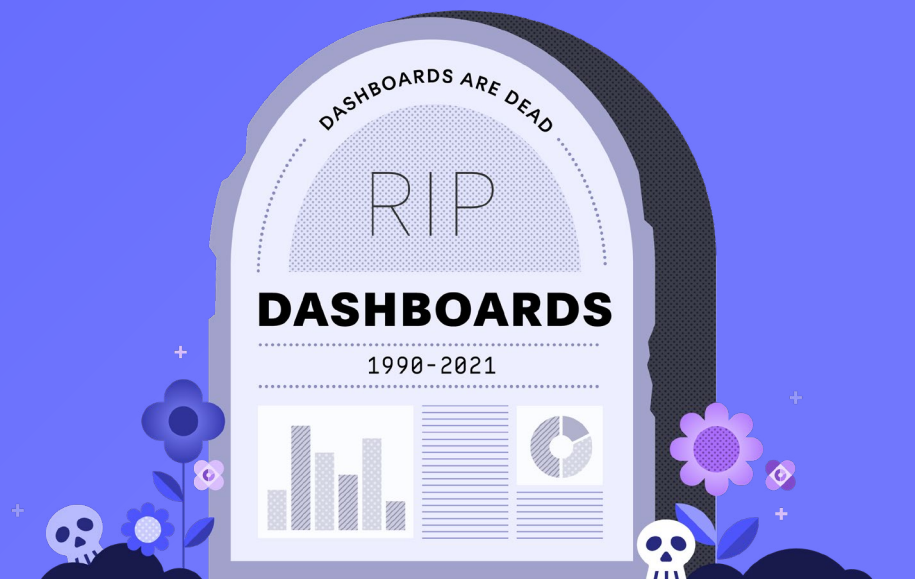


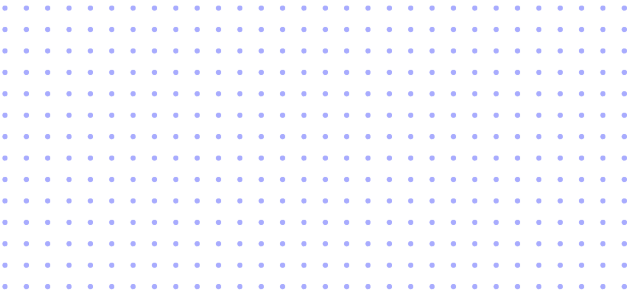
# Dashboards are dead.

How modern cloud analytics is delivering personalized insights for all



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# The end of an era

For more than 20 years, dashboards served as a foundational element of business intelligence, helping leaders visualize and share valuable data across their organization. At inception, dashboards were the perfect vehicle for delivering key report KPIs without data workers needing a background in coding or IT. But much has changed over the last two decades, including the appetite and needs of your business users.

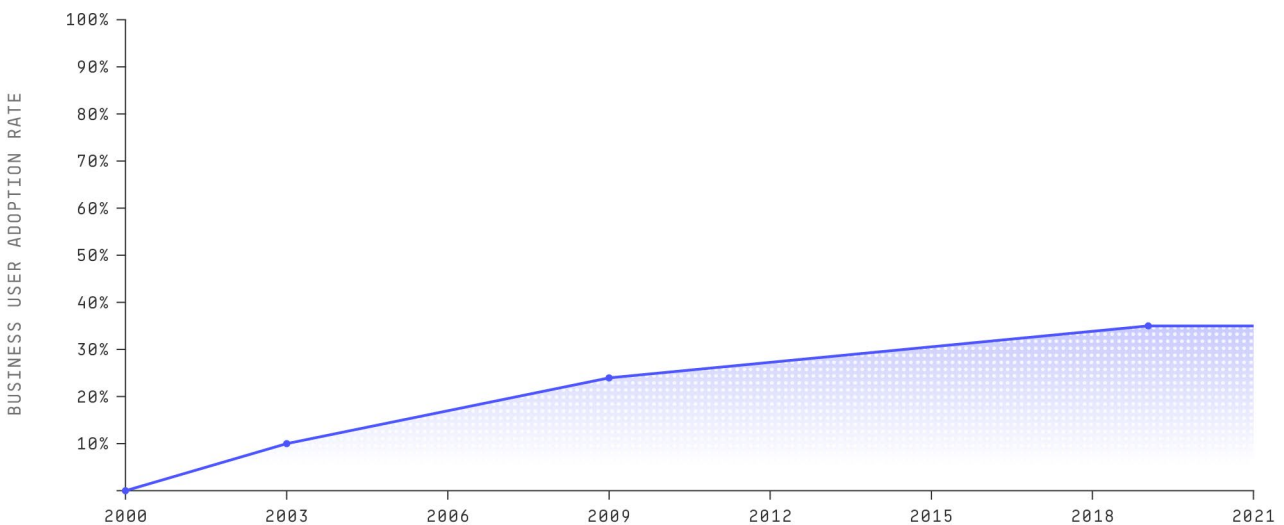
In 2020, COVID-19 made it painfully clear that dashboards lacked the speed, scale, and granularity to make real-time decisions with data. Overnight thousands of dashboards and years of analytics efforts became obsolete. Pixel-perfect charts became costly, high-maintenance works of static data art instead of useful views into the real-time health and status of your business. Your demand for new, unforeseen analytics use-cases skyrocketed, dashboards were sidelined for manual data extracts and daily reports. Day-old data was useless, and only in-the-moment-insights became relevant, pushing analytics teams to their breaking point. But we don't have to tell you this. You were there.

Today, only 10% of executives believe their company is analytics mature.\* That is to say, only 10% of executives believe their employees can effectively leverage data for decision making— and they're absolutely right. Analytics adoption rates have stagnated at around 30% across the board, despite two decades of tremendous investment by the organizations that use them. Why is that? The problem isn't inadequate training or lack of motivation on the part of business users. On the contrary, traditional BI tools just weren't built for them.

## Dashboards have failed to deliver on the promise of a data-driven culture

According to research, 84% of frontline workers\*\* report a poor experience with analytics solutions and difficulty accessing data and insights, and an additional 86% report a need for better insights technology. What's more, even executives aren't satisfied with current solutions with

Despite 20 years of investment dashboard adoption falls flat



\* Analytics and AI-driven enterprises thrive in the Age of With The culture catalyst, Deloitte Insights, 2019, \*\* The New Decision Makers: Equipping Frontline Workers for Success, Harvard Business Review, 2020

67% admitting to not being comfortable accessing or using data from their existing tools and resources. This is because BI tools were always intended to be used by highly specialized data analysts. Imagine being dropped into the cockpit of a Formula 1 car and told to race in a grand prix when you've only barely earned a driving permit. It would be a disaster. You might know where the gas pedal is, but would you really know how to drive it?

Expecting your business users to engage with highly complex and technical analytics tools poses the same challenges. They've been set up for failure through no fault of their own, and the consequences for your business are dire.

The fact is, insights and analytics can no longer be reserved for the highest levels of leadership. They can't be gate kept by overworked analytics teams. Your frontline employees need unfettered access to insights so they can make smarter, data-driven decisions and respond to changing business conditions while they're happening. In today's always-on, always-changing world, modern businesses can't afford to wait an average of five working

days for a trained analyst to produce a dashboard. Every second lost is a hit to both your brand reputation and your bottom line.

It's time we call a spade a spade and give voice to that nagging thought we've held in the back of our minds for so long: Dashboards are dead.

### Executives and business users dissatisfied with dashboards

**86%**  
of frontline workers report a need for better technology to get insights\*



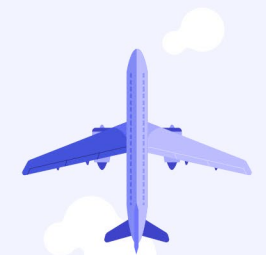
**67%**  
of executives aren't comfortable accessing or using data from their existing tools and resources\*\*



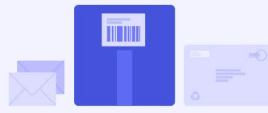
## Dashboards vs. modern world speed



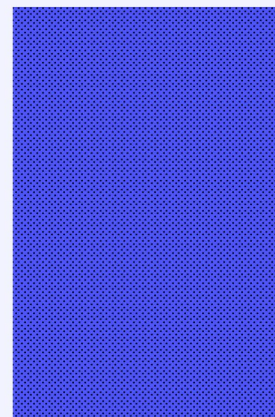
**2.3 minutes**  
Median wait time for an Uber



**18 hours, 40 mins**  
World's longest flight from NYC to Singapore



**48 hours**  
International door-to-door shipping from UK to USA



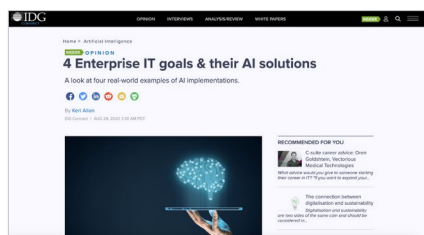
**4-5 business days**  
Average wait time for a dashboard report

\*The New Decision Makers: Equipping Frontline Workers for Success, Harvard Business Review, 2020, \*\*Analytics and AI-driven enterprises thrive in the Age of With The culture catalyst, Deloitte Insights, 2019 [Uber source](#), [Flight from NYC to Singapore source](#), [International shipping source](#)

# Meet the data leaders ditching their dashboards

Modern data leaders know that real-time access to data-driven insights is a company-wide initiative, not a one-and-done task for data teams. These innovative leaders are leaving dashboards behind with increasing

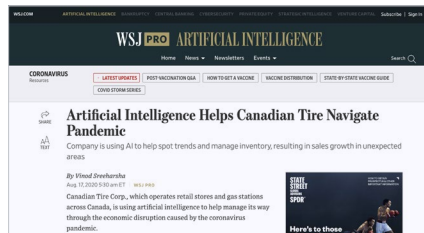
frequency and trading in legacy BI tools for modern cloud solutions, just as they did with data in the early 2000's. In doing so, they're driving huge wins across every industry, even in the face of unprecedented change and uncertainty.



## Walmart powers digital transformation with granular customer insights at scale

Frontline workers and CxOs now have visibility into SKU-level insights across tens of billions of rows.

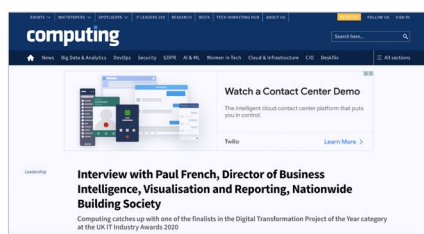
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## AI-driven insights helps Canadian Tire navigate pandemic and bring real-time insights to the frontline employees

Over 4,500 frontline workers interacting with data, asking 75,000+ questions per week.

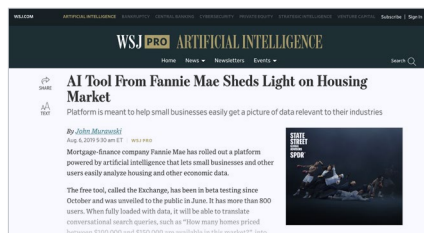
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## Nationwide uses search & AI to power a true data-driven decision making culture

Analytics teams achieve true self-service, significantly reducing their reporting bottleneck by ditching dashboards.

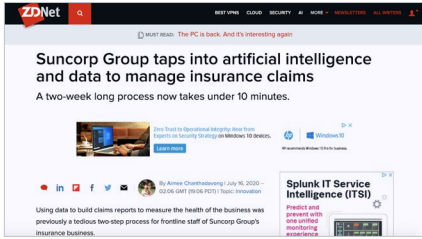
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## Fannie Mae sheds light on housing market by letting go of dashboards

Business users can just ask questions of their data. AI translates questions into SQL and in seconds gives users their answer.

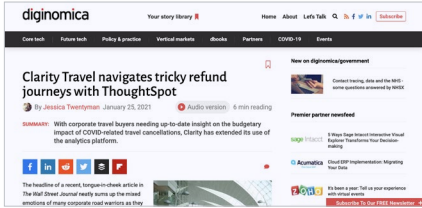
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## Suncorp Group fast tracks their digital and data transformation with modern analytics

Cutting ties with old school dashboards and tapping into search and AI-driven insights, empowering over 1,000 business users to answer their own questions.

[READ MORE](#)



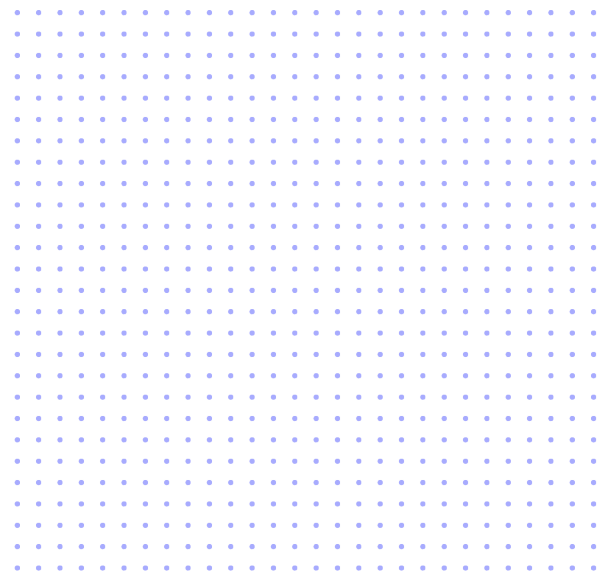
## Clarity Travel navigates tricky refund journeys during COVID by ditching dashboards

Having made the move to modern analytics, Clarity Travel weathers the storm by standing up new use-cases from proof of concept to production in hours.

[READ MORE](#)

What each of these leaders share in common is an understanding of just how expensive and ineffective dashboards are for driving meaningful, real-time business value for frontline business workers. And they've made

a conscious decision to stop the loss and do something about it. But these are just the obvious pains of using legacy BI solutions. Dashboards, and analytics tools like dashboards, come with plenty of less obvious, even hidden, pains too.

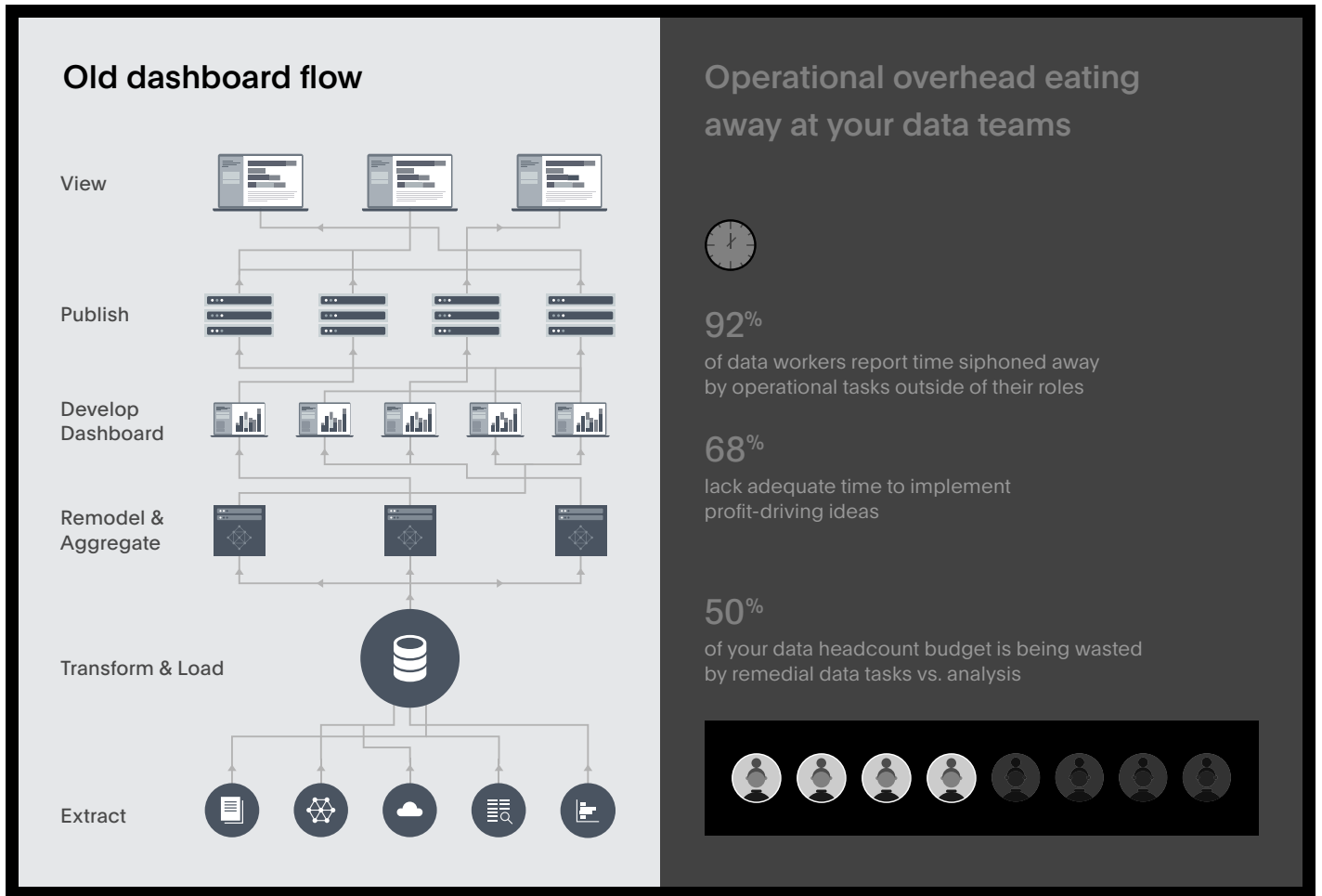


# Unpacking the hidden costs of legacy BI tools

Ask any analyst how they spend the majority of their work day and they'll tell you: Performing remedial tasks that provide no analytics value. 92% of data workers report that their time is being siphoned away performing operational tasks outside of their roles. Data teams waste an inordinate amount of time maintaining the delicate data-to-dashboards pipelines they've created, leaving only 50% of their time to actually analyze data\*. If we look at it another way, 50% of your data team's headcount budget is being

wasted on remedial tasks versus analysis. Let that sink in. If headcount is every organization's biggest expense and investment, dashboards are squandering half of it.

With so much operational overhead, data teams have little time or energy left over for true innovation. Indeed, a whopping 68% of data teams\*\* say they lack adequate time to implement profit-driving ideas. The culprit? Time wasted performing operational tasks outside of their primary role.



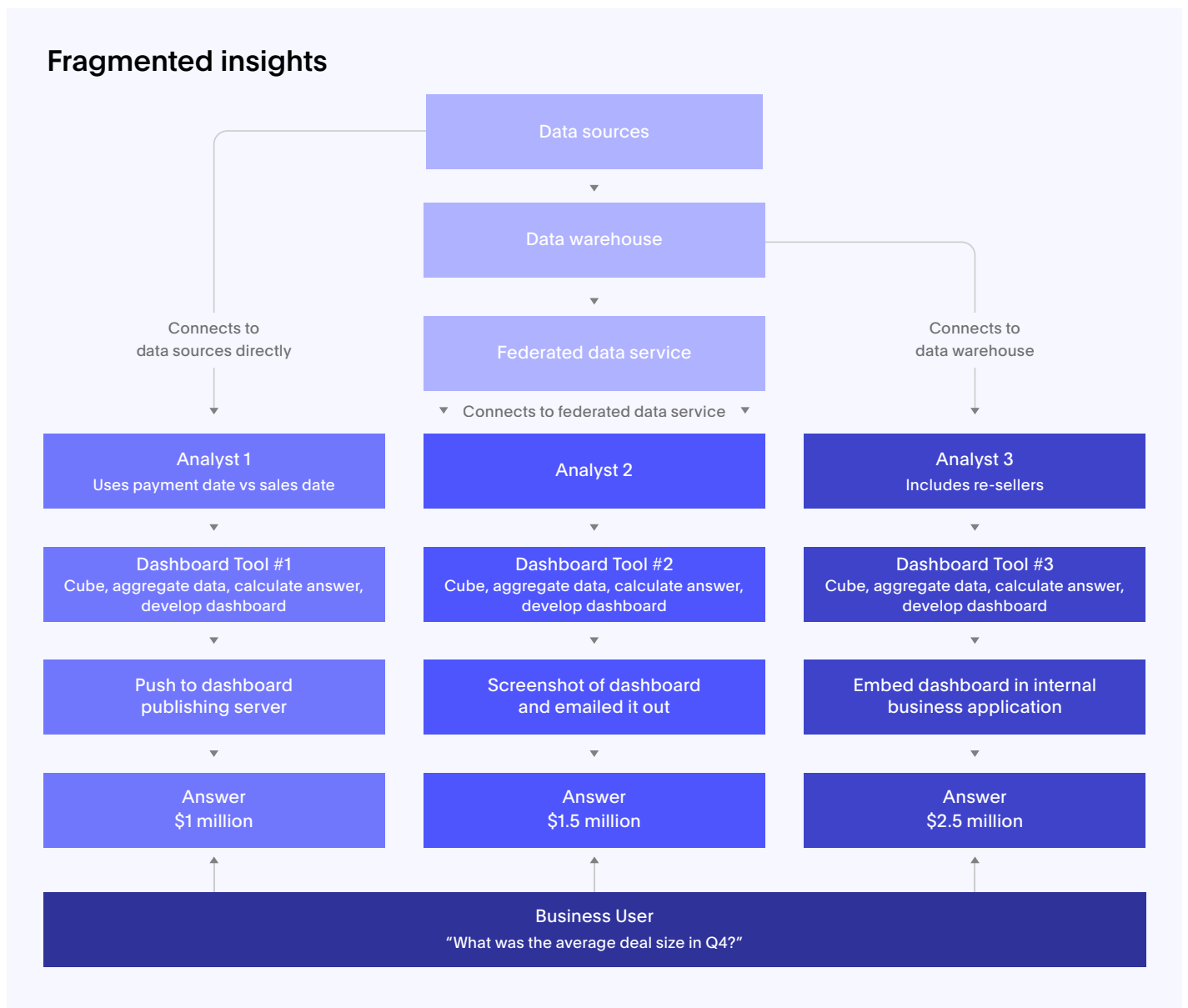
\*Analytics and AI-driven enterprises thrive in the Age of With The culture catalyst, Deloitte Insights, 2019. \*\*Data Analysts: A Critical, Underutilized Resource Global Survey of Data and Analytics Professionals, Dimensional Research, June 2020, Operational overhead eating away at your data teams source: Analytics and AI-driven enterprises thrive in the Age of With The culture catalyst, Deloitte Insights, 2019

## Fragmented tools beget fragmented insights

Consider for a moment the last dashboard your team created or that you yourself personally came across. Was it a clean, lean, optimized insights machine? Or was it made up of a patchwork of disconnected, inconsistent technologies, with each downstream point dependent on the viability of the next? For the last 20 years of BI, it's been the latter. Dashboards have institutionalized data teams into thinking this is an acceptable data-to-insights supply chain.

Instead, they have failed to make any meaningful impact on your company's bottom line and turned expensive data teams into systems management and operations specialists. If that sounds broken and inefficient, it's because it is. Yet many data teams are still trapped in this flow.

This is just one example of the operational costs associated with maintaining a single dashboard tool for a single department. As soon as you try to roll this out to a new department, you have to spin up a whole new set of publishing pipelines, meaning more servers and more

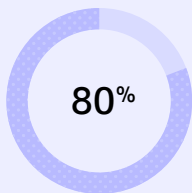




data remodeling outside of your data warehouse. What's more, most organizations have at least three competing dashboarding tools based on an individual data worker's preference. These tools add bloat to an already bloated infrastructure, create inconsistent answers, compound security and governance headaches, and require business users to leapfrog from tool to tool in order to self-serve insights.

This fragmented approach to insights tools and data directly correlates with diminished business success. Data and analytics has been touted as the key to giving organizations a competitive advantage, but fragmented insights for business users achieve just the opposite. Nothing illustrates this more clearly than the fact that 80% of organizations who standardize on a single, common set of tools and methods for delivering insights to business users report exceeding business goals.\*

### Modernize, unify and see bottom line success



of organizations that use a single, common set of tools and methods across the enterprise for accessing and analyzing data exceeded their business goals\*

## Dashboards can't keep up with the way your teams work today

Legacy dashboards just can't deliver consistent and reliable insights at the speed and global scale your team demands. They lack:

### Opportunities for collaboration

Desktop dashboard development is done in silos, hindering analyst collaboration.

### Discoverability and re-usability

Multiple, disconnected publishing servers, each managed separately and with varying access and permissions controls creates a tremendous amount of analytics waste and operational overhead. Information is lost in a sea of disparate dashboards and servers, and analysts spend valuable time on profitless tasks.

### Secure remote data and insight access

Complex pipelines and desktop development make managing access controls a living nightmare for data governance and security teams.

### Rapid use-case development with single-touch insight provisioning

Developing new use cases requires months of gathering business requirements, data modeling, and development on top of governance and security validation, creating a compliance, data refresh and publishing nightmare.

All together, these limitations make it impossible for you to implement the sweeping data-driven transformations you've planned for your organization. Instead, changes are incremental and business value is nearly imperceptible.

\* Analytics and AI-driven enterprises thrive in the Age of With The culture catalyst, Deloitte Insights, 2019

## The tension between dynamic data and static dashboards

Data is not a static object. It's a living and breathing entity, constantly changing, trending up or down, leaning left or right, and building upon itself as more and more of it is collected. Dashboards on the other hand are static and flat. They capture a distinct moment in time with pixel-perfect clarity, and then sit on the proverbial shelf, never to be referenced again. Meanwhile, the shelf-life of your data is shrinking exponentially, becoming obsolete in a matter of hours in some cases.

Today's analysts report that 86% of the data they use to create insights is out of date, with just under half of that data clocking in at two months or older\*. That means more often than not business users are basing million-dollar decisions on stale data that isn't representative of the current world.

But it's not just the data points themselves that are always changing, it's also the underlying scheme of the data, which dashboards simply can't handle without breaking publishing pipelines.

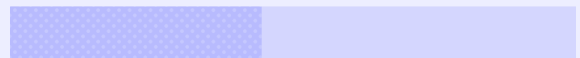
In the modern world, data schemas change frequently to keep pace with the sheer volume of new data sources. How frequently? Some studies estimate that an average of 60% of data schemas change at least monthly\*. Every time that happens, even simple changes to a column name, can break the dashboard downstream. This forces data teams to spend hours going through failure logs and work backward to figure out where the problem took place to rectify broken insights.

### Static dashboards can't keep pace with dynamic data\*

**86%**  
of the data used to create insights is out of date



**41%**  
of insights are using data that is 2 months old or older

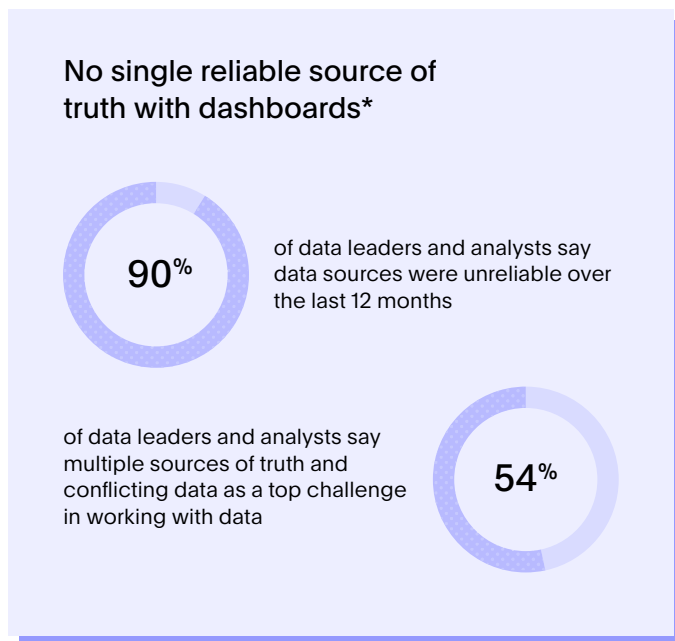


\* Data Analysts: A Critical, Underutilized Resource Global Survey of Data and Analytics Professionals, Dimensional Research, June 2020



# Reimagining data trust, quality, and governance

Over the years, dashboards have created a world of chaos when it comes to defining data governance policies and a single source of truth. In fact, 54% of data analysts and leaders report multiple sources of truth and conflicting data as a top challenge in working with data. And an additional 90% say numerous data sources were unreliable over the last 12 months due to fragmented tools and processes. If that figure does not alarm you, it should.



So much of your organization's success hinges upon business users having access to high-quality insights. It impacts everything from new revenue opportunities to customer engagement and satisfaction, and even how quickly you can react to competitive changes and market trends. But in order for individual employees or business groups to be willing to use data, they have to trust it. If business users see an error even once, confidence erodes

dramatically. Lack of confidence doesn't just translate to lack of adoption, the consequences directly impact your organization's revenue too with 76% of data leaders reporting missed revenue opportunities.\*\*

## Trust and confidence are key to encouraging analytics usage

With fractured dashboard infrastructure comes fractured insights. That's why it's so commonplace for analysts to come up with multiple answers to the same question, and why data teams are constantly scrambling to troubleshoot and reconcile differences in dashboard outcomes. This patchwork of dashboards and pipelines creates major blindspots, forcing data teams to focus on outputs rather than natively maintaining quality and consistency throughout the entire data-to-insights pipeline. To break this cycle, you must reimagine your entire data supply chain to ensure transparency, trust, and accessibility. Doing so means addressing major changes in the following areas:

### Governance

Overcoming hybrid technology patchworks, individual desktop solutions, multiple publishing servers and movement of data.

### Insight quality and consistency

Implementing cloud-first solutions that maintain a single source of truth and eliminate insight duplication and inconsistencies from multiple desktop systems.

### Shadow analytics

Acknowledging the uncomfortable fact that business users are constantly exporting and manipulating data in Excel because they can't get the view they need or aren't comfortable using dashboarding tools, thus introducing quality and version control issues.

\*Data Analysts: A Critical, Underutilized Resource Global Survey of Data and Analytics Professionals, Dimensional Research, June 2020, \*\* Data Distrust: The impact of data distrust on analytics projects and decision making, SumoLogic, December 2020

# Why dashboards fail to deliver personalized insights and business value

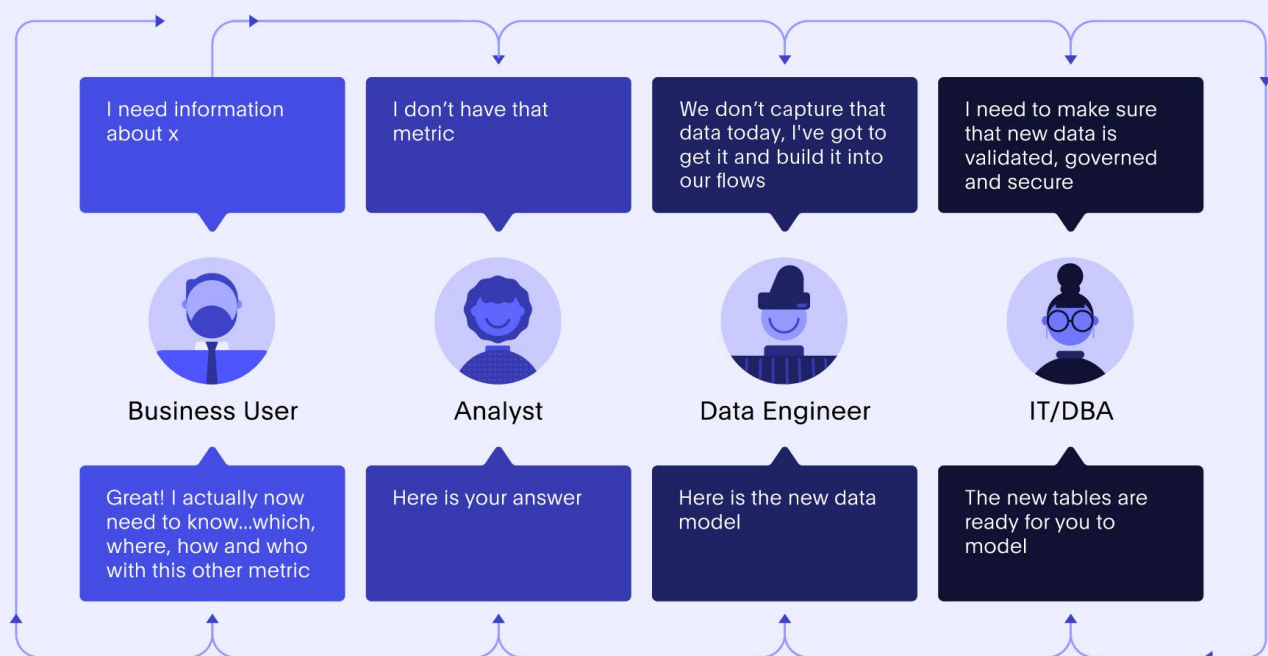
Every business user is different. No two marketers or finance managers will use data in the same way because no two share the same view or understanding of the business. The challenges they're trying to solve are complex and come in all shapes and sizes. To be successful, business users need data-driven insights tailored to their particular needs.

Unfortunately, static dashboards treat everyone like carbon copies. They deliver a one-size-fits-all approach that can't

support the needs of modern business users and come with a hefty curiosity tax to boot! Simply put, dashboards are too rigid, too slow, and too generic to ever create meaningful business value for the people that need them most.

As illustrated in previous chapters, whenever business users approach analysts for an insight, they set off a chain reaction. And no matter how well the resulting dashboard

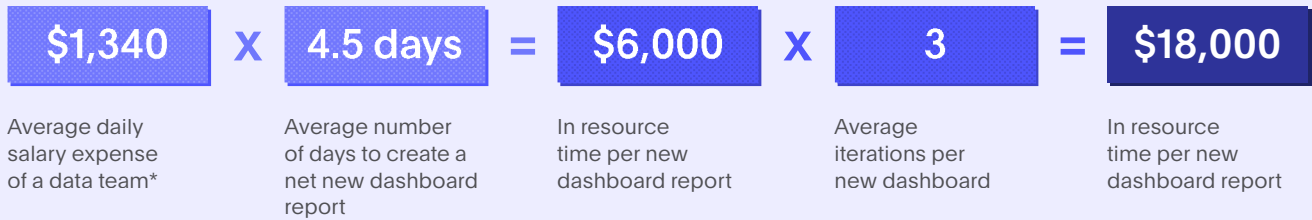
## The infinite loop of dashboard insanity



may answer the user's first question, it's the next set of deeper questions that drive real action. It's not enough to know what happened. Business users must be able to dig in and understand the specifics of when, where, and

why. When they can't, each additional follow-up question demands additional time and resources from your data team. This is where using legacy BI tools start to add up—and not in a good way.

### The cost of personalizing insights with dashboards



\*National salary average of [BI Analyst \\$96k](#), [Data Engineer \\$130k](#), [Database Administrator \\$96k](#)

# A new paradigm for analytics: Search and AI

Don't worry, it's not all doom and gloom for your data team. They say every new beginning comes from some other beginning's end, and the same rule applies to analytics. Dashboards may be unequivocally dead, but in their stead is a new class of modern cloud analytics solutions.

These cloud-based solutions offer a consumer front end for your data stack, making it easier than ever to unlock insights trapped in your cloud data and transform information into a living breathing ecosystem of insights that drive actions at the frontlines. With modern cloud analytics you can:

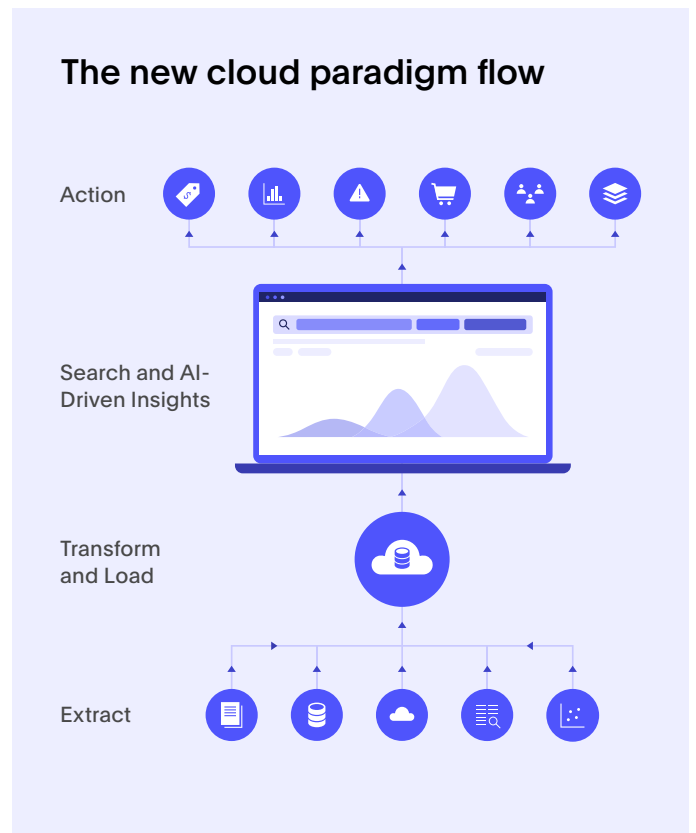
Automate how your entire organization gathers, integrates, and mobilizes data, regardless of volume or source.

Take advantage of augmented analytics to synthesize new insights and create continuously learning systems.

Transform insights into action and extend capabilities through living, learning experiences.

Simplify deployment, ongoing maintenance, and monitoring of new insights across the organization.

But not all cloud analytics solutions are equal. Just because it has a search bar, doesn't make it modern or user friendly for business users. BI tools with search bar features are the equivalent of the yellow pages moving online. They're still just the yellow pages, and by the same token your legacy BI tool is still a glorified dashboard. So how do you identify a modern cloud analytics platform from the rest of the pack? The difference is in the details.



## The modern analytics checklist

	Legacy BI Tools	Modern Cloud Analytics
Cloud native architecture built for speed and scale		✓
Consumer-grade UX supports the most non-technical business to self-serve insights		✓
Search via live-query to ensure you can query data wherever it's hosted, no aggregations or data movement required		✓
AI-driven insights, and one-click auto-analysis to discover answers in the dark corners of your data		✓
Sits on your cloud data warehouse, and natively inherits all data models and scheme		✓
Eliminate data silos and shadow insights with a single source of truth		✓
Ideal environment for data governance and security		✓



And if you really want to get into the nitty-gritty, here's the complete checklist of key features to look out for:

### Consumer-grade experience

Rapid adoption rates of 70% or higher within 6 months of deployment

Repeated usage and return users

Intuitive UX that works and looks like popular consumer apps

### Smart

Learns from usage to provide most relevant search suggestions and answers

End users can teach their language, NLP refined via crowdsourced intelligence

AI recommends related insights of hidden patterns

### Scaleable

Scales to billions of rows of data across tens of thousands of users

Uncovers granular insights to detailed questions, no pre-aggregation or data movement required

### Fast

Live-connections with sub-second live-query across billions of rows of data in cloud data warehouse

Hyper-efficient and performant querying to maximize cloud data warehouse performance and investment

Query parallel processing, admission control, JIT compilation for optimized query execution

### Rich analytics

Handles complex questions and schemas

Complex questions expressed through search (growth, compare by time/metric/dim, geospatial)

Handling of complex schemas, multiple fact tables, many-to-many join relationships

### Secure

Granular security built into the search bar

Row, column, and object-level security

Security applied in results and query type ahead

Automated security guardrails for sharing

### Architecture

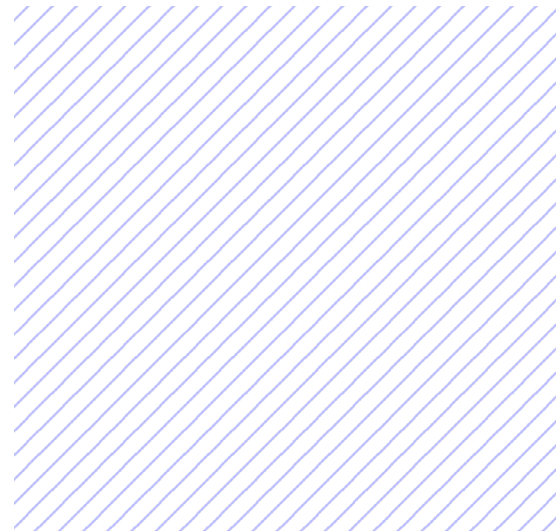
Cloud-native and purpose-built with search and AI

Supports analytics needs of the masses

No desktop or server separation

Single environment to build, test, and deploy enterprise analytics

No data remodeling, schema rebuilding, or duplication of security controls required



# The Modern Analytics Cloud from ThoughtSpot

ThoughtSpot makes analytics as easy as your favorite consumer app. With ThoughtSpot, even your most non-technical users can leverage natural language search and AI to answer their own data questions with an intuitive and familiar search experience.

Data teams can leverage ThoughtSpot’s web and mobile applications to bring the power of Search and AI-driven insights to every employee; or embed the platform’s services directly into your products, apps, and services to extend the value of your data to partners and customers.

Now anyone can use search and AI to find hidden insights in your company data. Put the most innovative

technologies from across the cloud ecosystem in the hands of your entire team with consumer-grade analytics.

### It’s simple

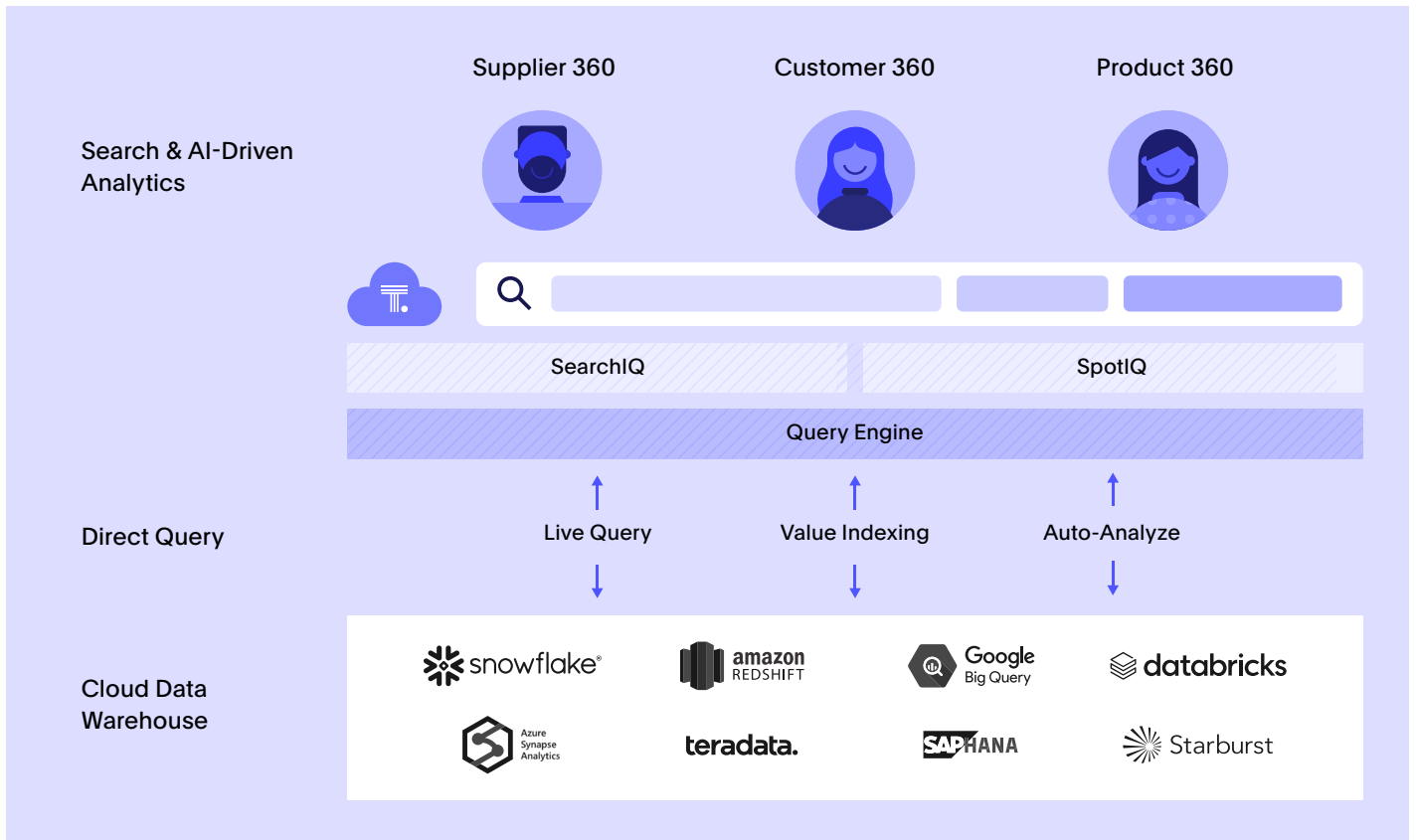
Provide true self-service analytics with Search & AI

### It’s open

Build engaging data apps on a developer-friendly, low-code platform with flexible APIs

### It’s actionable

Bring data insights directly into your favorite business apps to drive smarter actionsplatform with flexible APIs



And customers around the world are buzzing.



I have never seen any analytics solution deliver the ease of use, the depth of insights, and the speed at massive scale that ThoughtSpot delivers.

JAYA KOLHATKAR, CHIEF DATA OFFICER 



**Walmart powers digital transformation with granular, self-service SKU-level insights across billions of rows of data**

Data leaders at Walmart have empowered their Finance, Merchandisers, eCommerce business users and executives with ThoughtSpot, giving them visibility into SKU-level insights across tens of billions of rows, freeing them to drive improvements in dynamic pricing, optimize markdowns, and increase inventory turns.



**Bank of the West BNP Paribas feels the impact of modern self-service analytics through increases in share of wallet with deep customer 360**

Wealth advisors at Bank of the West BNP Paribas can now get deep customer 360 and visibility across the bank's portfolio, helping them identify cross-sell opportunities, increasing customer reaction and wallet expansion thanks to the work of the data teams with ThoughtSpot.



**Schneider Electric achieves 78% adoption rates in 6 months with modern analytics**

With ThoughtSpot, the data and analytics team were able to achieve a 78% self-service adoption rate within 6 months of deployment, reducing data backlog by 30 hrs/week per analyst. The data team has reallocated that time to implementing profit driving innovations across the organization.

## DAIMLER

**Daimler gives procurement pros deep self-service analytics for strong supply chain negotiations, achieving an ROI of \$138M**

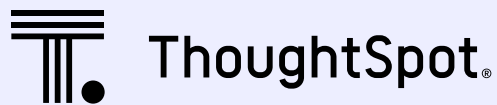
With ThoughtSpot, data teams were able to achieve an ROI of \$138M in annual financial impact by rolling out hyper-granular, 360 views to over 3,500 procurement professionals, empowering them with self-service insights that improved purchasing decisions and negotiations.

## Welcome to The Modern Analytics Cloud revolution

If you're ready to ditch your dashboards and embrace modern cloud analytics, then you're ready for ThoughtSpot. And we're ready for you! See why the world's most innovative businesses trust ThoughtSpot to transform their cloud data into actionable business insights.

Schedule a Search and AI-driven insights use-case roadmap discovery session, and start your free 30-day trial of ThoughtSpot today.

[Get started](#)



## About ThoughtSpot

ThoughtSpot is the Modern Analytics Cloud company. With ThoughtSpot, anyone can leverage natural language search and AI to find data insights and tap into the most cutting edge innovations the cloud data ecosystem offers, extend the value of their data to partners and customers, and automate entire business processes.

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