

# YOUR SEARCH ENGINE FOR THE TELECOM DATA CLOUD

Get live insights on your Telecom data in Snowflake using ThoughtSpot for safe, reliable self-service analytics.

## PUT DATA IN THE HANDS OF THE DECISION MAKERS

From next-generation network rollouts to fraud detection and customer experience management, Telecommunication companies need to be able to answer any business question instantly on reliable data. That's why leading Telecom organizations like T-Mobile, Frontier Communications, and BT Group are turning to ThoughtSpot, which leverages Snowflake for safe, reliable self-service analytics. Anyone in an organization can use ThoughtSpot's natural language search and generative AI to ask and answer their own data questions, driving BI and analytics response time down from days to seconds. ThoughtSpot customers are unlocking the true potential of their data in order to build more reliable networks, reduce revenue leakage, and increase customer lifetime value.

## BUILD INTERACTIVE DATA APPS

Companies like Cox Communications are delivering safe, reliable self-service analytics to their customers with ThoughtSpot Everywhere. ThoughtSpot Everywhere makes it easy to build engaging analytics data apps that offer an interactive user experience by embedding just a few lines of code.

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**ThoughtSpot has created a paradigm shift within our organization. We no longer have to create a dashboard to get an answer, we just ask a question directly to the data and get an answer. There is no extra step.**

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## YASMINE NDASSA

Director of Organizational Effectiveness, Comcast



### MODEL DATA USING YOUR FAVORITE TOOLS AND LANGUAGES

Flexibly build data models optimized for search and scale. Inherit relationships from Snowflake, directly import from dbt, or script your own using SQL or ThoughtSpot Modeling Language (TML).



### CREATE AND COMPARE COMPELLING DATA STORIES

Visualize your most important business metrics in real-time with interactive Liveboards that allow you to drill down, filter, add measures, and present on the fly.



### FIND ANSWERS TO ANY BUSINESS QUESTION

No SQL? No problem. ThoughtSpot's intuitive natural language query makes it easy to interact with data available in Snowflake so you can find answers faster.



### GET AUTOMATED BUSINESS MONITORING AND ALERTING

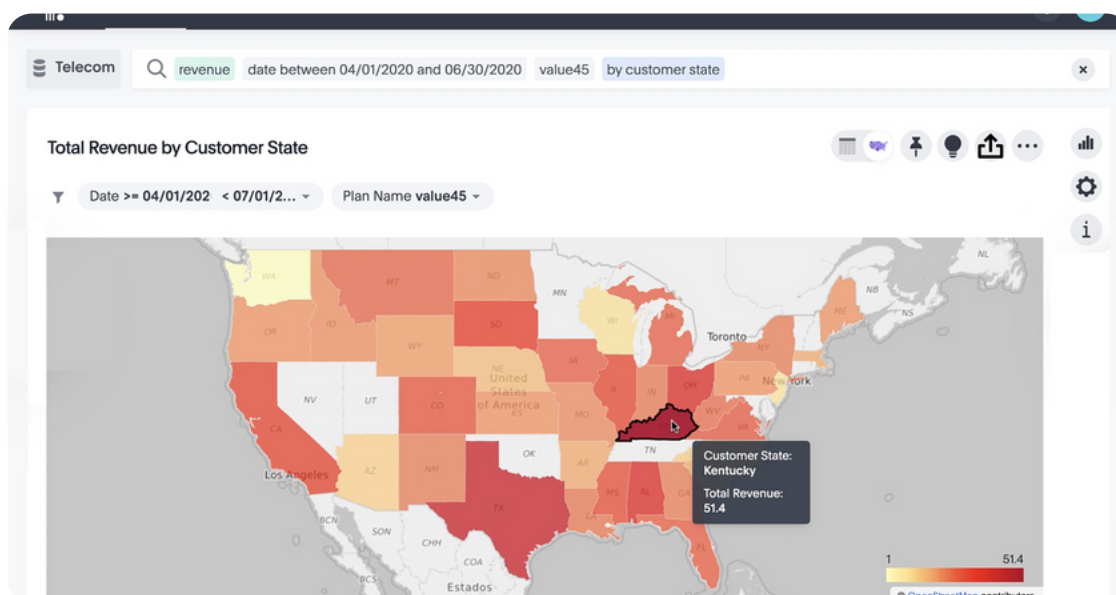
Stay on top of your most important business KPIs and learn why changes happen so you can take action in the moment.

## NEXT GENERATION NETWORK ROLL-OUT

Live insights delivered by ThoughtSpot and leveraging Snowflake improve support performance and customer experience during Comcast’s ongoing 5G network rollout. Non-technical team members now self-serve granular insights from large data sets, cutting down on business intelligence wait times and allowing the group to make faster, more informed service decisions.

## REVENUE RETENTION

Business users at T-Mobile US rely on ThoughtSpot for access to fresh, reliable data to serve their 10 million+ growing customer base. Over 1,000 frontline workers now have visibility into hundreds of millions of rows of data, including transactional details that reduce revenue leakage and customer churn and improve analytics response time from weeks to minutes.



## COMCAST XFINITY MOBILE MAKES REAL-TIME DECISIONS, IMPROVES SERVICE PERFORMANCE DURING 5G ROLLOUT

As Comcast rolls out 5G networks, customer experience is top of mind. ThoughtSpot’s intuitive analytics UX enables business users at Comcast to self-serve granular insights off of large data sets, cutting down on BI wait times and allowing the group to make faster, more informed decisions to increase service consistency for mobile, broadband, and video customers.

### ABOUT SNOWFLAKE

Snowflake enables every organization to mobilize their data with Snowflake’s Data Cloud. Customers use the Data Cloud to unite siloed data, discover and securely share data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single data experience that spans multiple clouds and geographies. Thousands of customers across many industries, including 543 of the 2022 Forbes Global 2000 (G2K) as of October 31, 2022, use Snowflake Data Cloud to power their businesses. Learn more at [snowflake.com](https://www.snowflake.com).

### ABOUT THOUGHTSPOT

The world’s most innovative companies use ThoughtSpot to empower their organizations with actionable data insights using live analytics in the modern analytics cloud. ThoughtSpot is simple enough for anyone to use, yet built to handle large, complex data wherever it resides. Customers like Coca-Cola, HP, and Schneider Electric are transforming their decision-making cultures with ThoughtSpot.