

Introducing ML Insights with Amazon QuickSight

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Our Beliefs

- **Insights for ALL users** of an organization
- **Innovate Quickly** on behalf of customers
- **Standalone or Embed** into applications
- **ML is the future** for insights from data

One Platform for Data and Analytics

Broadest and deepest portfolio of purpose-built services

Business Intelligence & Machine Learning



QuickSight



Machine Learning

Relational Databases



Aurora



RDS

Non-Relational Databases



DynamoDB
(Key value/Document)



ElastiCache
(Redis, Memcached)

Analytics

DW

Big Data Processing

Ad hoc



Redshift



EMR



Athena

Real-time



Elasticsearch
Service



Kinesis
Analytics

Data Lake



S3/Glacier
(Storage)



Glue
(ETL & Data Catalog)



Macie
(Data Protection)

Data Movement

Database Migration Service

| Snowball

| Snowmobile

| Kinesis Data Firehose

| Kinesis Data Streams



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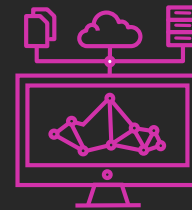


Why QuickSight?



No servers to manage

Amazon QuickSight has no servers or software to manage, maintain, deploy, upgrade or migrate. We do the heavy lifting so you don't have to



Build end-to-end BI solutions

Amazon QuickSight integrates with your data sources and AWS services like Amazon Redshift, Amazon S3, Amazon Athena, Amazon RDS, AWS CloudTrail and more - providing you with everything you need to build an end-to-end BI solution



Easily scale - 10 users to 10,000

Amazon QuickSight automatically scales with your usage and activity, with no need for additional infrastructure. Amazon QuickSight will grow with your organization's needs from a few users to tens of thousands of users



Pay only for what you use

Provide read-only access to the interactive dashboards for Amazon QuickSight and pay only when your users access them with pay-per-session pricing. With Amazon QuickSight there are no upfront costs, no annual commitments and no charges for inactive users



ML Insights ^{NEW}

With ML-powered anomaly detection, forecasting, and alerts and with automated yet customizable natural language narratives, you can delight your customers with never-before functionality in a BI tool



Dashboard Embedding ^{NEW}

Eliminate dashboard development and maintenance activity by embedding dashboards built in Amazon QuickSight. Secure (SSO auth), easy (JavaScript SDK + user/group APIs). Cost-effective (pay-per-session)

Sign up now @ <https://quicksight.aws>

AWS Directory Service Microsoft AD

Private VPC connectivity

Search

Totals

Top / Bottom Filters

Athena connector

Smaller Visuals

NEW!

Redshift Spectrum Support

Combo Charts

Table calculations

NEW!

Custom Date Format

25 GB SPICE tables

ISO 27001

NEW!

Aurora PostgreSQL

Email Reports

Hourly refresh

URL Actions

Audit Logging with CloudTrail

Snowflake Connector

Readers

Spark and Presto Connector

Aggregate Calculations

Scheduled Refresh

Dashboard Save As

Just In Time Provisioning

Groups support in RLS **NEW!**

NEW!

Federated SSO

Export to CSV

S3 Analytics

Calculations in SPICE

Cascading controls

NEW!

Row Level Security

Cascading controls

On-screen controls

Tabular Reports

Data labels

Relative Date Filters

APIs

NEW!

HIPAA

PCI compliance



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Pay-per-Session Pricing

For Deploying insights at scale, across your entire organization.

Authors



Create and publish interactive dashboards

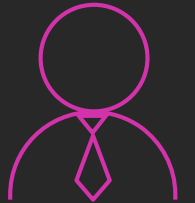
\$18

/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

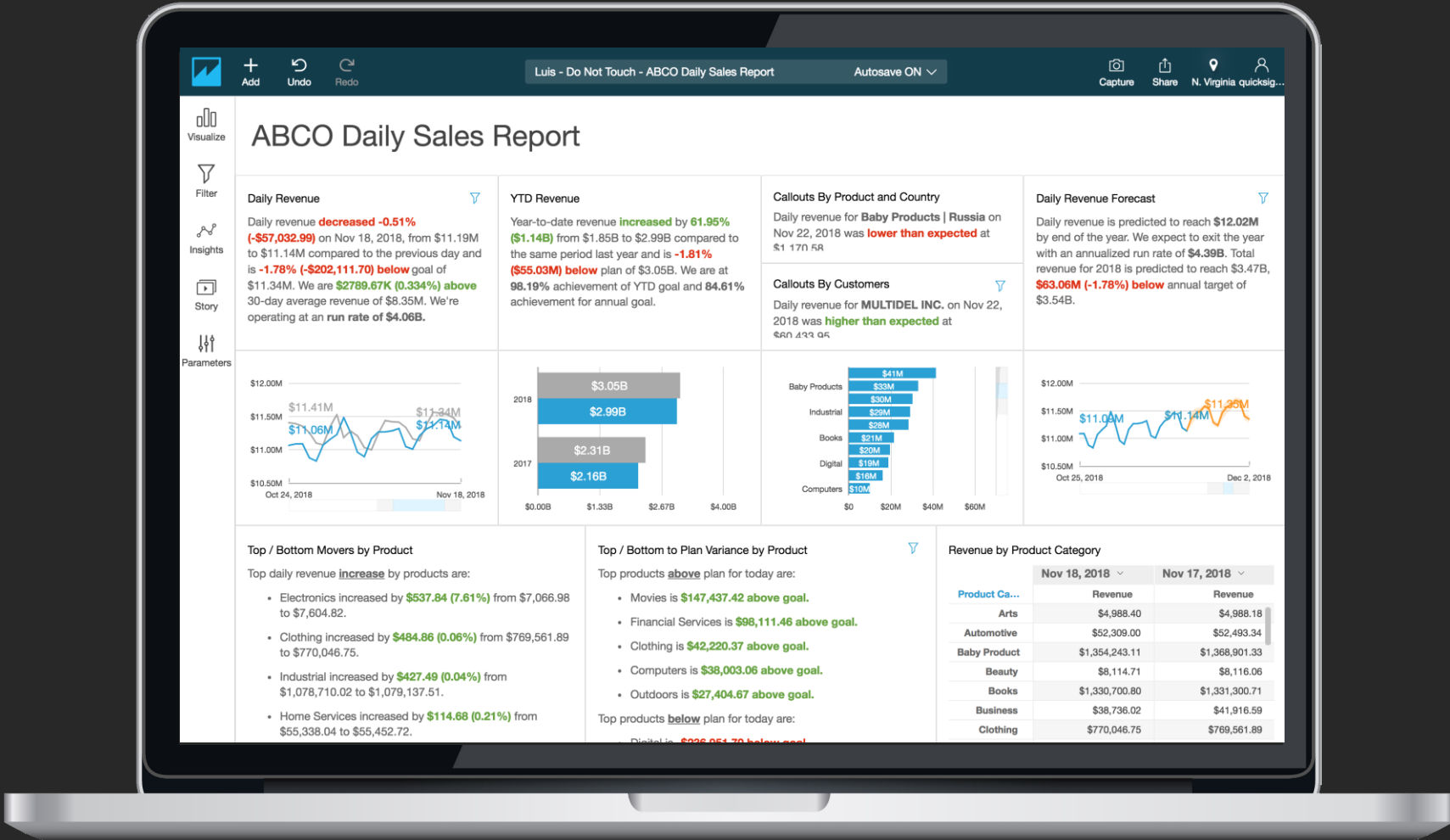
\$5

/user/month

*session = 30 mins. From login

“Given the scale of our data, finding the most valuable insights is like looking for a needle in a haystack.”

Introducing ML Insights



Three Powerful New Features

ML Anomaly Detection

Uncover hidden insights by continuously analyzing across billions of data points.

ML Forecasting

Predict key business metrics with point and click simplicity.

Auto-narratives

Tell the story of your data in plain language narratives.

Why ML Insights?

- **Out-of-the-box** machine learning for anomaly detection and forecasting
- **Easy to get started** with point and click simplicity
- **No custom development** from scratch

ML-powered Anomaly Detection

Challenges

Hidden in aggregates

Data blind spots

Slow to react to business incidents

Manual analysis doesn't scale

Not for BI

Our Solution

Analyze millions of metrics

Continuously run in background

What happened AND why

No ML expertise needed

Usage-based pricing

ML-powered Forecasting

Challenges

Spreadsheets are complex to maintain
Doesn't learn, doesn't scale
How do you deal with outliers?
Hard to deal with changes
Simple things are hard to do
BI forecasting is too basic

Our Solution

Point and click forecasting
Continuously learns from data
Automatically excludes outliers
Imputes missing values
Detects seasonality and trend
No ML or Excel needed

Auto-narratives

Challenges

What is the data trying to say?
Hours in front of dashboards
Sifting through charts and tables
Deciphering rows and columns of data
Drilling in and slicing and dicing
Time consuming, not scalable!

Our Solution

Insights in plain language
Embedded in your dashboard
Fully customizable templates
Easy to get started
No coding necessary
Looking beyond visualizations

Demo



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Anomaly Detection Pricing

Usage-based pricing model. No upfront. No commitment.

Try ML-powered anomaly detection for free for the first two months of usage for up to 500,000 metrics processed per month.

Volume Tier	\$ per thousand metrics processed
First 1,000,000 metrics processed	\$0.50
Next 9,000,000 metrics processed	\$0.25
Next 90,000,000 metrics processed	\$0.10
> 100,000,000 metrics processed	\$0.05

Pricing Examples

Examples	Metrics	Schedule	Metrics Processed	Cost
Orders for 1,000 products across 20 countries	21,020	Daily	630,600 metrics processed per month	\$315 / mo
Uptime or failure rates for 5K smart devices deployed worldwide	5,000	Hourly	3.65MM metrics processed	\$1,162 / mo

Customers and Use Cases

Expedia

RICOH
imagine. change.

SIEMENS
Ingenuity for life



Monthly QuickSight Webinars

https://zoom.us/webinar/register/WN_HTxMzjx4Sb-HcRuspdB9ZQ

- Mar 27, 2019 9:00 AM
- Apr 24, 2019 9:00 AM
- May 22, 2019 9:00 AM
- Jun 19, 2019 9:00 AM

Thank you!

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