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

BSI203

Differentiate your apps with Amazon QuickSight Embedded

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Showpad

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Director of Data, Reporting, and Analytics
Guardian Life

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Agenda

- Accelerate growth with embedded analytics
- Challenges of embedding analytics
- Amazon QuickSight Embedded
- Demo
- Showpad: Making Data Maturity Happen
- Guardian Life: Delivering Personalized Reports & Insights
- Partner with Us

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Standing out is tougher than ever

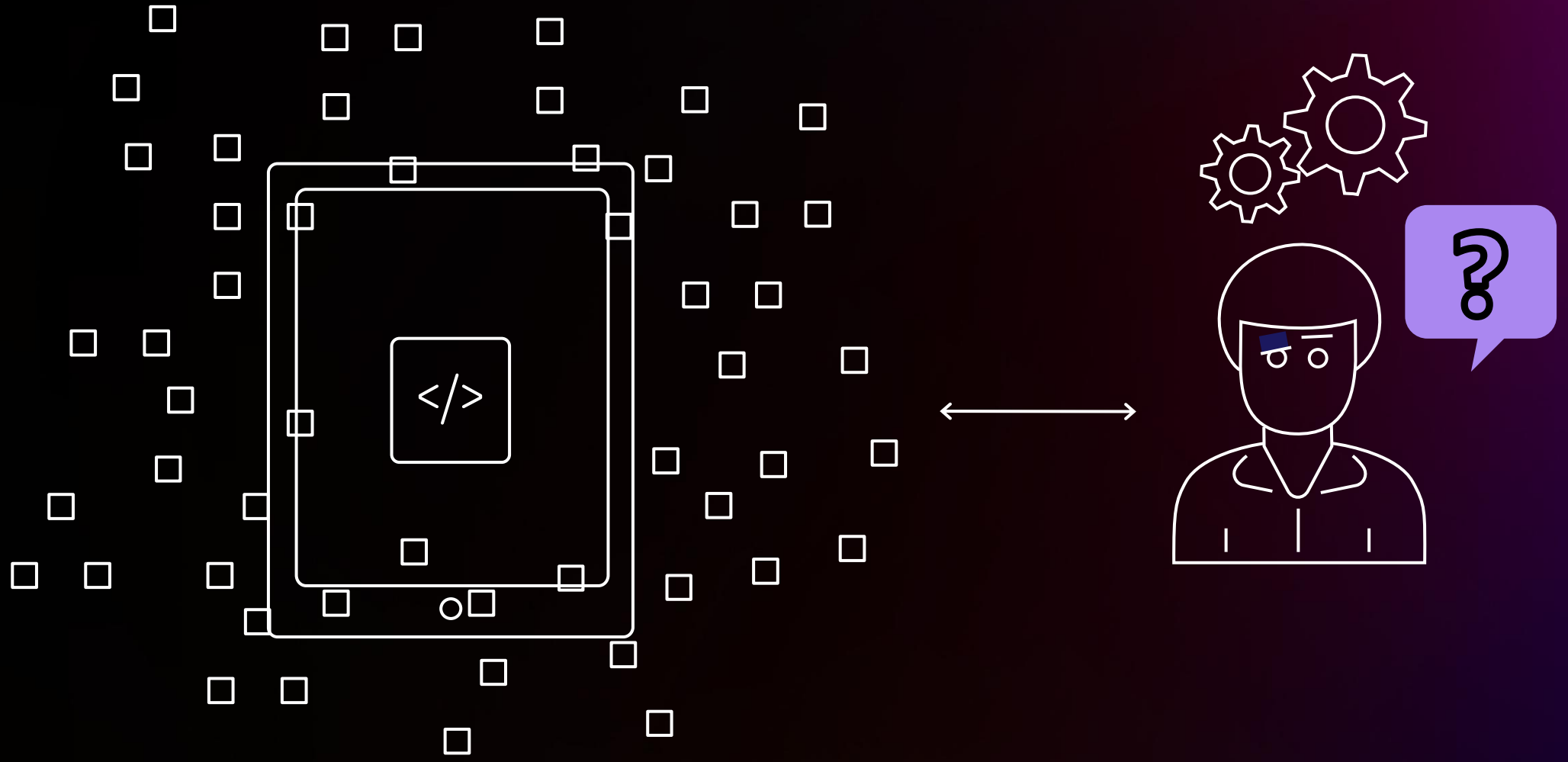
175,000+
ISVs globally

500 million
Cloud-native digital apps & services

Canalys 2022 & IDC 2020

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Applications are awash in data



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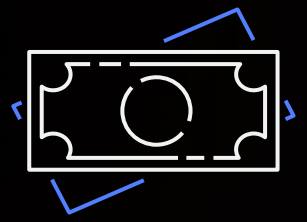
Customer-facing analytics drives value



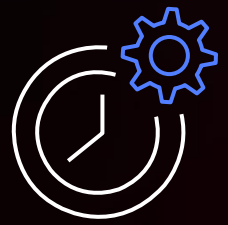


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Key blockers to embedded analytics



Budget & resources



Slow time to market



Managing scale & expenses

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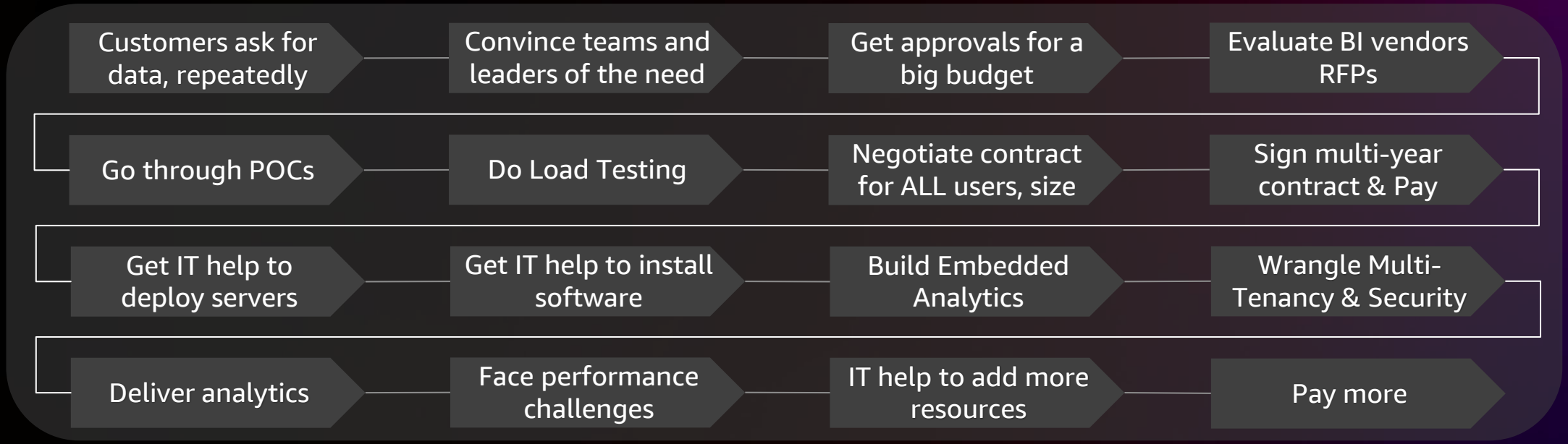
Too expensive to start

GETTING BUY-IN FOR BUDGET AND RESOURCES HARD TO SURMOUNT

High-Risk Investment

Needs Internal Buy-In

Resource Constraints

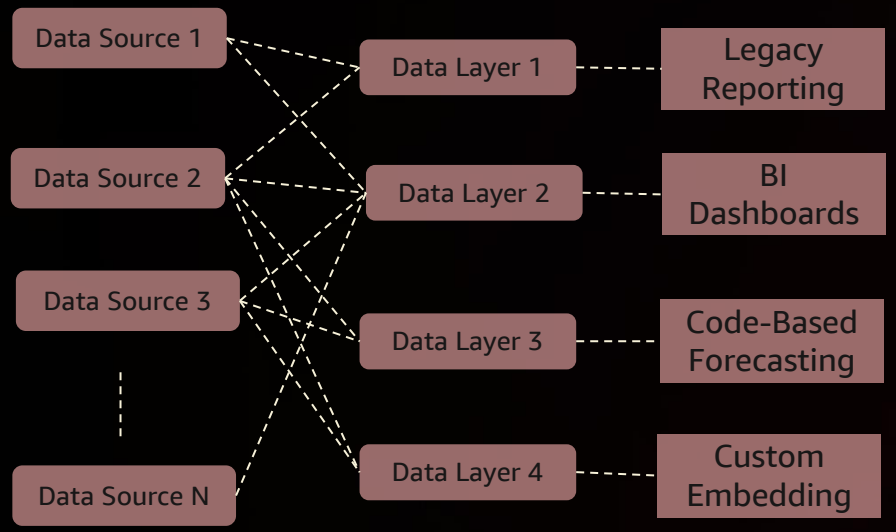


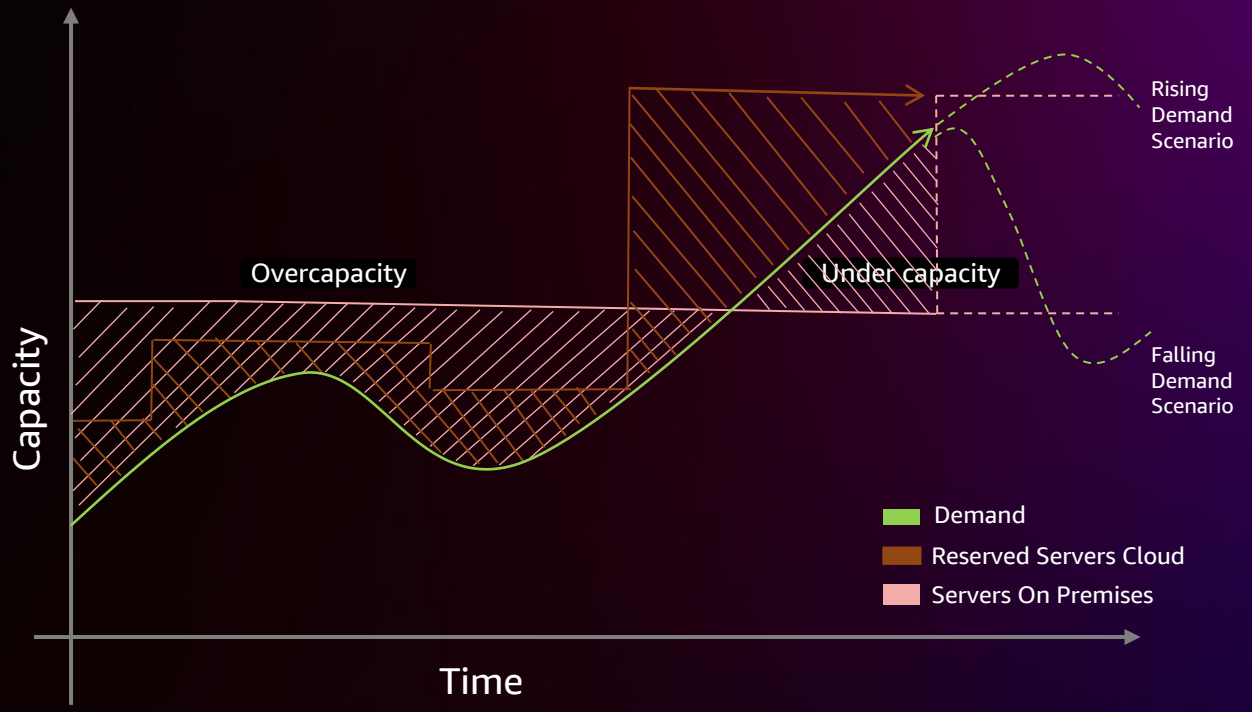
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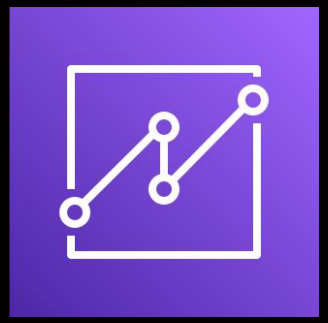
Legacy, clunky, and disjointed solutions

CUMBERSOME TO BUILD WITH EXPONENTIAL COSTS TO MANAGE PERFORMANCE





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Amazon QuickSight

UNIFIED BI SERVICE AT HYPERSCALE

Unified BI for all your analytics needs

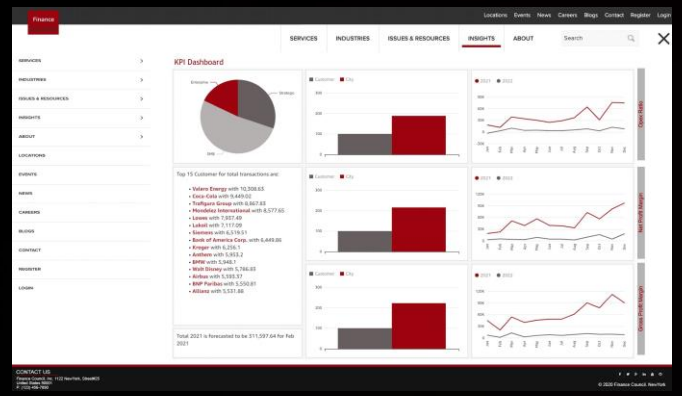
Build data-rich experiences fast

Consistent high performance with auto scale

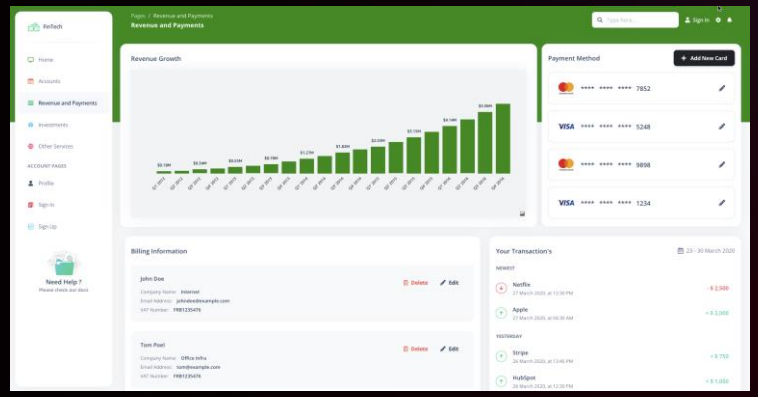
Lower costs with consumption-based pricing

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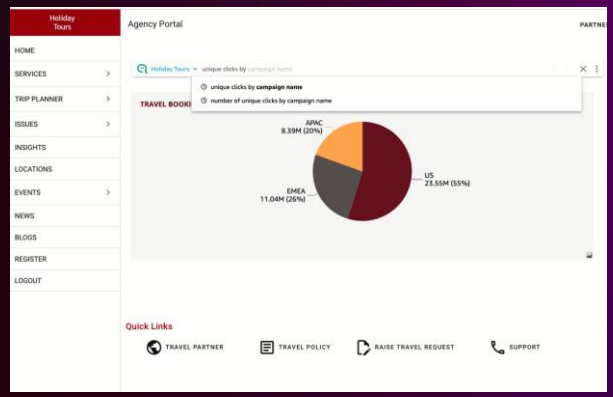
Meet every embedding need



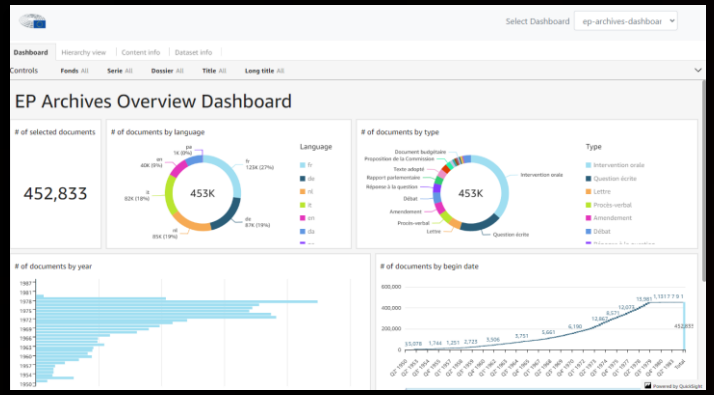
Interactive dashboards



Insightful Visuals

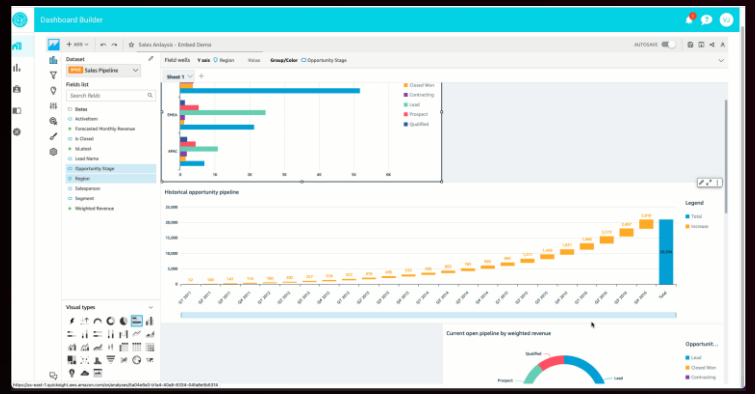


NLQ with Q



Public dashboards

QuickSight



Dashboard authoring



Paginated reports

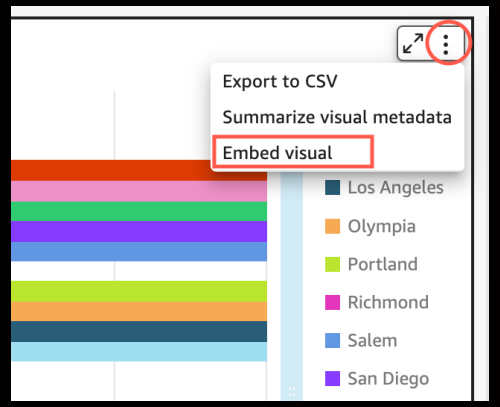
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Build

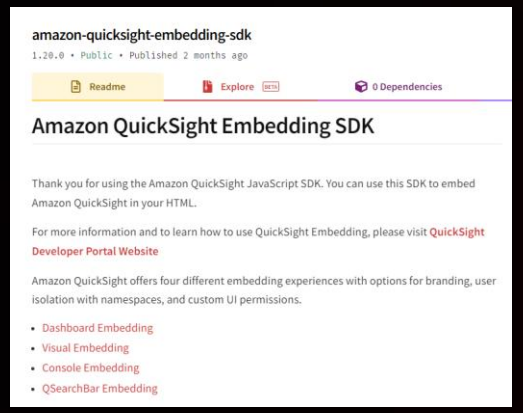
Embed with ease

DELIVER SEAMLESS DATA-RICH EXPERIENCES FAST



1-Click Embedding

Rapid proof-of-concepts



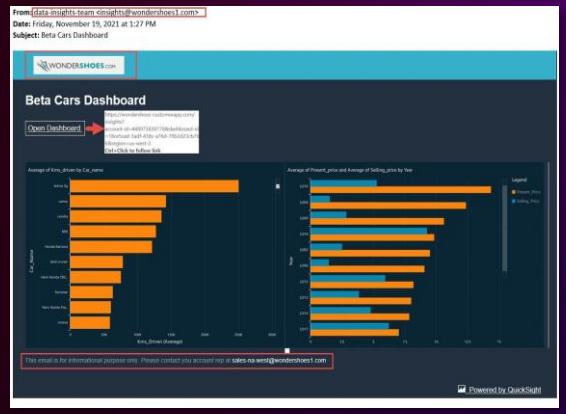
Comprehensive APIs

Tailor-made data apps



Fine-grained Customization

Templates and themes



Native multi-tenancy

RLS, CLS, and Namespaces

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Build

Delight your customer

GO BEYOND STANDARD DASHBOARD EMBEDDING TO EMPOWER ALL USERS



Visuals

In-context Insights for closed loop decisions



ML Insights

Forecast, Anomalies, Narratives



Reporting

Paginated reports and CSV data extracts



Q

Frictionless Insights with Natural Language Queries



Authoring

Enable Power Users with Dashboard Authoring

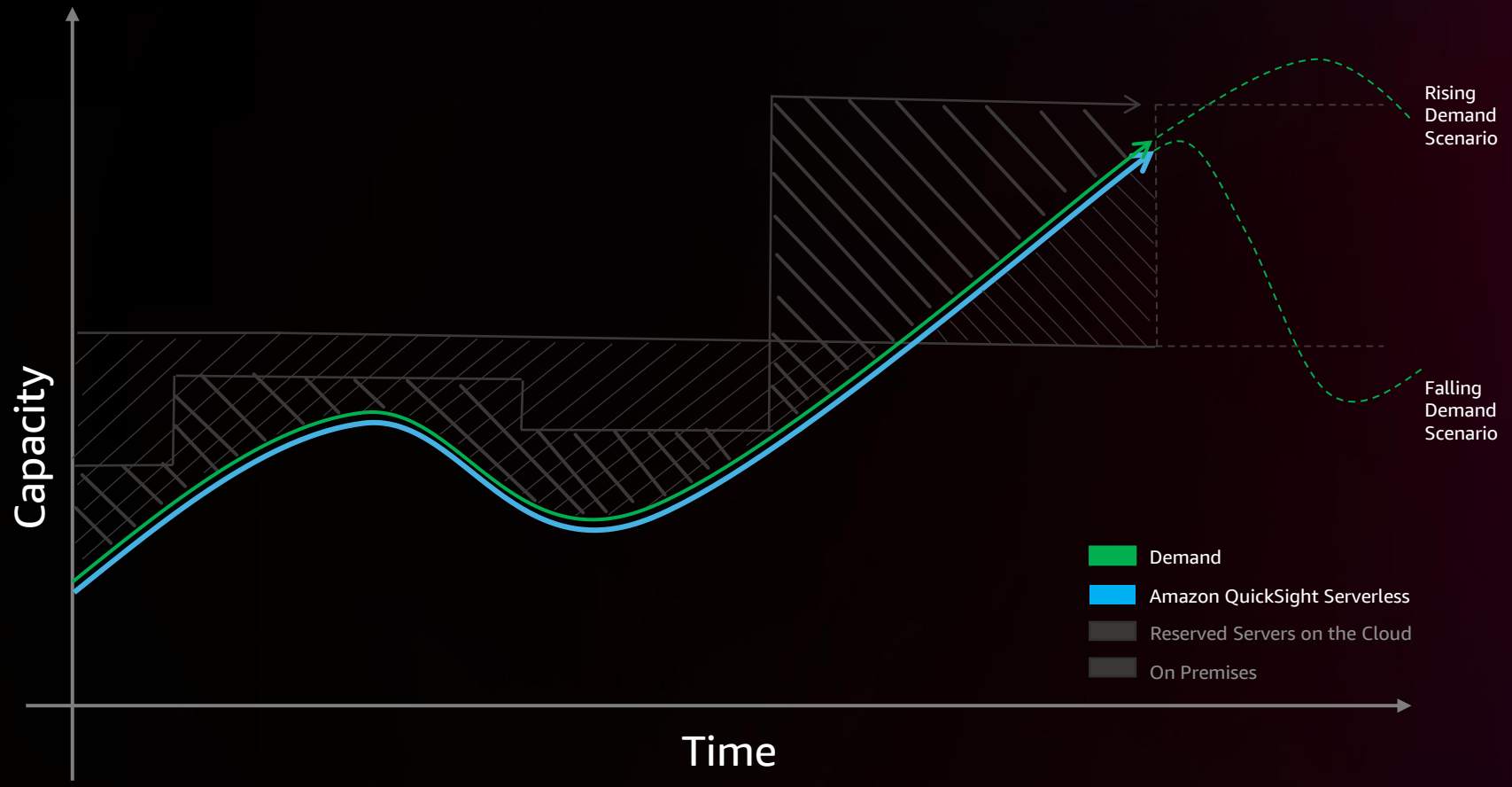
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Scale

Scale effortlessly with auto-scaling

PERFORMANCE AND PRICING TO MATCH YOUR NEEDS



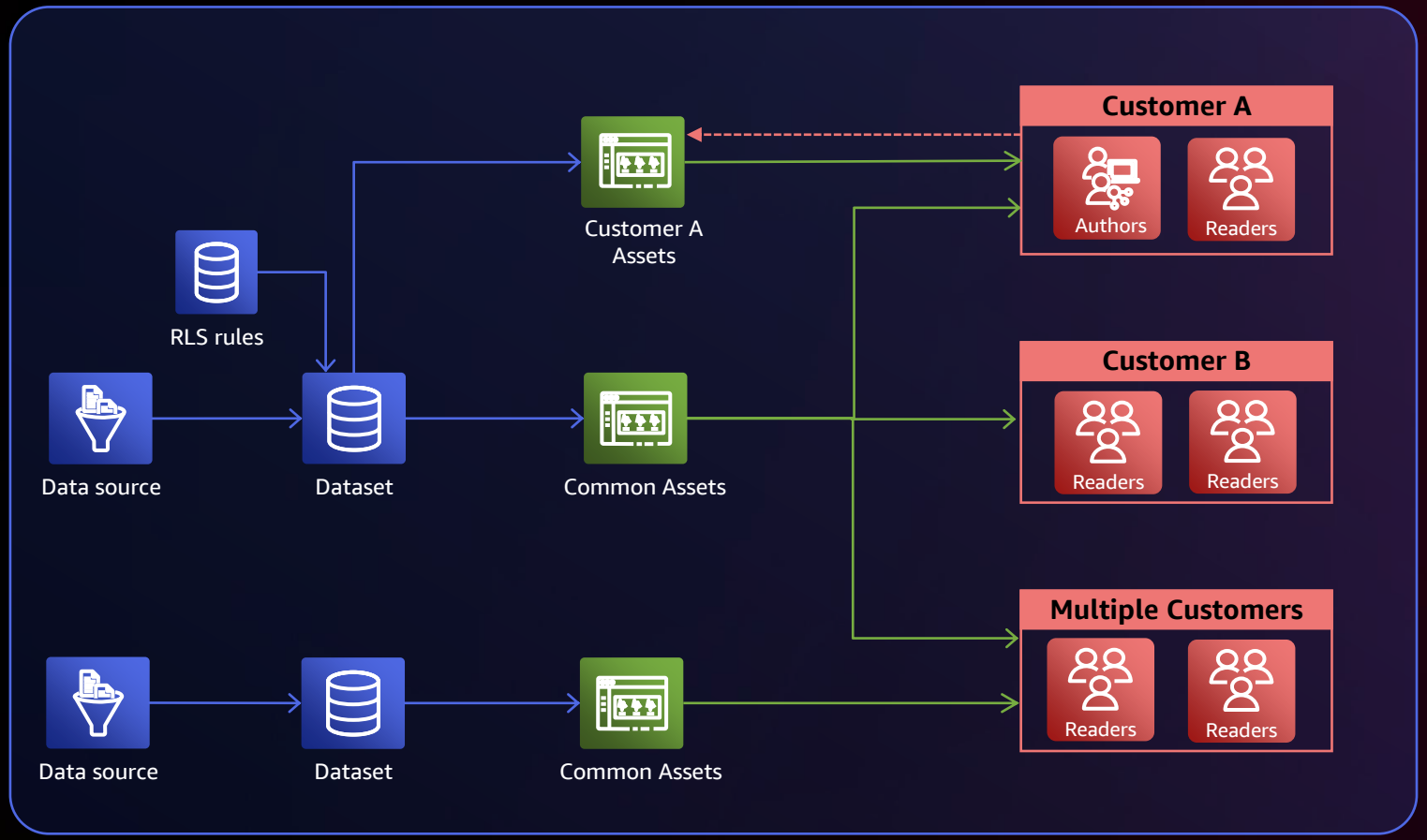
- Automatically scales to traffic
- Concurrent users, complexity of analytics
- Consumption-based Pricing/Pay per Use
- No Infrastructure or Software Management

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Scale

Native multi-tenancy

REACH THOUSANDS OF CUSTOMERS WITHOUT MANAGEMENT OVERHEADS

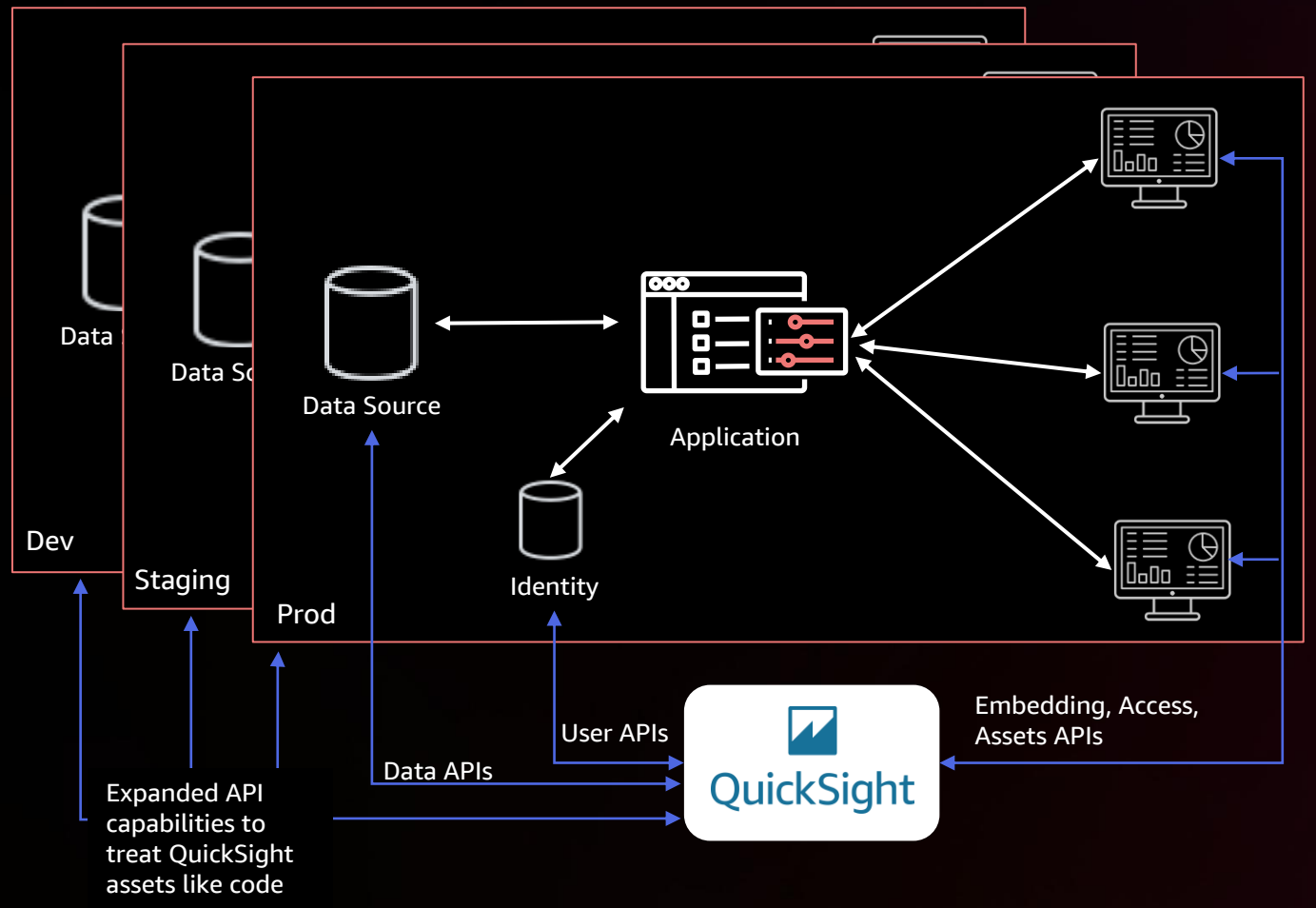


- Ease of deployment and maintenance
- Same application for multiple customers
- Keep licensing and operating costs low
- Worry-free customer separation with flexible configuration

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Automate everything

APIS TO DEPLOY AND MANAGE USERS, DASHBOARDS, THEMES, DATA, AND OTHER ASSETS



- **Access Control:** Namespace, Group, User, IAMPolicy, Network Access, Asset & Resource Permissions
- **Settings:** Account Settings
- **Embedding:** anonymous or registered reader access, Q search bar, authoring console embedding
- **Assets Control:** Analysis, Dashboards, Template, Theme
- **Data:** Data Sources, Datasets, SPICE Ingestion

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AnySoftware.com

Login as



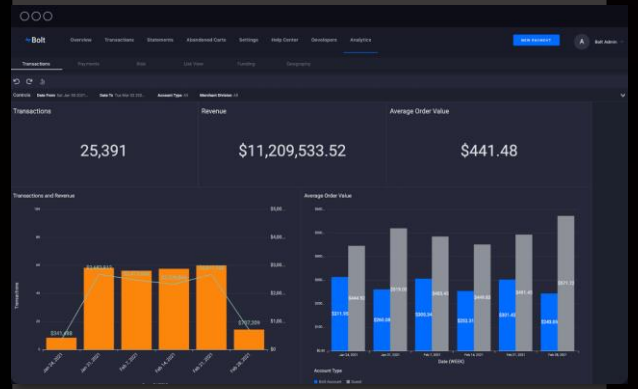
Karthik Tharmarajan
Sales Leader - EMEA & APJ



Kareem Syed-Mohammed
Sales Leader - Global

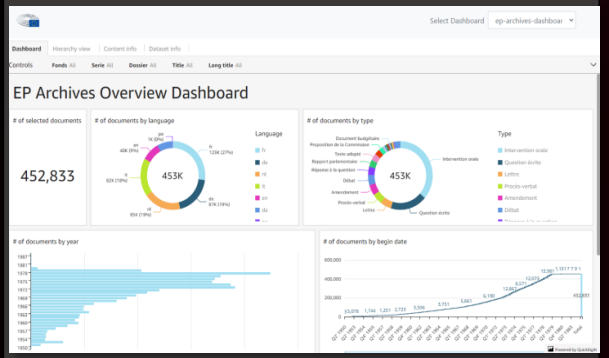
Accelerate business growth

Value added products



SaaS & Web Apps

Unlock new potential



Public Portals

New product offering

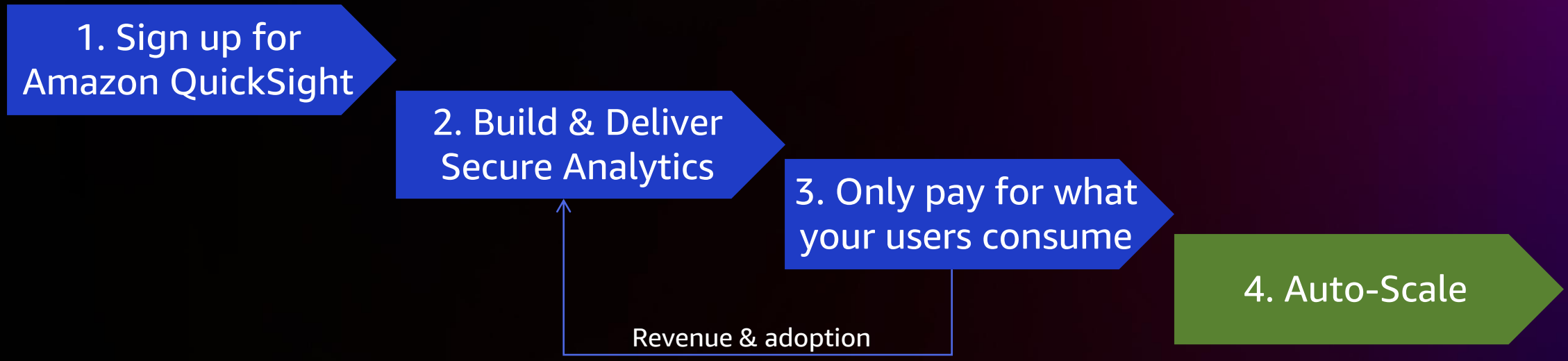


Data Products

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Innovate without barriers

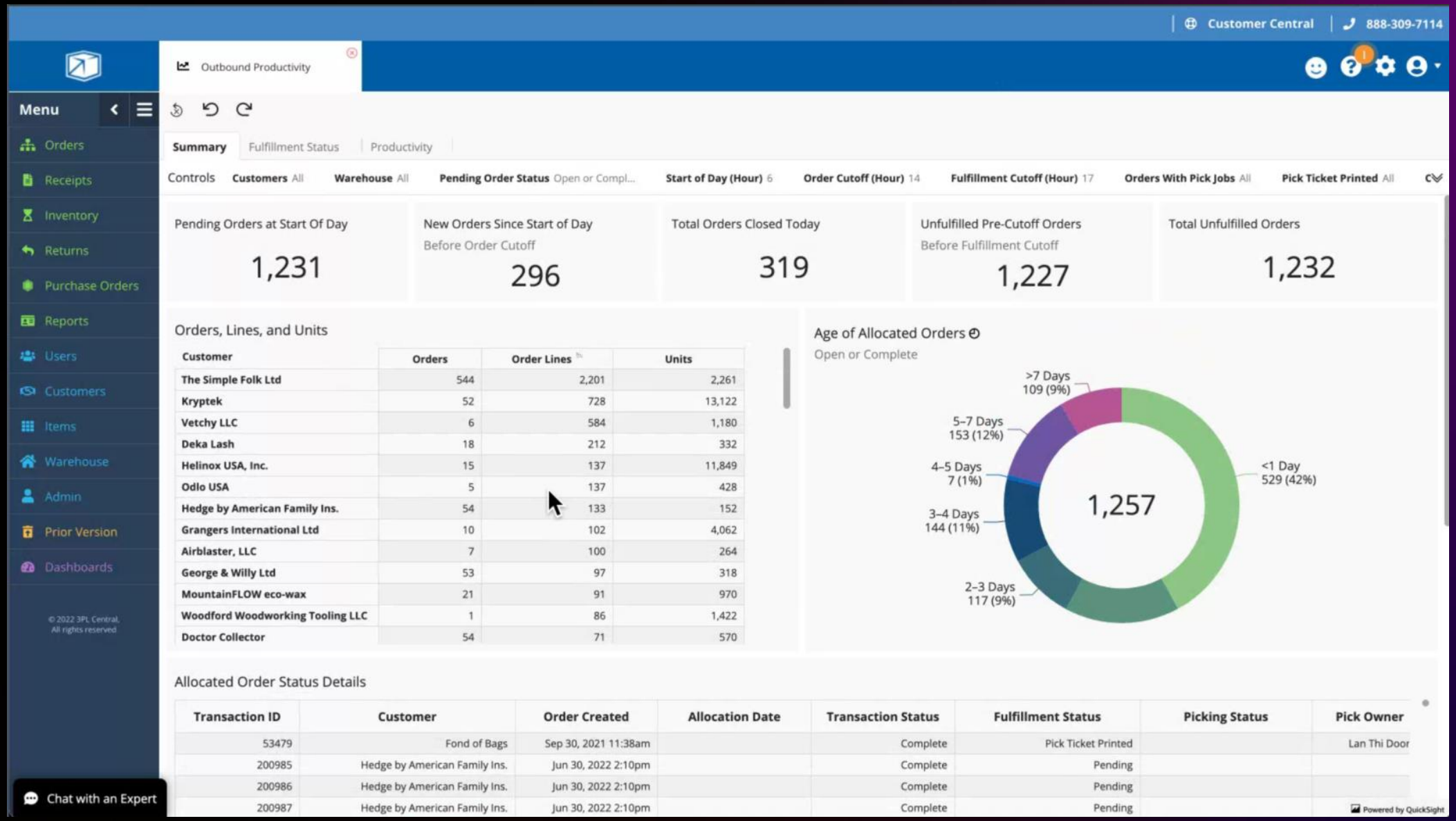
START BUILDING AND DELIVERING WITH NO MONETARY RISKS



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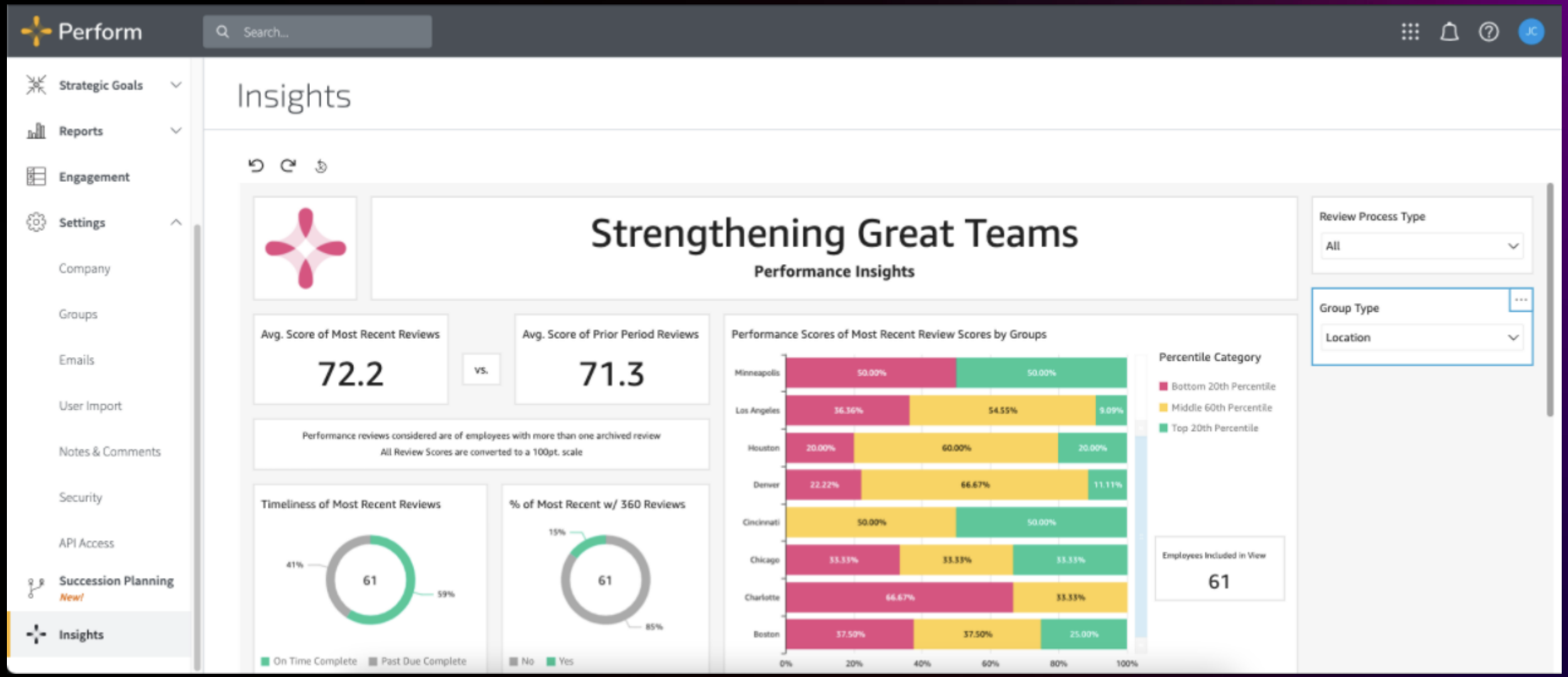
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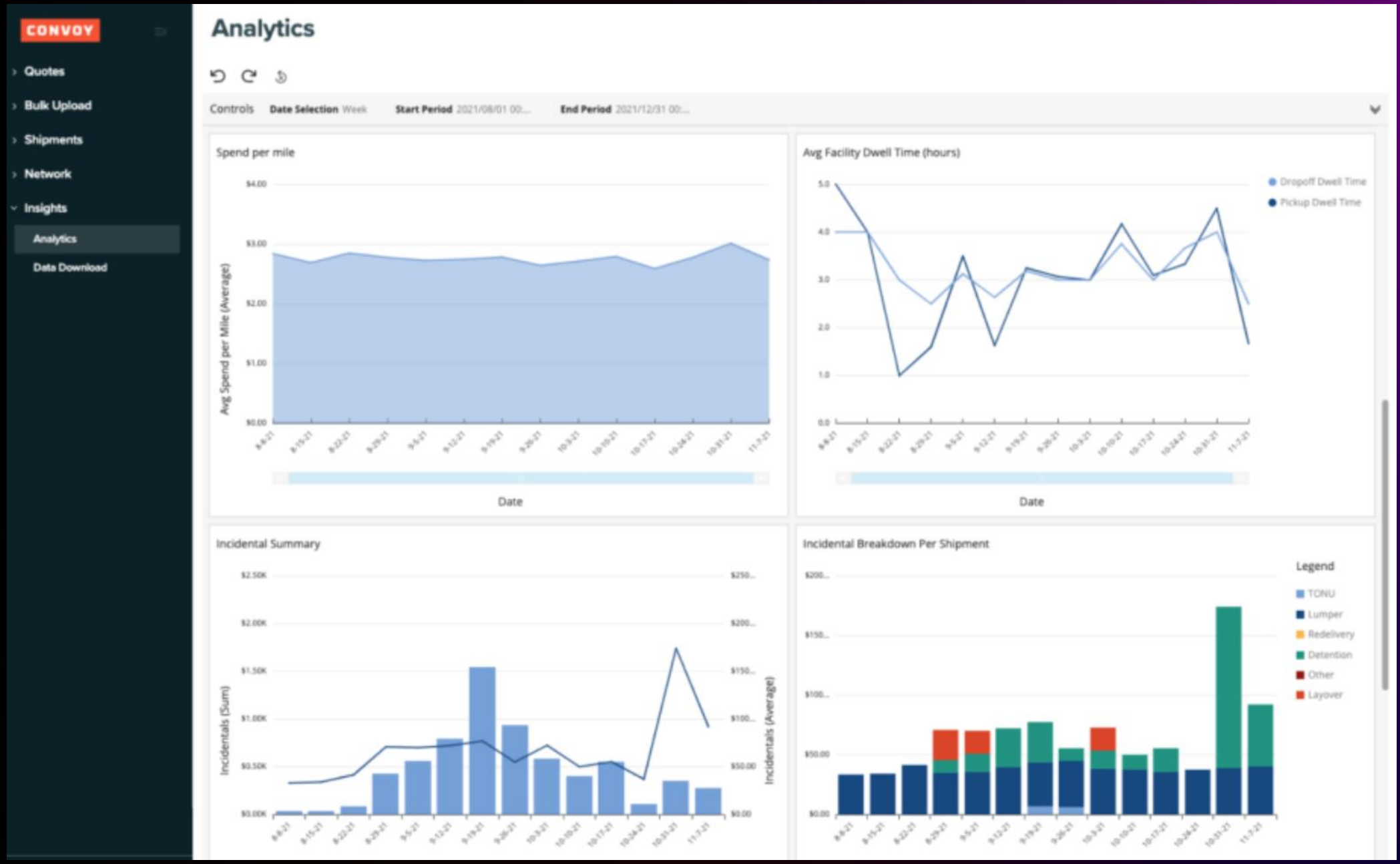
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Thousands of customers embed QuickSight



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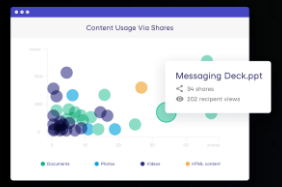
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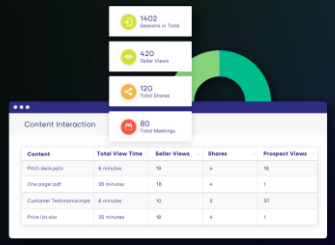
Showpad: Making Data Maturity Happen

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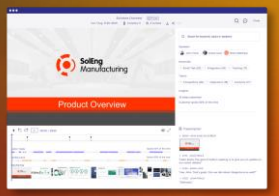


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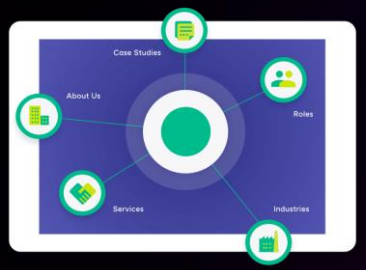


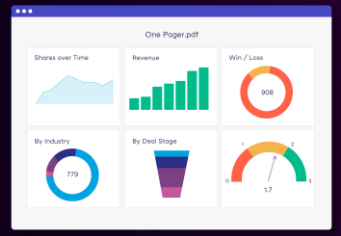


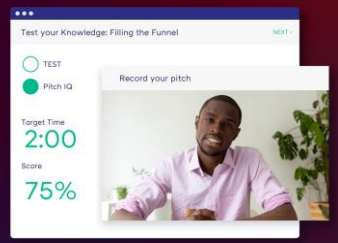


Showpad

Sales Enablement Platform









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Showpad

Make it easy for sellers to sell

500 Employees	**100M** Recurring Revenue	**1,300** Customers
50 Countries	**1** Open SaaS platform	
+3.2M Buyer interactions	**25%** Sales & Marketing Improvement	

Inc.
5000 List, Europe & Global

G2
2020 & 2021 Leader Top 10 Software

MARTECH BREAKTHROUGH AWARDS
Breakthrough Award Winner

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We use over 80 AWS services



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Pre-2021 challenges

Data Quality

Data Quality
Lack of data consistency & freshness made it hard to trust data for use in business decisions

Local Ownership
Teams **lacked local data champions** that could add context and turn data into actionable insights

Data-Driven Decisions
Decisions were taken based on **instinct and anecdotes**, making it difficult to inspect & adapt

Access

Access to Data
Insufficient data access process made it impossible for the right people to explore and discover insights

Access to BI
Complex BI access process meant each employee had to justify why they wanted to explore data upfront

Access to Training
Insufficient education on exploiting data prevented employees from self servicing their exploration and discovery needs

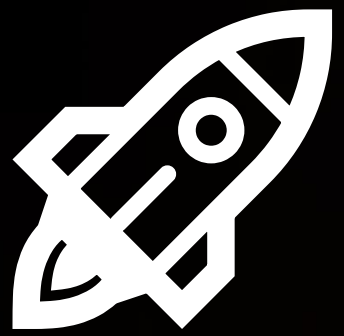
Fragmentation

Multiple Sources of Truth
Data residing in multiple data stores, resulted in many unique access patterns and inconsistent use of data

Fragmented Data Model
Multiple fragmented data models, each strongly coupled to their implementation made it hard to correlate between use cases

Fragmented Tooling
Fragmented tooling meant each tool only had partial access to data, making it hard to correlate insights and duplicating logic

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In 2021, we set out to

Accelerate Showpad's data maturity by mindfully utilizing technology

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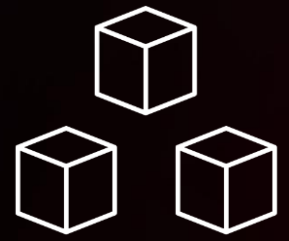
Making data maturity happen

STRATEGIC PILLARS FOR SHOWPAD



Unify Data

Bring together all data via a single unified interface



Drive Autonomy

Democratising data access to teams and communities



Unlock Innovation

Accelerate growth through technology and data

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QuickSight

Showpad's journey

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Why QuickSight?

HOW QUICKSIGHT HELPS IN BRINGING DATA MATURITY



Native integration with AWS

Easily connect to AWS ecosystem of services, simplifying **cost of ownership** and **infrastructure overhead**



Focus on visualization

Enforce best practices of embedding business logic in **transformations** outside of your BI environment



From idea to customer's smile

Start with high-level **business questions** in QuickSight Q, **refine** through dashboards and **scale to customers** by embedding



Data Mesh Compatible

Directly integrate with **Amazon Athena**, allowing to easily query our **AWS Lake Formation** powered data lake on Amazon S3



Single source of truth

Allow users with **different needs** to use the same source of truth for **sharing data** and **exploring insights**



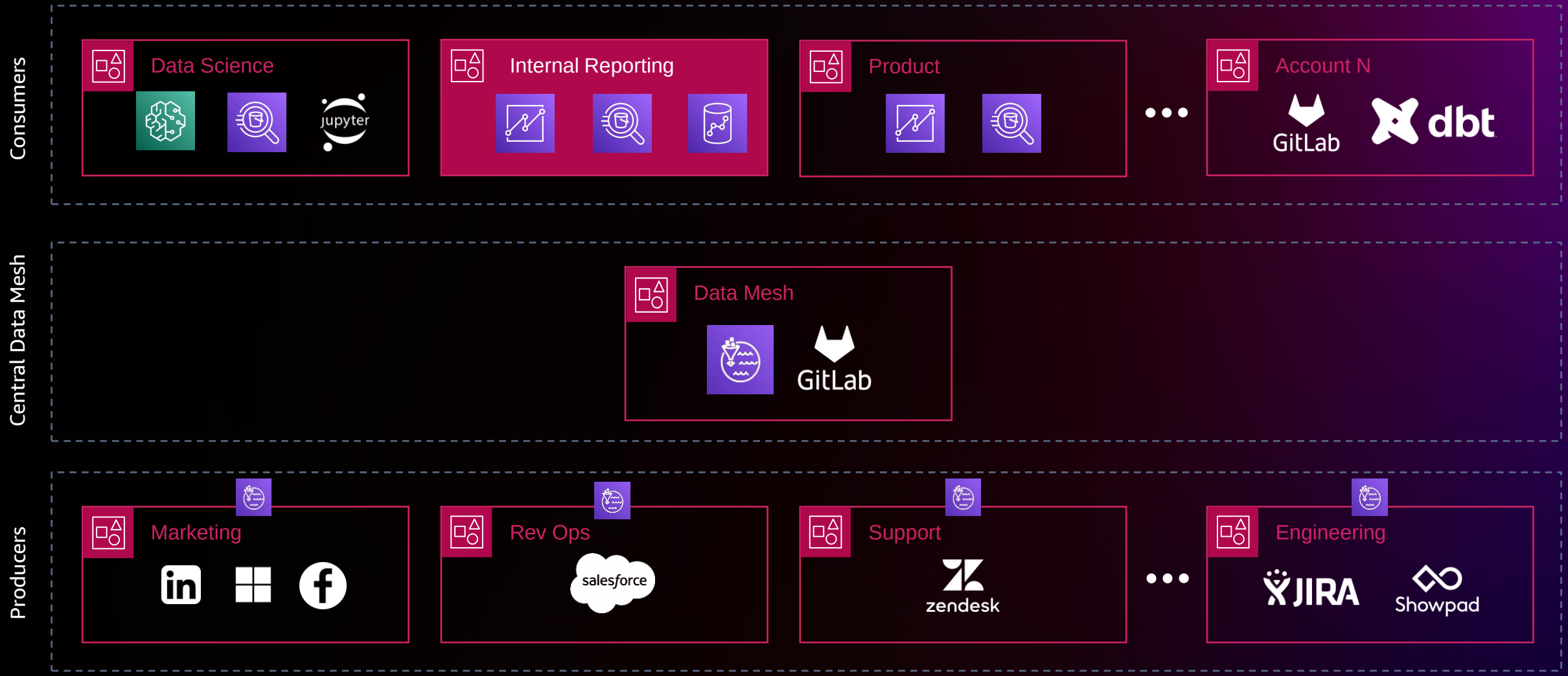
Serverless Cost Model

Keep **costs low and predictable** but still cope with rapidly changing demand as the data maturity gains momentum

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Data Mesh Compatible

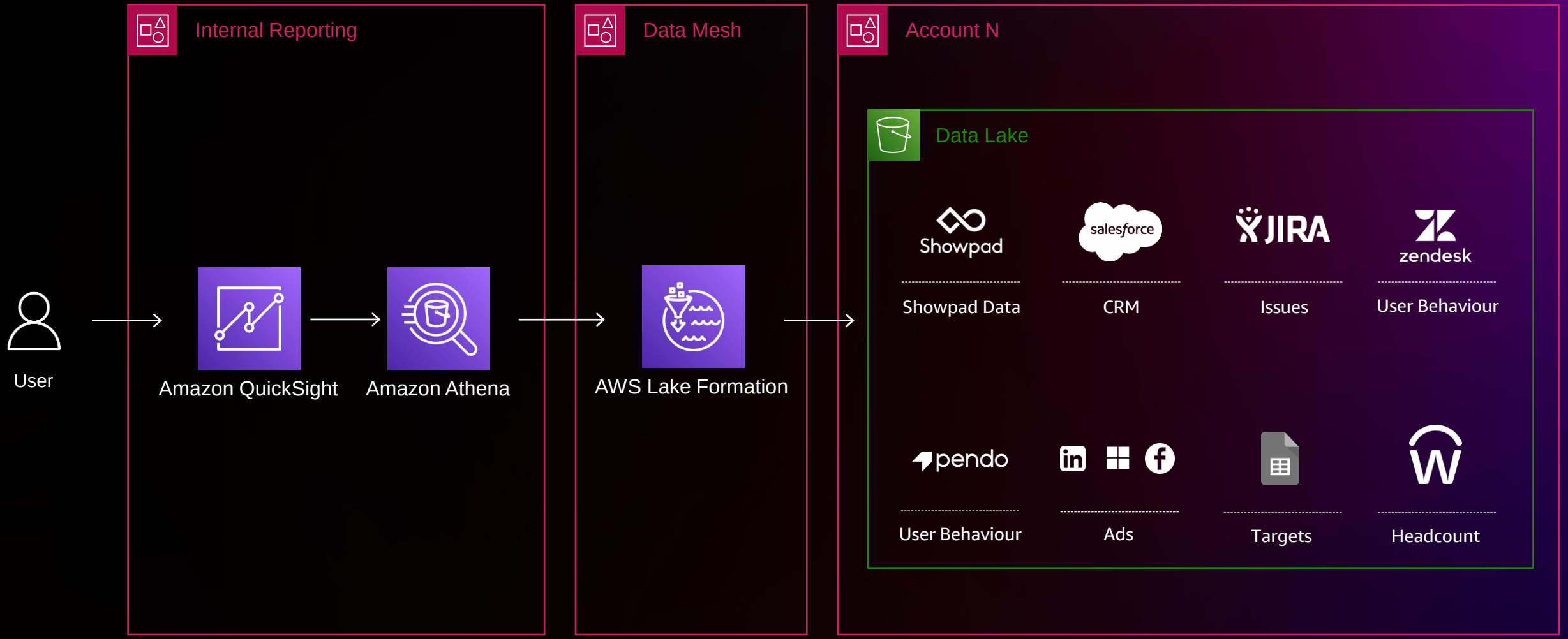
DATA AS A PRODUCT



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Data Mesh Compatible

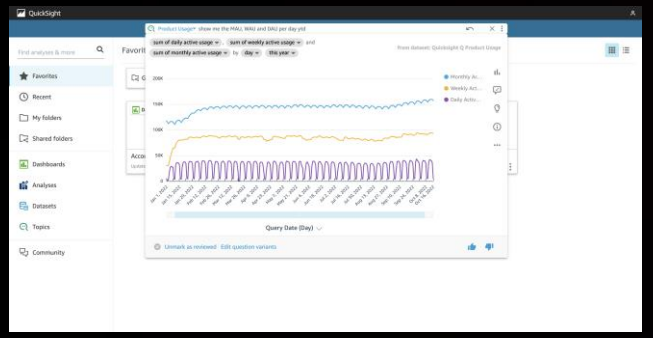
LOW COST OF OWNERSHIP INFRASTRUCTURE

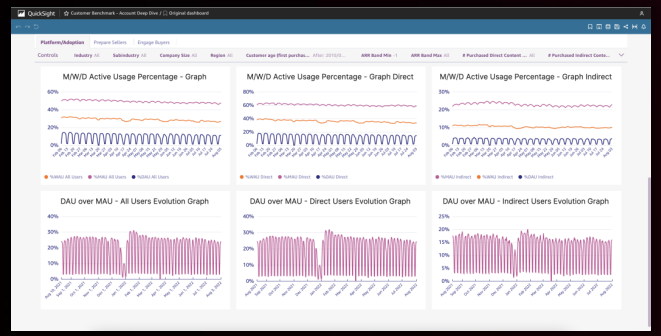


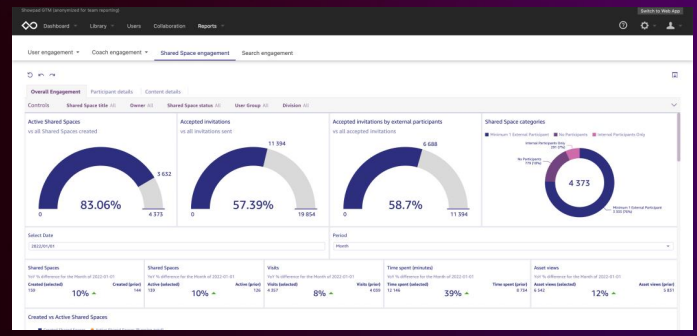
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From an idea to a customer’s smile

MEETING THE NEEDS OF DIFFERENT PERSONAS







QuickSight Q

Exploration & discovery
Ad-hoc querying
Business questions

Any Employee

BI

Storytelling
Prototyping
Sharing

Analysts
Customer Facing Teams

Embedded

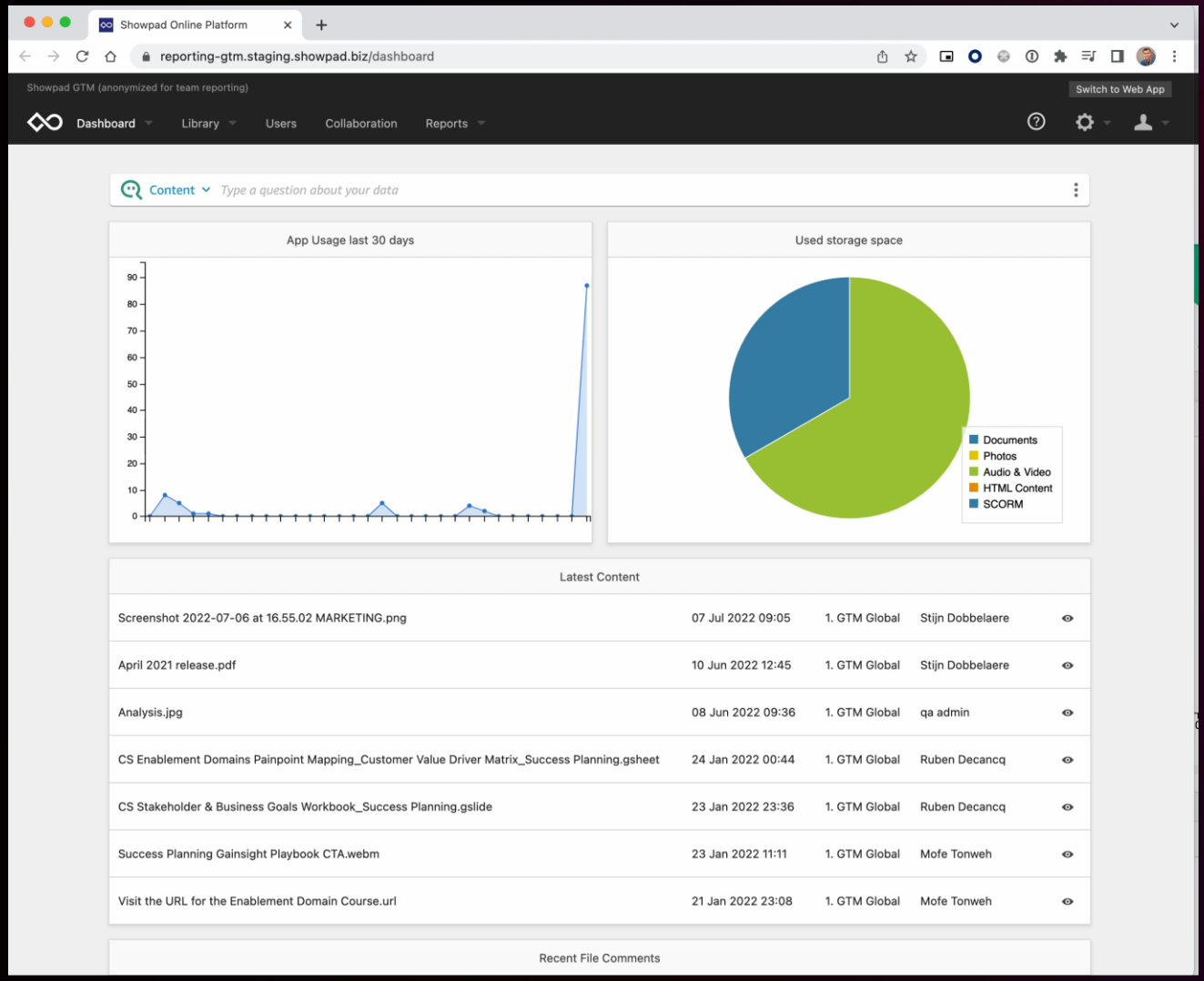
Contextual
Actionable
Scalable

Customers

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From an idea to a customer's smile

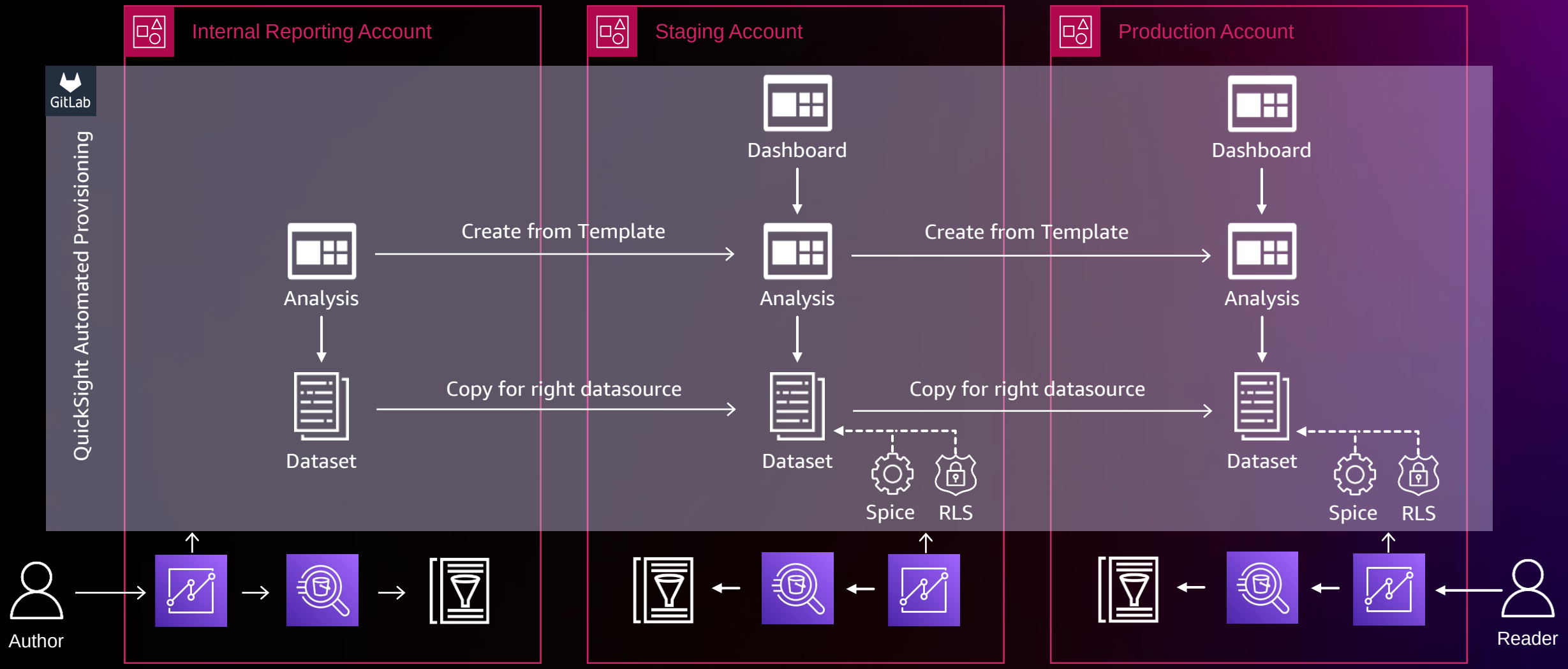
SCALING SELF SERVICE TO CUSTOMERS



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From an idea to a customer's smile

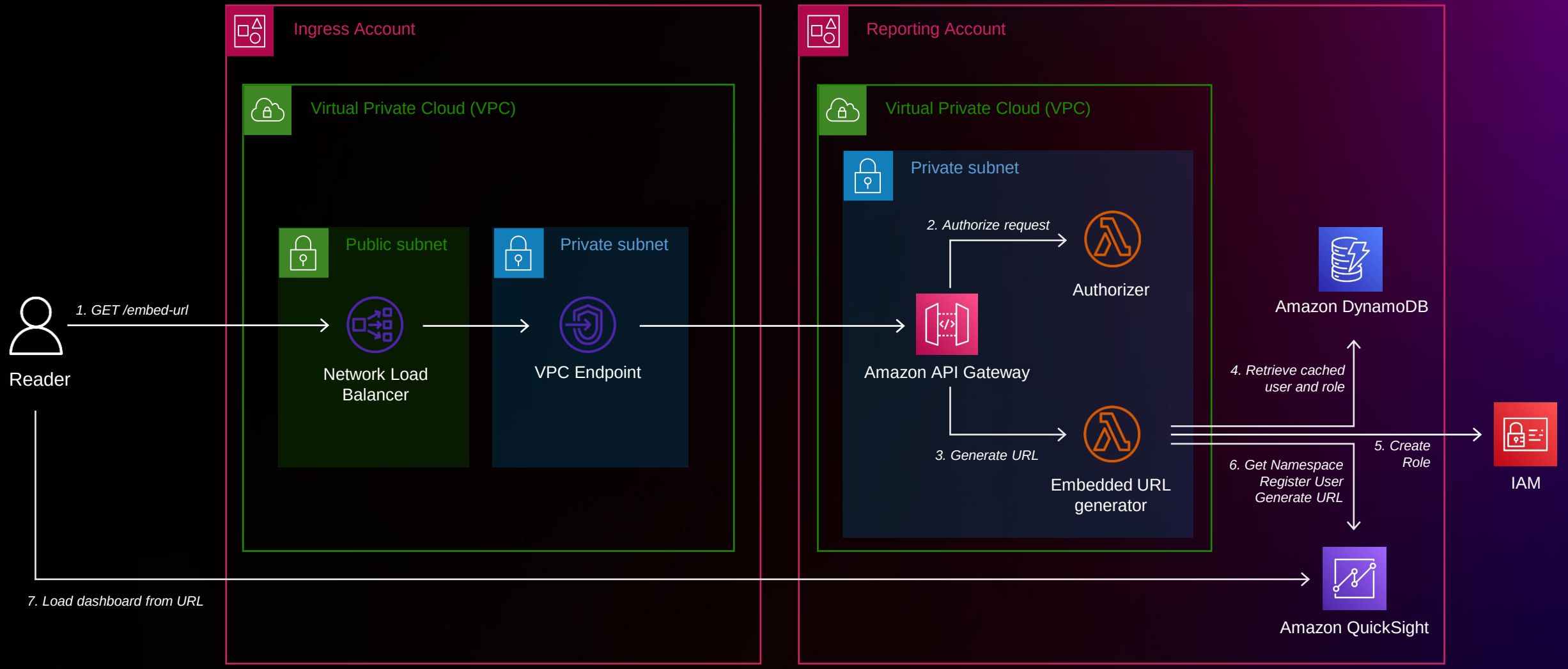
DASHBOARD PROMOTION FLOW



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From an idea to a customer's smile

SERVING EMBEDDED DASHBOARDS



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Impact

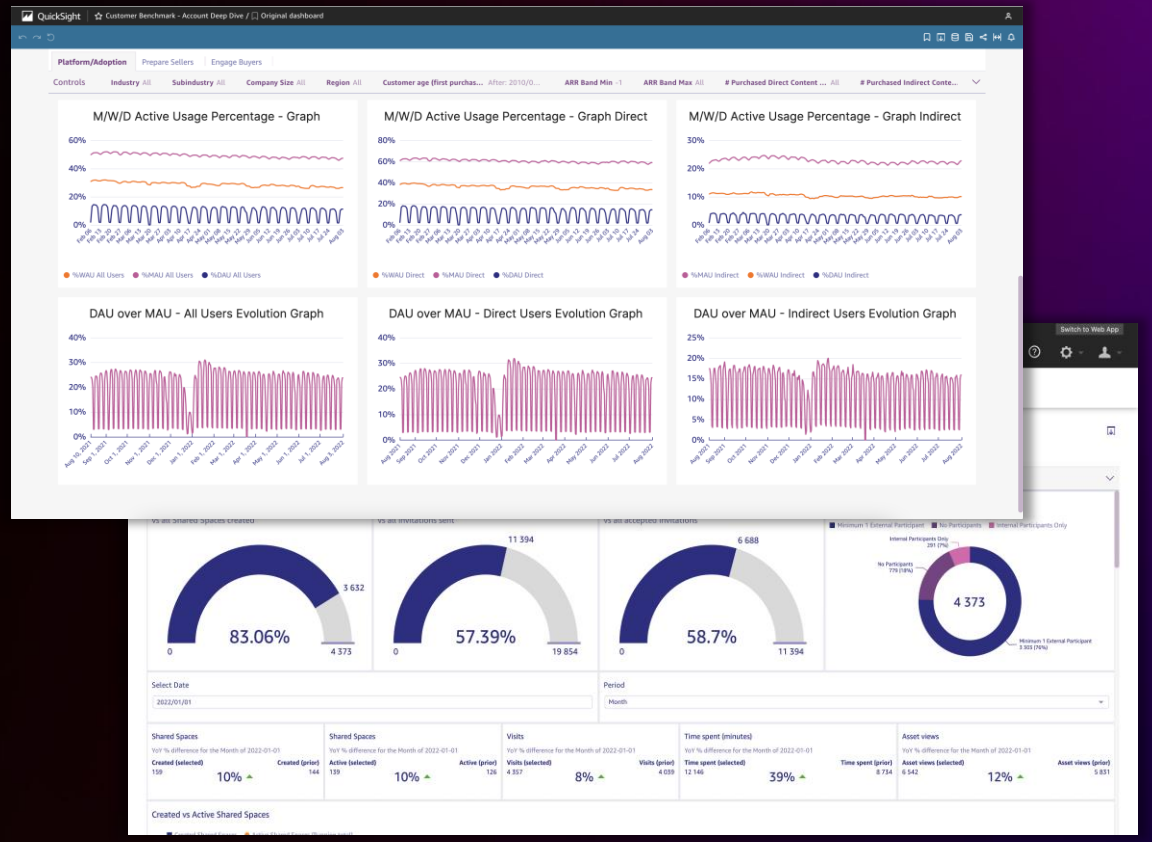
BENEFITS TO THE BUSINESS

Highly **performant** dashboards, up to **10x faster** with Spice

Reduction in development of new embedded dashboards from **months to weeks**

3x increase in dashboard development activity throughout the organization

Consolidation of infrastructure lead to **3x increase** in projected ROI



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Guardian Life: Delivering Personalized Reports & Insights

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Behind every inspired employee is a Guardian

Putting your needs first

What are the benefits of working with a mutual company? We measure ourselves by how much we've helped people, businesses, and communities to help protect their futures in life, health, and wealth.



One of the **largest** mutual companies



29 million customers protected*



Fortune 250 company with a strong foundation

* Guardian internal reporting, 2021

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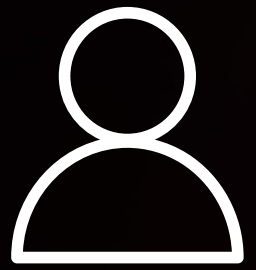
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Who are our customers?

THERE ARE MANY DIFFERENT TYPES



Employers



Individuals



Providers



Brokers

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Challenges

"Too much content is overwhelming, I would rather ask than find it myself"

"Rendering speed is slow, I want information in seconds"

"What content is relevant to me?"

"Where is the so what? basic charts do not quickly surface insights"

"It would be nice to have a personalized experience since you know what I care about"

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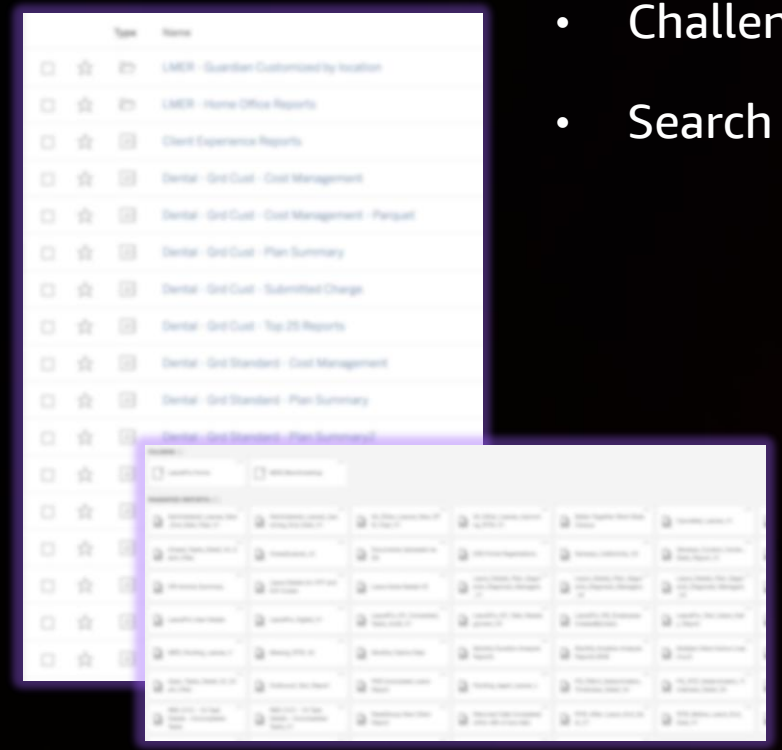
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Past solution

Link directly to BI products from apps

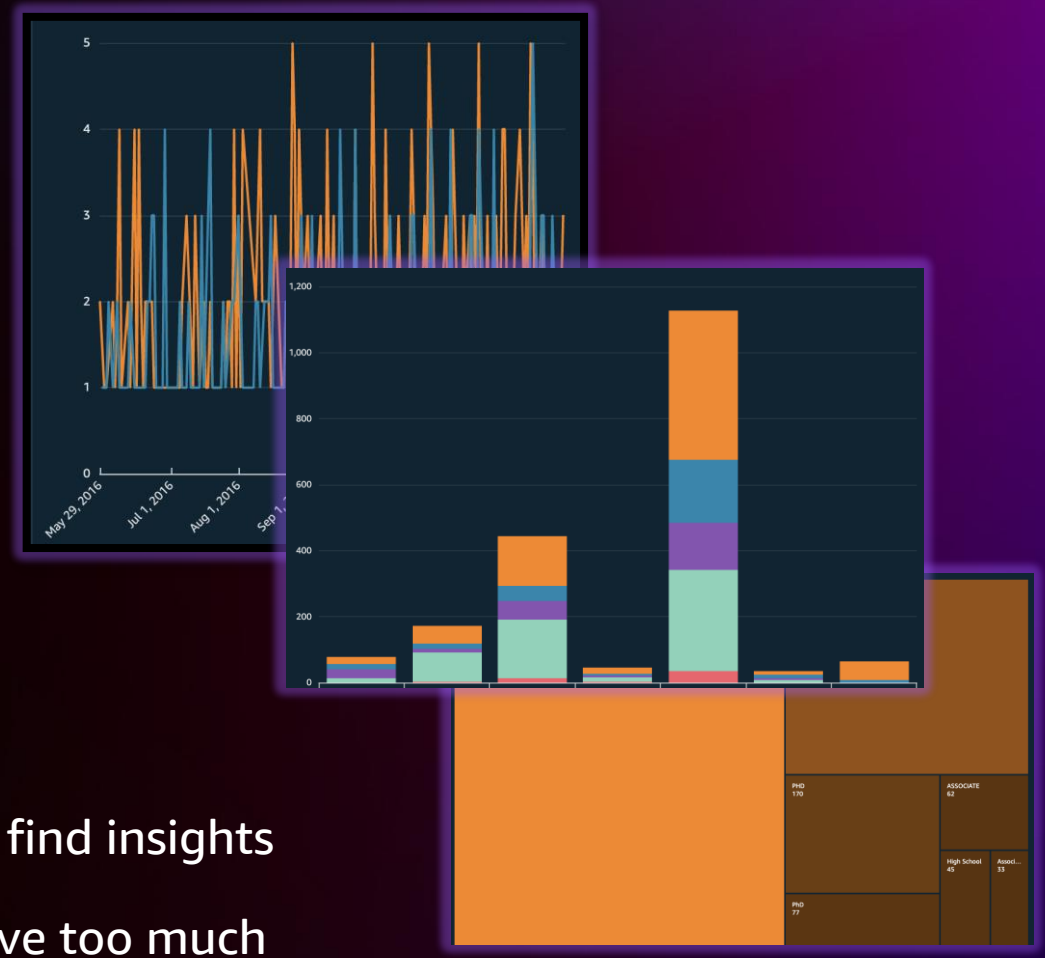
Large lists

- Challenging navigation
- Search is not intuitive



Many charts

- Challenging to find insights
- Dashboards have too much content



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Why QuickSight?



Embedded visuals

Embed a dashboard, sheet, or visual, simplifying content creation and management



Auto narratives

Insights are clear and concise when delivered via auto narrative, no interpreting charts



Speed

Content is rendered in seconds



Anomaly detection

Easily identify the “so what”



Partnership

AWS product team supports the vision and enhances features

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“Simple can be harder than complex. You have to work hard to get your thinking clean to make it simple. But it’s worth it in the end because once you get there, you can move mountains.”

Steve Jobs

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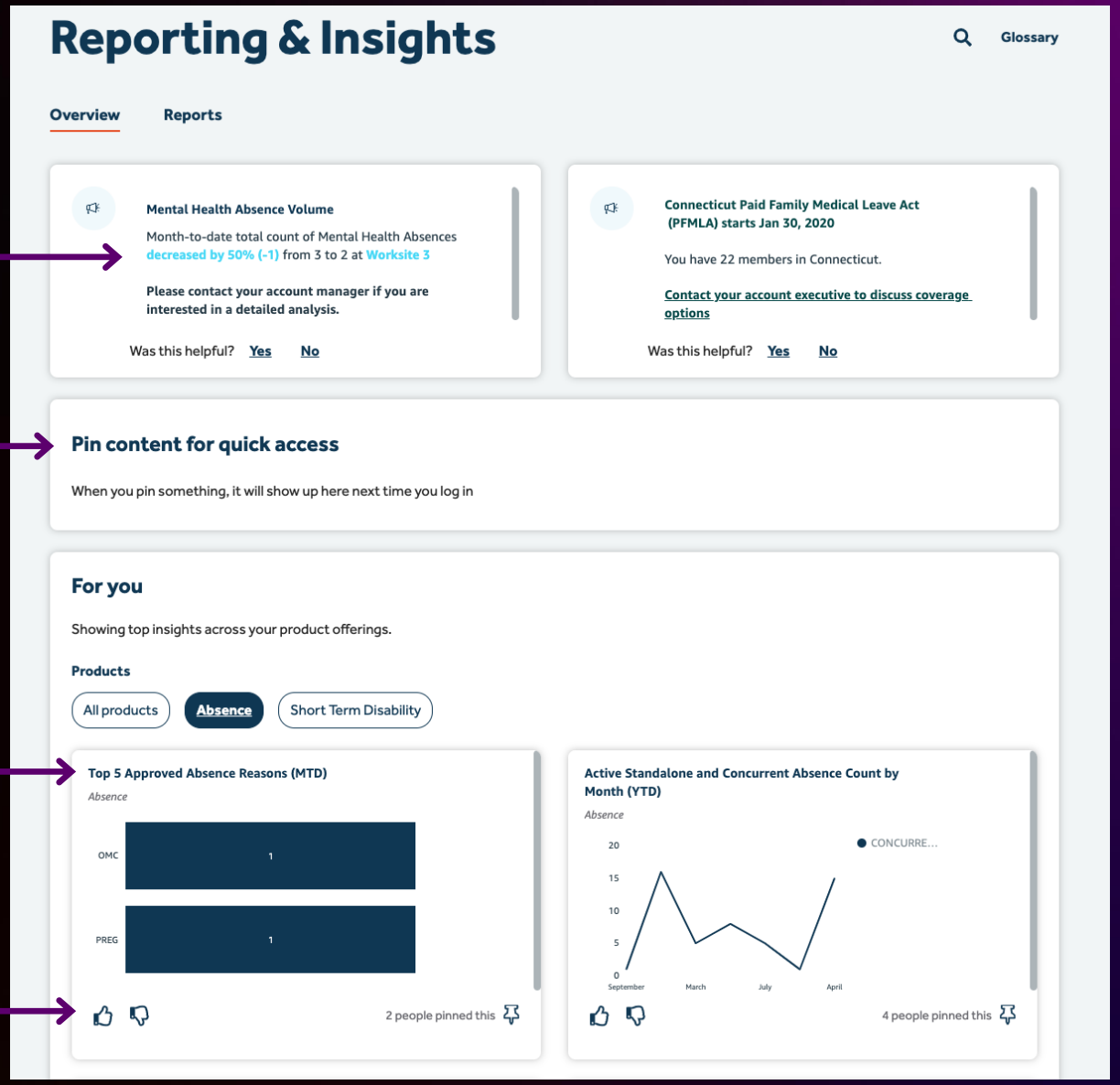
A simple app

Embedded QS Visual – auto narrative with highlights on key points

Embedded QS Visual – content can be pinned for priority viewing

Embedded QS Visual – top recommended content from Amazon Personalize

Feedback to Amazon Personalize



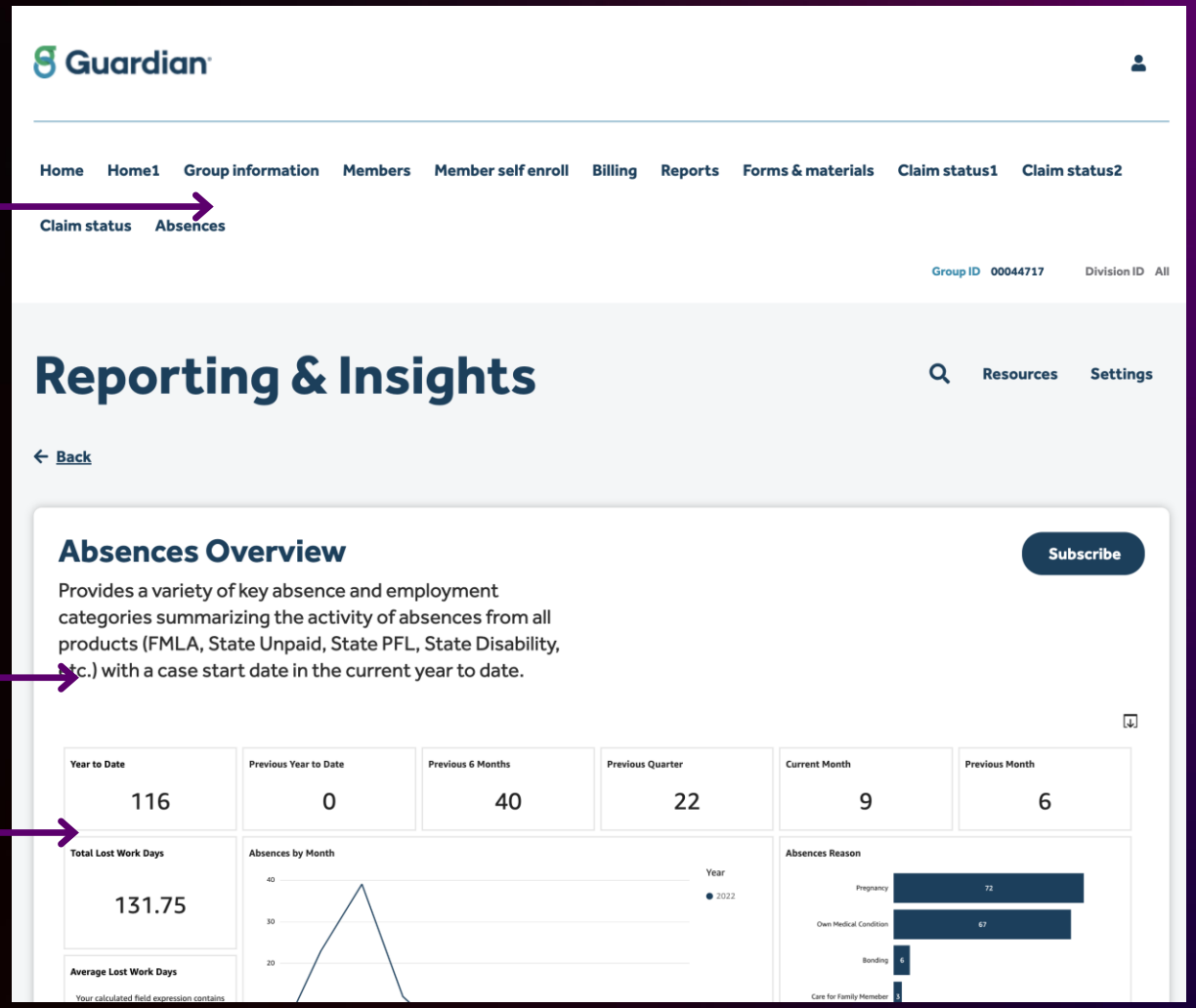
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A simple app

Users can navigate seamlessly between primary app, reporting app, and QS content

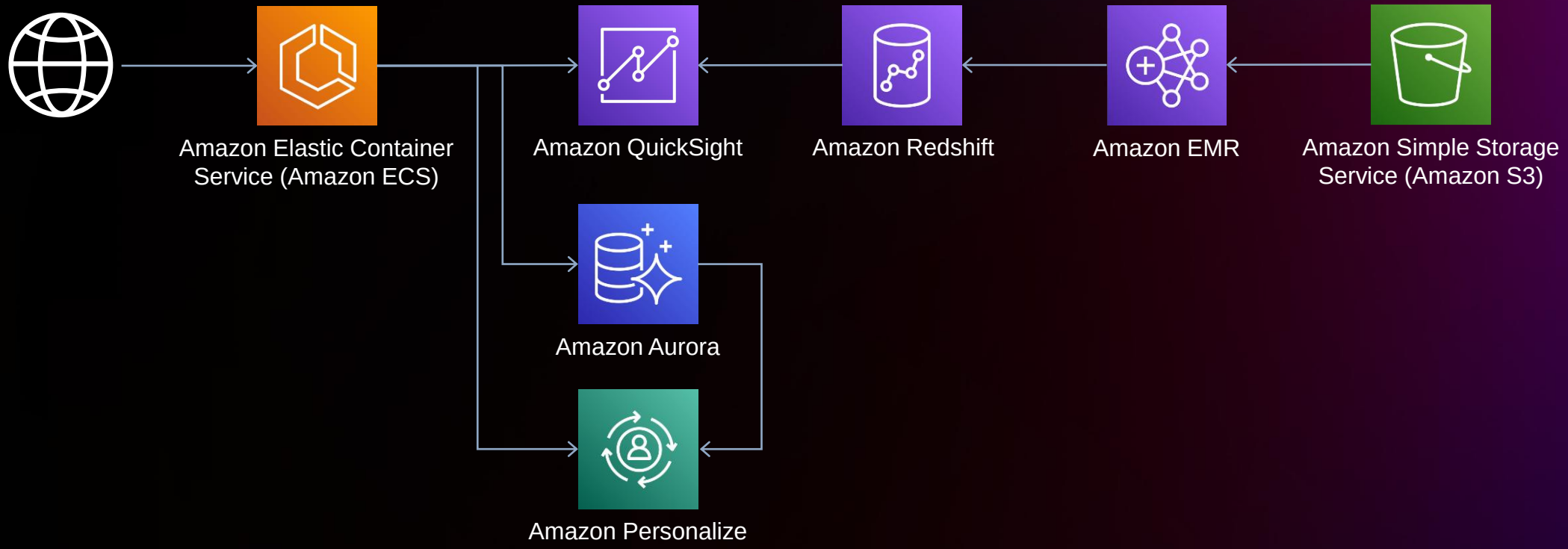
Detailed descriptions help users understand content and how it should be used

QS Embedded Sheet – single sheet of dashboard



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Architecture



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What’s next?



Paginated reports

Add paginated reports to fill specific operational needs



Embedded Q

Embed QuickSight Q to provide self-service analytics



Personas

More personas

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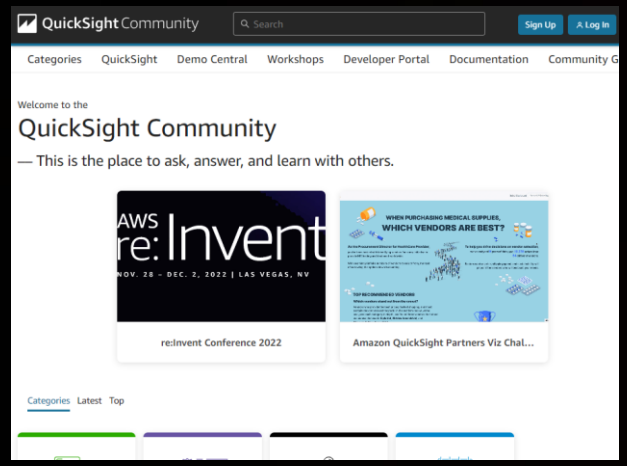
Partner with QuickSight

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Partner with us and the community

ACCELERATE TIME TO MARKET

QuickSight Community



Customer Success Programs

Embedded Analytics Data Lab
Partner with experts to build your embedded analytics projects.

Powered by QuickSight
Technology enablement and go-to market support through the AWS Partner team

Partner Ecosystem

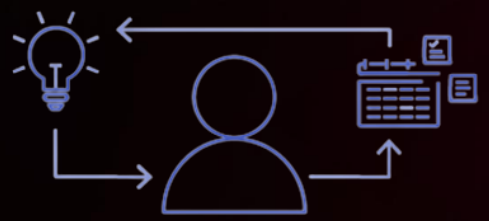
Tap into certified experts from 125+ partners to accelerate time-to-market on embedded analytics projects.

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Embedded Analytics Data Lab (EADL)



Hands-on Guidance and Architectural Best Practices



No-Cost Collaborative Engagement



Create differentiated, analytics-driven experiences rapidly

Come with an idea, leave with a solution.

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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

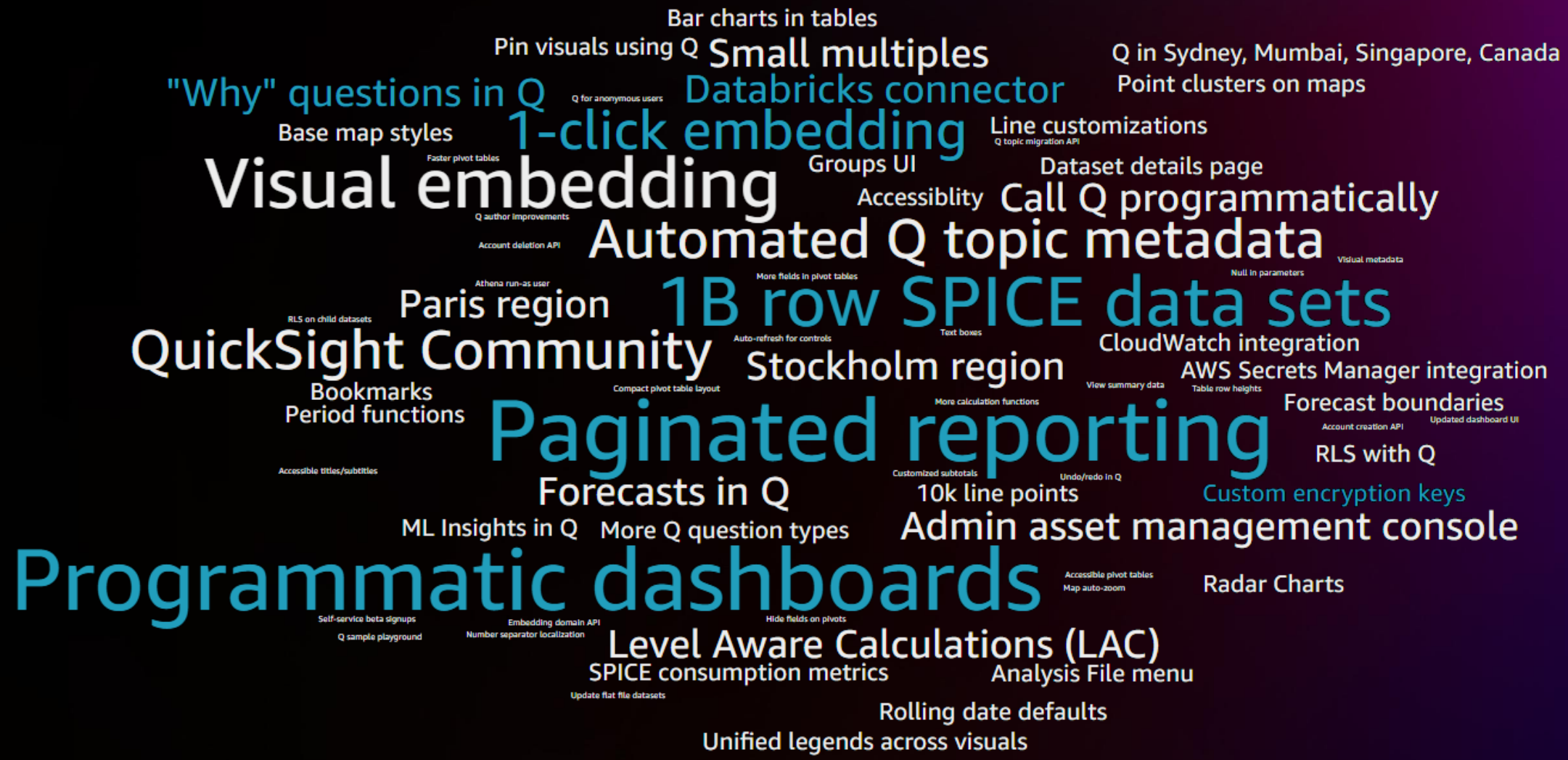
80+

New features in 2022

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80+ new features in 2022!



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Key takeaways

- Creating personalized, interactive analytics experiences for your apps is easier than ever before
- QuickSight offers speed to build, deploy, and scale
- QuickSight is unified BI at hyperscale
- We have tools and programs to make you successful
- We are always innovating on your behalf

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Amazon QuickSight @ re:Invent

Thursday, 12/1

- **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 + 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!



Please complete the session survey in the **mobile app**

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