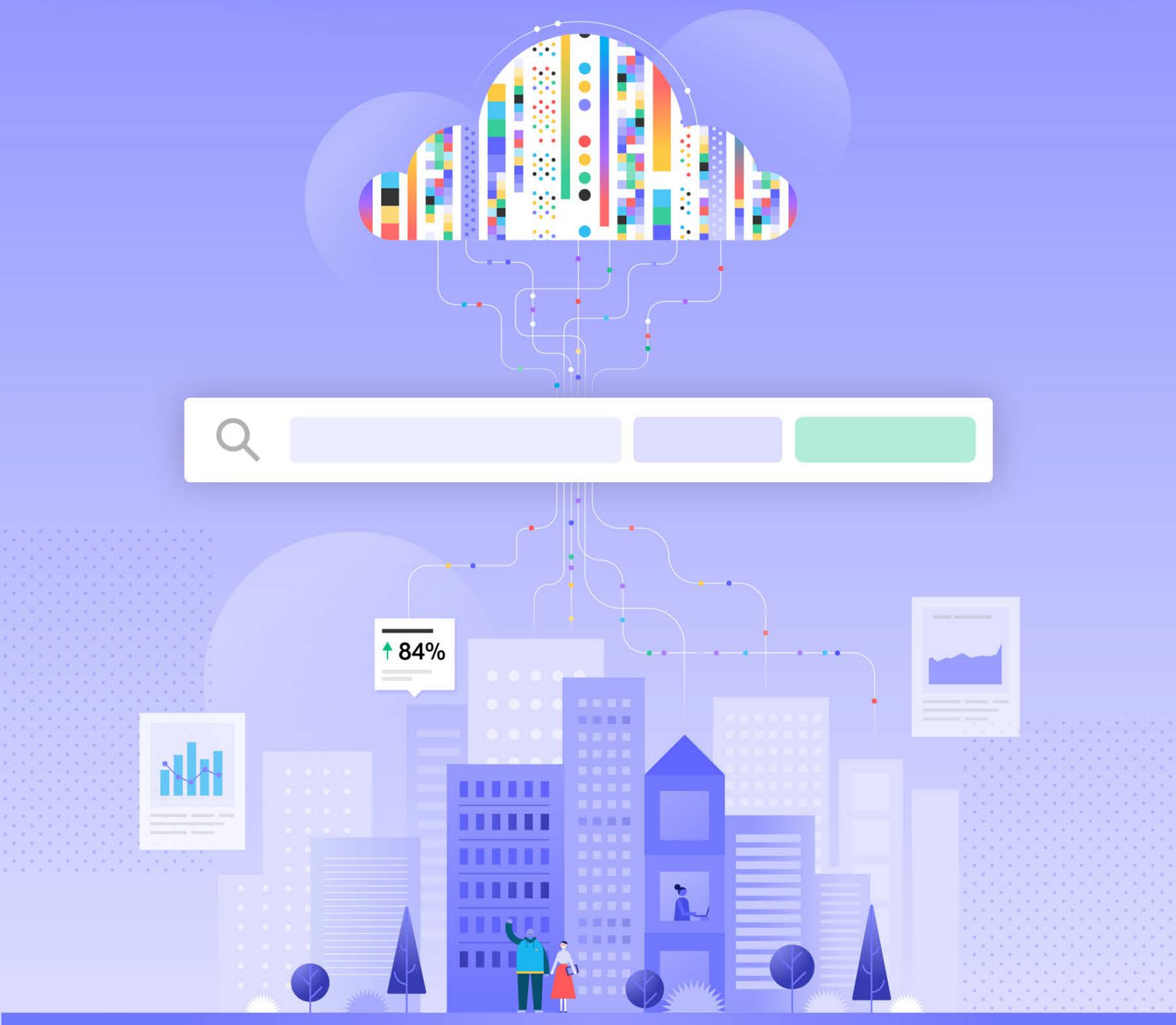
ThoughtSpot

E-BOOK

Top 5 Reasons Enterprise Analytics is Finally Ready for the Cloud



Contents

Introduction

Cloud spending is on the rise. Industry analysts at IDC predict cloud IT infrastructure spending will top $105 billion by 2024.

Despite this overwhelming shift in IT spend, enterprise analytics software has been slow to adapt to the cloud. In fact, only 9 percent of organizations say their IT environment is entirely cloud-based, according to an IDG survey. Historically, organizations have launched testing and development projects in the cloud, but often moved these to on-premises infrastructure for production. Niche software for marketing analytics and CRM analytics may have resided in the cloud, but true enterprise analytics remained for the most part an all-on-prem game.

Until now.

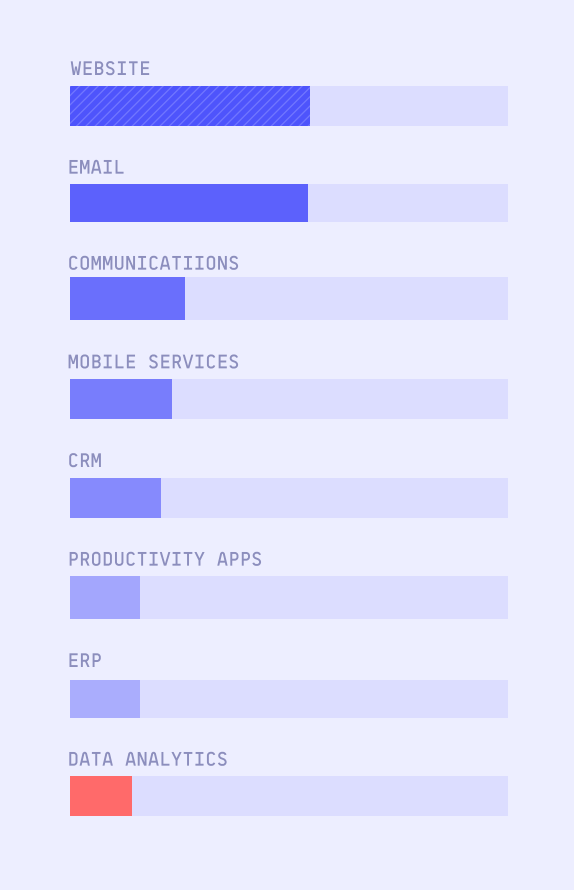
So what's changed? The cloud has become the ideal channel for delivering enterprise analytics and enterprise analytics software for multiple reasons, a shift accelerated by the global COVID-19 pandemic. In fact, chief data officers are hyper-focused on building capabilities that enable them to develop a 360-degree view of their customers while adopting bold mission statements to ensure their organizations are data-driven, according to McKinsey & Company.

Read on to learn the top five reasons the cloud is finally ready for analytics.

1. Data Gravity

Cloud data has hit a tipping point.

While it's challenging to measure exactly how much data we create, and in which channels, it's undeniable that much more enterprise data is generated outside the corporate firewall than ever before.



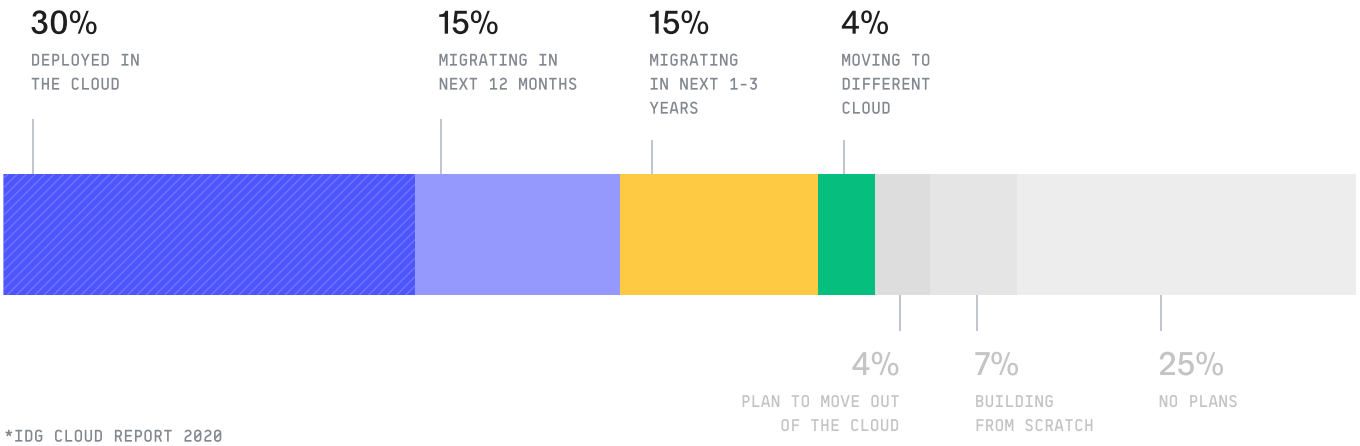
Customers are generating data every time they open an app on their smartphone, browse through a website to place an order, or share a review on social media. Smart machines, smart homes, and smart planes, trains, and automobiles are constantly logging changes in temperature, location, and more. And during the current pandemic, external data such as medical data tracking the spread of COVID-19 has become a must-have for organizations attempting to navigate an ever changing business environment.

All of this data is digitally created in the cloud.

Fortunately, there are a variety of enterprise solutions for working with data that have been developed with a cloud-first—or even cloud-only—view of the world.

Whether you are looking at ETL, data warehousing, or business intelligence and analytics solutions, there are options optimized for the cloud.

64% companies planning or moving analytics to the cloud



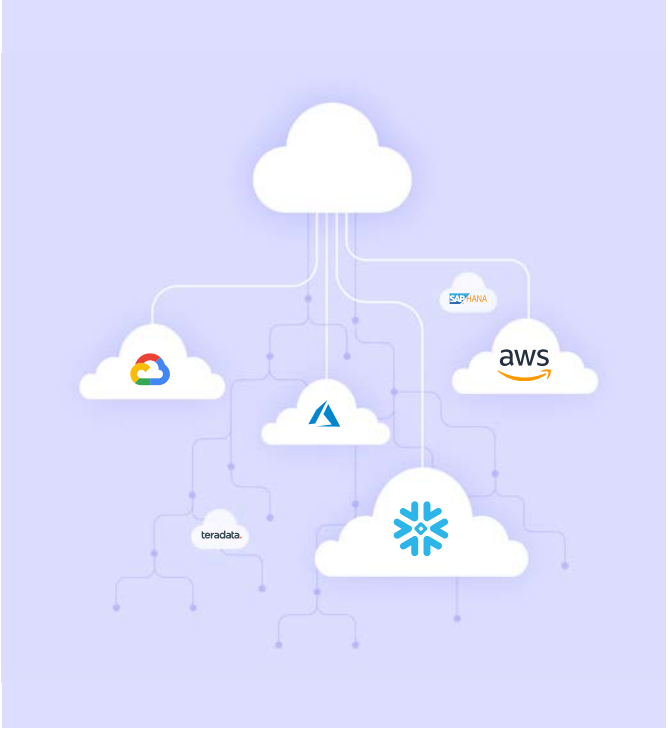
*IDG CLOUD REPORT 2020

In fact, 64 percent of companies say they are now deploying or planning to deploy analytics in the cloud.

> "Data has gravity. All of these new, interesting services are gravitating towards very large volumes of data in the cloud, so all of that innovation is happening in the cloud."
>
> SULLY MCCONNELL
>
> CHIEF DATA OFFICER, THE HARTFORD

2. Cloud Agility

Cloud data warehouses offer unparalleled agility and scale.



Traditional on-premises data warehouses required a complete rip-and-replace when it was time to grow your environment. With cloud data warehouses, you can increase your capacity or processing horsepower with just a few clicks.

> "We're finding that the speed and scale at which we need to work to really get rid of the technical debt and to build up the new ecosystem of data that still allows us to cover all of the business data that we need to, it's really like trying to change the tires at 60 miles an hour."

GRACE EPPERSON

CHIEF ANALYTICS OFFICER, 14 WEST

Some cloud data warehouses even enable you to increase capacity or available processing independent of each other. This is particularly valuable when workloads spike, which is inevitable for enterprise analytics.

Also, cloud data warehouses make it possible to scale back your storage and processing capacity as projects are completed or workload spikes come back down, making the cloud ideal for ensuring that costs and capacity are in line with usage.

These benefits are critical for enterprise analytics because of their often ad hoc nature, which requires much more variable processing power than canned BI reports require.

3. Cloud Performance

Complex queries on massive data execute in seconds.

A few years back, it was easy to make the argument that there was no data ecosystem to support cloud-based enterprise analytics. That is no longer the case.

Every piece of the analytics stack includes options built with a cloud-first or cloud-only mindset. And just as important, all the data sources you want to analyze can be loaded to a cloud data warehouse with ease.

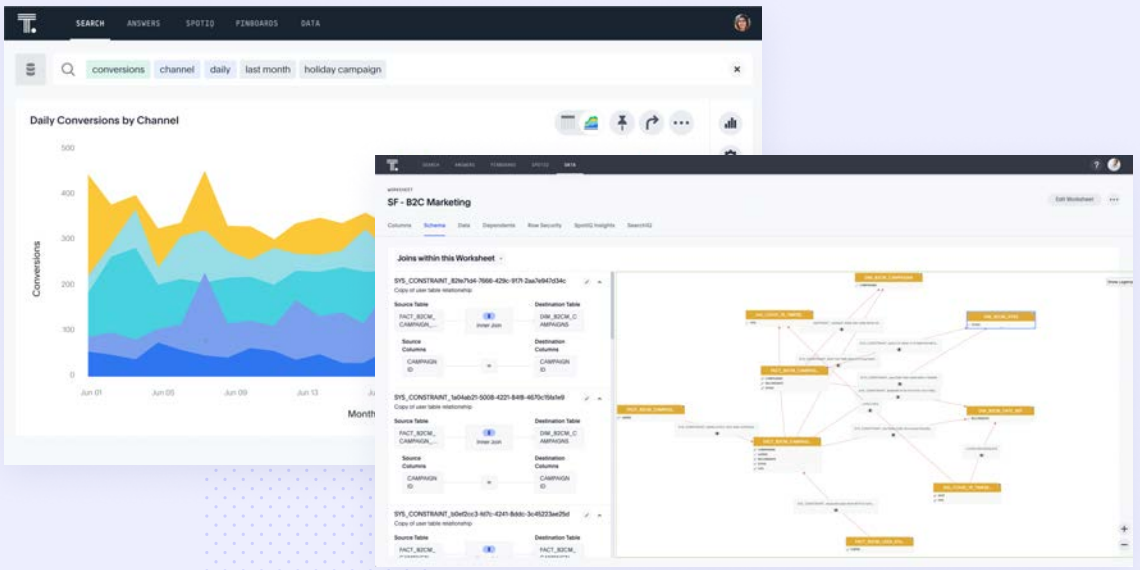
There are a wealth of APIs and connectors that move data from source applications to extremely performant cloud data warehouses. Such data warehouses now have so much processing power that analytics solutions on top of them can live query the data—with zero data movement required—and return results in seconds. Whether you are analyzing data from data lakes and file systems, data warehouses, or business applications, the cloud now provides performance to deliver nearly instant insights.

Whether you are analyzing data from data lakes and file systems, data warehouses, or business applications, the cloud now provides performance to deliver nearly instant insights.

"The issue today is that sometimes it takes five different spreadsheets to get the answer to the information. By having one solution, one portal that they can all go in, we are hoping to basically free up their energy and save them 10 hours per week per employee. … You will reallocate their work in a different way."

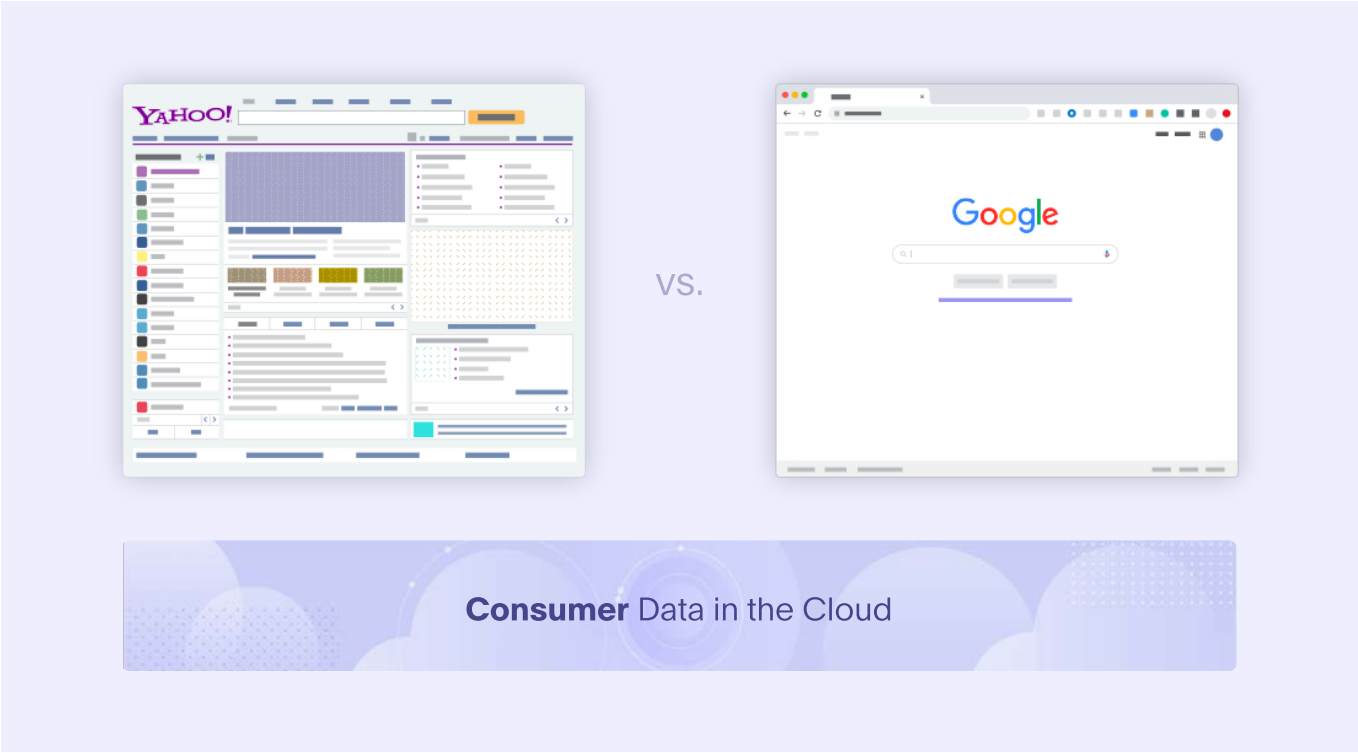
GUSTAVO CANTON

VP OF PEOPLE ANALYTICS, SCHNEIDER ELECTRIC



4. Consumer UX

Search & AI power a consumer-like experience to analyze cloud data.



Does your team deserve a Yahoo!-like static dashboard, or a Google-like search bar?

Though BI software has been around for decades, with organizations investing hundreds of millions of dollars and countless hours in tools and training, most organizations are still seeing adoption flatline at a third of their business, according to industry analysts.

The cloud provides a platform for a revolutionary growth in adoption of enterprise analytics.

Most common business questions sound simple at first. But as any manager or frontline worker will attest, finding an answer can be challenging. Traditional BI and data warehousing tools often require experts in specific software and query languages.

New analytics paradigms such as search and AI-driven analytics provide a much more user-friendly experience. Business people can leverage solutions that are as easy to use as their favorite consumer application, without any special skills or a deep understanding of the complexity inherent in their enterprise data. And the developers behind these frameworks are innovating in the cloud first, and sometimes only in the cloud.

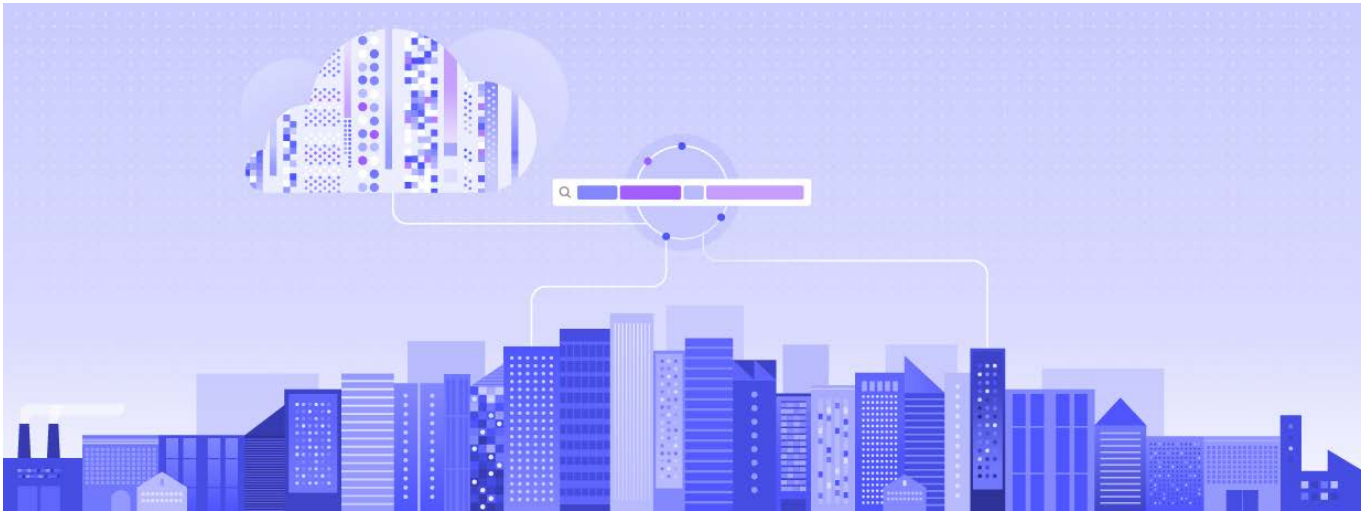
"As traditional BI tools began to struggle with the weight and complexity of data, ThoughtSpot stood out for us when we sought new, innovative solutions that would reduce the need for extensive data manipulation or time-consuming report generation. ThoughtSpot enables us to explore our large data sets easily, quickly and flexibly, allowing us not only to uncover the insights that were hidden in our data, but also to spend more time on value-creating analytics."

DAVID HEPPENSTALL

CHIEF INFORMATION OFFICER, DE BEERS

5. Rapid Innovation

Cloud deployments put you on the cutting edge.



Traditional on-premises data warehouses and enterprise analytics solutions require lengthy procurement and deployment cycles measured in quarters or even years. The cloud has fundamentally changed this. You can spin up data stores and analytics solutions in the cloud with a few clicks and start uncovering insights in minutes.

Cloud solutions enable people to focus on analytics, not infrastructure. (Few would argue that infrastructure is the core differentiator for their company.)

And the process of spinning up and managing cloud systems is becoming incredibly simple. Many cloud data warehouse providers bring multiple components of the stack together to make it easier than ever to deploy services such as enterprise analytics on top. For example, Snowflake Partner Connect bundles the Snowflake cloud data warehouse with solutions such as ThoughtSpot for analytics. You can load data into Snowflake and begin analyzing that data in minutes.

Or, in the case of ThoughtSpot Cloud, you can sign up, point the service at your cloud data warehouse, and begin analyzing your data directly within your cloud data warehouse, all through your internet browser.

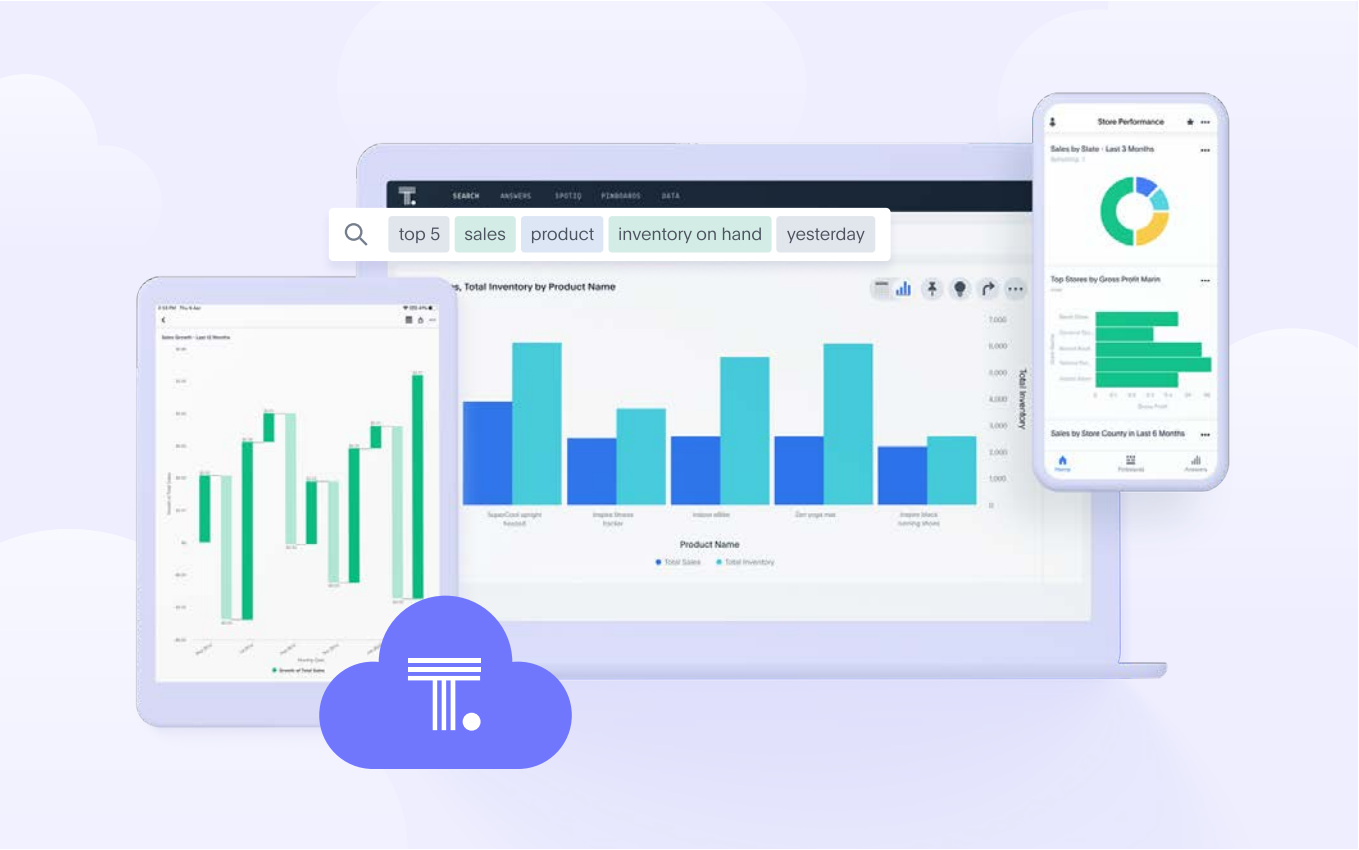
Without lengthy deployment and upgrade cycles, cloud-based enterprise analytics adopters can benefit from rapid development cycles, so they are always benefiting from the latest innovations. While on-premises technology providers deliver new software releases quarterly at best—and customers install the upgrades annually at most—release cycles can be monthly or even shorter in the cloud. And with cloud services, there are no complex rollouts required.

For those who manage cloud-based enterprise analytics services, new and innovative pricing models make it easy to understand costs—as opposed to complex tiers of users and seats—and to recover expenses from other organizations as necessary.

> "For our IT organization, it was easy to set up in AWS, without IT having to procure, install and maintain physical servers. Having our data available in ThoughtSpot enables our BI team and Marketing stakeholders to answer their own customer data questions to maximize customer lifetime value."

GRACE EPPERSON

CHIEF ANALYTICS OFFICER, 14 WEST



The cloud is finally ready to showcase enterprise analytics in prime-time.

As organizations tackle data modernization as a strategic objective, the cloud is becoming both the primary place they store data as well as the home of the applications they apply to that data, according to Deloitte, the world's largest professional services provider by revenue.

"Companies across industries are modernizing their data platforms to leverage new-age applications and advanced analytics at the same time as they are moving their data to cloud," writes Karthik Ramachandran and David Linthicum of Deloitte.

While rigid on-premises IT strategies inadvertently created a mess of data silos, organizations are now looking to multi-cloud and hybrid cloud strategies to bring together disparate data sources for a holistic view of their customers and operations. And cloud-based analytics solutions provide this view directly from web browsers, so decision makers never need to be far more removed from their data.

> "You move something to the cloud—it's better, it's easier to access, it drives more value, and you have more demand for it."

SULLY MCCONNELL
CHIEF DATA OFFICER, THE HARTFORD

> "There [are] just unbelievable opportunities out there for organizations who can leverage data properly."

MAX CHAN
CIO, AVNET

About ThoughtSpot

At ThoughtSpot, we believe the world will be a better place when it’s more fact-driven. That’s why we’re building the most innovative analytics platform in history. With search and AI-driven analytics, everyone can ask questions, get insights, and make better decisions.

ThoughtSpot