# 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 | THOUGHTSPOT |
|---|---|
| **Auto Dossier Creation** | **Limited AI-Powered Dashboard Creation** |
| Generate Dossiers in seconds. Specify the data you are interested in and let the AI assistant do the rest. | Only able to create single visualizations. Feature does not support true natural language. Dashboard creation is not a priority for ThoughtSpot. |
| **Auto SQL Generation** | **No Comparable Offering** |
| Generates accurate and efficient SQL queries. Optimizes existing SQL statements. Explains complex SQL statements in natural language. | ThoughtSpot's AI capabilities are primary designed with data analysts in mind rather than catering to the needs of data architects. |
| **Semantic Graph to Ensure Responsible AI** | **Inconsistent Object Definitions** |
| Trusted AI-generated answers. Provides centralized and reusable data structure. Ensures that the data is always accurate, and all users get the same answers. | Additional resources required to ensure that AI will generate the same answers across the entire organization. |
| **Holistic AI/BI Enterprise Tool** | **Difficult to Scale across Large Enterprises** |
| 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. | Often needs to be leveraged alongside additional BI tools to provide all necessary enterprise reporting capabilities. Ranked well below MicroStrategy for enterprise reporting. |
| **Consumption-Based Pricing** | **Tiered Pricing** |
| Pay only for what you use. | 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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