



Self-Service Reporting Empowers SterlingBackcheck Teams

CASE STUDY

About SterlingBackcheck

SterlingBackcheck, a leading background screening company, chose ThoughtSpot to give access to enterprise insights about their business to various stakeholders within the company. Over the past decade, the company has grown tremendously and now employs more than 2,000 people worldwide. Over 20,000 customers, including 25% of the Fortune 100 around the world, use their services to conduct over 20 million background searches every year.

With growth came difficulties in scaling access to data and facilitating enterprise insights across the company. ThoughtSpot was brought in to help solve that need.

Business Goals

The most pressing challenge facing SterlingBackcheck was accessibility to information. To realize these goals, they needed to provide self-service decision making for business users, and do so efficiently and quickly.

What they were looking for

Prior to ThoughtSpot, SterlingBackcheck didn't have an enterprise-class business intelligence solution. They could tell you whether an applicant was using an alias to hide a criminal past, but they had no easy way to do trend analysis, growth comparisons, or identify outliers in their own business model. Desktop tools were the standard choice, but presented new challenges depending on the skills of the user, and didn't scale as effectively as ThoughtSpot. Conversations would deteriorate reconciling information because there was no single source of truth. As the number of customers, the business, and the amount of data grew exponentially from gigabytes to terabytes, scalability became a big concern.

“When I saw ThoughtSpot for the first time, I knew I was seeing something different. We researched several business intelligence products and each came with its own strengths and limitations. ThoughtSpot allowed us the opportunity to empower all users with easy access to data while limiting dependency on an IT organization that comes with a traditional BI architecture. Being able to glean meaningful insights from our data in real time empowers users to share insights across the company.”

Taylor Culver,
AVP Product Management & Data,
SterlingBackcheck





What they were looking for

The company wanted a self-service model to put the power of data directly into end users' hands, and having internal users script custom SQL for reporting was not a scalable option. For SterlingBackcheck, exploring data and sharing insights had to be as easy as finding a new coffee grinder on Amazon.

The finance and operational teams wanted something that was quick to implement, not dependent on IT for day-to-day reporting, and able to scale and grow with their business without disrupting normal operations.

“ Given the 20 million searches that we do annually, reporting just doesn't answer our needs. We need to be able to see something that's real-time, that enables us to dig in deeper than just a traditional report, and helps us get to the answer. It's not about reducing data; it's about getting answers. It's about searching for answers and finding solutions.”

Taylor Culver, AVP Product Management & Data, SterlingBackcheck

How ThoughtSpots met their goals

SterlingBackcheck did a comprehensive evaluation of business intelligence solutions, from both traditional and new BI vendors. But even the newest BI solutions required large investments in time and IT staff, which would delay getting data to the people who needed it due to complex integrations. Only ThoughtSpot offered the ease of use for business users that SterlingBackcheck envisioned while minimizing dependency on the IT organization.

The company was able to have the ThoughtSpot Relational Search Appliance onsite with their data loaded and ready for use almost immediately; users could get comfortable doing their own searches within 30 minutes of self-driven exploration. With built-in sharing and collaboration, the lines between the creators and consumers of reports became blurred, saving everyone time. And best of all, it was fast. Discoveries that would have taken weeks to complete can now be accessed within seconds of searching.

BEFORE THOUGHTSPOT

- ▶ Reliant on SQL experts to get information
- ▶ Unable to search through data
- ▶ Data was hard to get without development work

AFTER THOUGHTSPOT

- ▶ Enterprise platform that can scale easily as they grow
- ▶ Being able to search
- ▶ SterlingBackcheck data gives complex insights to people without a “data background”
- ▶ Self-service, direct access, with minimal training