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BSI203

Customer perspective on building BI applications for the cloud

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Blackboard

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What to expect in this session

- **Panasonic Avionics** – Amazon QuickSight use case
- **Blackboard** – Amazon QuickSight use case

Panasonic Avionics Corporation

We’re not just the world’s leading supplier of IFEC solutions

Defining in-flight entertainment is our legacy. Redefining the passenger experience is our mission. We pioneer solutions, systems, platforms, and services that make flying more valuable.

2.7

Billion passengers use Panasonic Avionics solutions every year.

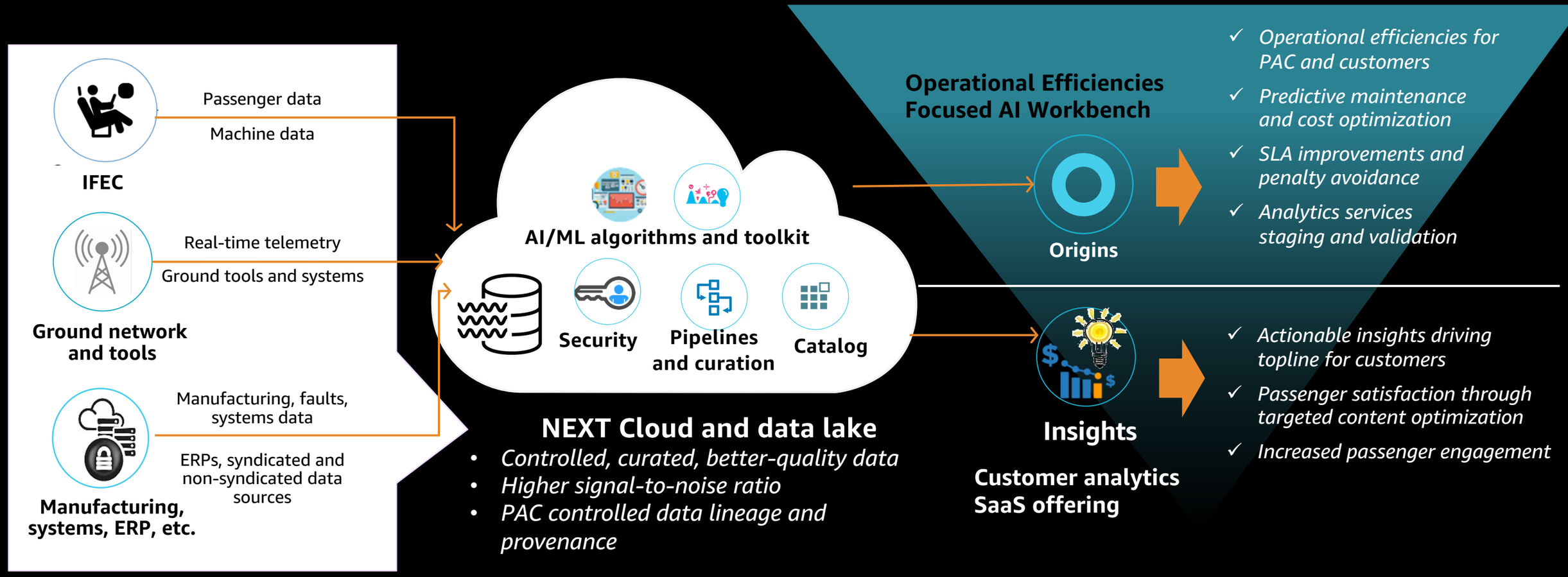
Panasonic Avionics Corporation celebrates **40+** years of innovation.

We are always looking forward in the direction of innovation.

2544+	15485+	3780+	910+
Connected aircraft in service	IFEC systems awarded	Aircraft committed to connectivity	Aircraft with television services

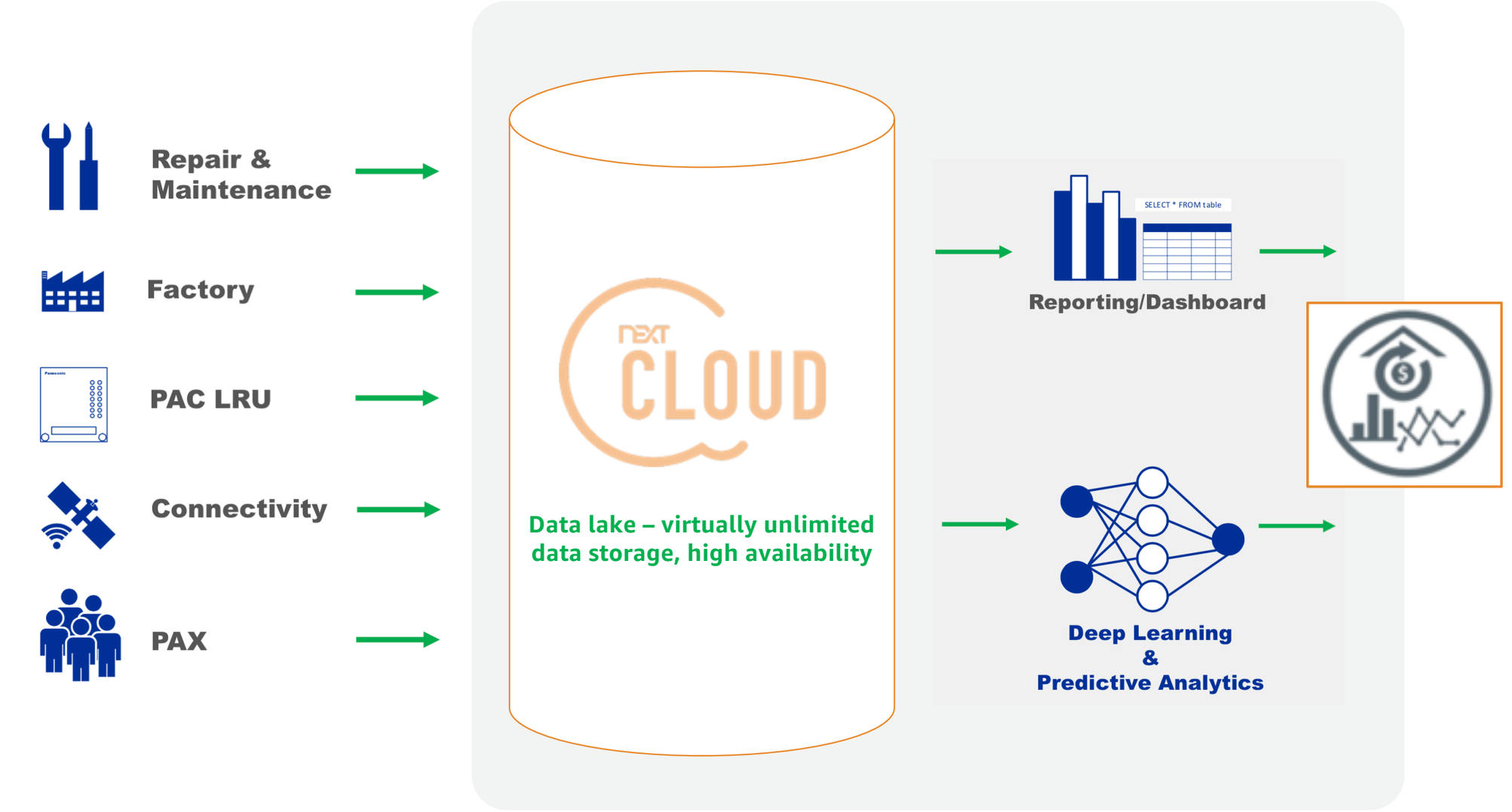
Harvesting PAC's data assets to drive outcomes

RELIABILITY ANALYTICS, PREDICTIVE MAINTENANCE, SLA IMPROVEMENTS, PRODUCT INTELLIGENCE, AND COST OPTIMIZATION



Operational intelligence and agility

ORIGINS PLATFORM – POWERED BY AWS



Origins outcomes

Reliability analysis

Predictive maintenance

SLA improvement

Product intelligence

Cost optimization

NEXT Cloud

POWERED BY AWS

Design tenets

Native cloud first – uses cloud-managed services vs. loading a server on a VM

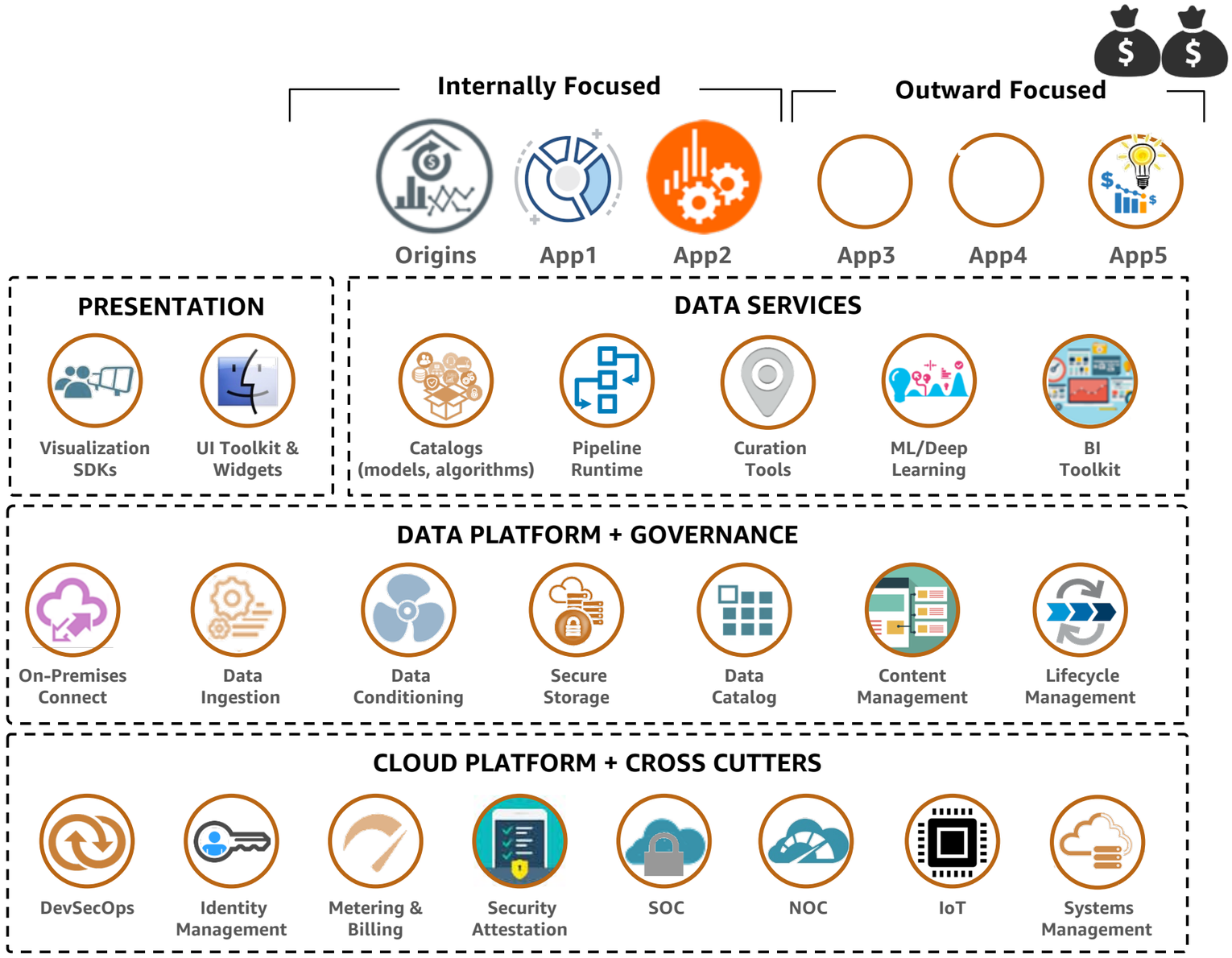
Automate everything – build, integrate, deploy and test

Re-pattern for cloud – use appropriate design patterns (pub-sub, microservice, etc.)

Scale dynamically at runtime – from low utilization to horizontal on-demand spikes

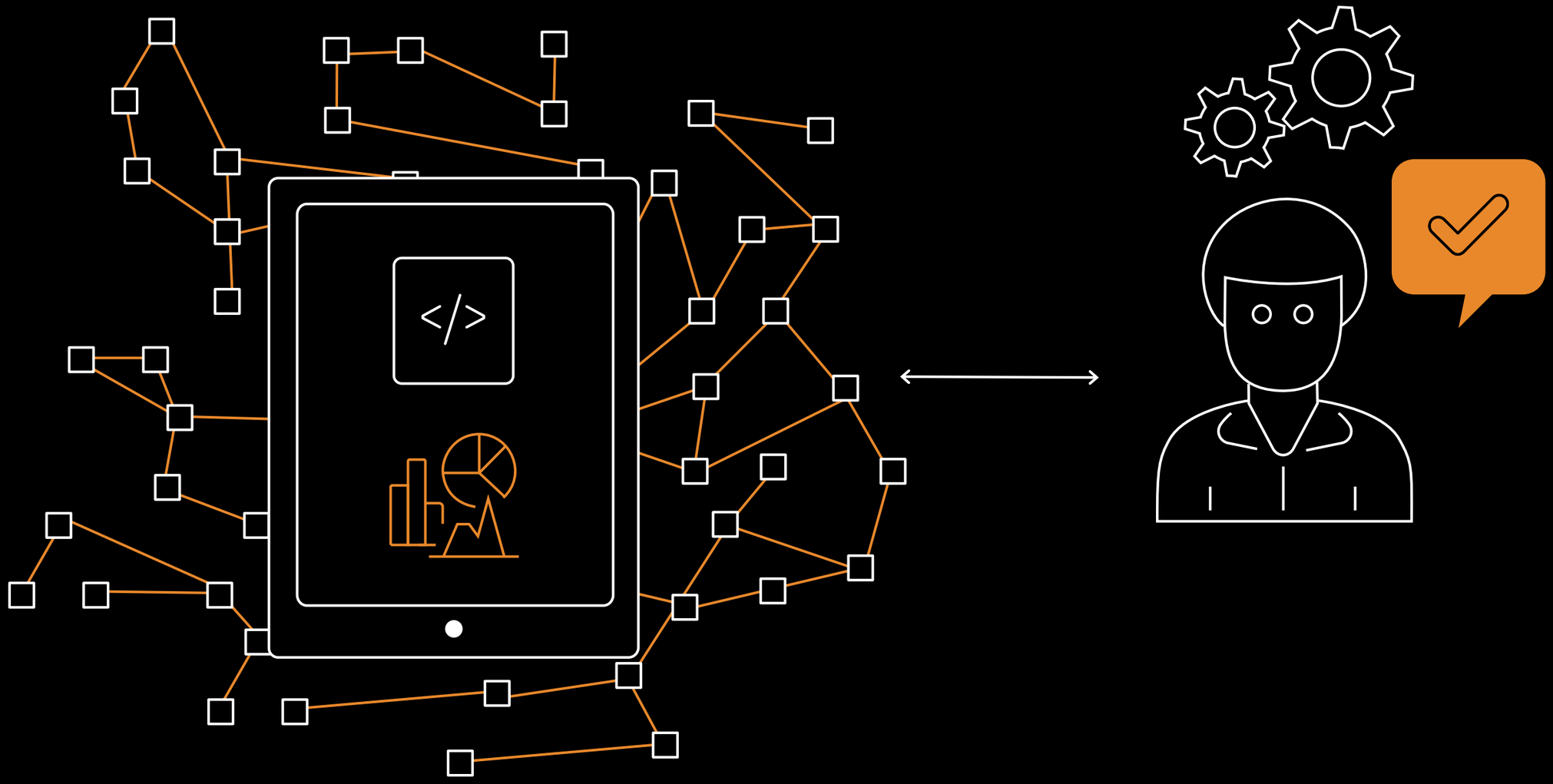
Security by default – services configured to FIPS 140-2 cryptography with data encrypted at all points (rest, transit, cache)

Self-healing and low cost – managed services, multi-zone, multi-region deployments

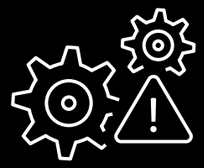


Applications generate a lot of data

APPLICATION OWNERS ARE LOOKING FOR NEW WAYS TO BRING INSIGHTS CLOSER TO USERS



Challenges with building own embedded analytics solutions



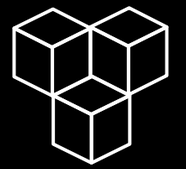
Hard



Expensive



Time-consuming

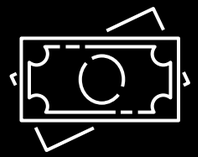


Resource-intensive

Challenges with current embedded out-of-the-box solutions



Hard to scale



Restrictive pricing



Lack of advanced features

Why QuickSight embedded analytics?

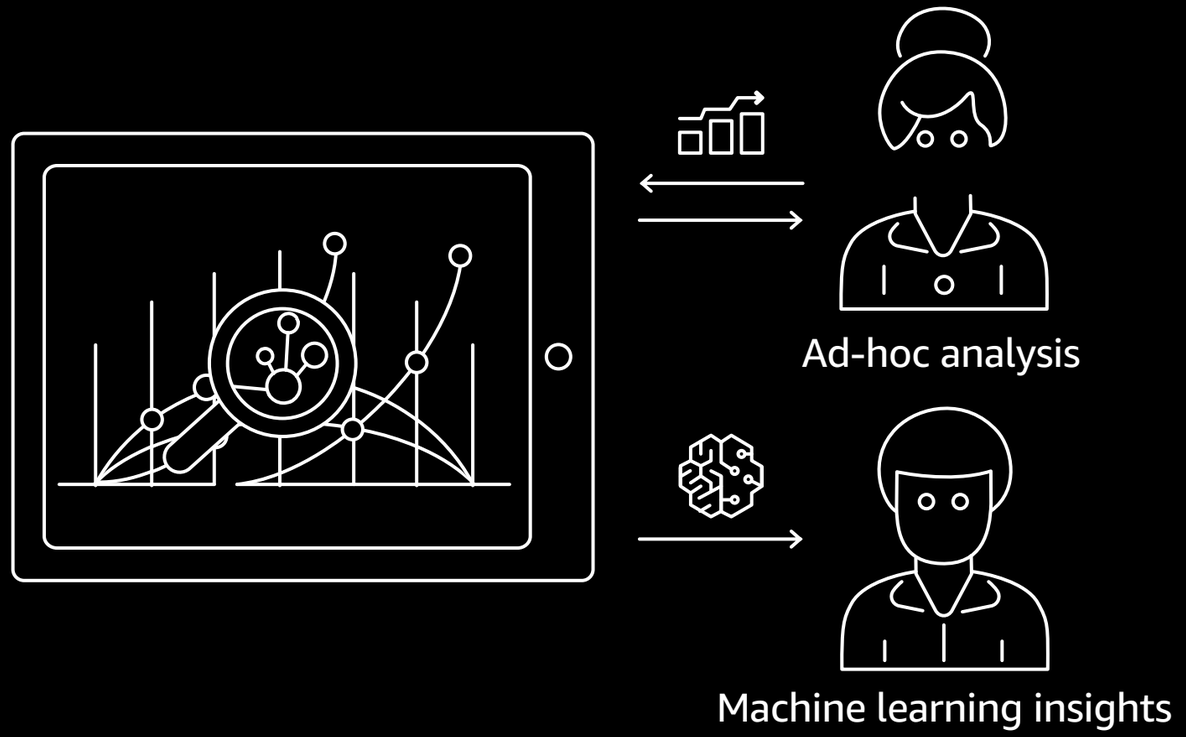
Seamless, embedded analytics



Why QuickSight embedded analytics?

Seamless, embedded analytics

Enable deeper data insights

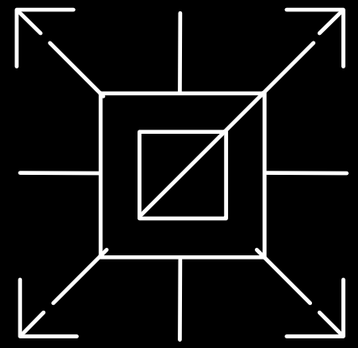


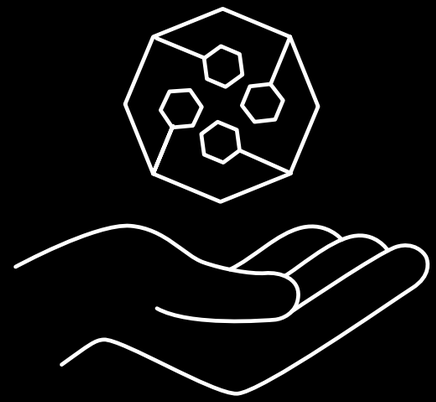
Why QuickSight embedded analytics?

Seamless, embedded analytics

Enable deeper data insights

Scalable and fully managed





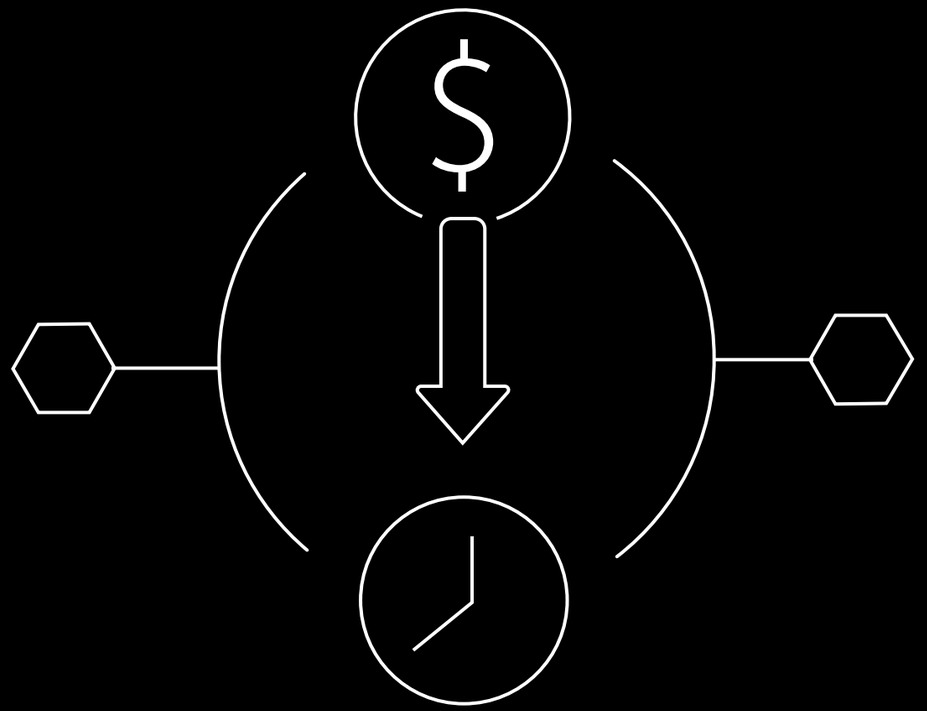
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Flexible pricing for your app



Why QuickSight embedded analytics?

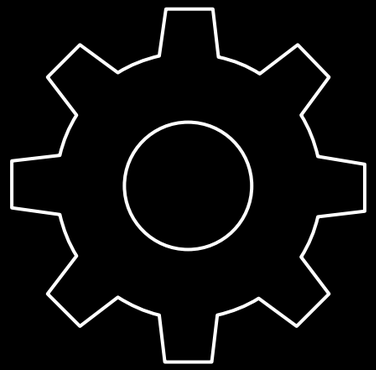
Seamless, embedded analytics

Enable deeper data insights

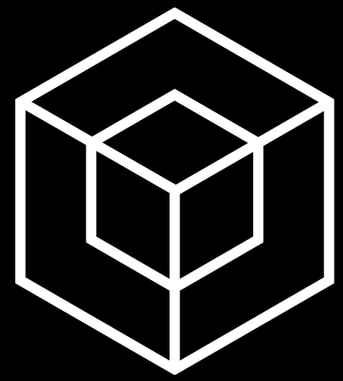
Scalable and fully managed

Flexible pricing for your app

Rich APIs and SDKs



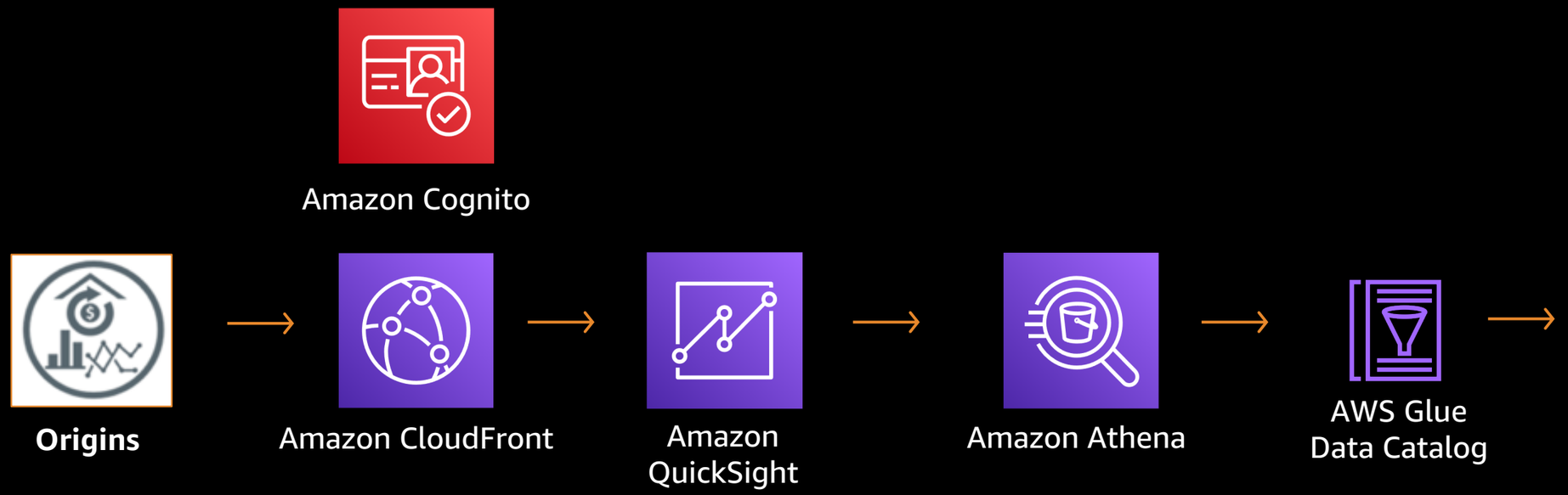
API



SDK

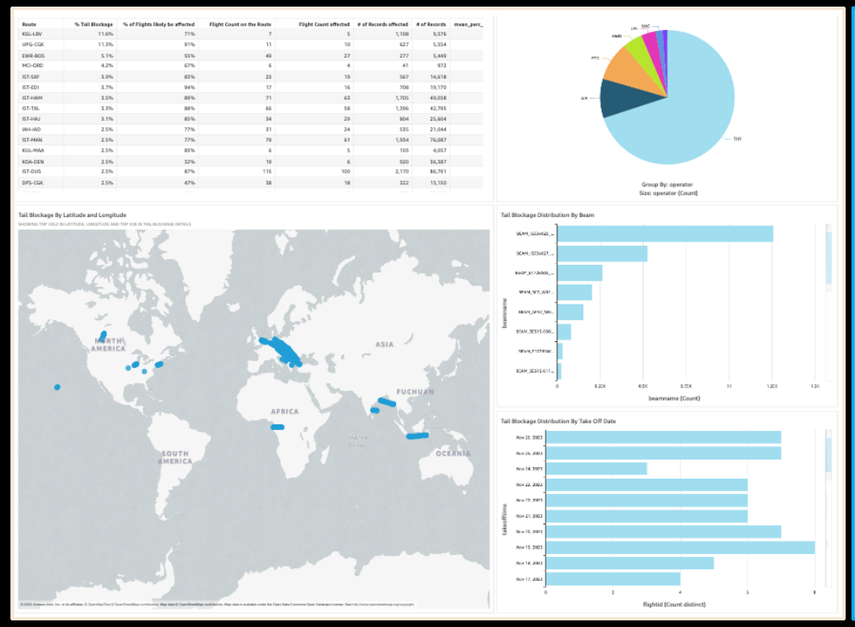
Origins architecture: QuickSight at the forefront

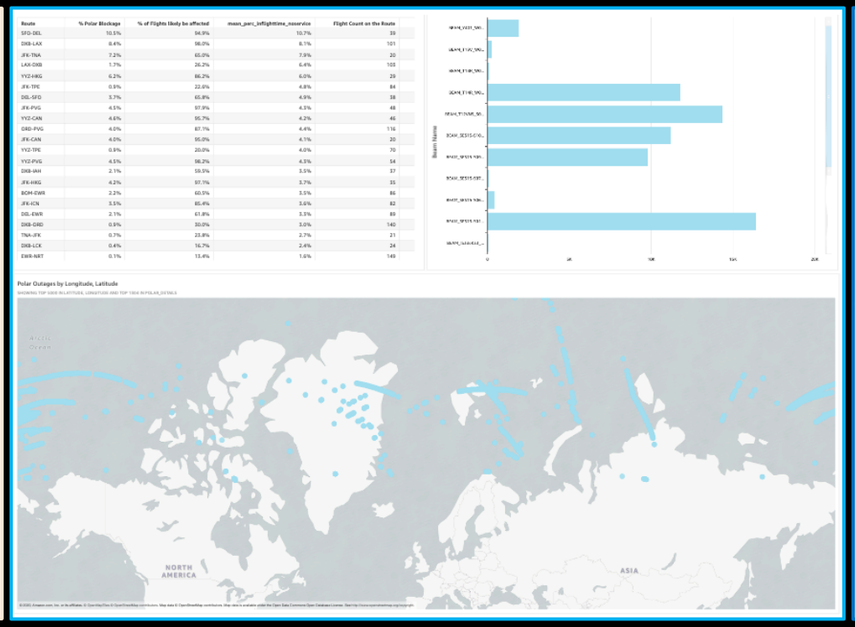
ORIGINS PLATFORM – POWERED BY AWS

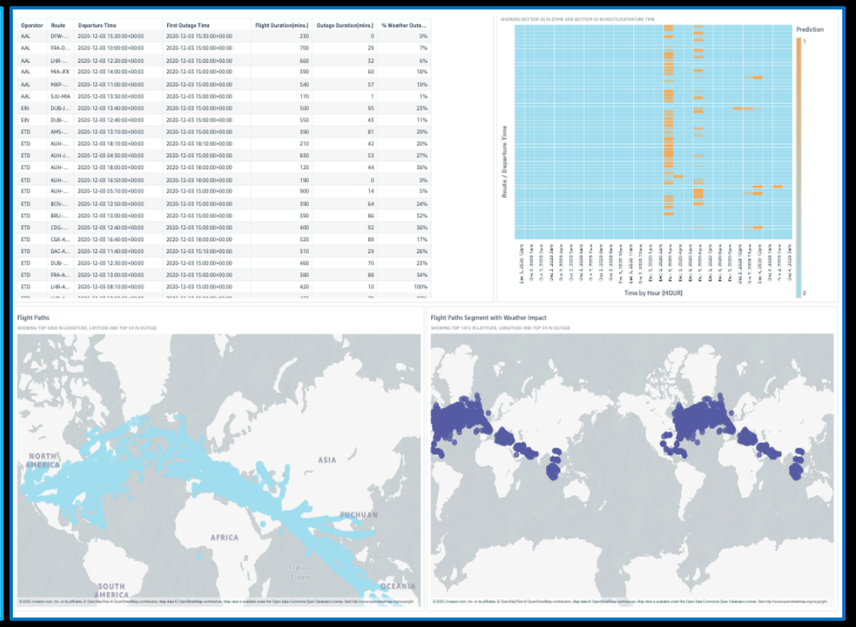


Origins powered by Amazon QuickSight

ORIGINS PLATFORM







Amazon QuickSight has been impressive: machine learning-powered anomaly detection, auto narratives, and more

Blackboard's perspective on building BI applications for the cloud

Rachel Scherer

Sr. Product Management Director, Data & Analytics, Blackboard

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Blackboard is a leading EdTech company, serving higher education, K-12, corporate and government clients in every region of the world.

We connect a deep understanding of education with the power of technology to continuously push the boundaries of learning.

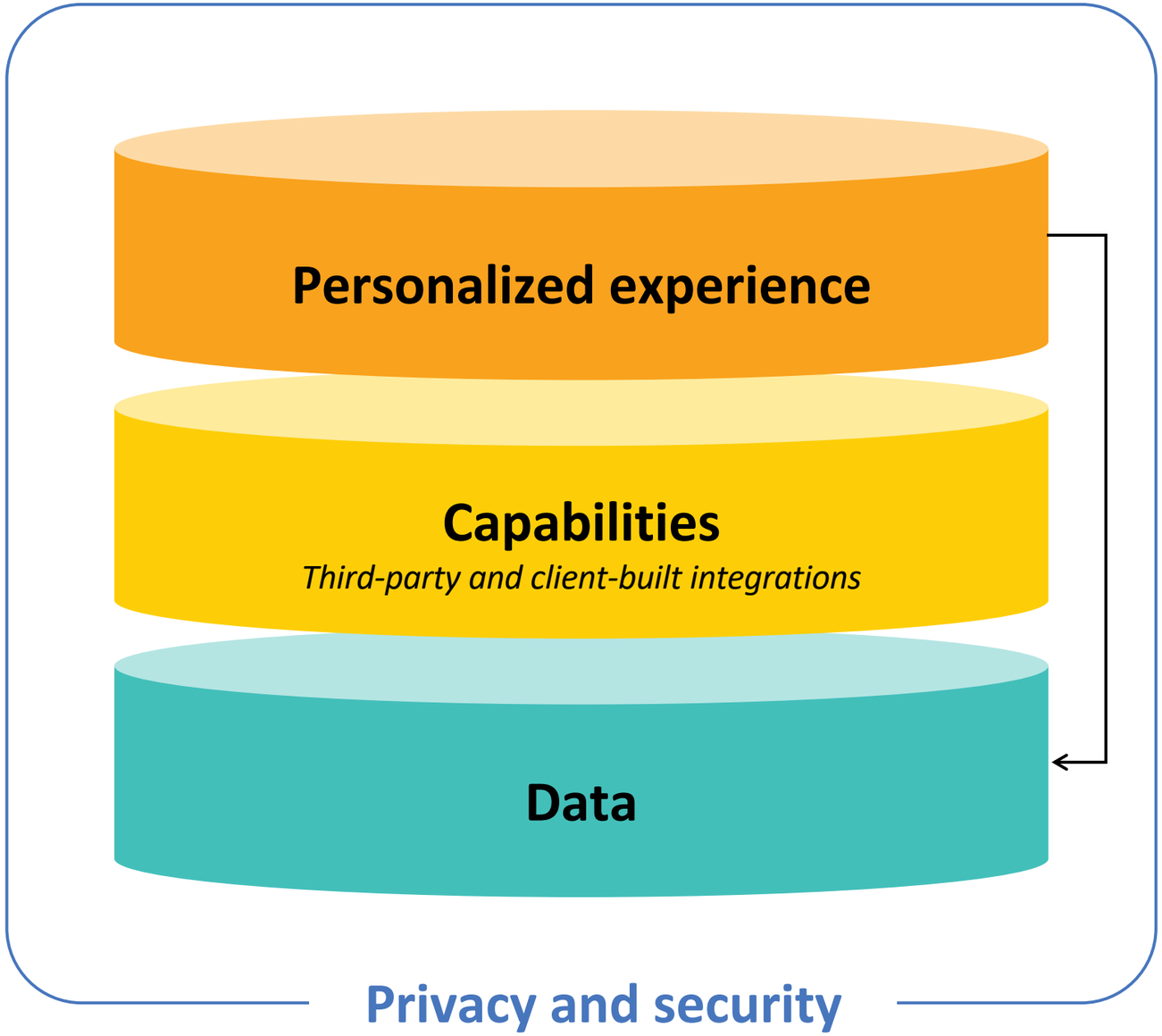


OUR MISSION

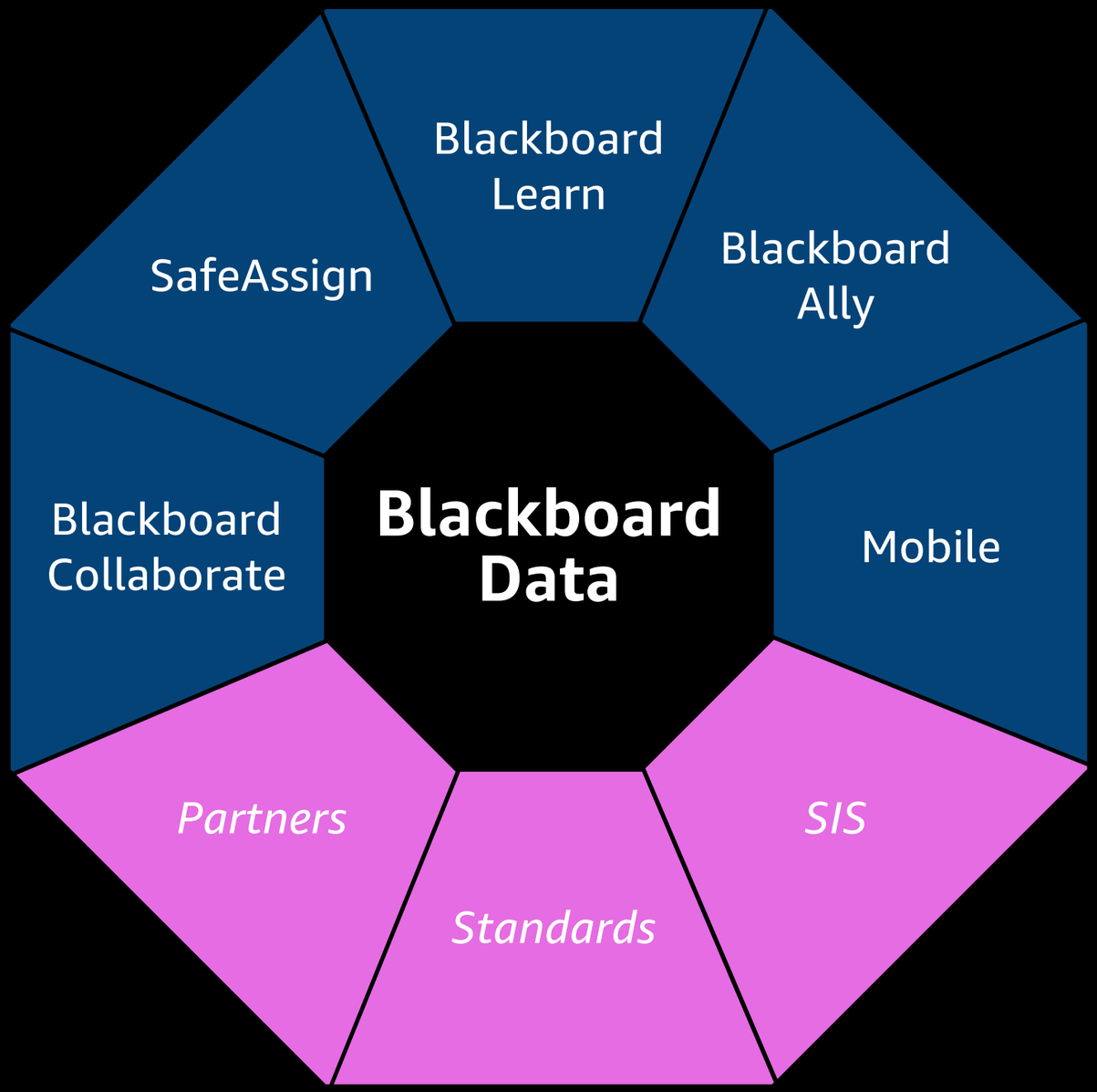
Blackboard’s mission is to advance learning together with the world’s education community, so that all learners, educators and institutions can realize their goals today and prepare for tomorrow.

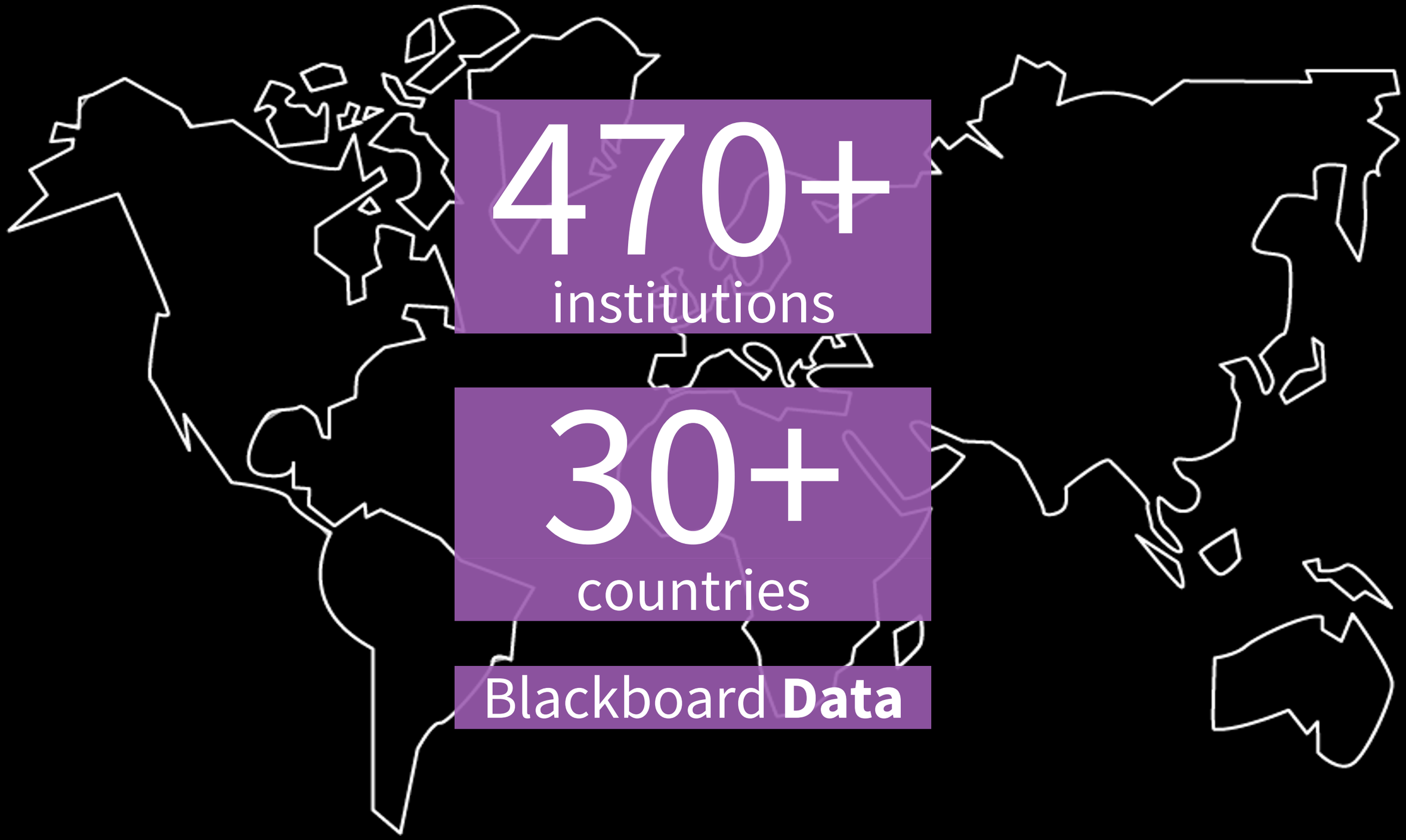
Learning Experience Ecosystem

A holistic approach for delivering a personalized experience fueled by data



Blackboard Data - Bringing It All Together

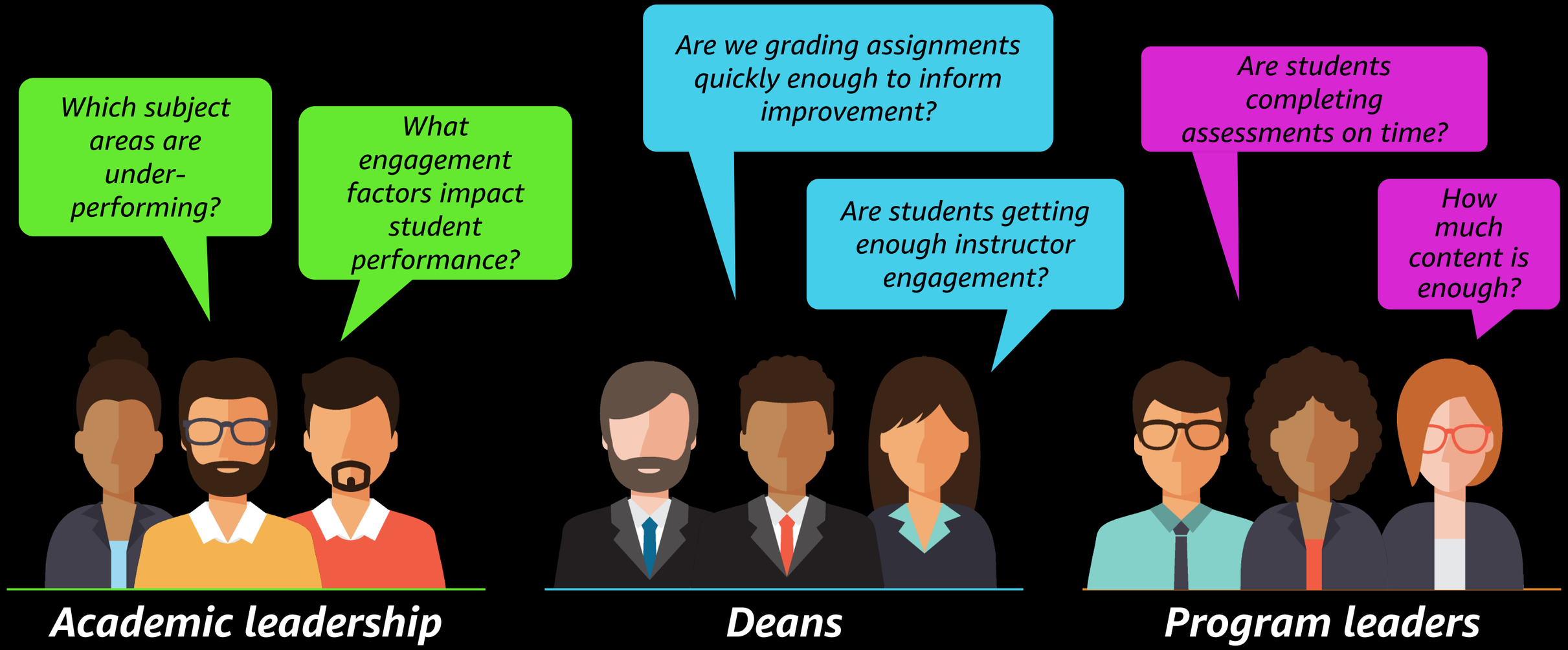



470+
institutions
30+
countries
Blackboard **Data**

BLACKBOARD ACHIEVE

Powered by Blackboard Data

Assuring student success with data



We use data to inform, assure and elevate student performance and success across the institution

Our vision is to continuously improve student performance institution-wide by empowering each stakeholder with personalized, actionable insights



Different personas have different data, and experience, requirements

 Academic leader	 Dean	 Program lead	 Advisor	 Instructor	 Student
I need to define and validate policy in online learning, and monitor progress	I need to identify departments with performance issues	I need to identify courses with problems around the student experience	I need to identify students who need support across the institution	I need to monitor my students' engagement and performance	I need guidance on the next step to take in my learning
Institution-wide reporting	College- and department-level reporting	Course-level reporting	Student-level reporting	Integrated reporting	Integrated nudging

Next steps



Localization



Additional persona support



Machine learning

Thank you!



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