

Breaking down data barriers and unlocking limitless insights

How CACI and ThoughtSpot empower every user to explore enriched data effortlessly with instant, natural language search

CACI + ThoughtSpot: A game-changing partnership

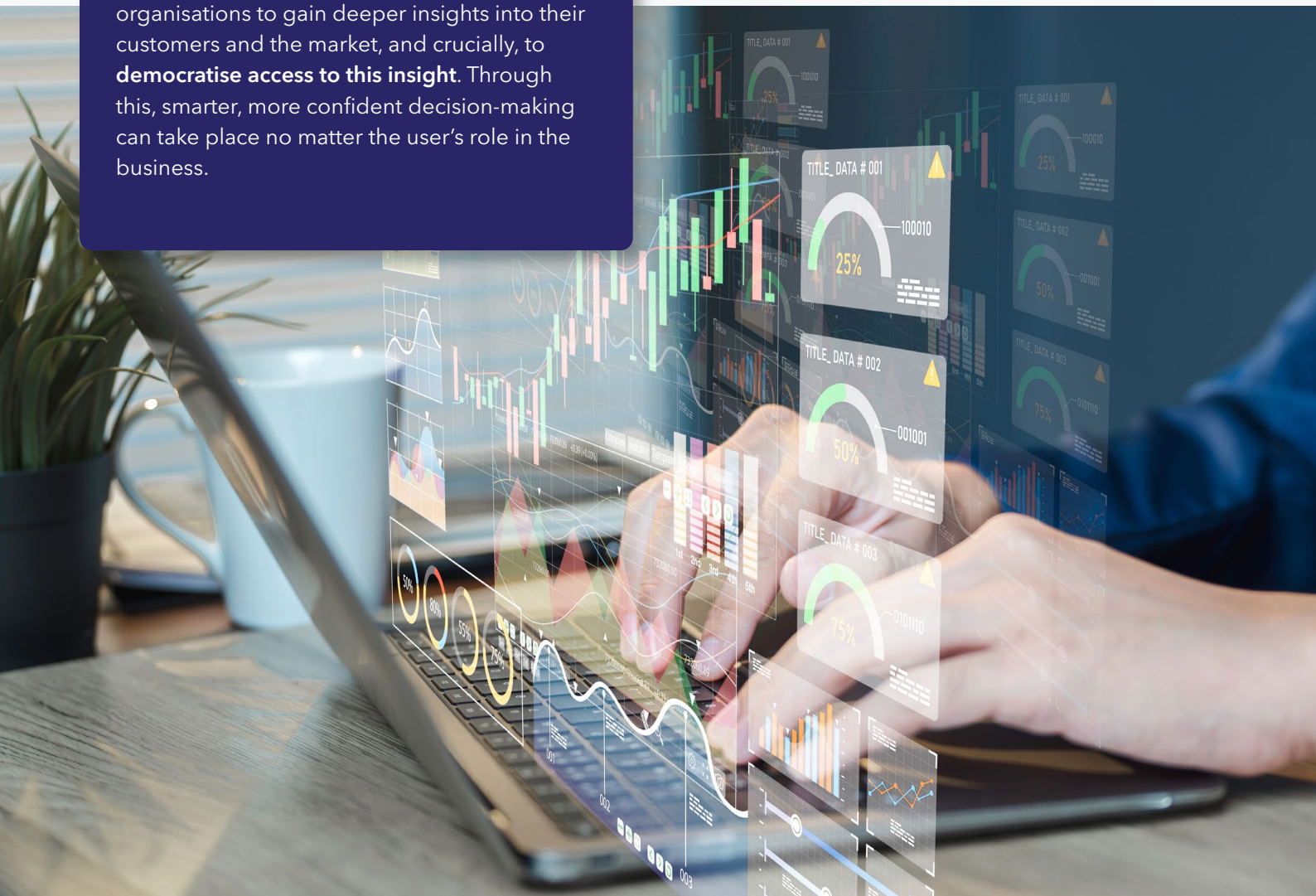
CACI is delighted to collaborate with ThoughtSpot, a leader in **search-driven** agentic AI analytics. By integrating CACI's consumer demographic, life stage and lifestyle data with ThoughtSpot, we remove traditional data barriers to allow users to speedily query or visualise data and uncover insights in real time.

Our partnership merges innovative technology with market-leading consumer data and strategic data expertise. This empowers organisations to gain deeper insights into their customers and the market, and crucially, to **democratise access to this insight**. Through this, smarter, more confident decision-making can take place no matter the user's role in the business.

The challenge:

Complex data, limited insights

- **Limited access to data**
Traditionally, end users have had restricted access to data, often being constrained by either cumbersome and restrictive tooling or hampered by poorly organised and low-quality data.
- **Over-reliance on data specialists**
Organisations have often relied too heavily on data analysts and data engineers with SQL or technical skills to provide the insights they need to make decisions.
- **Slow decision-making**
Limited data access and over-reliance on analysts and engineers has led to slow decision-making and created business latency.
- **Restricted insights**
Analysis is only as good as your organisation's data. Enriching it with CACI's proprietary data sets offers far greater depth and colour to your customer understanding.



Working together to deliver smarter, faster insights

ThoughtSpot removes many of these barriers and revolutionises data access, allowing any user – regardless of their technical skill – to get hands on access to data through an intuitive “Google-like” **natural language** search engine.

CACI integrates ThoughtSpot with your data platform, elevating insights and making them more accessible, so users can query information instantly.

Together, CACI and ThoughtSpot enable organisations to:



Democratise data

Putting insights in the hands of every decision-maker (even the non-techies).



Streamline analytics

Saving time by eliminating complex queries.



Enrich data sets

Strengthening customer data with consumer and spatial intelligence.



Accelerate integration

Ensuring seamless access through a cloud-first approach.



Solve genuine business problems

Improving data processes to help encourage strategic decision-making.

Supercharging customer intelligence with CACI and ThoughtSpot

Unlock the full potential of your first-party data by combining it with **CACI's industry-leading geo-demographic datasets**:



Segmentation and classification

Geo-demographic, affluence and life stage groupings that reveal meaningful customer patterns and clusters.



Demographic depth

Understand your customers by age, household structure, income and socio-economic status.



Lifestyle intelligence

Uncover what motivates your audiences, from shopping habits and media preferences to travel behaviour and brand affinities.



Digital behaviour

Gain clarity on digital channel preferences, social media usage and online engagement.

Whether you're optimising marketing, tailoring experiences or identifying new growth opportunities, CACI data integrated with ThoughtSpot transforms how your business explores customer behaviour.



How our specialist services could help you

Our team are experts at integrating ThoughtSpot with your data to bolster your decision-making. Our combined data engineering, insight and platform expertise enables ThoughtSpot to deliver for you and your business. Core to this is the certainty of ThoughtSpot being fed your data via your data platform.

The wealth of knowledge and experience brought by our expert team ensures we can support you with:

- ✔ Implementation and configuration
- ✔ Data modelling and integration
- ✔ Accelerating adoption
- ✔ Migration and setup
- ✔ Data enrichment