Why MicroStrategy AI?

MicroStrategy vs. ThoughtSpot

The integration of artificial intelligence (AI) has become a pivotal factor in empowering organizations to derive deeper insights from their data. Discover how MicroStrategy is advancing AI-powered analytics, and what sets us apart from ThoughtSpot.

Explore the top ways that MicroStrategy outperforms ThoughtSpot.

**MicroStrategy**

**Auto Dossier Creation**
Generate Dossiers in seconds. Specify the data you are interested in and let the AI assistant do the rest.

**Auto SQL Generation**
Generates accurate and efficient SQL queries. Optimizes existing SQL statements. Explains complex SQL statements in natural language.

**Semantic Graph to Ensure Responsible AI**
Trusted AI-generated answers. Provides centralized and reusable data structure. Ensures that the data is always accurate, and all users get the same answers.

**Holistic AI/BI Enterprise Tool**
MicroStrategy ONE provides a single platform for all AI/BI needs. Invest in a single tool for all users across your organization. Ranked by Gartner as the number one Enterprise BI platform.

**Consumption-Based Pricing**
Pay only for what you use.

**ThoughtSpot**

**Limited AI-Powered Dashboard Creation**
Only able to create single visualizations. Feature does not support true natural language. Dashboard creation is not a priority for ThoughtSpot.

**No Comparable Offering**
ThoughtSpot’s AI capabilities are primarily designed with data analysts in mind rather than catering to the needs of data architects.

**Inconsistent Object Definitions**
Additional resources required to ensure that AI will generate the same answers across the entire organization.

**Difficult to Scale across Large Enterprises**
Often needs to be leveraged alongside additional BI tools to provide all necessary enterprise reporting capabilities. Ranked well below MicroStrategy for enterprise reporting.

**Tiered Pricing**
AI features are included in different subscriptions. Organizations must pay for premium plans to leverage all features.

See the MicroStrategy difference
Deploy AI with trusted BI. Learn how: www.microstrategy.com/ai

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