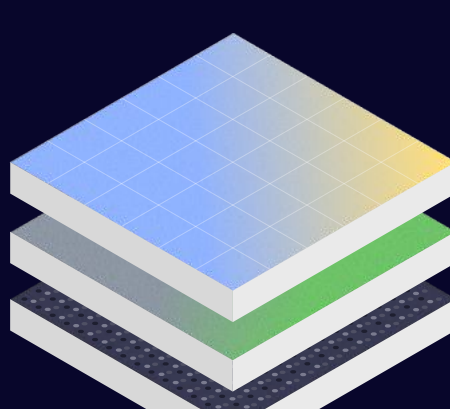
wex™

LAYER 3

NEVER OWN THIS

Our Analytics Foundation

The infrastructure nobody sees and everybody depends on, unforgiving to get wrong and exhausting to maintain forever.



What's Inside

GOVERNANCE

AUTHENTICATION

MULTI-TENANT SECURITY

QUERY OPTIMIZATION

HALLUCINATION MANAGEMENT

MONITORING & AUDITABILITY

UPTIME SLAS

Who Should Own It

A TRUSTED PARTNER

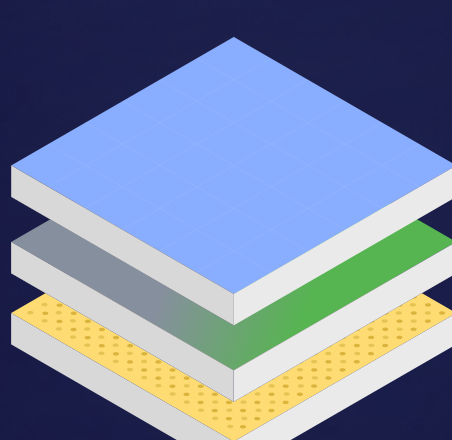
3x

time savings by partnering with an embedded analytics industry leader

Endpoint

Build What Differentiates You

The winning product teams won't be the ones who build the most. They'll be the ones who build the right things. Building with ThoughtSpot Embedded can buy you back the focus to do exactly that.



LEARN MORE

SEE IT IN ACTION