
AWS
re:Invent
NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

BSI201

Reinvent how you derive value from your data with Amazon QuickSight

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Data-driven

The world’s most valuable resource

The Economist

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Put data **to work**



Make better decisions



Improve efficiencies



Respond faster



Uncover opportunities

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The unmet promise of BI



Forrester Study 2022

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Need A new approach

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BI approaches over the years

1 REPORTS





Corporate IT



2 VISUAL EXPLORATION



Business Analyst



3 CODE/ML



Data Analyst



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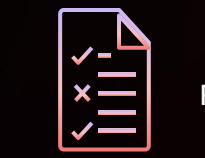
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Fragmented BI to meet varying user needs

Data Sources



Formats



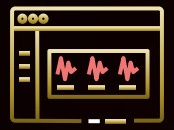
Reports



Dashboards

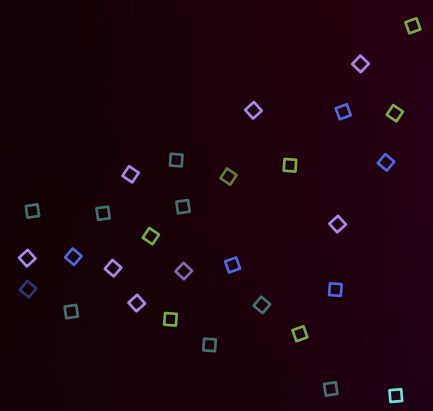


Natural Language Queries



Embedded Analytics

Users





Executives



Analysts



Operational Users

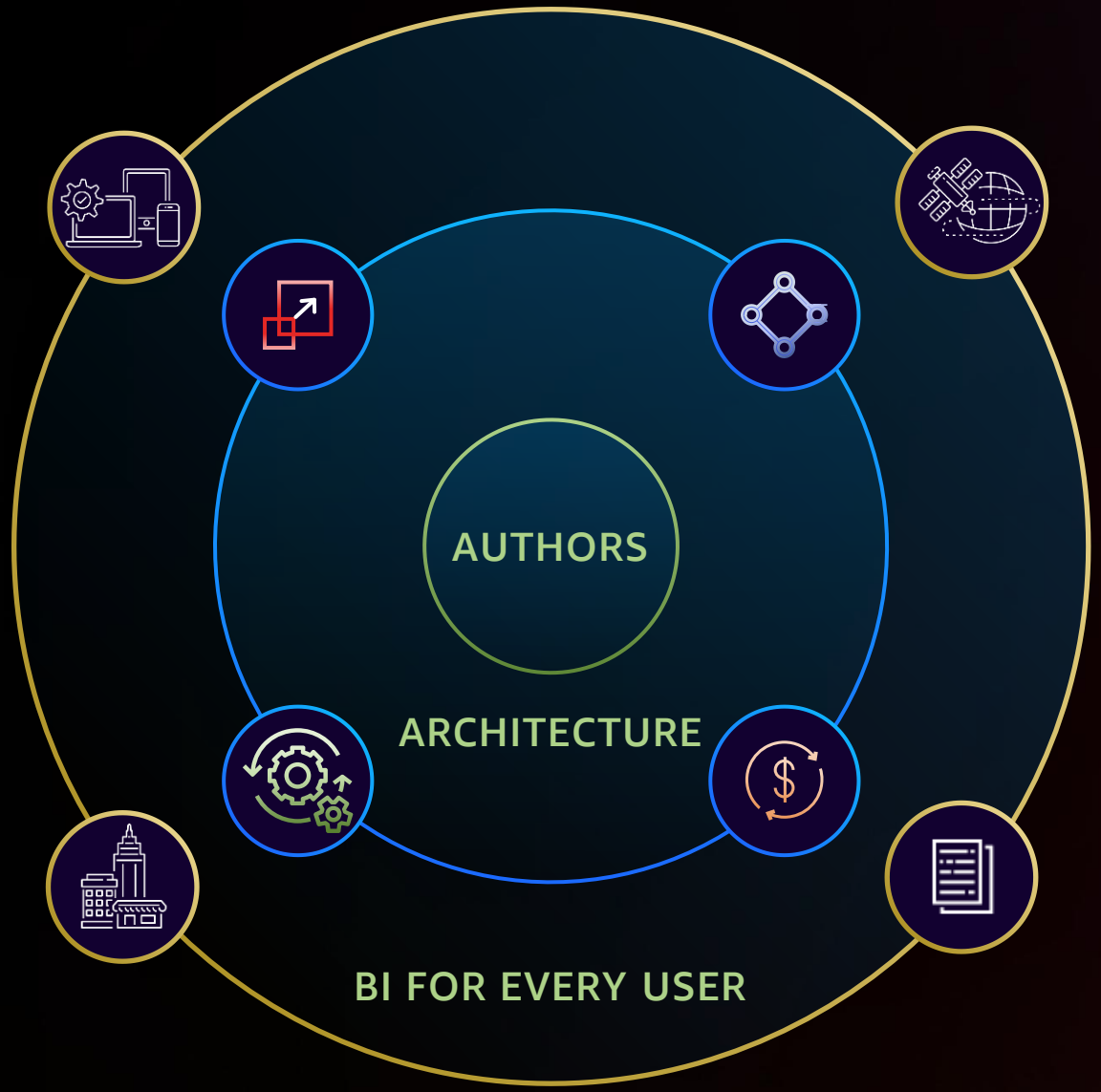


Functional Users

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Secret to a data-driven organization



Authors

- Granular functionality
- Deep tuning

Architecture

- Auto scale
- Unify BI environments
- Pay for what you use
- Easy to manage

User needs

- Access anywhere
- Any device
- Any format

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You need superpowers



AUTO-SCALE



UNIFY APPROACHES



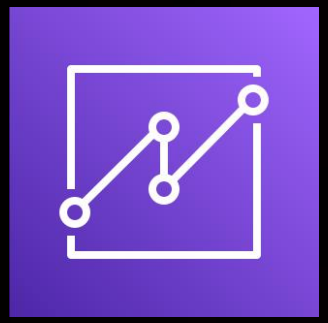
MANAGE EASILY



CONSUMPTION PRICING

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Amazon QuickSight

UNIFIED BI SERVICE AT HYPERSCALE

Unified BI for all your analytics needs

Build data-rich experiences fast

Consistent high performance with auto scaling

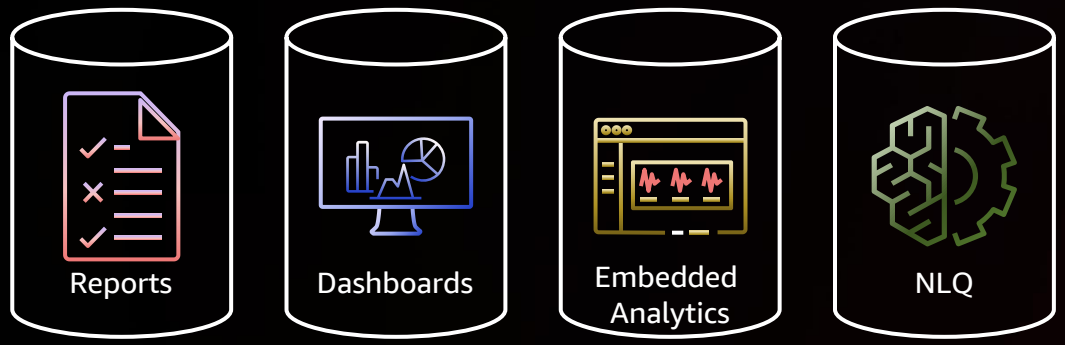
Lower costs with consumption-based pricing

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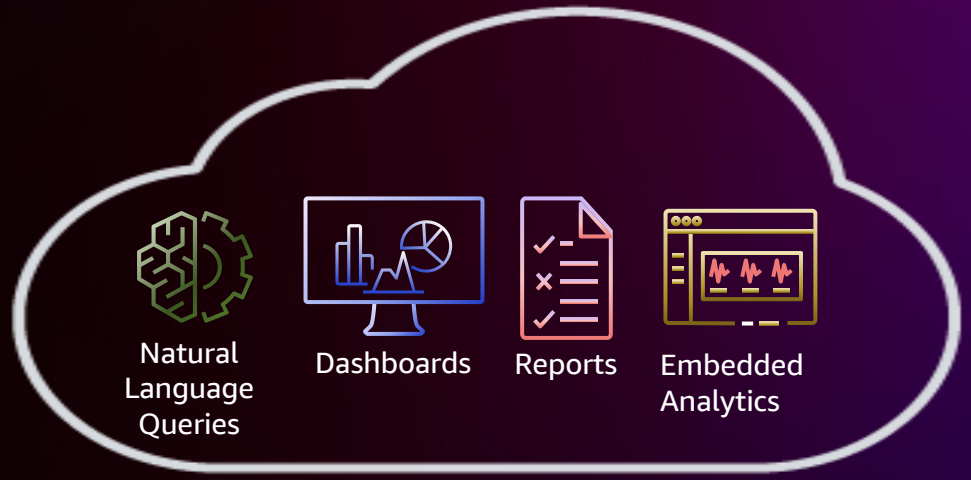
Unify approaches

Legacy



- Silos of BI environments
- Specialized training, staff for each
- Different UI for each

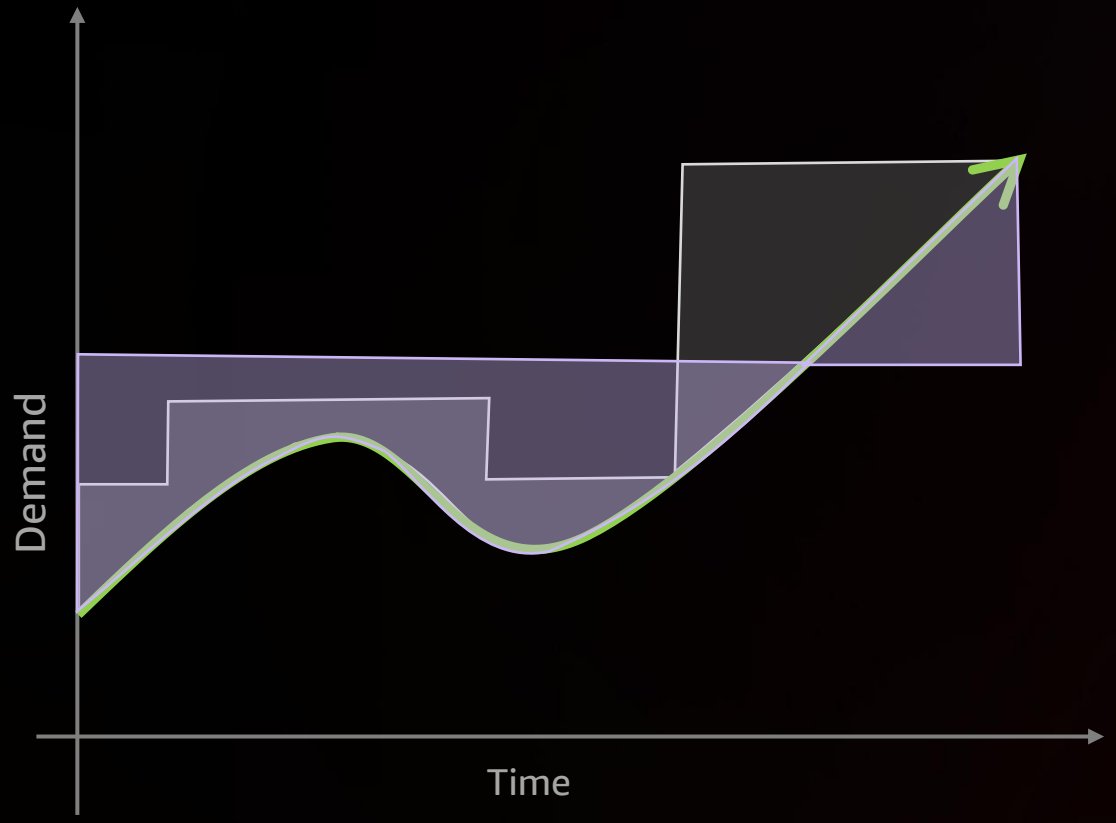
QuickSight



- Unified BI service at hyperscale
- No additional training required
- Same UI

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Legacy approaches to scaling



Servers on premises

- Provisioned for peak demand
- Oscillates between over capacity and under capacity

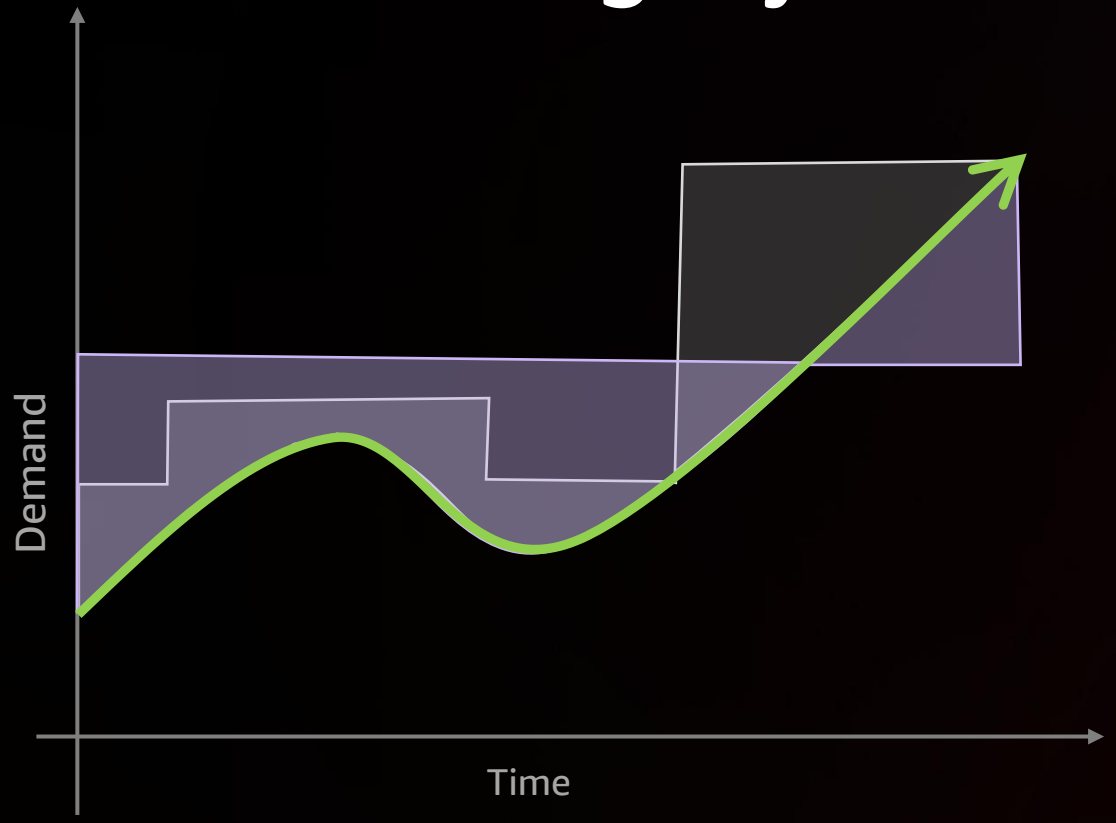
Servers hosted in the cloud

- Reserved instances capacity constantly above demand
- Results in wastage

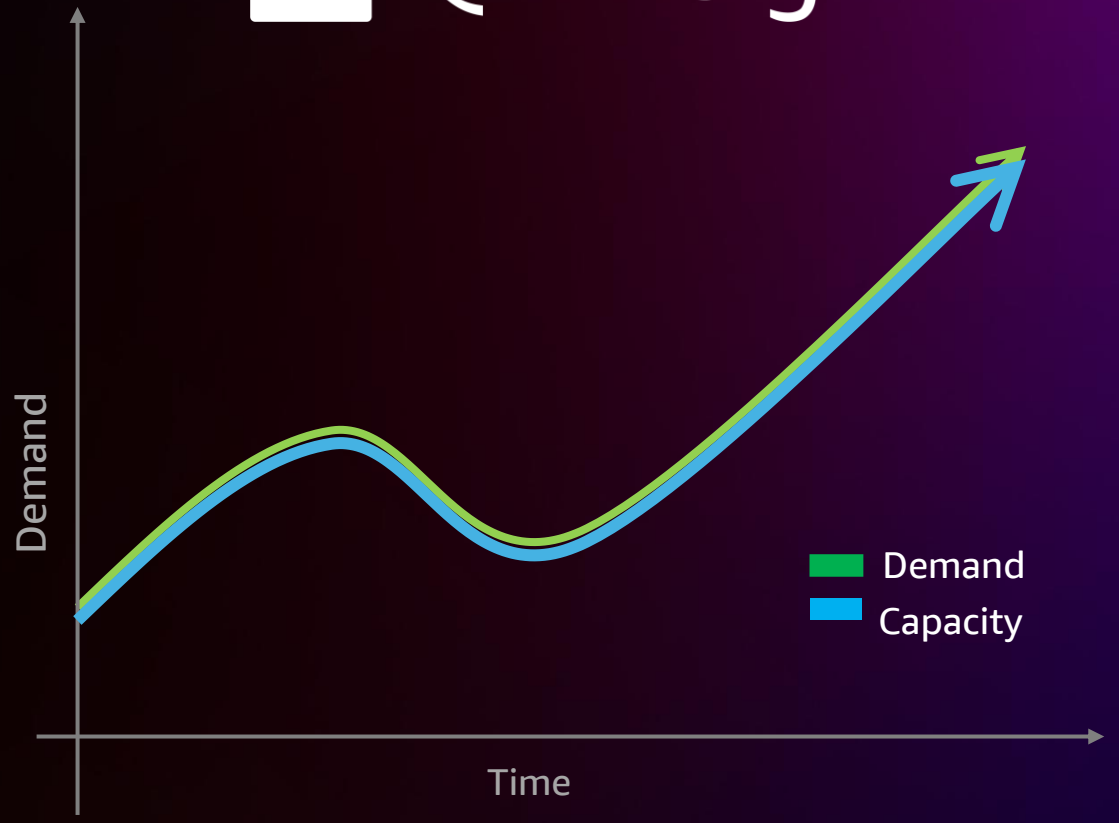
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Auto-scaling

Legacy



QuickSight



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Easy to manage

Legacy

Performance tuning is challenging

Scaling resources involves guesswork

Hardware/software upgrades

QuickSight

Consistent performance even as you scale to hundreds of thousands of users

Auto-scale to billion-row datasets with serverless data warehouse

Fully managed with no resources to manage or clients to install

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Lower costs

Legacy



Multi-year software contracts



Servers, upgrades, and maintenance



Software upgrades, patching

QuickSight



Pay-per-session pricing



No servers to buy or manage



Always up to date

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Over 100,000 customers use QuickSight



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Working backwards from our customers

2022	Serverless Paginated Reports Why and Forecasting Question types Visual embedding
2021	Alerts, personalization, and other BI features
2020	OEM Embedding Q (Natural language querying)
2019	ML insights Dashboard Embedding
2018	Usage-based pricing Large-scale deployments to end users

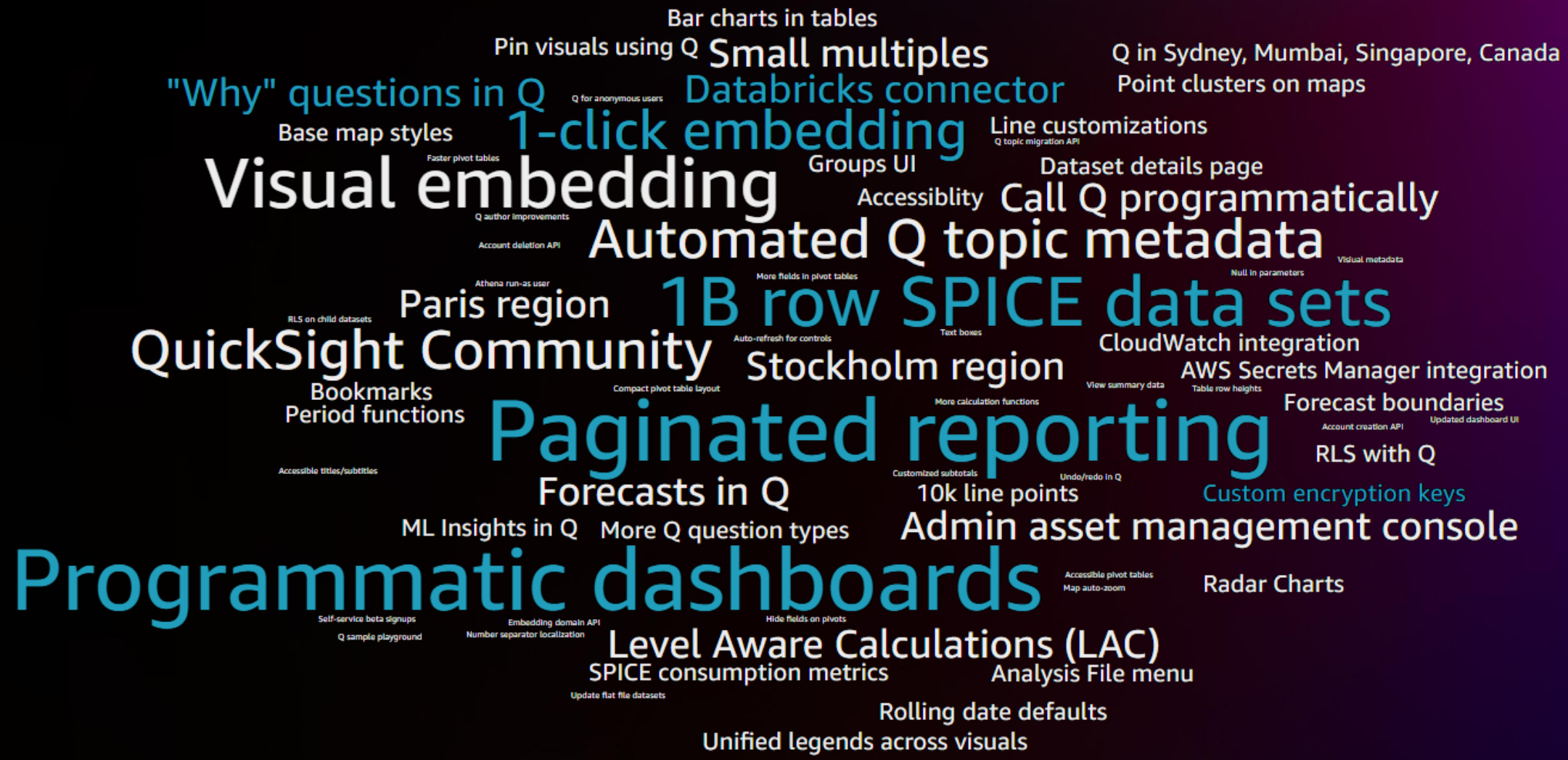
80+

New features in 2022

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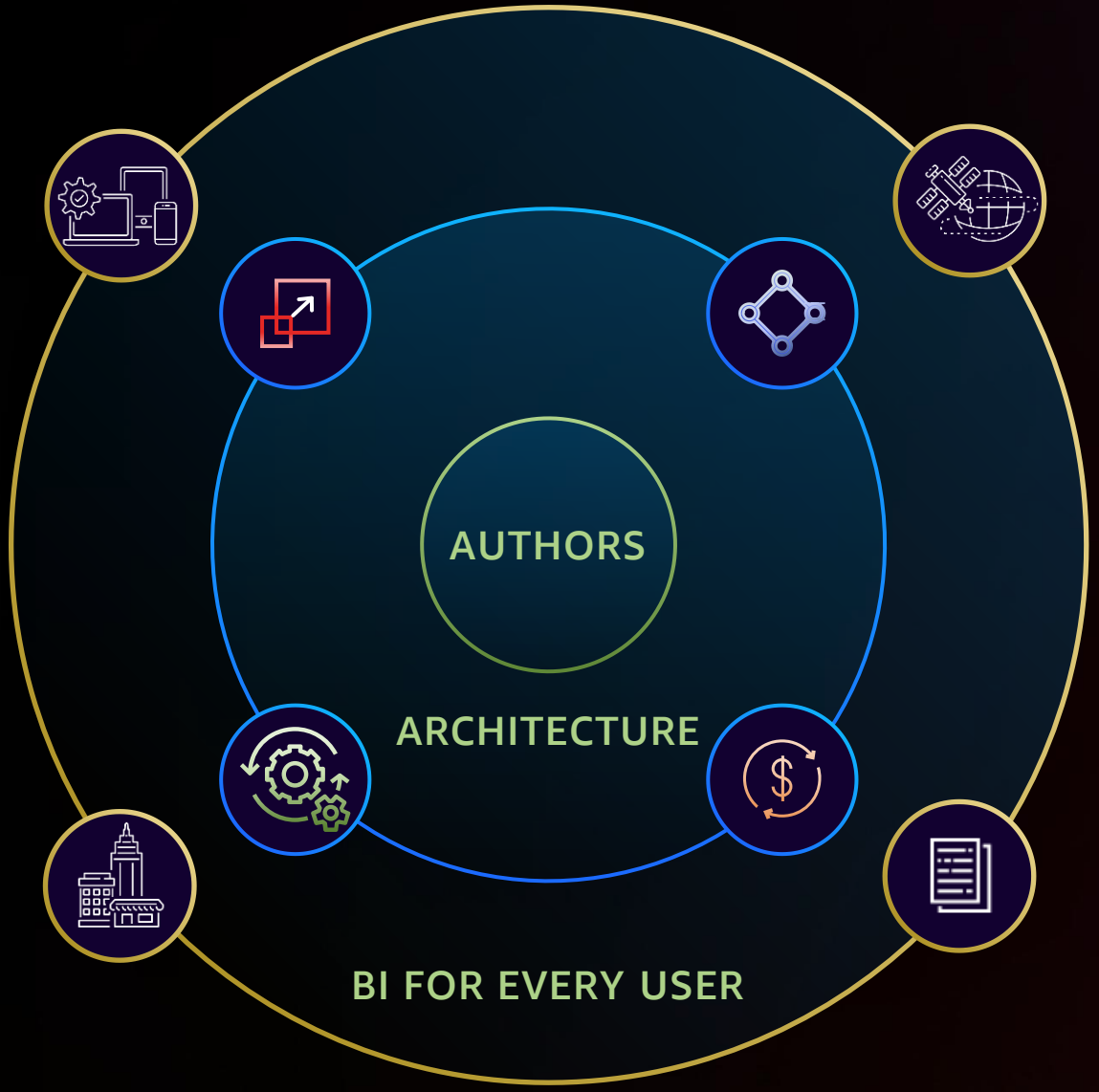
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80+ new features in 2022!



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Amazon QuickSight: Partner to your success





TRUSTED PARTNERSHIP WITH A CUSTOMER-OBSESSED INNOVATOR

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Our journey to data-driven

David Adamson

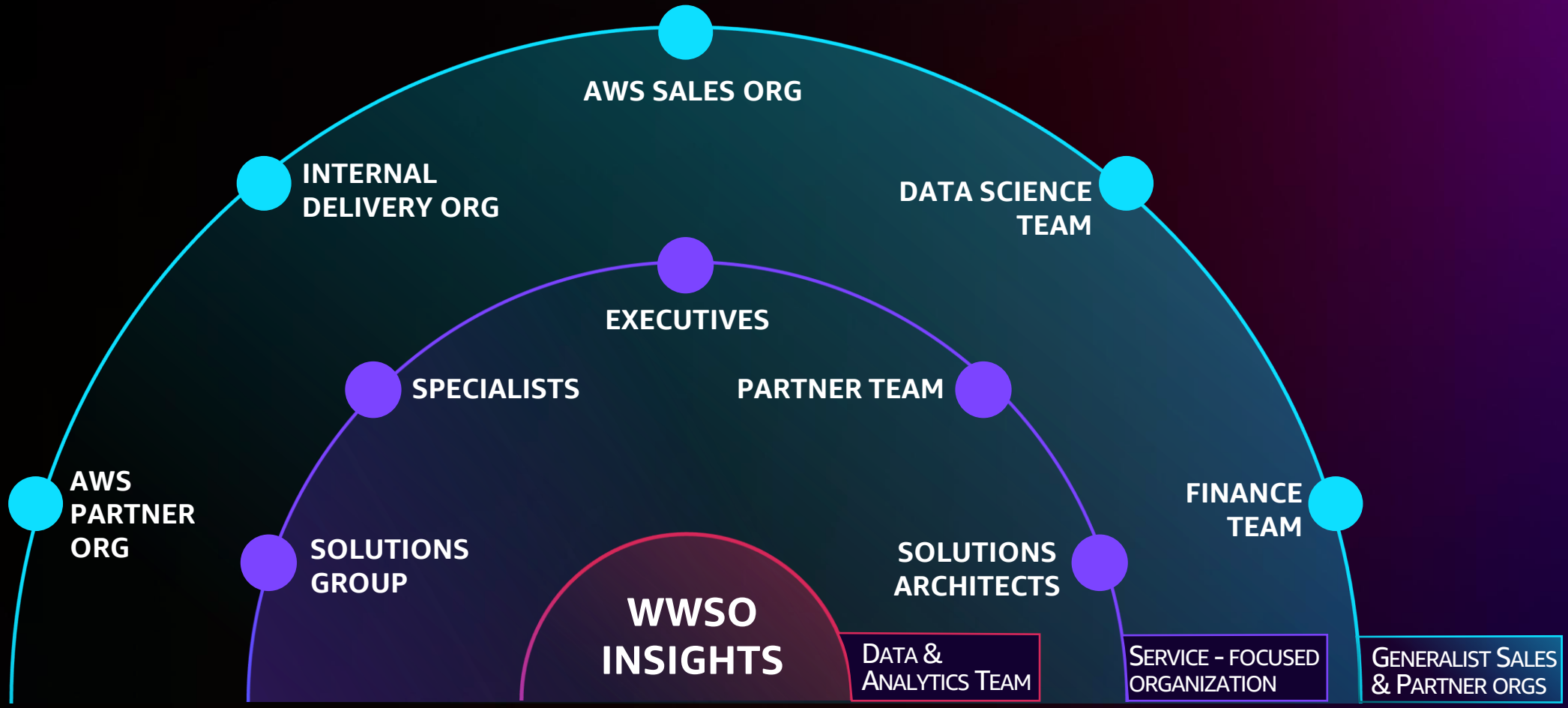
Head of WWSO Insights

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AWS Worldwide Specialist Organization

INCUBATING AWS IDEAS INTO MULTI-BILLION DOLLAR BUSINESSES



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WWSO Insights at a glance

RHYTHM OF THE BUSINESS METRICS AND INSIGHTS FOR THOUSANDS OF USERS



Customer Obsession

How do we serve our customer?



Business Performance

Revenue, Pipeline



Strategic Planning

Where do we focus?

450
Dashboards

3–5
Sources per Dashboard

30
Top Usage Dashboards

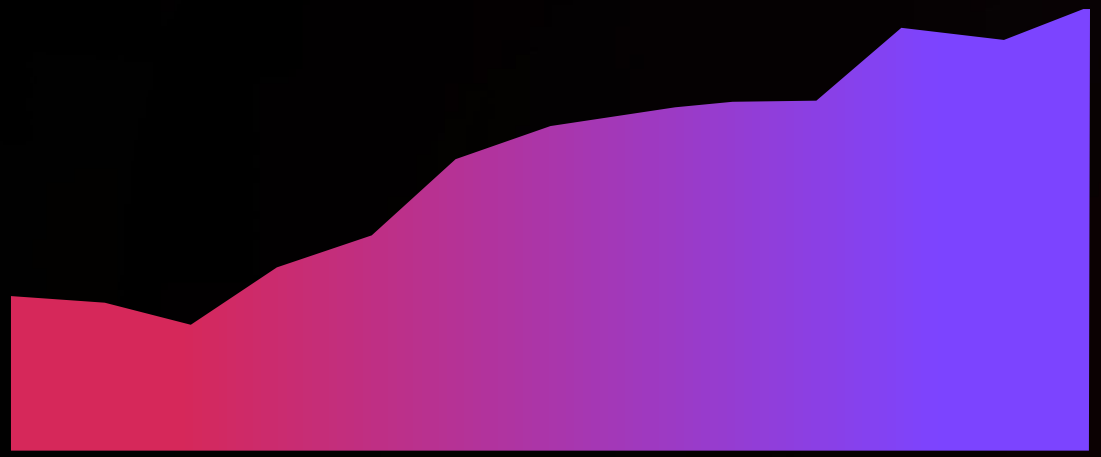
2.1 PB
Data Lake Size

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Our journey over the year

Dashboard Views



Oct ‘21 Oct ‘22

User Views



Oct ‘21 Oct ‘22

Adoption

50% → 83%

Views Growth

215%

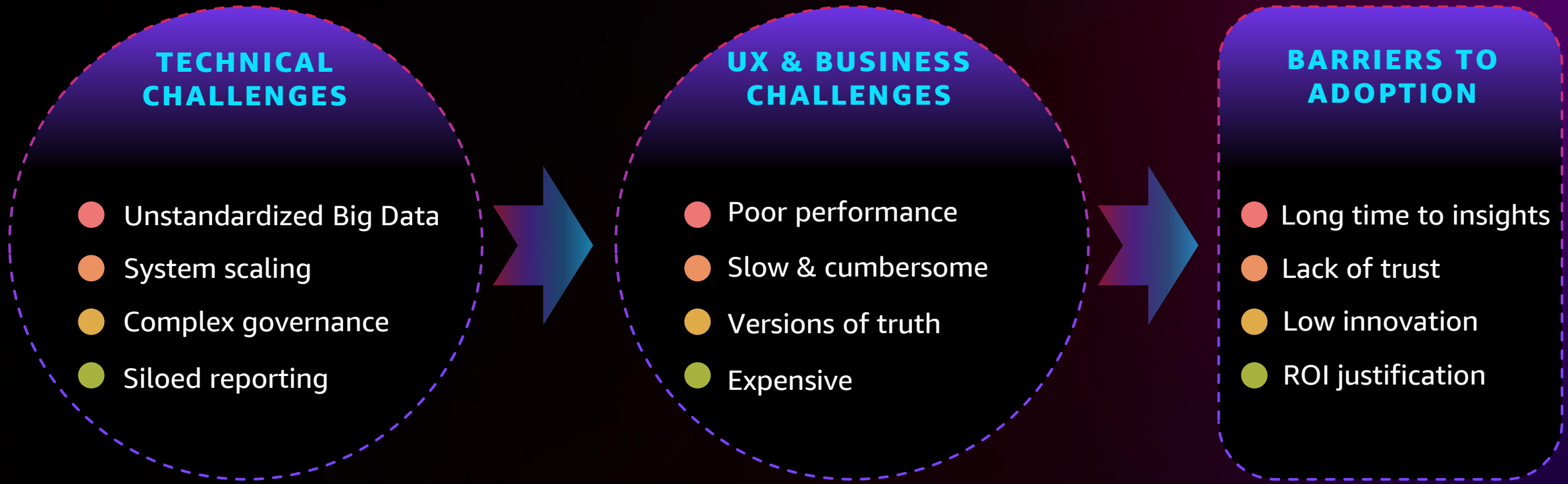
User Growth

157%

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Our starting point – Legacy BI challenges



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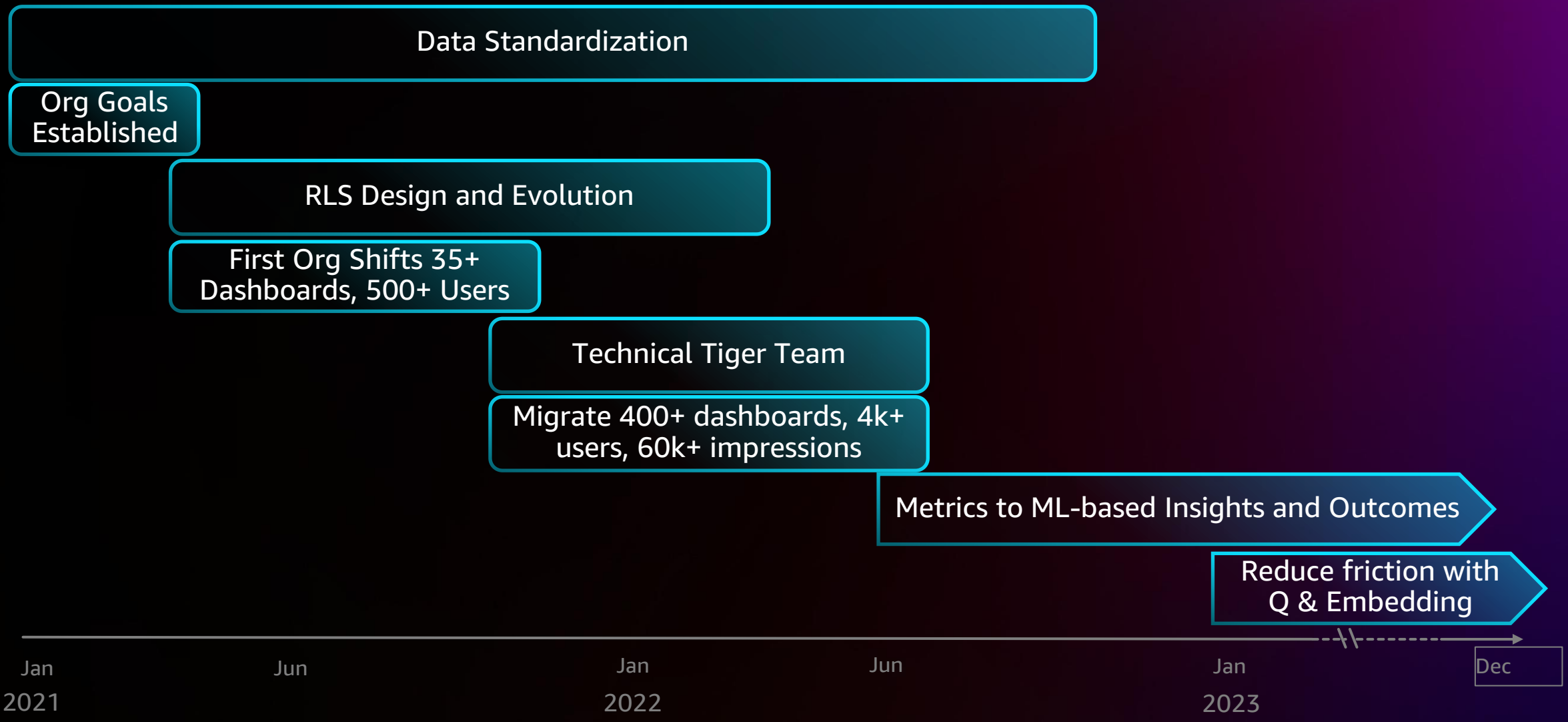
Reasons for choosing Amazon QuickSight

Performance	➜	Consistent High Performance – <1 vs. 3+ minutes
Scale	➜	Securely scale across AWS, Customizable RLS
Integrations	➜	Tight Integration with AWS, Amazon SageMaker
Management	➜	No servers or software to manage
Flexibility	➜	Go beyond dashboards with ML Insights, Q, Embedding
Partnership	➜	Close feedback loop with QuickSight team

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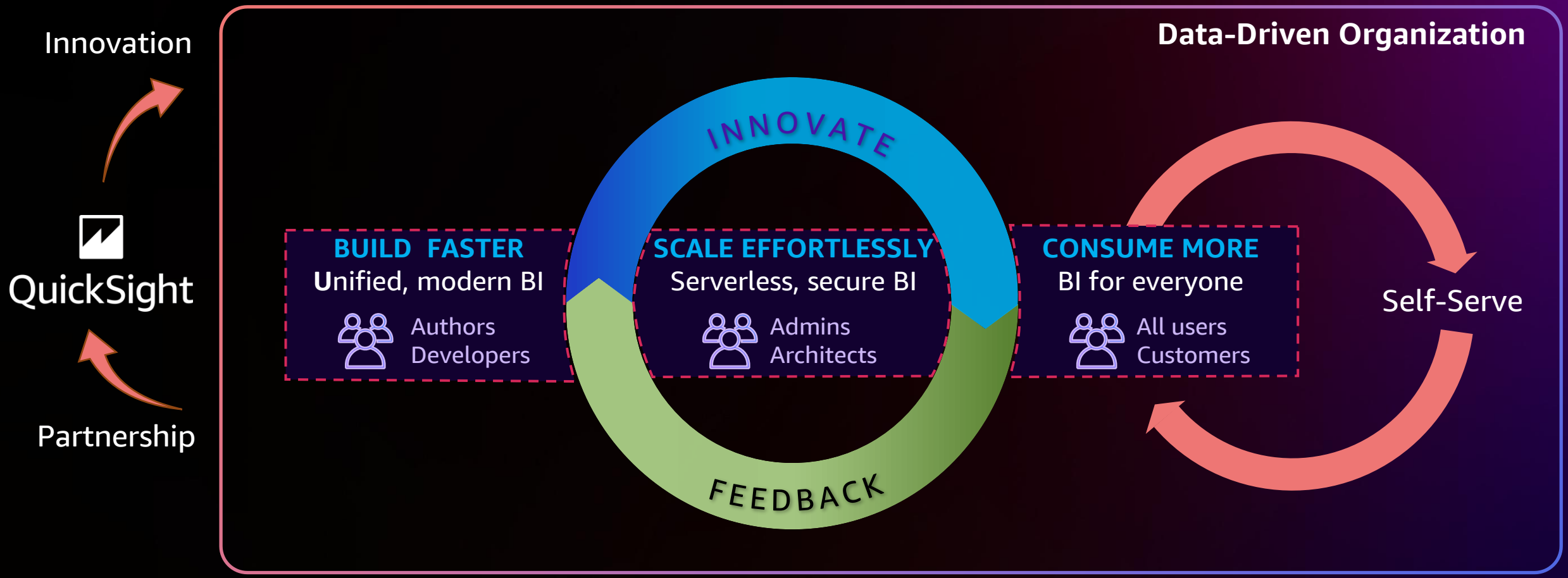
Migration success = People + Process + Tech



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Partnering to enable the BI adoption flywheel

POWERING A DATA-DRIVEN ORGANIZATION WITH CONTINUOUS INNOVATION



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Driving from data to outcomes

Anusha Munnangi

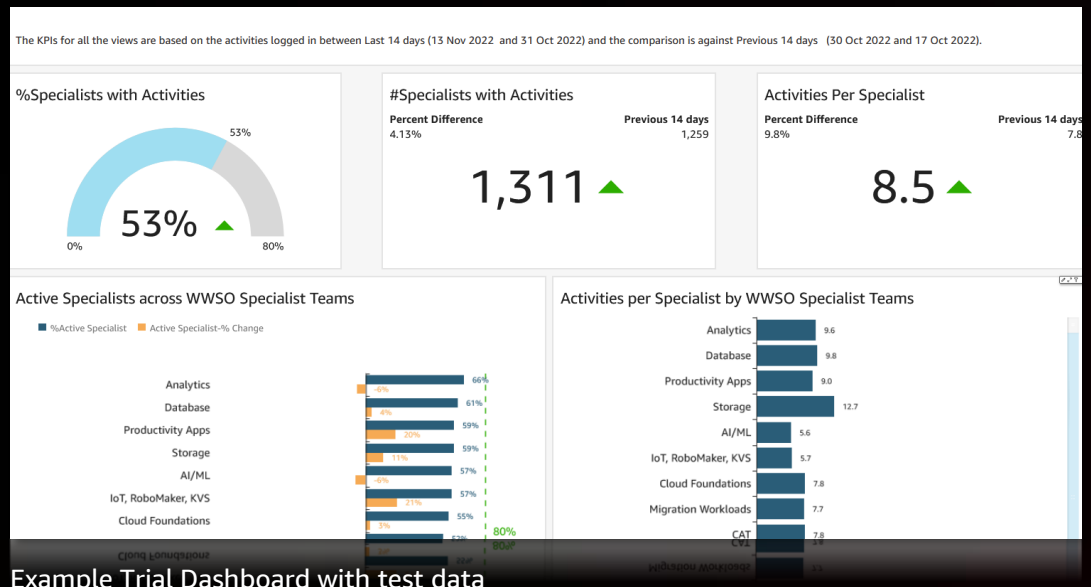
Senior Analyst WWSO Insights

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Getting performance right

FAST AND CONSISTENT USER EXPERIENCE DRIVES ACTIVITIES DASHBOARD ADOPTION



Example Trial Dashboard with test data

After QuickSight

- <10-second response
- Streamlined, built-in RLS
- Automated email remainders

Before QuickSight

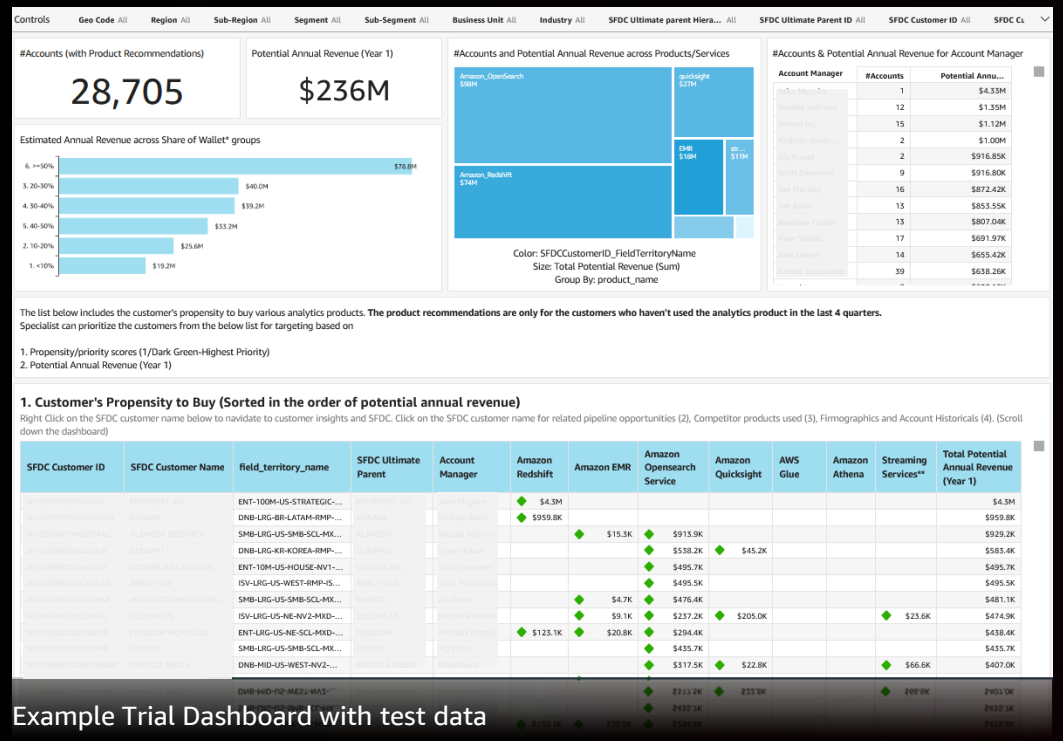
- 4+ minute load times made adoption hard
- Workarounds for RLS prevented secure scaling

Track that we are helping our customers adopt our services

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Proactive service recommendations

METRICS TO INSIGHTS



Example Trial Dashboard with test data

Help sales identify next best service(s) for customers

Customer value-addition opportunities

ML-driven insights for best-fit services at the right time

Enhanced customer focus

Holistic view of our customers and how they have typically used our services

Frictionless actions

One-click CRM, internal tools, and delivery of automated insights

Field validated

Close collaboration to ensure that our recommendations satisfy customer needs

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Understanding customers better

INSIGHTS TO OUTCOMES: WORKING BACKWARDS FROM THE CUSTOMER

*I have been trying to understand how to find the customers who want to use our services, but it takes **forever to gather information** from individual data sources/dashboards and combine them into a single source*

*I have insights across **multiple dashboards**, but how do I know what's best for the customer?*

*Sales Manager and Sales Specialists should have **more customer-facing time and less administrative time***



- Better understanding of our customers' needs through personalized insights
- Improved stakeholder productivity and customer satisfaction

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Looking forward



Accelerate Metrics to Outcomes



Embedding in Internal Portals



Enable QuickSight Q Natural Language Queries

Increase productivity and scale of data-driven decisions

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Our journey to data-driven

David Adamson

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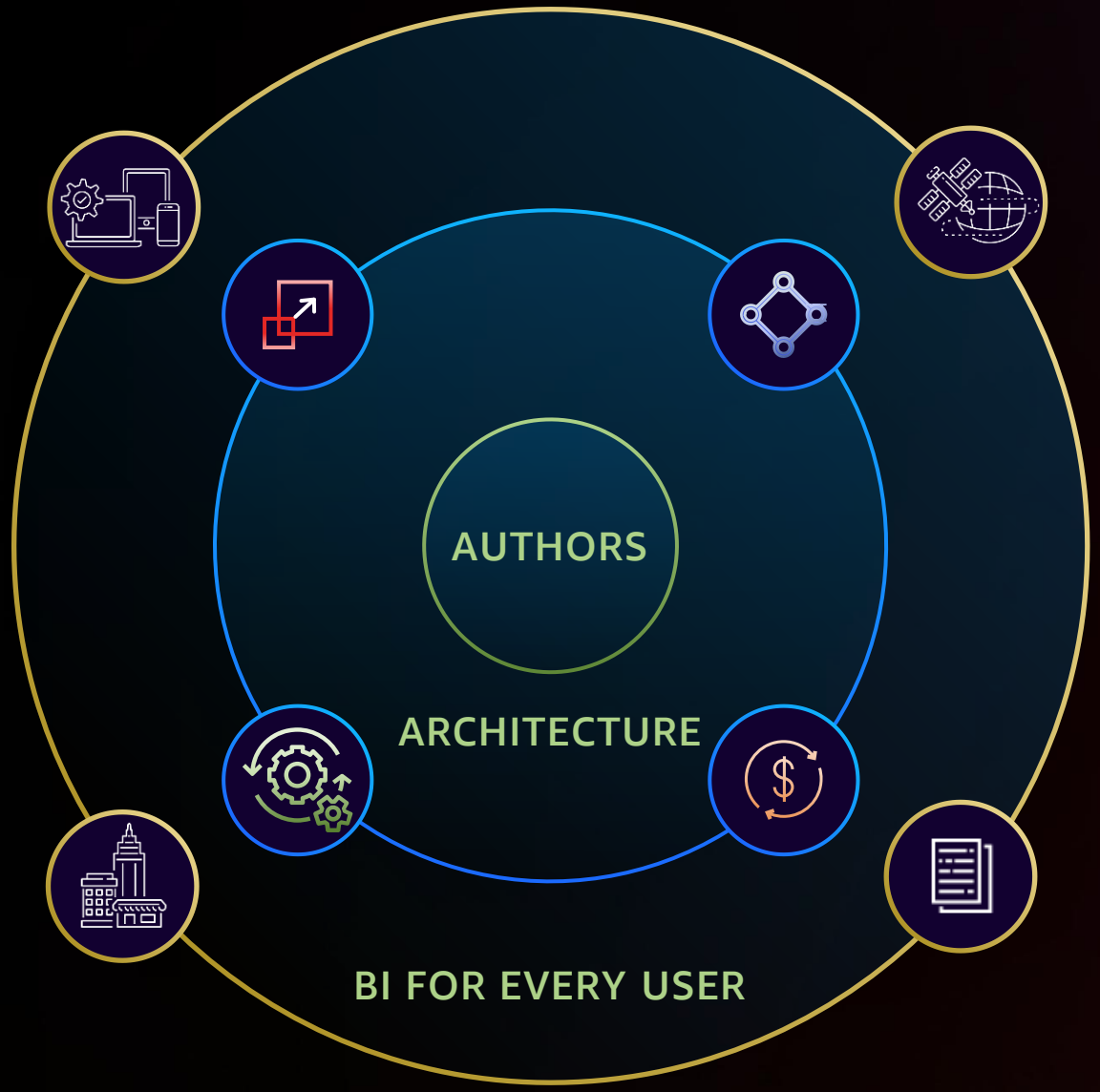
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Secret to a data-driven organization





TRUSTED PARTNERSHIP WITH A CUSTOMER-OBSESSED INNOVATOR

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Reimagine BI

- **Delight users:** Make it easy for users to consume BI in preferred formats
- **Turn your authors into heroes:** Give your authors the simplicity, scale, and tools they need to deliver insights to all your users
- **Stop managing hardware:** Auto-scaling and consistent performance are critical
- **Be flexible:** Remember everything will evolve, so be ready to adapt to changes
- **Trusted partner:** A partner who will continue to innovate as you grow

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Amazon QuickSight @ re:Invent

Wednesday, 11/30

- **Breakout**
  2:30PM | @WYN
  Migrate to cloud-native business analytics with Amazon QuickSight
- **Breakout**
  4:45PM | @MGM
  Get clarity on your data in seconds with Amazon QuickSight Q
- **Workshop**
  5:30PM | @WYN
  Seamlessly embed analytics into your apps with Amazon QuickSight
- **Chalk Talk (repeat)**
  7:45PM | @WYN
  Architecting multi-tenancy for your apps with Amazon QuickSight
- **New Breakout Session!**
  4:00PM | @MGM
  What's new with Amazon QuickSight

Thursday, 12/1

- **Workshop (repeat)**
  11:45PM | @CSR
  Build stunning customized dashboards with Amazon QuickSight
- **Breakout**
  12:30PM | @CSR
  Differentiate your apps with Amazon QuickSight embedded analytics
- **Breakout**
  3:30PM | @Encore
  Optimize your AWS cost and usage with Cloud Intelligence Dashboards

Visit the BI kiosk in the AWS Village to speak with QuickSight experts + get free SWAG

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Join the QuickSight Community



Ask questions. Learn together. Get QuickSight re:Invent updates!

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Thank you!

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