boomi

ThoughtSpot

ThoughtSpot Speeds Integration Development and Deployment
Nearly 7x With Boomi

Upgrading from an entry-level Celigo tool, the fast-growth analytics vendor automates order-to-cash across NetSuite, Salesforce, and FinancialForce, eliminating 10 hours of manual data work each month

Transformation

BUSINESS GOALS

ThoughtSpot, a leader in search and AI-driven analytics founded in 2012, has seen remarkable growth in recent years. Revenue soared 108 percent in its 2019-20 fiscal year, and the software vendor was named to the Forbes 2019 Cloud 100 list of the world's top cloud companies.

Rapid growth brought new complexity and workloads to financial, sales, and other internal operations. Improving enterprise agility and efficiency became essential as ThoughtSpot expanded its base of customers, including Walmart, Verizon, Hulu, Medtronic, and ExxonMobil, and opened new offices across North America, Europe, and Asia.

The order-to-cash cycle is one key focus area. ThoughtSpot wanted greater process automation to eliminate manual data work across disparate applications as it scales the business.

TECHNOLOGY CHALLENGES

ThoughtSpot faced multiple order-to-cash pain points in using Celigo, a NetSuite-centric integration tool, for point-to-point connections across NetSuite, Salesforce Sales Cloud, and FinancialForce Professional Services Automation (PSA).

Inflexibility and functional limitations in the script-based Celigo tool forced developers into complex workarounds as use cases changed. If ThoughtSpot refreshed its Celigo testing and development sandboxes, it could take up to two weeks to get new integrations into production. Maintenance and customizations were time-consuming, and in some cases required Celigo professional services at additional cost.

Meanwhile, finance, sales ops, and professional services teams were forced into nearly 10 hours a month of manual data work to address gaps that Celigo didn't handle. ThoughtSpot knew it needed an enterprise-caliber integration platform that could scale amid rapid growth in order volumes and ever-changing business requirements.

> We're not facing the hurdles of the past since moving to the Boomi Platform, and we can easily change our business use cases and expand integration. **Our vision is to use Boomi as our infrastructure integration platform because it provides flexibility for whatever you want to do.**
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> **Neetu Jackeeray,** Senior Business Systems Manager and Integrations, ThoughtSpot

HOW BOOMI HELPED

To upgrade its integration environment, ThoughtSpot turned to IT consultancy Jade Global, a five-year Boomi Elite partner that has implemented the Boomi Platform for approximately 55 customers.

Using Boomi's low-code interface, Jade Global built integrations across NetSuite, Salesforce Sales Cloud, and FinancialForce Professional Services Automation (PSA) in just six weeks — nearly 7X faster than the 10 months it took to create similar connections with Celigo. Runtime performance improved significantly, without any of the occasional failures ThoughtSpot had experienced with Celigo.

From there, ThoughtSpot's two-person Boomi team quickly built integrations between Salesforce and a cloud lifecycle management tool for customer provisioning, and between a BambooHR system and a Reflektive performance management application. More projects to streamline employee onboarding, and to connect Salesforce with a marketing application, are in the pipeline.

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> Celigo is a good platform if you're a very small company with a very straightforward use case. But as the business grows, it's a challenge to scale Celigo – you grow out of it. We encountered a lot of limitations in functionality and had to do a lot of workarounds. That's why we turned to Boomi.
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Neetu Jackeeray
Senior Business Systems Manager and Integrations
ThoughtSpot

RESULTS & BUSINESS OUTCOMES

ThoughtSpot has eliminated nearly 10 hours of manual data work each month for finance, sales ops, and professional services staff through the integration work with Boomi. That has improved cost-efficiency and frees personnel to focus on higher-value tasks.

Boomi is becoming ThoughtSpot's de facto integration platform, with a roadmap to automate more manual processes and replace Celigo and custom-coded connections across the business. With Boomi, ThoughtSpot has:

- Gained agility and scale amid rapid growth in revenue and customers
- Dramatically increased the speed and flexibility of enterprise integration
- Improved data accuracy, timeliness, and reliability

"ThoughtSpot is a great example of a company that's using Boomi to scale complex transformations and utilize real-time data to accelerate the business and help their customers," says Vinit Verma, director of digital platforms at Jade Global.

CUSTOMER SPOTLIGHT

Market:	Software
Headquarters:	Sunnyvale, Calif.
Founded:	2012
Employees:	580
Key Integrations:	NetSuite, Salesforce Sales Cloud, FinancialForce PSA, BambooHR, Reflektive performance management, ThoughtSpot database, Salesforce Pardot, Oracle LCM Lifecycle Management

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