

AWS re:Invent

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PEX307

Migrating business intelligence systems to Amazon QuickSight

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Agenda

- Business intelligence trends
- Amazon QuickSight use cases
- BI migration customer story
- BI migration tools
- Amazon QuickSight demo
- Infosys story with Amazon QuickSight
- Call to action
- Q&A

Business intelligence trends

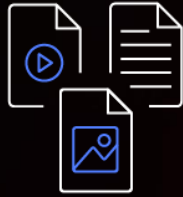
Customers want more value from their data



**Growing
exponentially**



**New
sources**



**More
diverse**



**Securely
accessed**



**Multiple
users**



**Insights
from data**

The latest trends in business intelligence

Continuous intelligence



Real-time analytics
Automated alerts

Embedded analytics



Self-service users
Data anywhere

Data preparation and visualization



Data process automation
Collaborative BI

Data security and governance



Authentication
Regulatory compliance

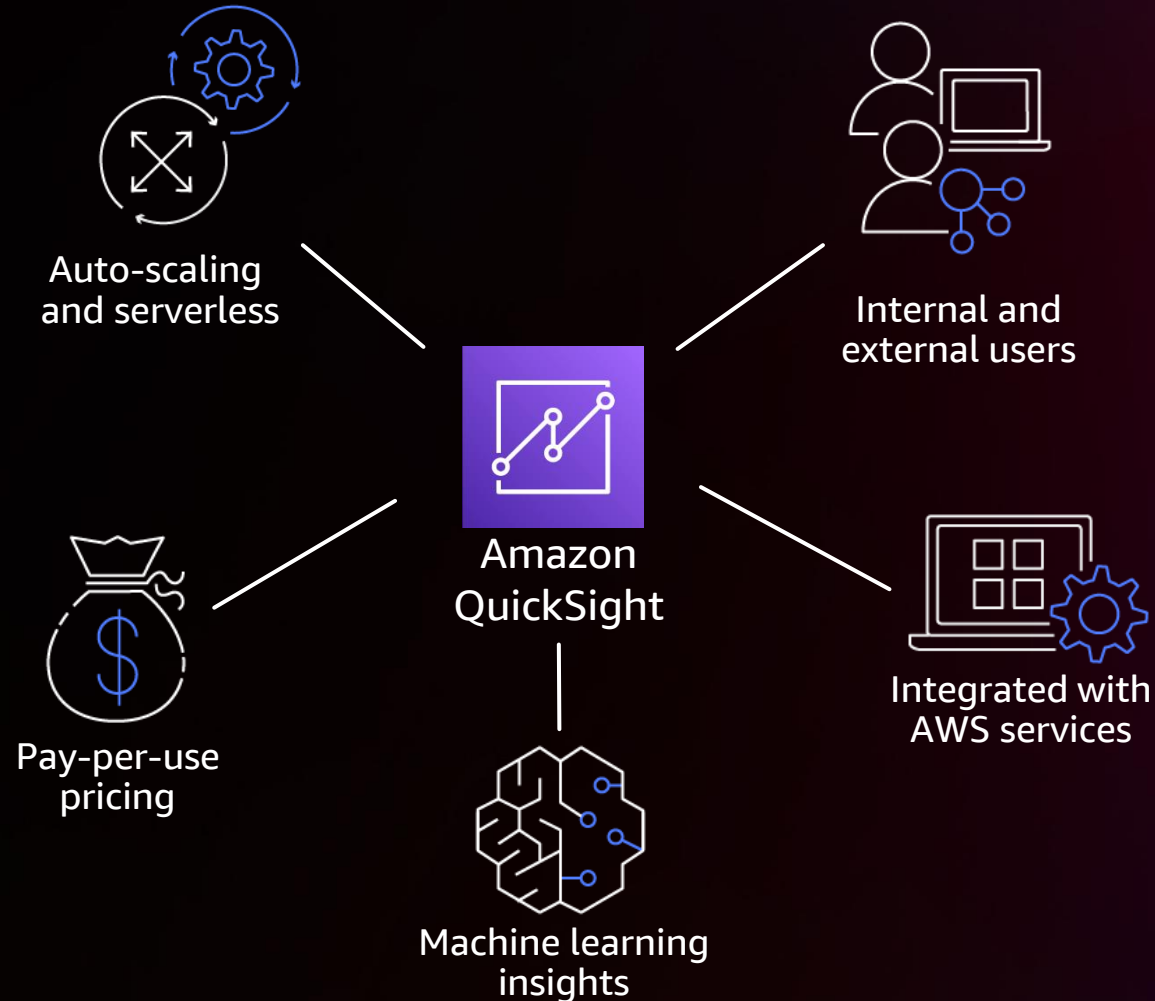
BI with ML



Artificial intelligence
Predictive and advanced analytics

Amazon QuickSight

A MODERN, CLOUD-NATIVE BI SOLUTION DESIGNED TO ILLUMINATE ORGANIZATIONAL INSIGHTS



Focus area for data visualization

Enterprise BI capabilities

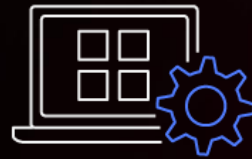


Core analytics functionality

Administration

Data connectivity

Embedding and developer experience



Extended embedding capabilities

Developer experience

ML-powered insights



QuickSight Q – natural language querying

Amazon QuickSight use cases

High-level use cases

Embedded insights



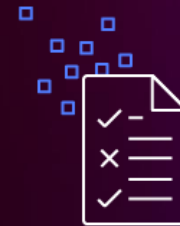
Enhance customer-facing products
and monetize data assets

Interactive dashboards, meaningful insights



Dashboards, visualizations,
and ad hoc analysis

Enterprise reporting



Static, highly formatted,
email-based reporting

BI migration customer story



Customers

Large retail bank

Leading information-based technology company

Use case:

- Self-service analytics on **One Lake data lake**
- **Built-in machine learning**: risk analysis, market research, monitoring and governance, fraud and anomaly detection, operational reporting, and forecasting
- Leverage **unified ecosystem** rather than multiple heterogeneous tools
- **Secure embedded analytics** with SSO
- **Fully managed** with **no downtime** and **auto scaling**

Data source:

Snowflake, Amazon Redshift, Amazon RDS, Amazon S3 data lake, Amazon Athena

Size:

2K authors, 20K+ readers

Customers

Large hotel & resort company

Global hospitality

Use case:

- **Real-time** operational revenue **reporting** for hotel revenue managers
- Leverage **unified ecosystem** rather than multiple heterogeneous tools
- Marketing statistics, advance booking patterns, daily occupancy rates, loyalty program information, and more

Data source:

Amazon Redshift, Amazon S3

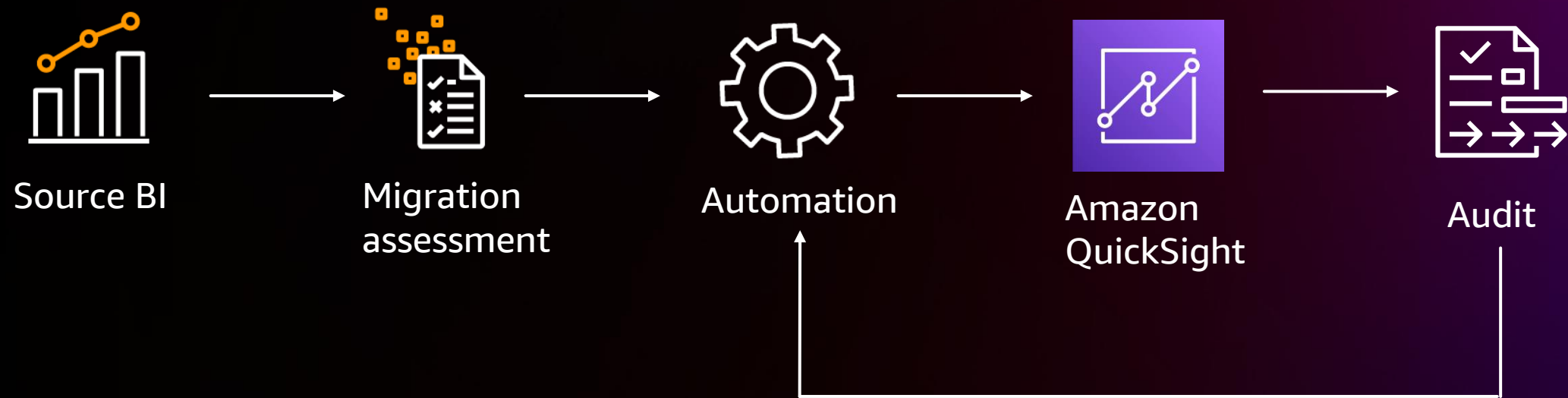
Size:

23K+ readers (7K+ active)

BI migration tool



BI migration path



Assets as code – Data source and dataset APIs

create-datasource

- Credentials
- Data source parameter
- SSL properties
- VPC properties
- Tags
- Permission

update-datasource

- (All options in create-datasource except permission)

create-dataset

- Logical table map
- Physical table map
- Import mode
- Column grouping
- Folders
- RLS dataset
- RLS session tag
- CLS rule
- Permission
- Tags

update-dataset

- (All options in create-dataset except permission)

Assets as code – Analysis and dashboard APIs

create-dashboard

- Sheet(s) with charts and tables
- Layout
- Formatting
- Calculated fields
- Filter
- Action
- Parameter
- Hierarchy
- Permission
- Publishing options

update-dashboard

- (All options in create-dashboard except permission)

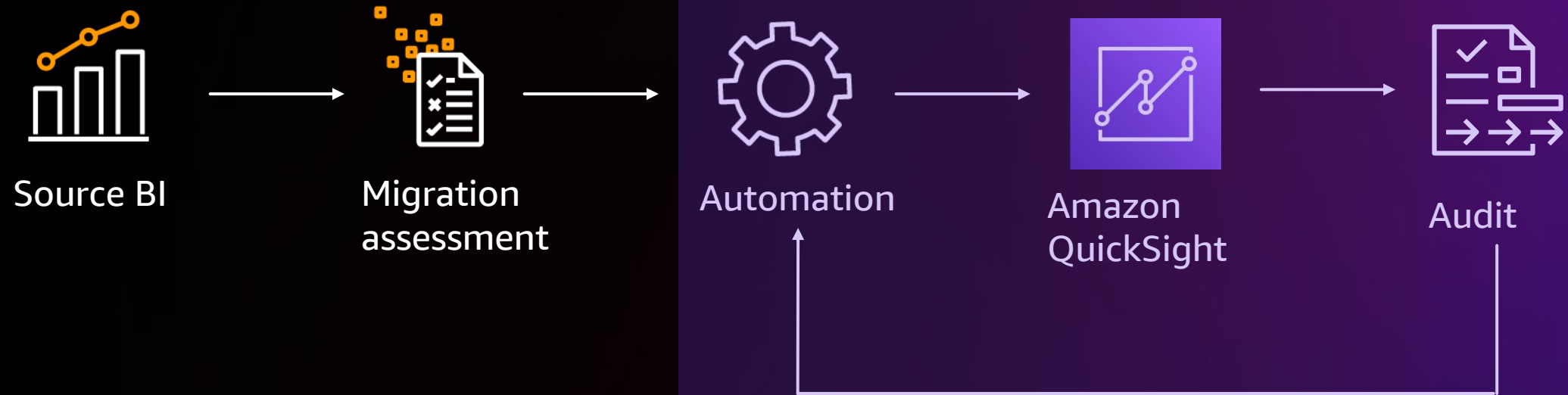
create-analysis

- (All options in create-dashboard except publishing)

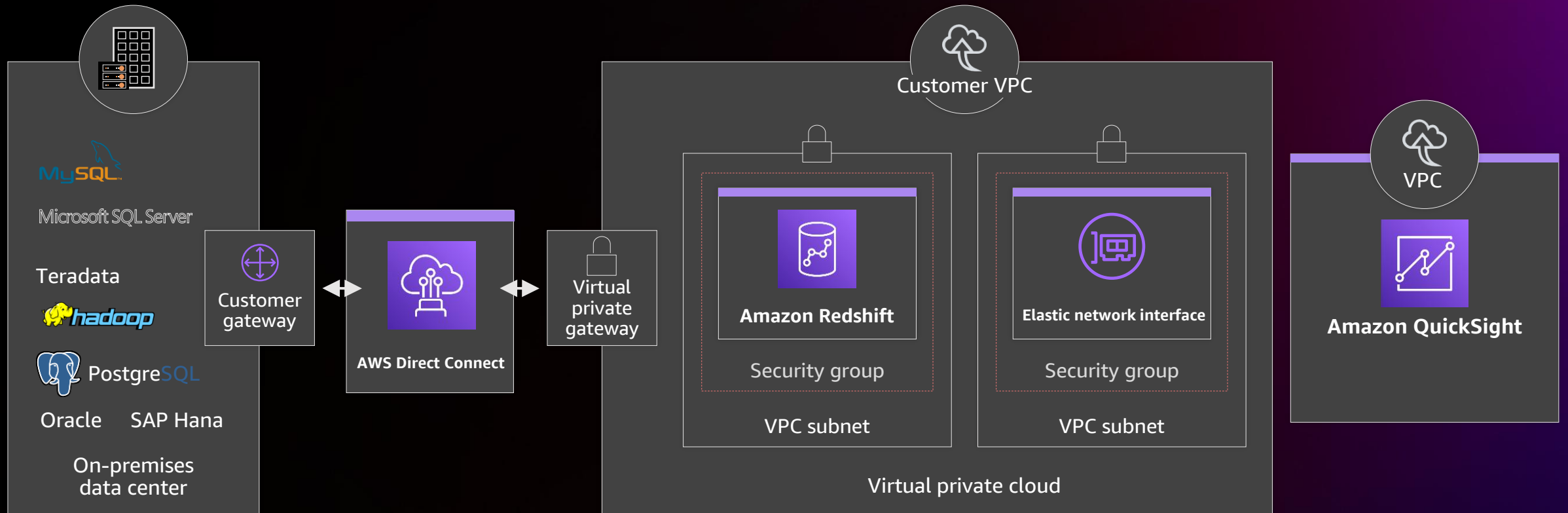
update-analysis

- (All options in create-analysis except permission)

BI migration path



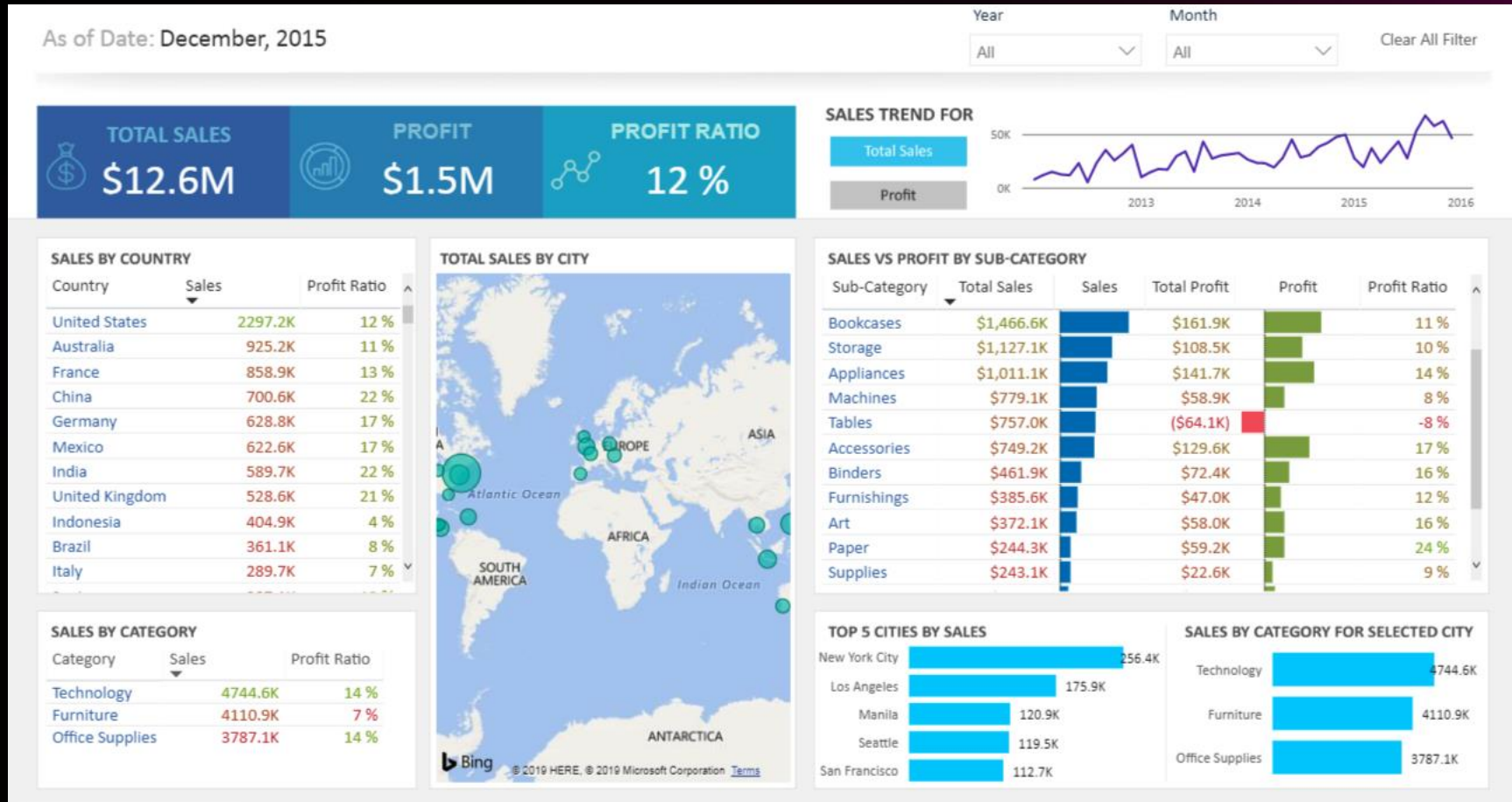
Secure data connectivity



Demo:

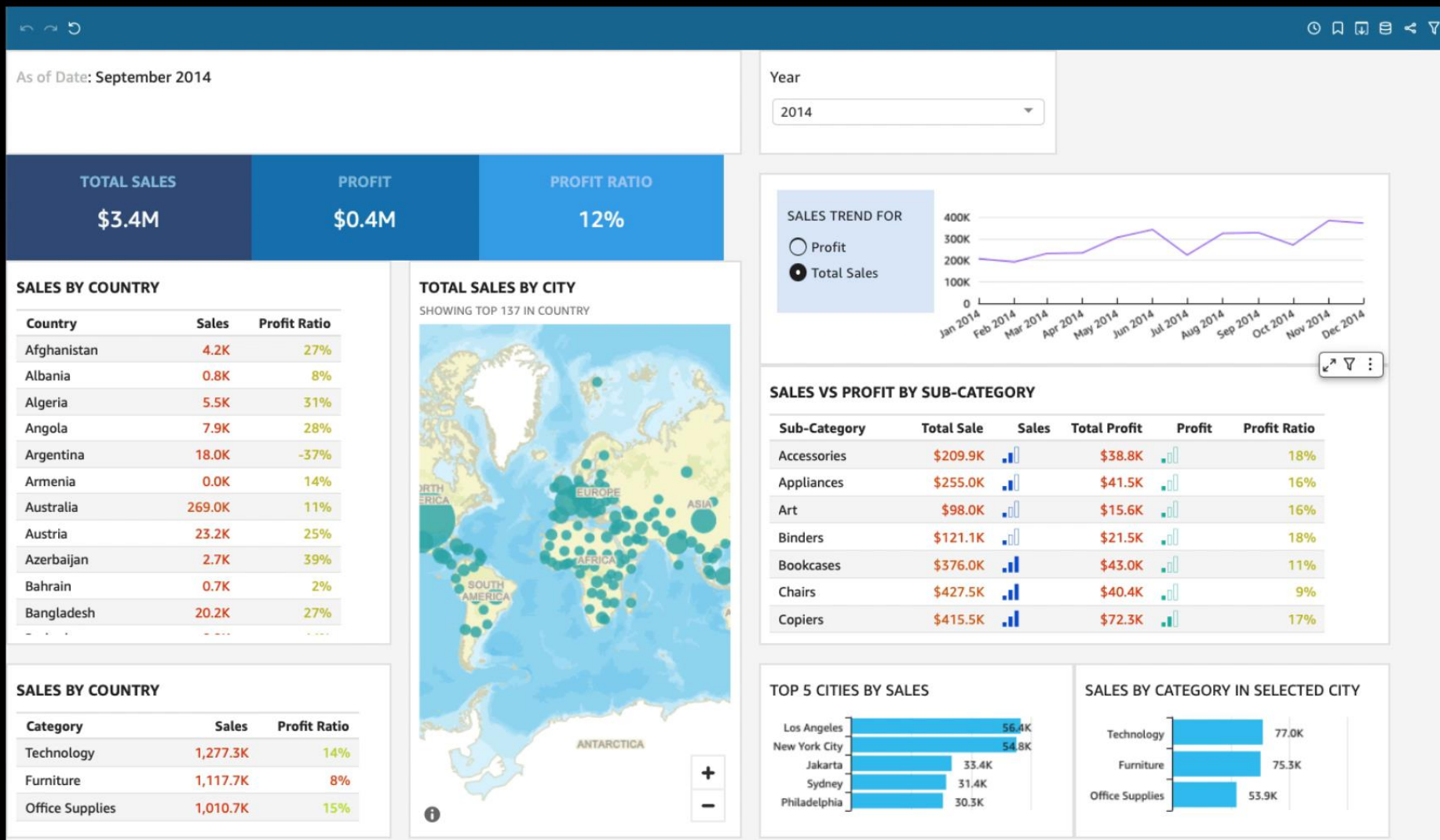
Amazon QuickSight Assets API

Dashboard migration



<https://community.powerbi.com/t5/Data-Stories-Gallery/Global-Super-Store/td-p/627564?attachment-id=7025>

Dashboard migration



Infosys story with Amazon QuickSight



Company and presenter introduction



Infosys is a global leader in next-generation digital services and consulting. In our journey of over 40 years, we have catalyzed some of the major changes that have led to India's emergence as the global destination for software services talent. We pioneered the Global Delivery Model and became the first IT company from India to be listed on NASDAQ.

Please visit us at the Infosys booth #135

Empowering user personas with visual insights



Operations manager

Business analysts

Decision makers

Data scientists/Product
development teams

Third-party app users

Canned reports

Visualization and data exploration

Data science insights

Multi-tenant portals

Operational reports

Self-service analysis

Interactive
dashboard

Advanced analytics,
predictions, ML

Embedded reports
on user portals

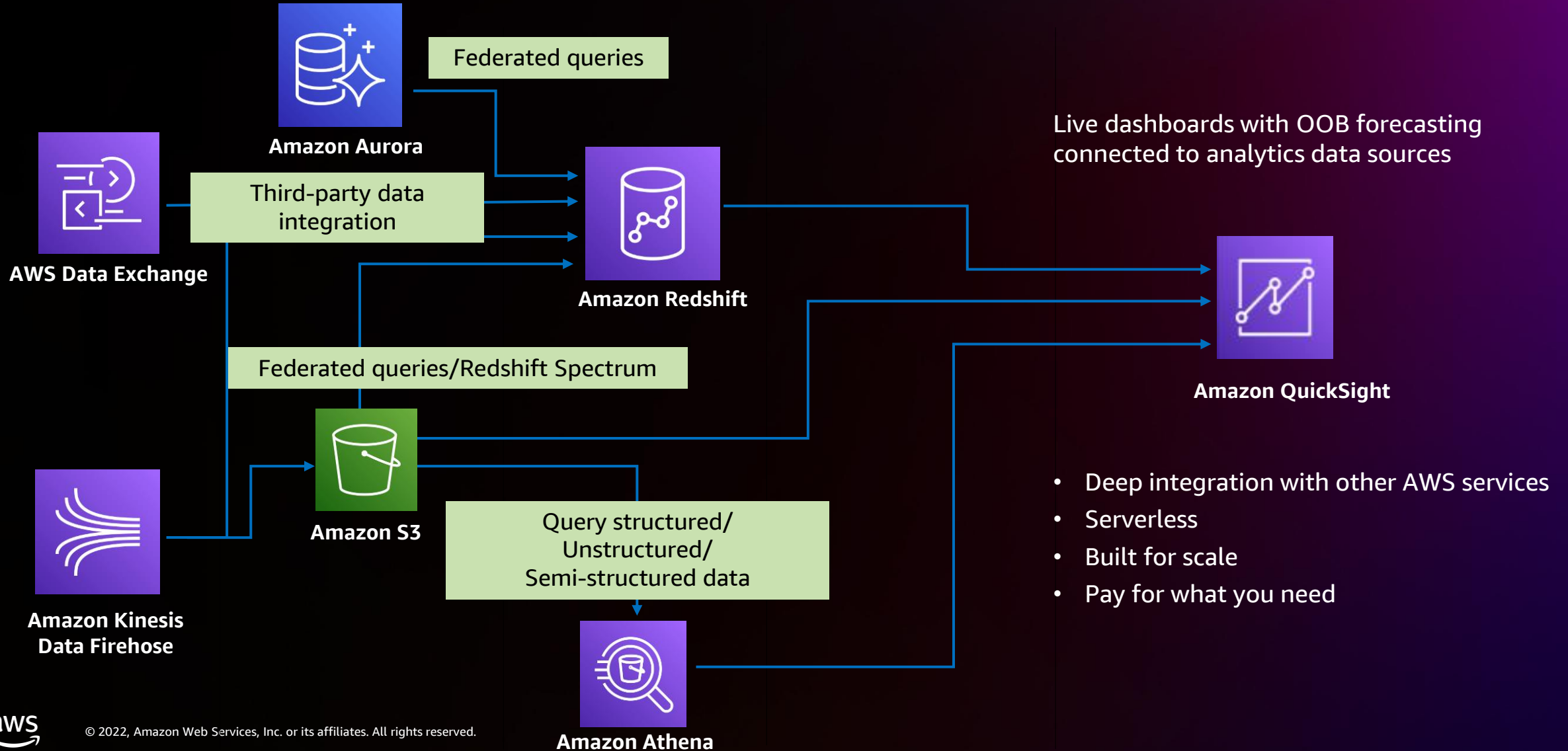
Auto-refresh dashboards
|
Email report

QuickSight authoring/Data prep
|
Interactivity/Drill down/ML insights

Data prep/Custom ML
|
Visualization

Embedded visuals

BI insights @ scale



Call to action



Amazon QuickSight Partner journey



Tiered Services Partners

- Registered
- Select
- Advanced
- Premier

Analytics Services Deliveries

- **Amazon QuickSight**
- Amazon EMR
- Amazon Kinesis
- Amazon Redshift

QuickSight ASAP

- **BI migration**
- **Embedded analytics**
- Vertical solutions
 - Media and entertainment
 - Healthcare and life sciences
 - Manufacturing and automotive
 - Advertising and marketing
 - Financial services



Call to action

- Reach out to your PDM about this program
 - For further information, reach out to:
bimigration-si-support@amazon.com

We are here to help!

#build-on



Sessions of interest

Session name	Session code	Live date	Time	Location	Session type	Level
Migrate to cloud-native business analytics with Amazon QuickSight	BSI202	Wednesday, Nov 30	2:30 PM	WYN	Breakout	200
Build stunning customized dashboards with Amazon QuickSight	BSI205	Thursday, Dec 1	11:45 AM	CSR	Workshop	200
Differentiate your apps with Amazon QuickSight embedded analytics	BSI203	Thursday, Dec 1	12:30 PM	CSR	Breakout	200
Architecting multi-tenancy for your apps with Amazon QuickSight	BSI301	Tuesday, Nov 29	2:45 PM	CSR	Chalk Talk	300



Thank you!

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

