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ThoughtSpot

The Human Side of Analytics: Structuring Data Teams for the Future

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Transforming Analytics In the Age of Self-Serve

Kevin Davis

Vice President, Analytics and Architecture

Kforce

Kforce Overview

$1.4 Billion NASDAQ "KFRC"

$1.4 billion in annual revenue
20+ years publicly traded

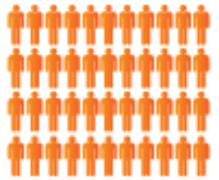
Consistently ranked in the top 10 for IT staffing firms and top 5 for Finance & Accounting staffing firms

More than 50 offices throughout the U.S. and two National Recruiting Centers

Staffing solutions in:
Technology
Finance & Accounting

Serves 70% of the Fortune 100

Retail
Financial Services
Communications
Technology Services/Mfg
Business Services
Insurance
Health Services



36,000+ consultants deployed and 3,300 permanent placements annually

9+ Million

Access to over 9 million candidates in our database

Analytics Transformation

Mainframe
(1950-80s)

Reconcile to General Ledger

Wait Time
Months

BI 1.0
(1980s)

Business Objects
Hyperion
COGNOS

Predefined Reports

Wait Time
Weeks

BI 2.0
(1990s — Present)

+ableau
looker
Qlik

Visualization

Wait Time
Days

BI 3.0
(Now)

ThoughtSpot

Search & AI

Wait Time
Days

Everyone Wants to be a Citizen Data Scientist . . . Right?

Change Management is Your Key to Success

Case for Change

Many have become accustomed to a BI team, FP&A, or other Analytics dept “doing the work”

What’s the case for someone to get insights themselves?

Sponsorship

The one thing you must get right. Without an active sponsor who has authority of those affected by the change, adoption will suffer

Governance

Well established rules on who can publish, what is “certified”, use of common metrics and repositories.

Reinforcement of this has to occur or instant insights will become instant chaos.

It All Starts With Culture

Understand Your Culture

Knowing how people respond to change in your organization will help plan and determine what change management actions to use

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Building an Effective Business Intelligence CoE at Fannie Mae

Theresa Marvin

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About Us

Theresa Marvin

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Worked at Fannie Mae for 20 Years

Enjoys spending time with family and coaching basketball and track & field

Mei Yu Chen

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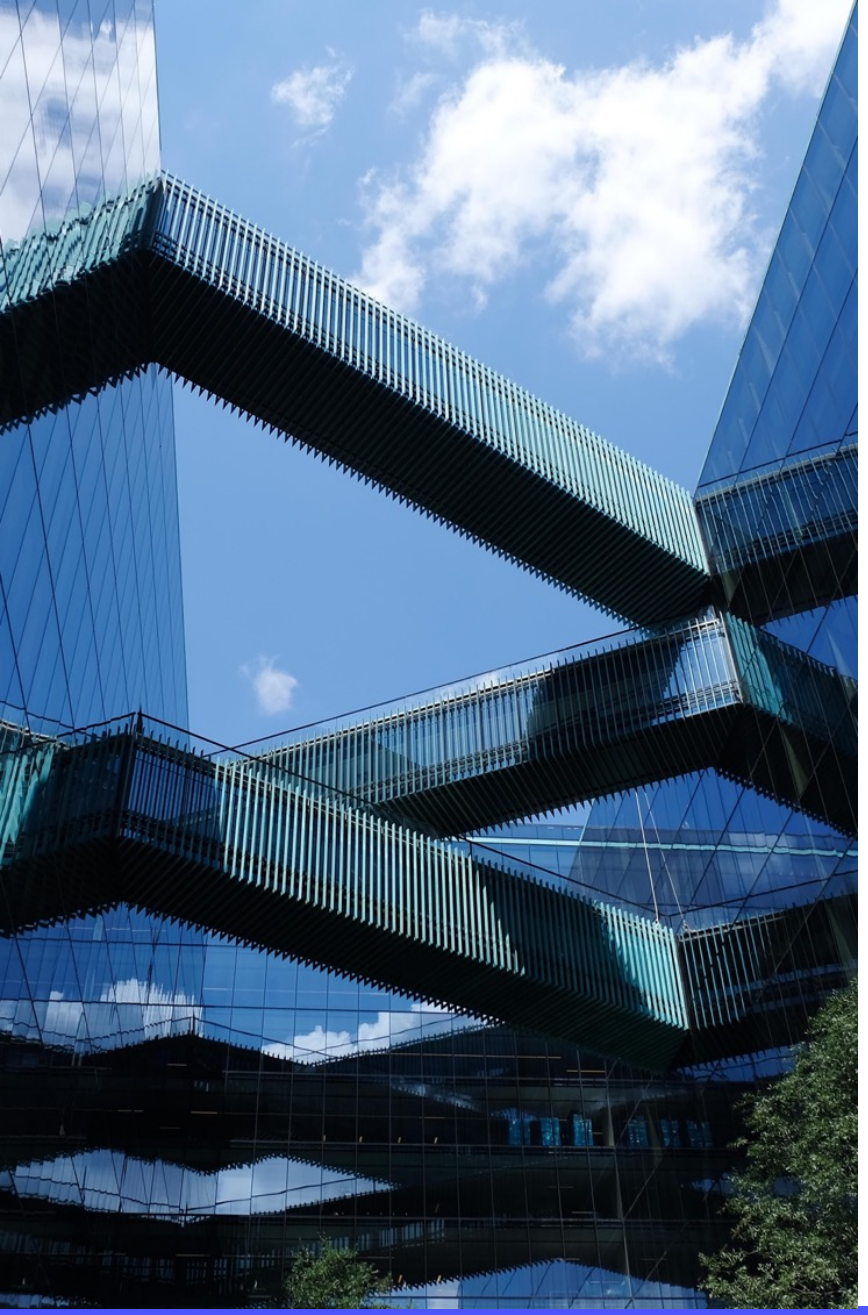
Worked at Fannie Mae for 6 Years

Enjoys playing board games and trying out new recipes



About Fannie Mae

Fannie Mae is a leader in providing housing finance for homebuyers and renters in the United States. We serve the people who house America. Together with our partners, we make sure that homeowners, homebuyers, and renters across the country have access to affordable financing opportunities.

Our Transformation

In the past…

- Different versions of many tools
- Significant overlap between tools
- Decentralized platform administration
- Independent and siloed technology evaluation and adoption

Our Transformation

In the past…

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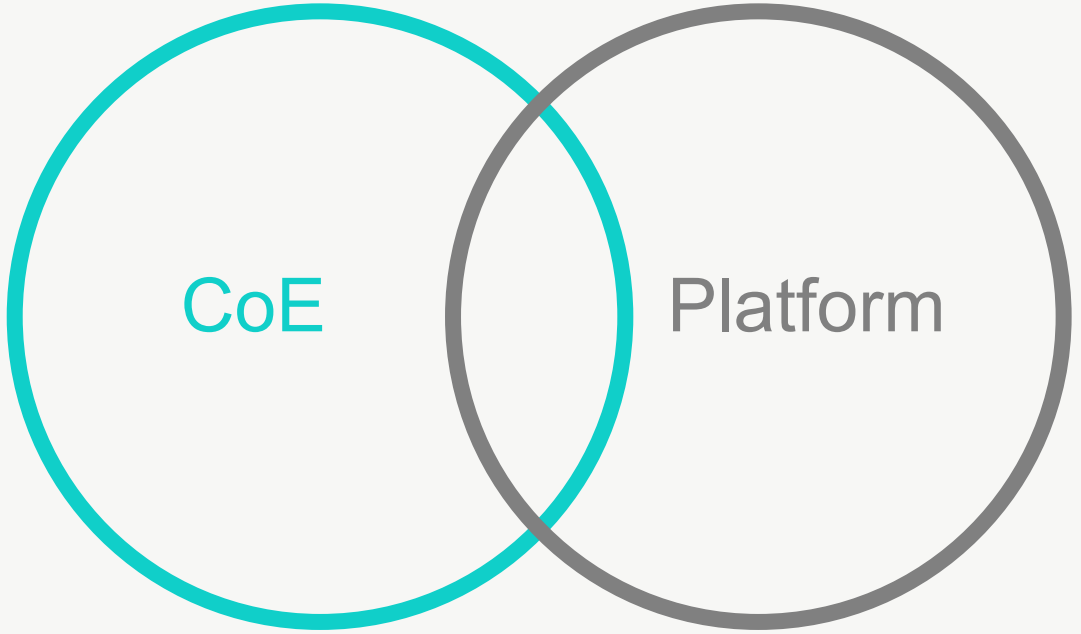
…Today

- Centralized BI CoE
- Centralized platform support team
- Rationalized tool strategy that is constantly evolving with business needs and industry trends
- Mature customer enablement program

Organization & Roles

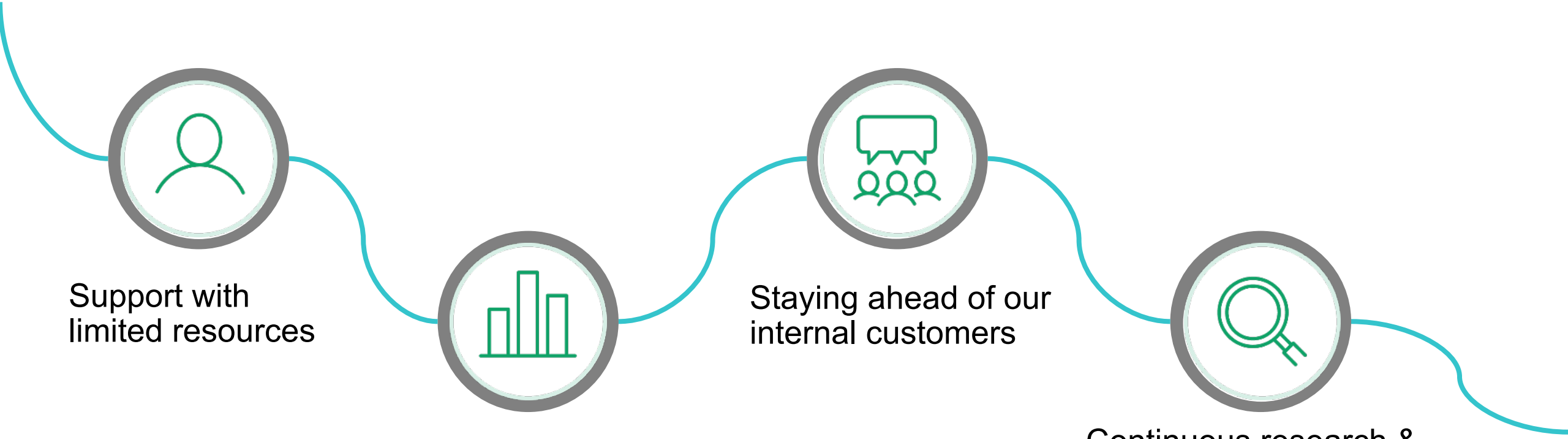
Supporting industry-leading BI capabilities



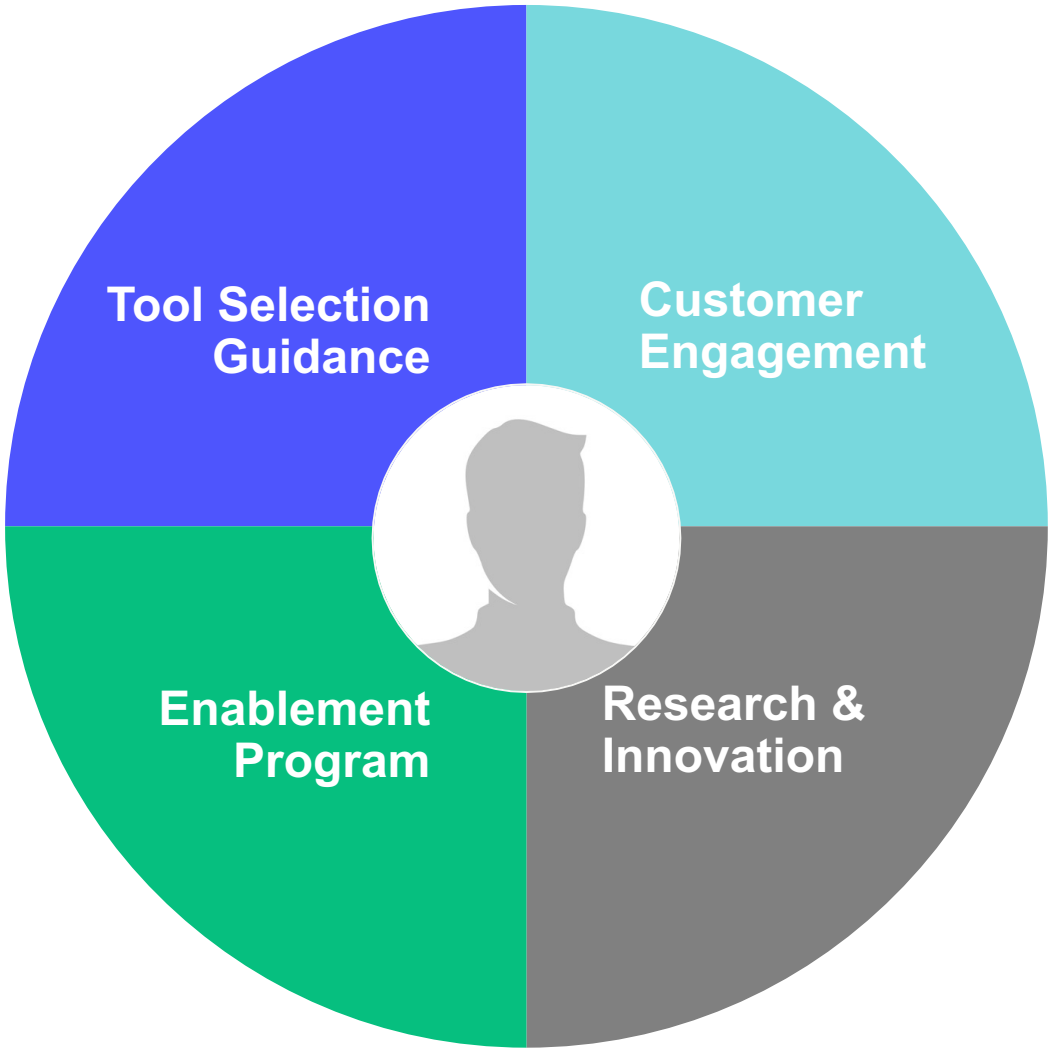
Provide tool selection guidance, “front end” customer support, enablement programs and research

Provide deployment, platform/ tool, and upgrade/migration related “back end” support

Challenges and Our Strategy Against Them



CoE Activities



Tool Selection Guidance

- Tool Demos
- Provide guidance based on requirements and use cases
- Requirements questionnaire
- Internal tool capability comparison

Customer Engagement

Prototyping

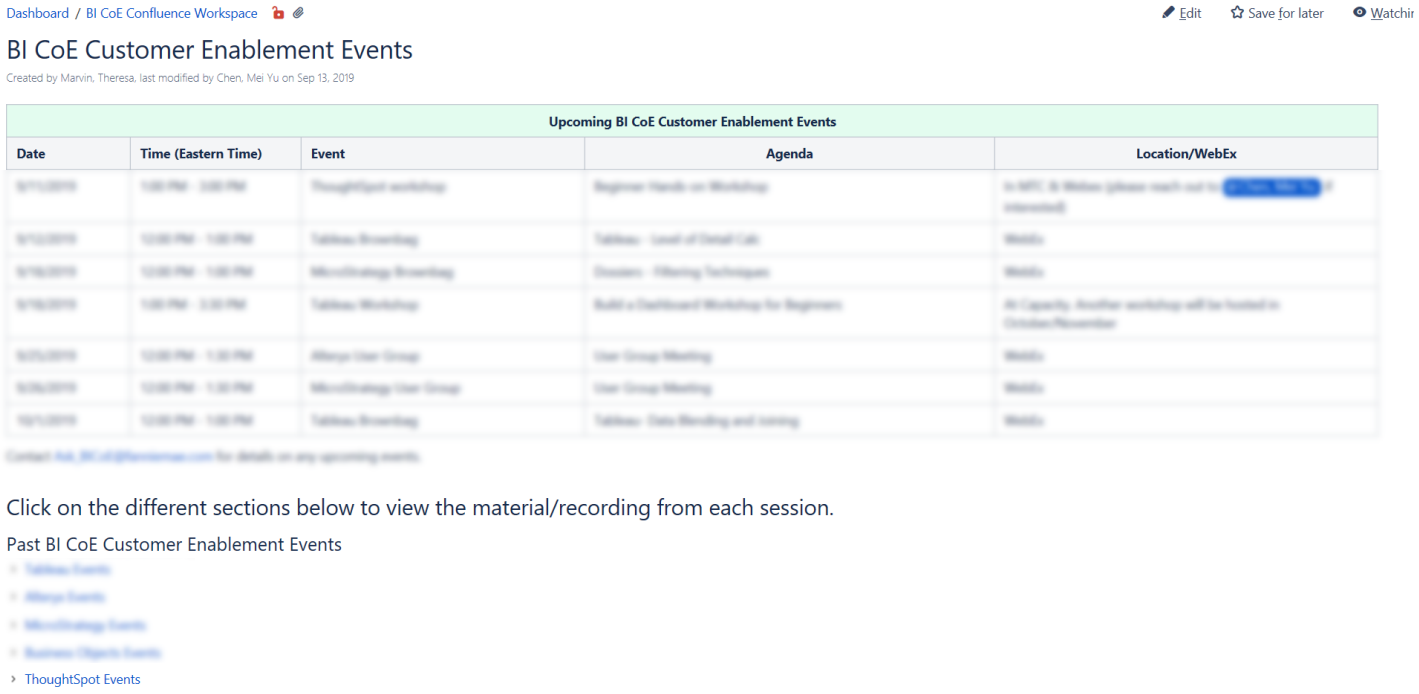
Design Reviews

Best Practices

Troubleshooting

Enablement Program

- User Groups
- Brown Bags & Workshops
- Doctor Sessions
- Promote sharing and collaboration



Dashboard / BI CoE Confluence Workspace

Edit Save for later Watchir

BI CoE Customer Enablement Events

Created by Marvin, Theresa, last modified by Chen, Mei Yu on Sep 13, 2019

Upcoming BI CoE Customer Enablement Events				
Date	Time (Eastern Time)	Event	Agenda	Location/WebEx
[redacted]				

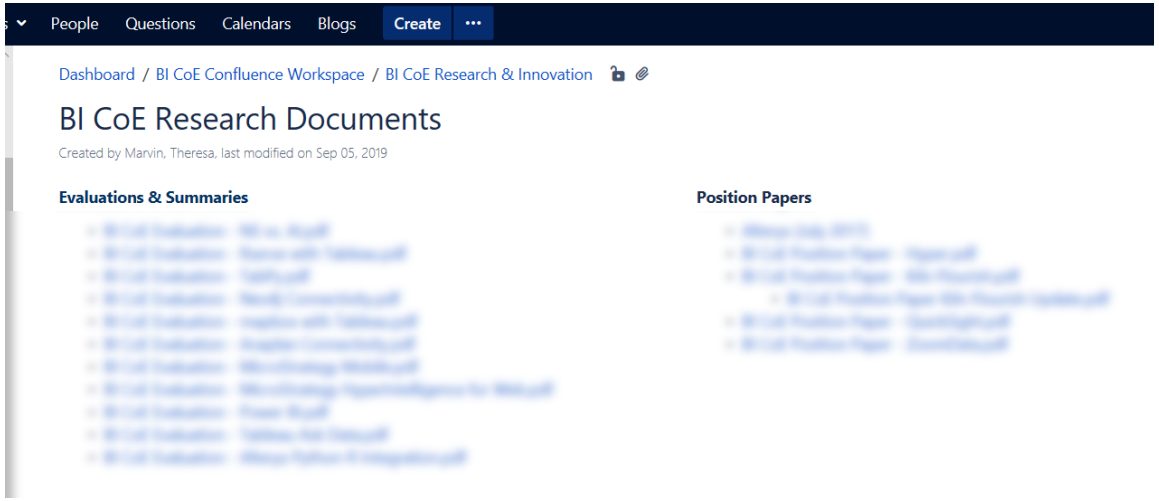
Click on the different sections below to view the material/recording from each session.

Past BI CoE Customer Enablement Events

- [redacted]
- [redacted]
- [redacted]
- [redacted]
- ThoughtSpot Events

Research & Innovation

- Research on new features
- Evaluate and test new technologies and compare to existing tools
- Monitor BI Market



Working with ThoughtSpot

Take advantage of vendor resources!

- Beginner Workshops
- Special Topic Brown Bags
- Consultation on difficult technical issues
- ThoughtSpot Customer Success

Fannie Mae ThoughtSpot Footprint

- 9 implementations
- 1 externally facing
- Varying levels of maturity
- Creative adoption strategies

- 8 on-premise instances
- 1 cloud instance
- Clustered on-premise instances early 2019

- Most instances on 5.1.2

Progress & Feedback

150+
Engagements

10+
Internal Research Reports

55+
Enablement Events

“Thank you (BI CoE) for taking the time to present and answer all our questions about the new features.”

“BI CoE Events provide a great way to leverage internal resources and to share knowledge and experiences.”

“The consultation session was invaluable, thank you for sharing the information about BI tools and helping us look around corners as we plan.”

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Thank You

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Thank You