

# ThoughtSpot Mobile: Get Insights on the Spot

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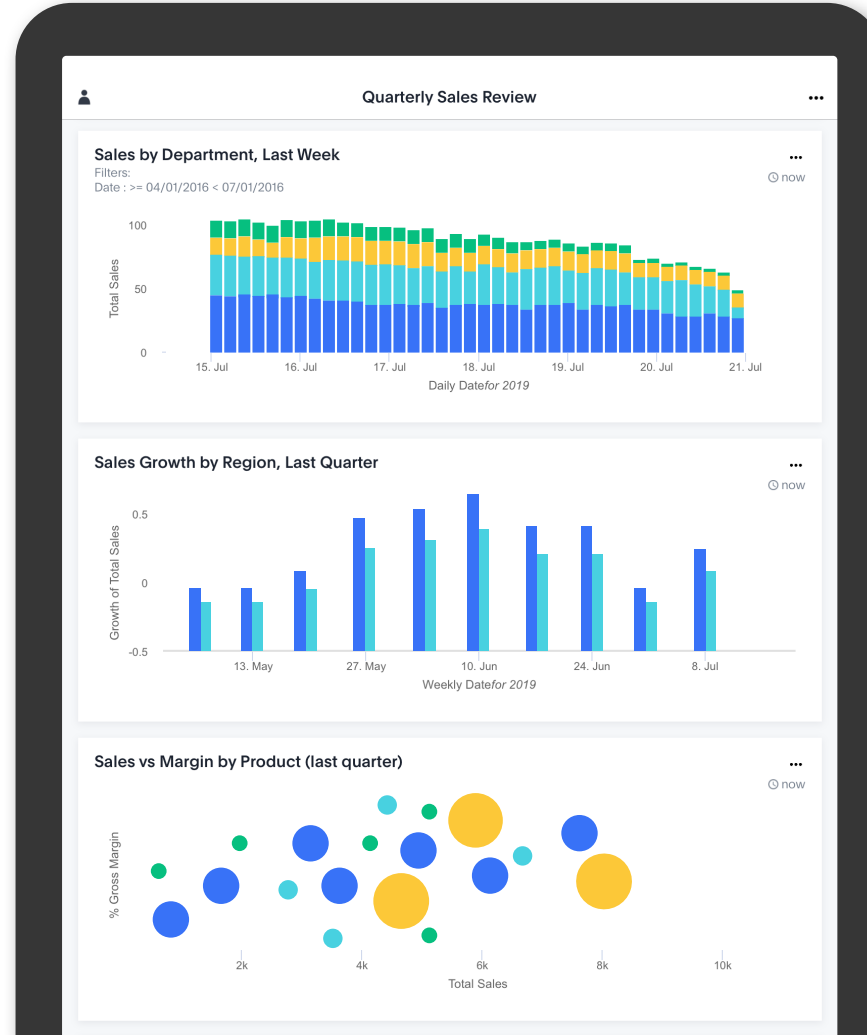
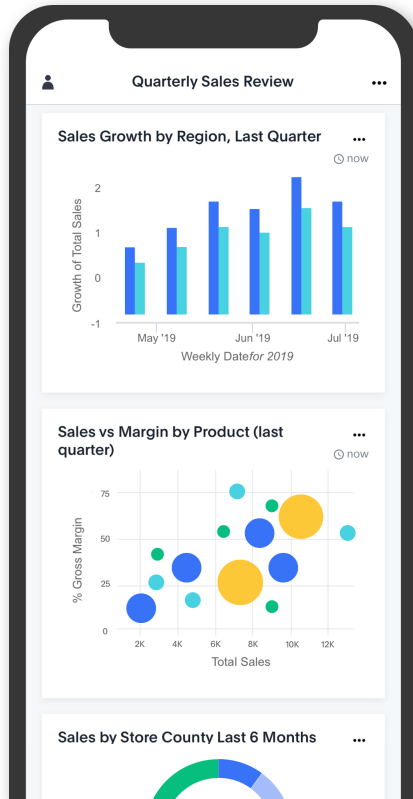


**Karen Rambo**

Vice President, Retail Marketing and Operations  
Haggar Clothing Co.

# The app is live!

Requires ThoughtSpot 5.1 or later



# Business Impact

# Mobile Use Cases



## Field Teams

Mobile is the most convenient way to get mission critical data to large, geographically distributed teams.



## Executive Focus

Get your data in front of decision makers on the device they use the most.



## Team KPI Alignment

Leverage the Home pinboard to align the whole team on specific KPIs.

# App Highlights

# Key Product Themes



## Speed

One Tap Access

Lightning Fast Charts

Quick Share



## Customizability

Home Pinboard

Pinboard Filters

Favorites



## Reliability

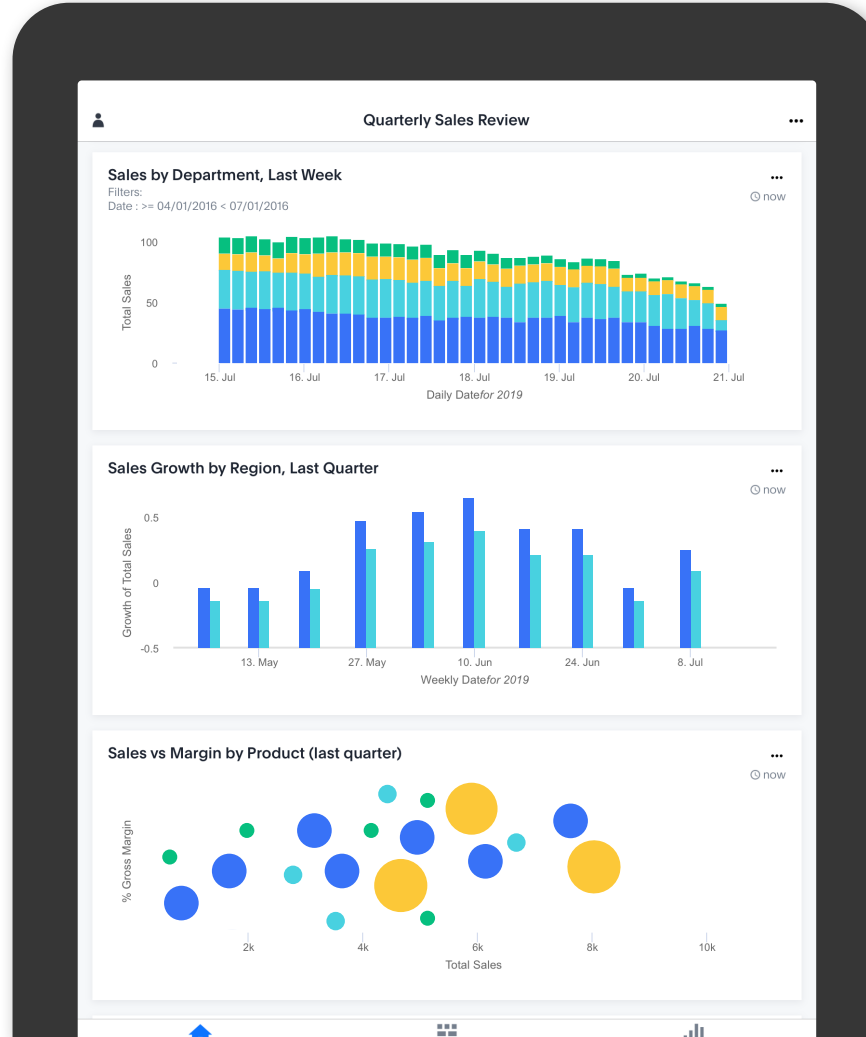
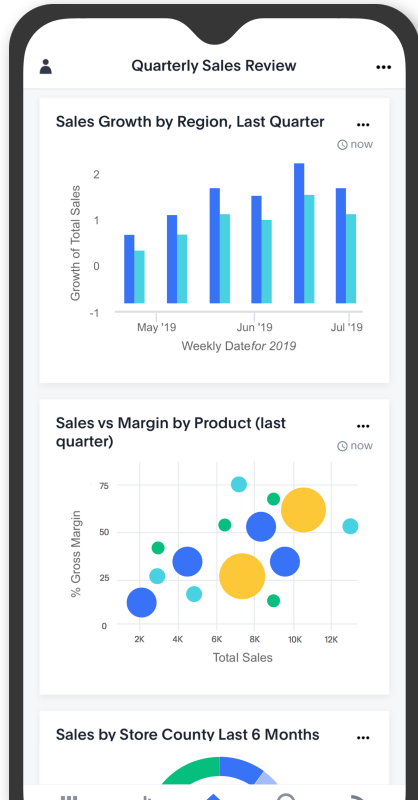
Seamless Authentication

Support for Major MDMs

Encrypted Offline Access

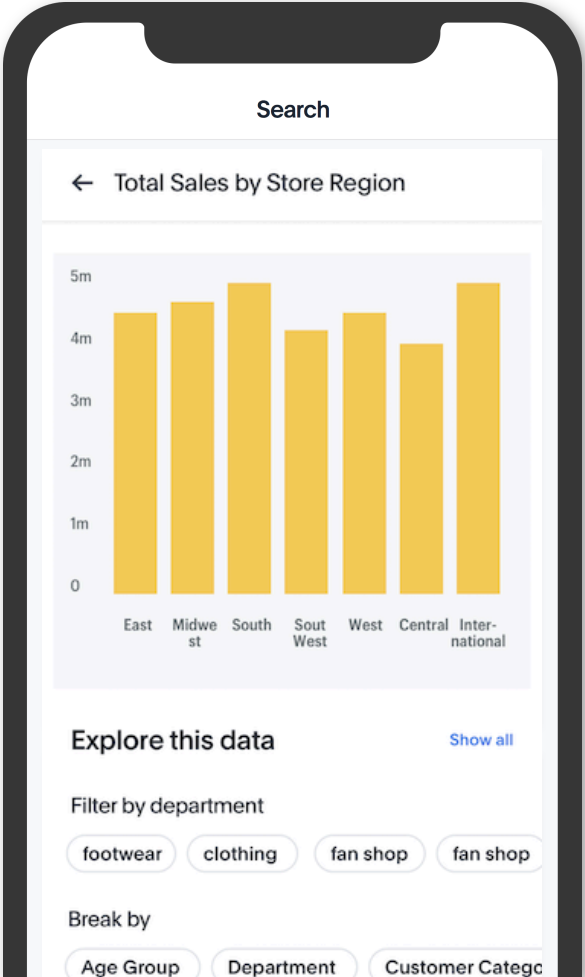
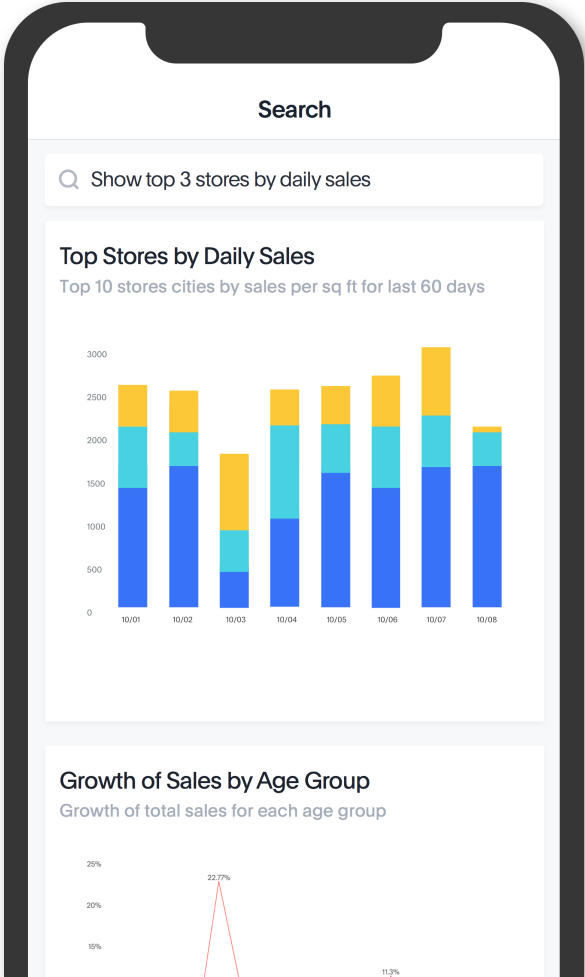
# Mobile Product Roadmap

# Android

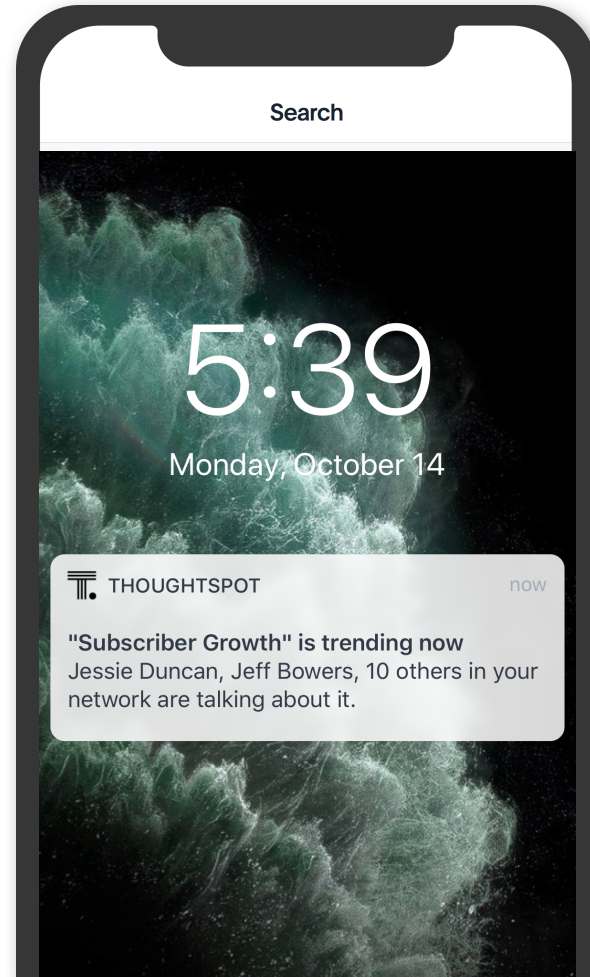




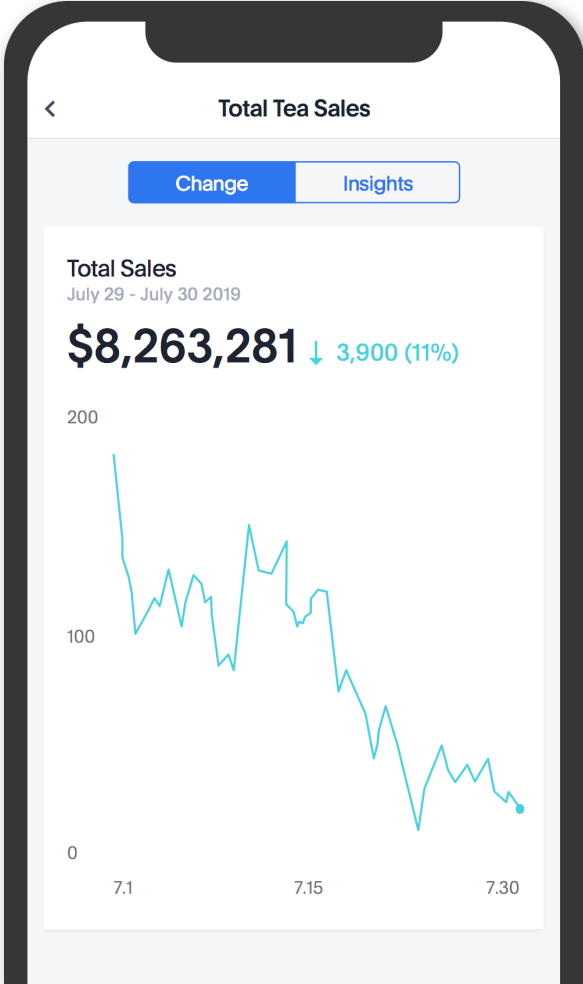
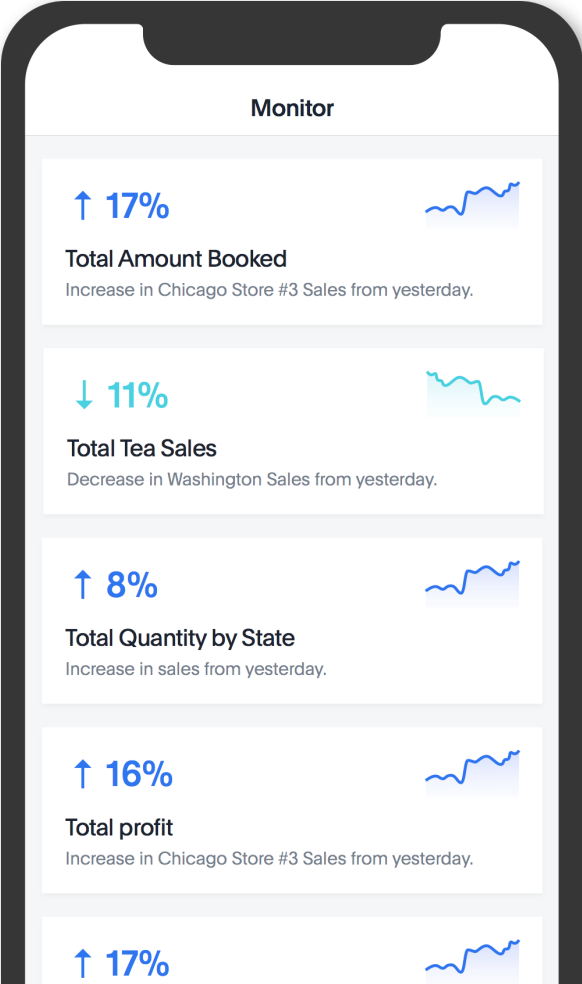
# Search



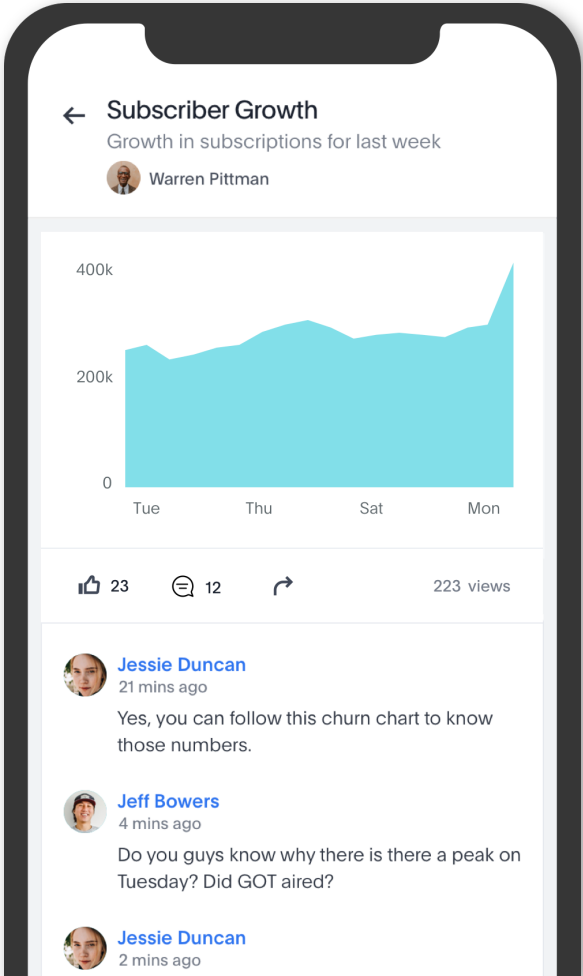
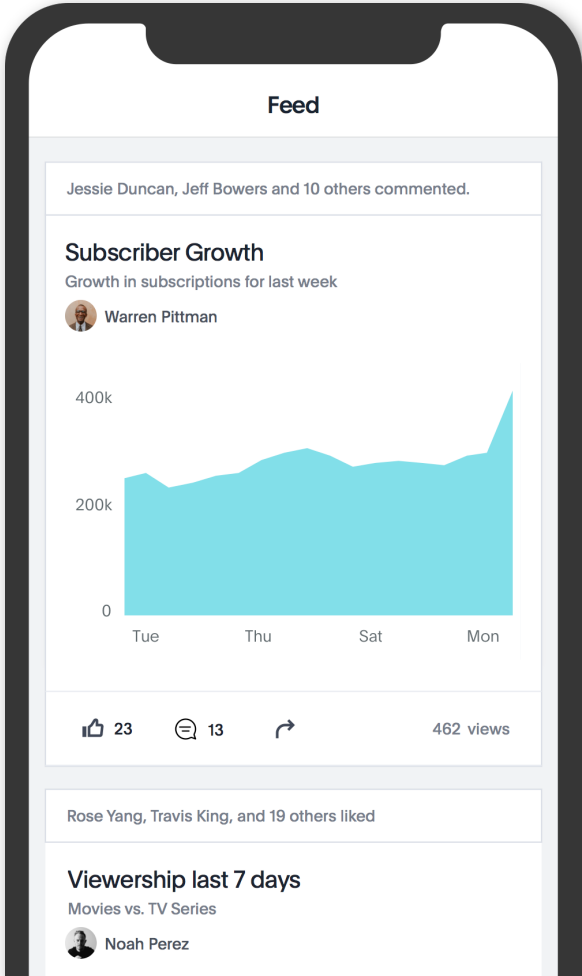
# Notifications & Drill



# Monitor



# Feed



**We want to talk to you about mobile!**

**Email us at [mobile@thoughtspot.com](mailto:mobile@thoughtspot.com)**

# Haggar & ThoughtSpot



**Karen Rambo**

Vice President - Retail Marketing and Operations  
Haggar Clothing Co.



# AMERICA'S #1 SELLING DRESS PANT BRAND

**#1**  
SELLING

Dress Pant

America's #1 Selling Dress Pant<sup>1</sup>



# HAGGAR®

**#1**  
SELLING

Golf Pant

America's #1 Selling Golf Pant<sup>1</sup>

Source: NPD Retail Tracking Service, Premium / Mid-Tier, 3 Months End March 2019, Unit Rank



**2 of Top 5**  
Selling

Casual Pants

America's #1 Selling Non-Denim Pant<sup>1</sup>

# Haggar and ThoughtSpot Entrepreneurs, Innovators and Excellence





# Haggar - Retail Marketing Associates

## *One Key to our Success*

- Haggar has invested in an in-store merchandising team to keep the brand top-of-mind in store.
- RMAs work in major markets with high concentration of retailer doors. Ensuring product is out on the selling floor and relationship building with retailers has proven to be the best ROI.
- Retail Marketing Associate Responsibility
  - Manage the Brand at Retail
  - Manage Product Placement and Merchandising
  - Implement Product Tests
  - Educate Store Associates
  - Provide Field Intelligence
  - Implement Promotions

# 14,000+ Stores

US Wholesale Store Distribution

Premium Mid-Tier

★ macy's

**KOHL'S**

belk

JCPenney

**TARGET**

amazon

# Example – RMA Responsibility



**AMAZING PRODUCT**

**AISLES OF INSPIRATION: BACK INTERSECTION STATEMENT GRAPHICS**

**STORES:** 87K/64K/55K

**SET DIRECTION**

- ☐ Locate the delivery with project name: 190401\_LSM\_STW-NationalBrands
- ☐ Set: 4/1, prior to open
- ☐ Takedown & store: 4/24, prior to open

**Men's Dress - Location 2**

Set	Current #	Description	Size	Qty	Stores
☐	12180458	Haggar Table	14x22	1	87K/64K/55K with AOI Back Intersection Statement Count is 1, 87K/64K/55K with AOI Back Intersection Statement Count is 2
☐	12180439	Haggar Rail	24x5.5	2	87K/64K/55K with AOI Back Intersection Statement Count is 1, 87K/64K/55K with AOI Back Intersection Statement Count is 2
☐	12180441	Haggar Peg Tower Crown	17x5.5	2	87K/64K/55K with AOI Back Intersection Statement Count is 1, 87K/64K/55K with AOI Back Intersection Statement Count is 2
☐	12180443	Haggar Side Panel	15x46	1	87K/64K/55K with AOI Back Intersection Statement Count is 1, 87K/64K/55K with AOI Back Intersection Statement Count is 2

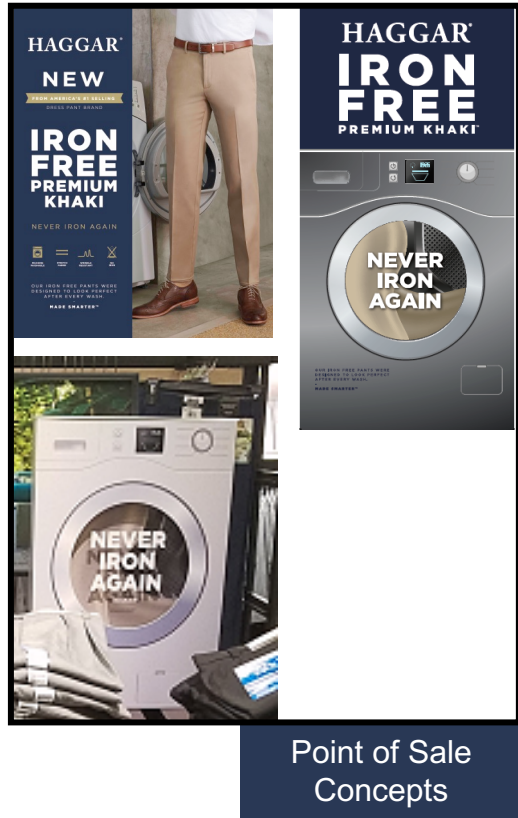
Week of 3/24 Graphics - Posted 3/29/19  
Confidential Information - Do Not Disclose Outside of Kohl's

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Plan-o-gram



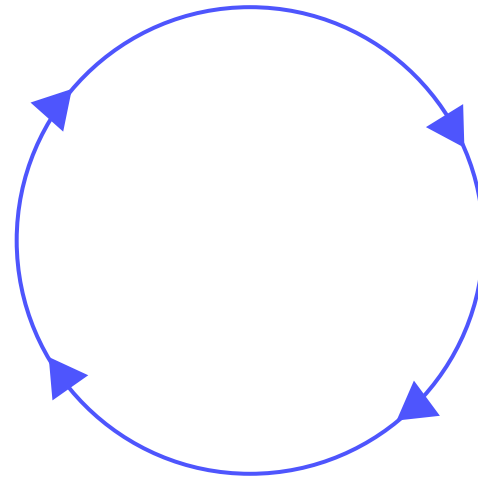
# Example – RMA Responsibility



# Before Digital Transformation with ThoughtSpot App

RMA is advised of an assignment or observes a situation in their store.

RMA would resolve the issue the next time they return to the store.



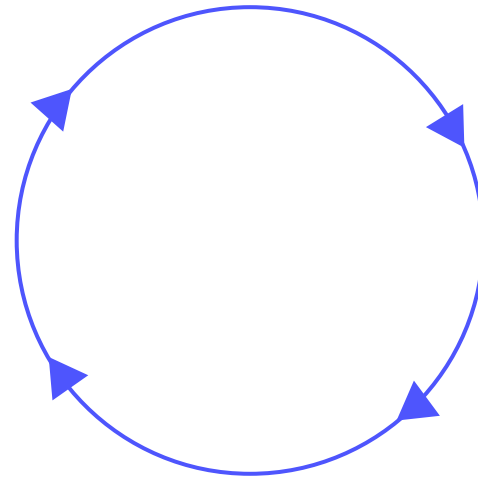
RMA needed to contact Haggar Corporate to have issues researched.

Due to work load issues many times it could take 3 to 5 days to receive an answer from Haggar Corporate.

# After Digital Transformation with ThoughtSpot App

RMA is advised of an assignment or observes a situation in their store.

RMA's productivity and job satisfaction have improved. Haggar has benefited with more focus on merchandising related tasks and increased product sell-through at retail.



ThoughtSpot

RMA uses ThoughtSpot on their mobile device to assist with the assignment or situation to make informed business decisions.

RMA is better educated when discussing product issues and opportunities with both internal and external partners.

# Cost Savings with



RMA Style-Color/Store Count with Sales

Customer Name	Store State	Store City	Store Name	Color Code	Total Retail Latest OH Units	Total Total Sales Units TY
	TX	Dallas	T1775 Dallas	001	0	0

## ASSIGNMENT - RMA is advised that a store in their territory is receiving a new suit.

- Before - RMA goes to store and spends over an hour searching the stock room and cannot find the suit. RMA is advised by store that they will be getting another truck in a few days and to come back to the store. RMA returns and still no suits.
- Now – Before going to the store, RMA reviews latest updates on their ThoughtSpot mobile app to ensure product is at the store. RMA discovers through the report that no inventory is in store and reports the issue.
- Sales teams further analyzes the issue and discovers an additional 129 doors with this problem.
- Issue resolved and RMA conducts follow-up store visit and gets product on the selling floor.

## SAVINGS

- 2 hours in store, 1 hour drive time, plus mileage expense
- Average \$75 x 130 stores = \$9,750
- Solved an ordering issue 3 weeks earlier and 130 stores are shipped their missing suits.



# Increased Productivity with



## RMA Style-Color/Store Count with Sales

Customer Name	Store State	Store City	Store Name	Color Code	Total Retail Latest OH Units	Total Total Sales Units TY
	MN	MAPLEWOOD	MAPLEWOOD	004	10	5
	MN	MAPLEWOOD	MAPLEWOOD	001	7	4
	MN	MAPLEWOOD	MAPLEWOOD	412	11	5

OBSERVATION - RMA noticed limited inventory in a new pant that was just arriving in store.

RMA had been advised that the color black should have 11 pants in stock.

RMA only found seven black pants on the selling floor.

- Before - RMA would have spend time searching in the stock room and the selling floor for the four missing black pants.
- Now – RMA reviews the product inventory for the store through the ThoughtSpot mobile app and discovers four pants have already been sold.

RESULT – Time saved in store...the RMA was able to cease looking for additional units and move along to another task.



# Improved Customer Service with



SITUATION - RMAs assist customers and need to help them finding their pant size while working in stores.

- Before – RMA could possibly need to search multiple fixtures in store looking for a certain size not knowing if the size was even available in the store.
- Now – RMA can look by store, by collection, by color and size through the ThoughtSpot App to see if the product is on hand in the store.

RESULT - The RMA was able to provide better customer service and either locate the product in store or move on and suggest an alternative pant style to the customer that is in stock.





# Improved Product Sell-Through with



SITUATION - RMA observed that a product appears to not be selling in store.

- **Before** – Difficult for RMA to share product selling by store or by program with store management. RMA would need to work with corporate sales planning to find out selling in individual stores.
- **Now** – RMA can look up individual selling for their entire territory in the ThoughtSpot App. They can compare selling by product by store. RMA can advise store management of better selling at other locations compared to their store and work with store management to determine solutions.

RESULT – Improved product positioning in store and improved product sell-through.



Before



After

# Increased Job Satisfaction with



SITUATION - RMA negotiates with store and then conducts labor intensive floor move.

**Before** – RMA conducted floor move but was not able to review selling results.

**Now** – RMA can view the selling results through the ThoughtSpot App at the store level.

RESULT – Increased job satisfaction knowing that their hard work paid off. Sales increased 15% in the store over the next 4 weeks. The RMA can now communicate the sales lift with store management.



**“This technology has enabled me to share real-time information with store management and make informed decisions to help increase retail sales within my territory.”**

Jody B. - Retail Marketing Associate, Haggard Clothing Co.

**BEYOND.2019**  
DATA ANALYTICS CONFERENCE

**Thank You**