# Insights For Everyone with Amazon QuickSight

Live Webinar - June 20th, 2018

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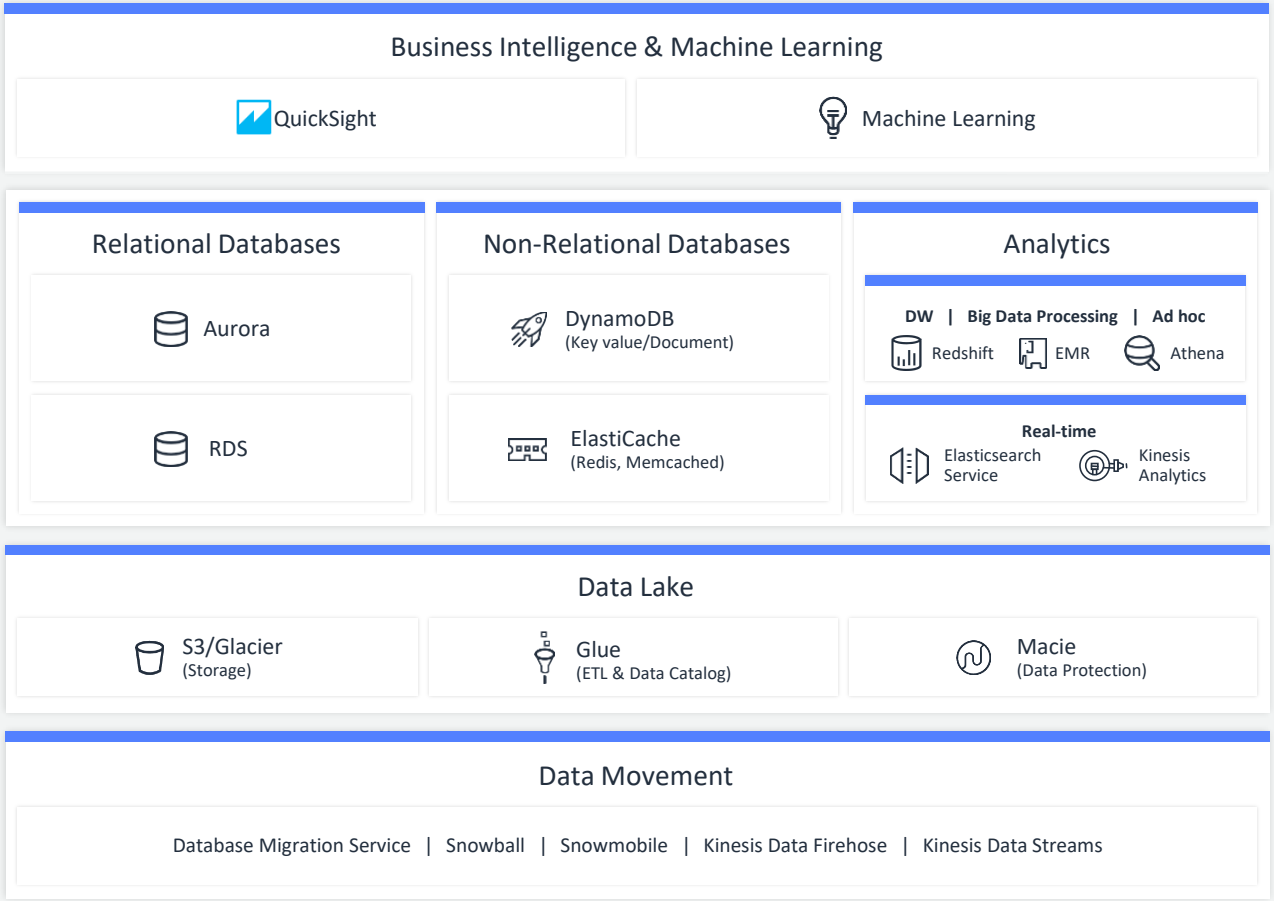
QuickSight
Amazon QuickSight
is a fully managed,
serverless, cloud business
intelligence system

# AWS database and analytics stack

Broadest and deepest portfolio purpose-built for builders

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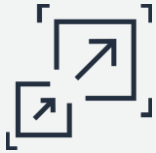
# QuickSight overview



## Scalable

QuickSight automatically scales with your usage and activity, with no need for additional infrastructure. From 10 users to 10,000 QuickSight seamlessly grows with you

## Pay For What You Use

Pay monthly or annually. Now with Pay-per-Session pricing, data consumers only pay when they access their reports and dashboards with no up-front costs!

## Serverless, and Fully Managed

QuickSight is a fully managed cloud application, meaning there's no upfront cost, software to deploy, capacity planning, maintenance, upgrades, or migrations

## Fully integrated

QuickSight is deeply integrated with your data sources and other AWS services like Redshift, S3, Athena, Aurora, RDS, IAM, CloudTrail, Cloud Directory and more - providing you with everything you need for an end-to-end cloud BI solution

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# Connect to your data, wherever it is

QuickSight is natively integrated with AWS data sources, as well as on-premise and hosted databases and third party business applications

## On-premises

Securely connect to on-premise databases and flat files like Excel and CSV

- Excel
- CSV
- Teradata
- MySQL
- SQL Server

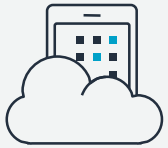
## In the cloud

Connect to hosted database, big data formats, and secure VPCs

- Redshift
- RDS
- S3
- Athena
- Aurora
- Teradata
- MySQL
- Presto
- Spark
- SQL Server
- Postgre SQL
- MariaDB
- Snowflake

## Applications

Connect directly to third party business applications



- Salesforce
- Square
- Adobe Analytics
- Jira
- ServiceNow
- Twitter
- Github

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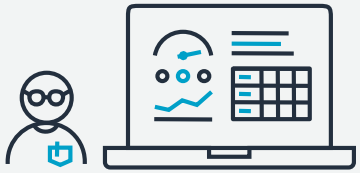
# One product for all of your users

QuickSight covers all of your users from casual data consumers, to dashboard creators, to power users and analysts that need self-serve analytics.



## Explore

Give power users and analysts the freedom to do their own self-serve data discovery and analysis on governed data you control

## Create

Create and publish rich, interactive dashboards to all of your users

## Consume

With the new Reader Role, you can provide everyone in your organization with secure, easy access to interactive dashboards and reports, on any device

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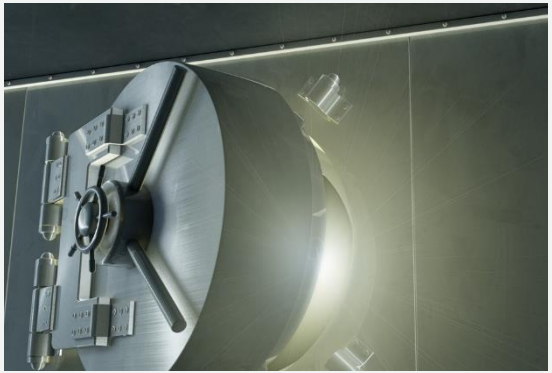
# Built Enterprise Ready



## Secure and compliant

- End-to-end encryption
- HIPAA
- SOC2
- PCI
- ISO 27001

## Global availability

Enable collaboration across global teams, with local SPICE storage for optimized access.

- N. Virginia
- Oregon
- Ohio
- Dublin
- Japan
- Singapore
- Sydney

## Built-in redundancy

Native high-availability (Multi-AZ) and fault tolerance with transparent data replication and backups

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# What's New In QuickSight

AWS Directory Service
Microsoft AD

Custom Date Format

Dashboard Save As

**Aggregate Calculations**

Readers

**Groups**

Private VPC

**25 GB SPICE tables**

Spark and Presto Connector

Scheduled Refresh

Just In Time Provisioning

Ohio Region

**Search**

Totals

Excel Custom Range

Federated SSO

Athena connector

# 65+

**new features released since launch**

Export to CSV

S3 Analytics

Week Aggregation

**Aurora PostgreSQL**

Calculations in SPICE

Cross Account
S3 Access

**Row Level Security**

Hourly refresh

Aggregate Filters

Sydney Region

10K Filter Values

**Tokyo Region**

**Redshift Spectrum Support**

**KPI Chart**

**URL Actions**

Spark Connector

AWS Directory Service
AD Connector

**Tabular Reports**

Singapore Region

Combo Charts

Audit Logging
with CloudTrail

Geospatial Maps

Count Distinct

Parameters

Relative Date Filters

Filter Groups

Other Buckets

Snowflake Connector

**SaaS Connectors**

Teradata Connector

HIPAA

**PCI compliance**

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*Projected number of launches to year-end 2017

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# Introducing Pay-per-Session pricing for Readers!

Pay-per-Session pricing for Readers starts at $0.30 per session up to a max of $5/user/month for unlimited sessions for data consumers that interact with published dashboards and reports.

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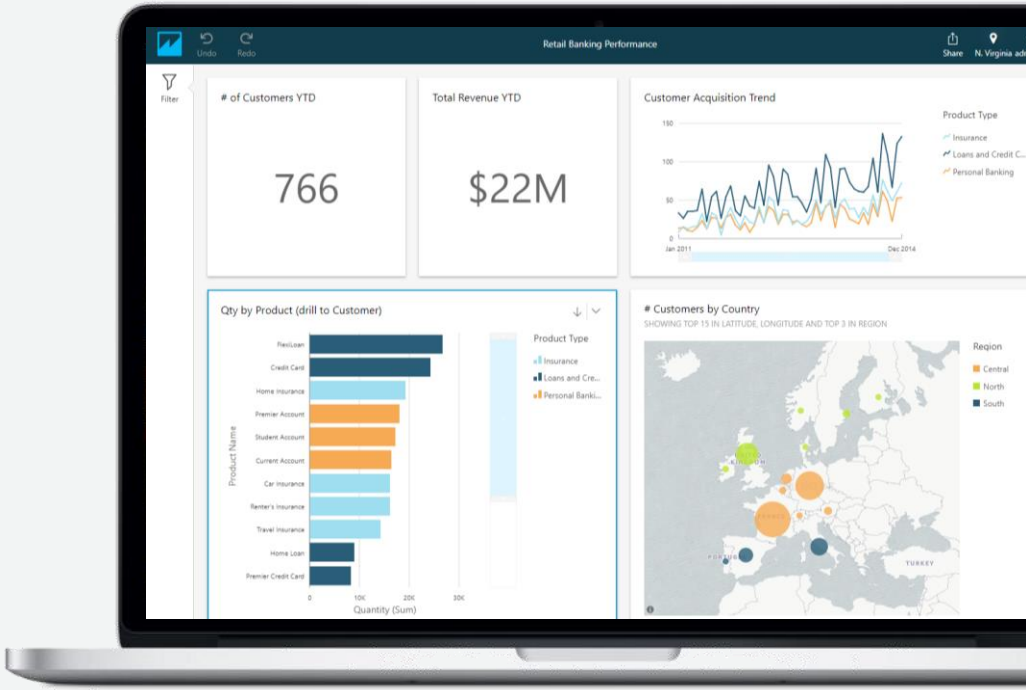
# Interactive Dashboards and Reports for QuicSight Readers

QuickSight makes it fast and easy to create rich, interactive dashboards and reports, and securely publish them to everyone.

- Rich interactiveity for end users like filters, drill downs, zooming, and more
- Blazing fast navigation with SPICE
- Accessible on any device
- Keep everyone up-to date with data refresh
- Publish to everyone with a click

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# Authors Can Explore, visualize, collaborate

Give power users and analysts fast, easy-to-use self-serve analytics with the Author role.

- Connect to data sources, and create/edit Datasets
- Create visual analyses, filters, drill downs and more
- Invite co-workers to collaborate on your analyses
- Publish dashboards and reports

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# What's new in QuickSight

1. QuickSight Readers with Pay-per-session
2. Secure Connectivity to Data in Private VPCs and On-Premises
3. QuickSight in Tokyo (NRT) region
4. Hourly refresh for SPICE datasets
5. Increased limit for SPICE Datasets from 10GB to 25GB
6. Parameters and On-screen controls
7. URL actions for linked dashboards
8. Quick Sort options on dashboard
9. Share with all users in the account
10. Duplicate dataset
11. Upgrade from Standard to Enterprise

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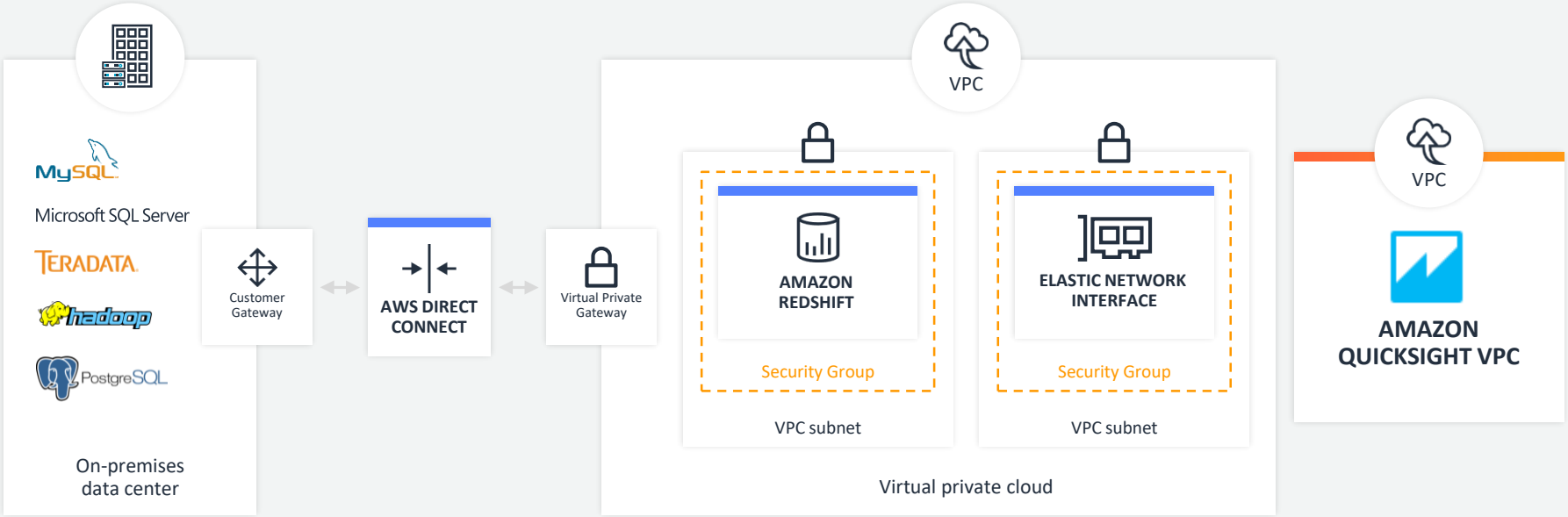
*Projected number of launches to year-end 2017

Demo

# Securely connect to on-premises data

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# Enterprise Edition

For Deploying insights at scale, across your organization.

## Authors

Create and publish interactive dashboards

**$18**

/user/month

Billed annually

$24/user/mo. paying month to month

## Readers

Secure access to dashboards anytime, anywhere

**$0.30**

/session*

up to a max of

**$5**

/user/month

*session = 30 mins. From login

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# Reader Pricing Scenarios

| 50 Readers | Usage Frequency | Per User Charge | Monthly Total | Annual Total |
|---|---|---|---|---|
| 10 | 2x a Day | $5/mo. | $50/mo. | $600/yr. |
| 20 | 2x a Week | $2.40/mo. | $48/mo. | $576/yr. |
| 20 | 2x a Month | $0.60/mo. | $12/mo. | $144/yr. |
| **50** | **-** | **-** | **$110/mo.** | **$1,320/yr.** |

| 5000 Readers | Usage Frequency | Per User Charge | Monthly Total | Annual Total |
|---|---|---|---|---|
| 500 | 2x a Day | $5/mo. | $2,500/mo. | $30,000/yr. |
| 1,500 | 2x a Week | $2.40/mo. | $3,600/mo. | $43,200/yr. |
| 2,000 | 2x a Month | $0.60/mo. | $1,200/mo. | $14,400/yr. |
| 2000 | Inactive | No charge | $0/mo. | $0/yr. |
| **5,000** | **-** | **-** | **$7,300/mo.** | **$87,600/yr.** |

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# Reader Pricing Comparison (Annual Cost)

| # Readers | QuickSight (per session) | | Tableau (per viewer) | % Savings |
|---|---|---|---|---|
| | Typical[1] | Max | Fixed cost | Typical[1] |
| 50 | **$1,320** | $3,000 | $18,000 | **93%** |
| 500 | **$10,200** | $30,000 | $90,000 | **89%** |
| 5,000 | **$87,600** | $300,000 | $900,000 | **90%** |

[1] **Typical usage assumptions**

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# Standard Edition

Ideal for small teams that need to explore and analyze their data

## Authors

Connect to data, analyze, and publish interactive dashboards

$9

/user/month

Billed annually

$12/user/mo. paying month to month

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# Customers

RioTinto

Customer name:
Rio Tinto

Company description:
Global top 3 mining co.

Data source:
RDS MySQL/SPICE

Use case:
300+ users, expected 5000+

Previous tools:
Spreadsheets and email reports

Auth:
Password-based, Cognito SSO integration in progress

Use case:

- Equip 1000s of mine worker and supervisors with interactive dashboards that provide safety audit information and allow them to make safe workplace decisions.
- Equip corporate analysts and managers with powerful self-service analytics capability on governed datasets.

“Amazon QuickSight allows our analysts to create insightful dashboards quickly for our critical risk management programme. Enabling us to move from static spreadsheets to interactive data. However, rolling out these dashboards at scale to the field was going to be costly and complicated. We asked AWS for a better solution, and they listened. Readers in QuickSight, with usage-based pricing, will help us scale the dashboards to more end-users across the world and only pay for what we use”

Anthony Deakin, Chief Advisor - Critical Risk Management

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# QuickSight Live 2018

**QuickSight Regional Tour - North America**

7/17 – Dallas

7/24 – Boston

7/26 - Irvine

7/31 – SFO

8/2 – Seattle

8/6 – NYC

8/9 – Atlanta

8/13 – Chicago

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# QuickSight

As a native cloud service, QuickSight combines the speed, scalability, and security that our customers have come to depend on with the value and cost effectiveness you expect from AWS

Native AWS service

No server licensing or maintenance costs

Pay-as-you-go

Scalable, fast, easy

No deployment time

Try it free Today @

Quicksight.AWS

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# Customers and Solutions

# Customers

Customer name:
Auto Trader Group plc.

Company description:
Automotive marketplace

Data source:
S3/Athena

Use case:
50+ users and growing

Previous tools:
Spreadsheets and static graphs

Auth:
SAML-based SSO

Use case:

- Provide business dashboards to multiple teams from S3 data lake
- Equip analysts with easy, self-service dashboard building capability. Eliminate need to manually curate, process and build spreadsheets, saving 10% of an analyst's monthly efforts.

"Timely access to relevant data is the key to success in our business. Amazon QuickSight has enabled our analysts to move from static graphs to fast, interactive dashboards automatically updated with the latest data. QuickSight's native integration with Amazon Athena has allowed faster time to analysis and saved us effort involved in additional data curation. With the new QuickSight readers, we can extend interactive dashboards to the entire team, and Pay-per-Session pricing assures us we only pay when we use the product. The serverless nature of QuickSight aligns with our vision for the data platform, with no infrastructure management needed to scale deployments across the company! We look forward to enabling more use cases in QuickSight."

Jim Stamp, Head of Product – Data Engineering

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# Customers

VOLVO

Volvo Group

Customer name:
Volvo Group Connected Solutions

Company description:
Automotive Manufacturer

Data source:
S3/Athena

Size:
In deployment

Previous tools:
Spreadsheets for ad-hoc investigations,

Auth:
SAML-based SSO

Use case:

- Correlate data generated from IoT sensor software in their trucks with AWS Cost and Usage data (i.e. development team makes a change in IoT software to collect a new metric and see how much it affects their AWS usage).

“As we accelerate our AWS adoption journey, timely visibility to cost and usage information has become critical to cost awareness among our development teams. Amazon QuickSight's native integration with Athena makes it the ideal serverless analytics solution. With QuickSight readers, we can easily extend access to interactive dashboards across our teams and only pay for what we use. QuickSight dashboards allow us to easily provide a customized, interactive view for each team, and let team leads glance at trends and KPIs, quickly filter data or drill down to the details. The move from static email reports and ad-hoc analysis to always-available data in QuickSight has been great!”

Anders Rahm-Nilzon, Cloud Manager

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# Customers

SIEMENS

Customer name:
Siemens PLM Software

Company description:
Industrial Software

Data source:
RDS/SPICE

Size:
Customer dependent

Previous tools:
Customer dependent (Tableau for previous on-premises soln.)

Auth:
SAML SSO from Cognito

Use case:

- Provide dashboards on operational metrics in Siemens Manufacturing Intelligence Cloud-Native solution
- Allow analysts at customer sites to develop own dashboards and reports with self-service functionality

> The QuickSight Reader role is perfect for operational dashboards, as it allows secure, fast and cost-effective access to interactive data. As a cloud-based solution, QuickSight automatically scales to our needs. The combination of being able to connect to data from a private VPC, authenticate users via SAML, easily author dashboards with drill downs and rich visuals, and allow read-only access to a large audience - without any infrastructure management, and with usage-based pricing - makes it the obvious choice. We look forward to enabling more customers on our platform.

Massimiliano Ponticelli, Product Manager.

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# Thanks!