BDT319

Amazon QuickSight

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amazon web services

What to Expect from the Session

Overview of big data & analytics strategy

Challenges our customers face in big data analytics

Amazon innovations

What’s next?

Many thousands of companies use AWS for big data

We start with the customer

We take on the big challenges they have

We innovate

We start with the customer… and innovate

Customers told us…	We created…
Managing databases is painful & difficult	✓ Amazon RDS
SQL DBs do not perform well at scale	✓ Amazon DynamoDB
Hadoop is difficult to deploy and manage	✓ Amazon EMR
DWs are complex, costly, and slow	✓ Amazon Redshift
Commercial DBs are punitive & expensive	✓ Amazon Aurora
Streaming data Is difficult to capture & analyze	✓ Amazon Kinesis

AWS big data portfolio

Collect

AWS Direct Connect

AWS Import/Export

Amazon Kinesis

Store

Amazon S3

Amazon RDS/ Aurora

Amazon Glacier

Amazon DynamoDB

Amazon CloudSearch

Analyze

Amazon EMR

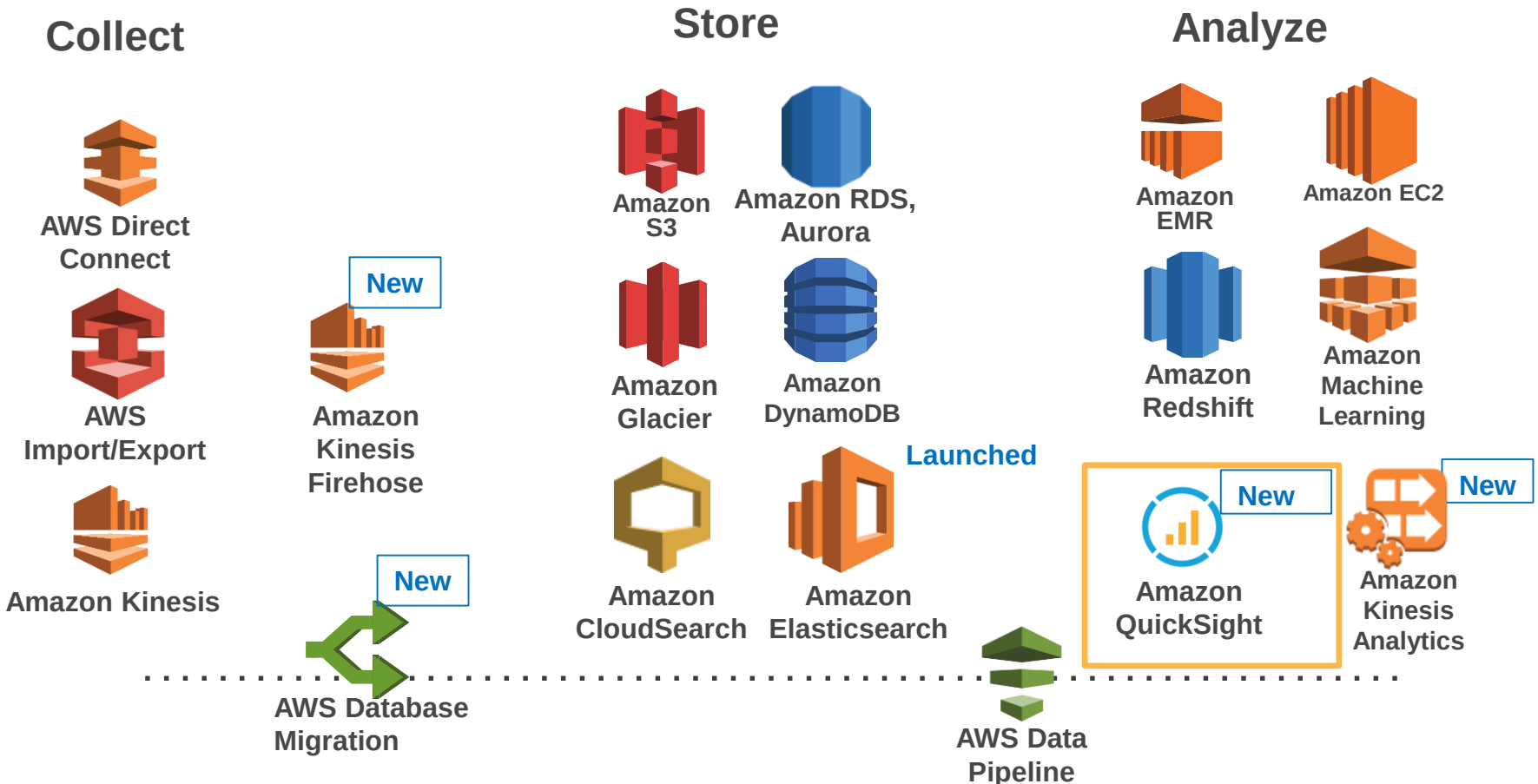
Amazon EC2

Amazon Redshift

Amazon Machine Learning

AWS Data Pipeline

AWS big data portfolio – new services



What are the big data challenges our customers face?

How is my marketing campaign performing?

Which devices are showing time for maintenance?

Why is my most profitable region not growing?

Who are my top customers and what are they buying?

Lots of data

Lots and lots of questions

Few insights

How much inventory do I have?

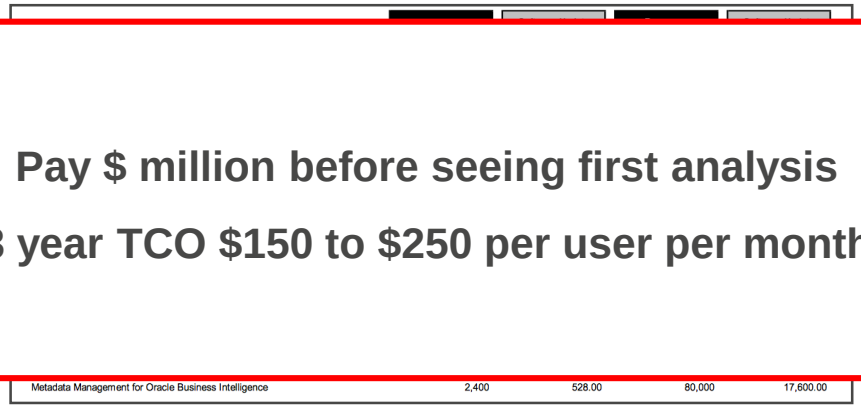
How is my employee satisfaction trending?

What is my product profitability by region?

Has my fraud account expense increased?

Old-guard BI

Costs Too Much



Pay $ million before seeing first analysis

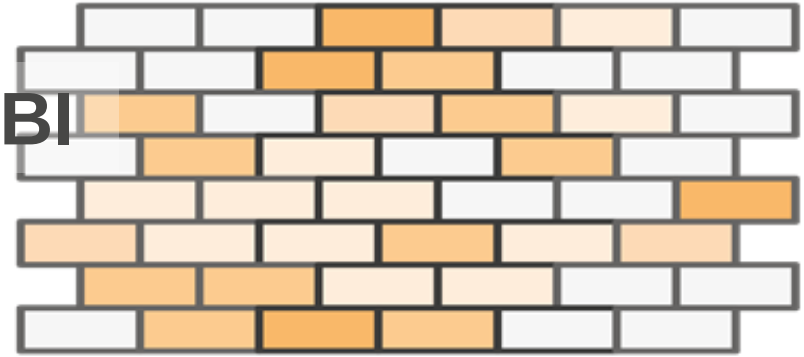
3 year TCO $150 to $250 per user per month

Takes Too Long

Spend 6 to 12 months of consulting

and SW implementation time

Old-guard BI



Cost

Slower performance at scale

Doesn’t deliver fast query performance

Requires 6 to 12 months of consulting

Pay $ millions for license and hardware

Time

Freedom to get the real value out of the data you have

Introducing Amazon QuickSight

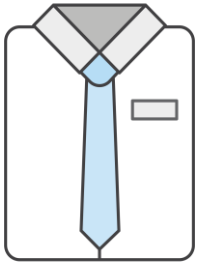
A very fast, cloud-powered, BI service for 1/10th the cost of old-guard BI software

$9

per user per month

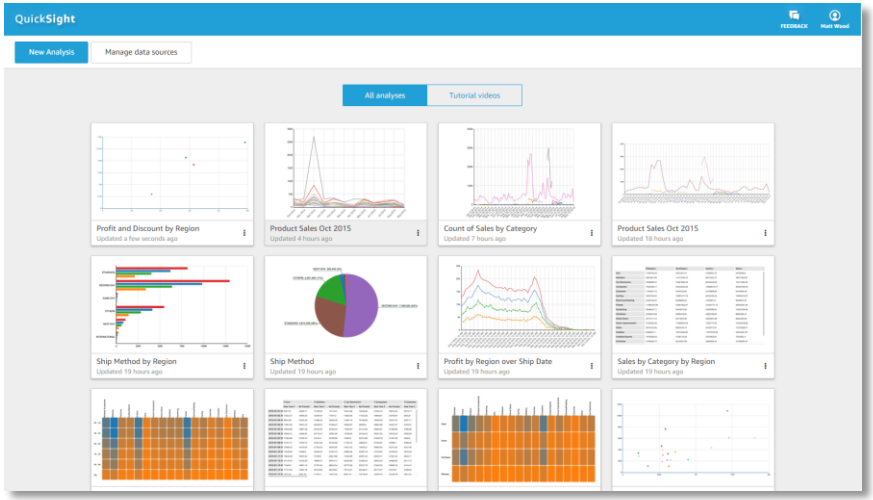
With 1 year commitment

First analysis in about 60 seconds

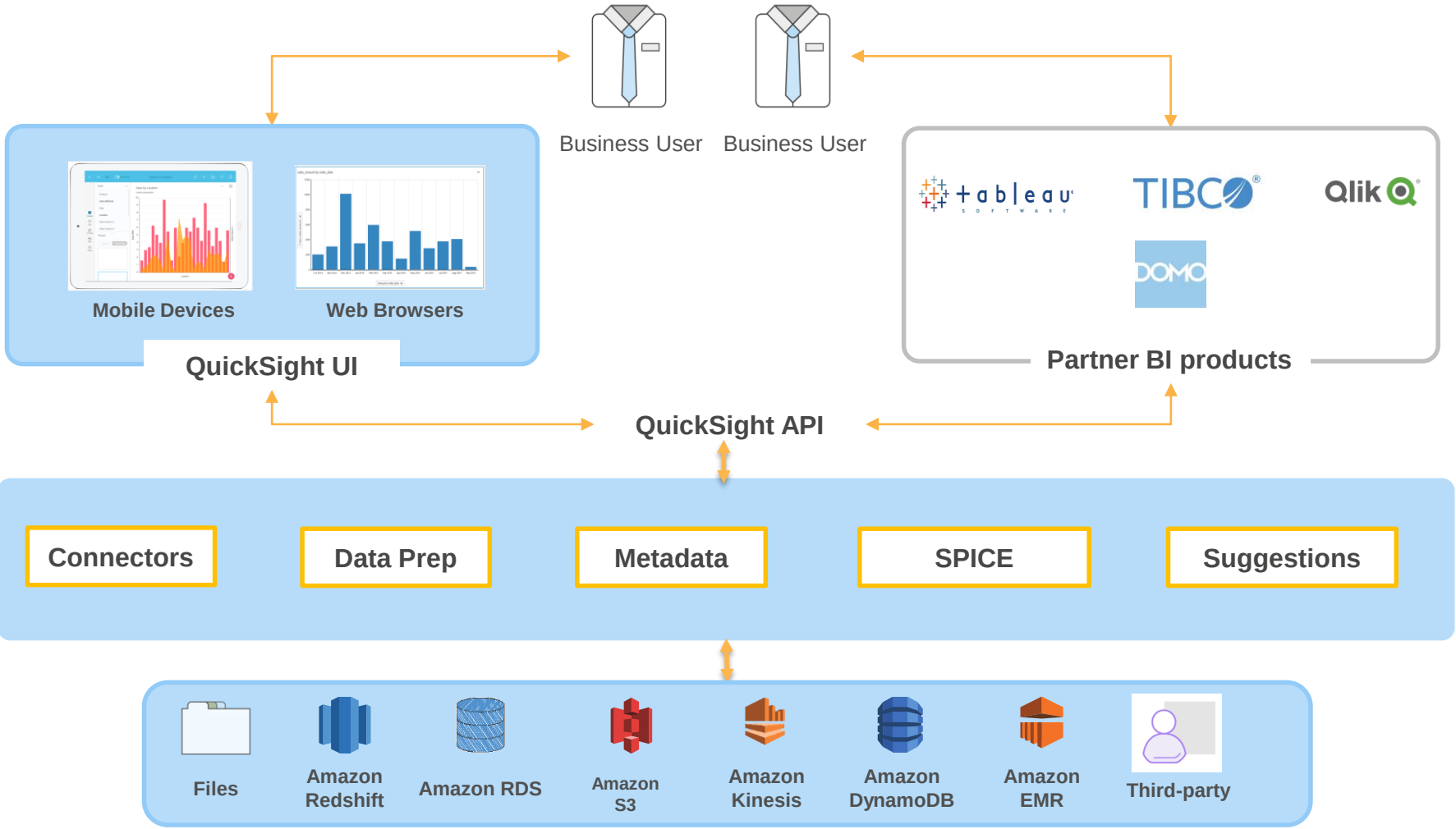


Business user

Sign-in



Register for preview beginning Oct 7 at **aws.amazon.com/quicksight**


Business User
Business User
Mobile Devices
Web Browsers
QuickSight UI
tableau
TIBCO
Qlik
DOMO
Partner BI products
QuickSight API
Connectors
Data Prep
Metadata
SPICE
Suggestions
Files
Amazon Redshift
Amazon RDS
Amazon S3
Amazon Kinesis
Amazon DynamoDB
Amazon EMR
Third-party

Innovations

Easy exploration of AWS data

Fast insights with SPICE

Intuitive visualizations and transitions (AutoGraph)

Native mobile experience

Secure sharing and collaboration (StoryBoard)

How do I SPICE up my data?

Data Sources

Connect to AWS data services; upload files; or connect to apps such as Salesforce

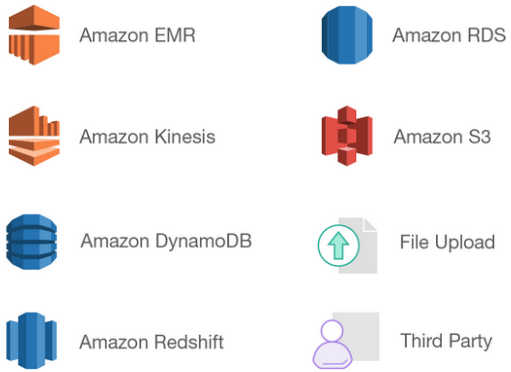
In-Memory Calculation Engine

The Super-fast, Parallel, In-memory, Calculation Engine ("SPICE") generates answers on large datasets and returns rapid responses

QuickSight UI

SPICE allows for very fast analysis and smart visualizations for sharing and collaboration

Easy exploration of AWS data

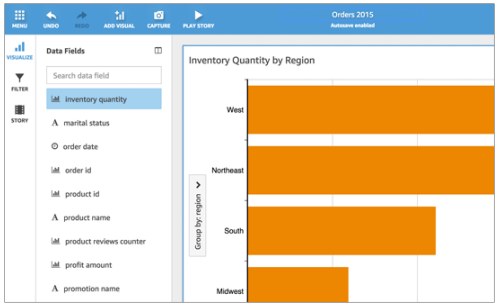


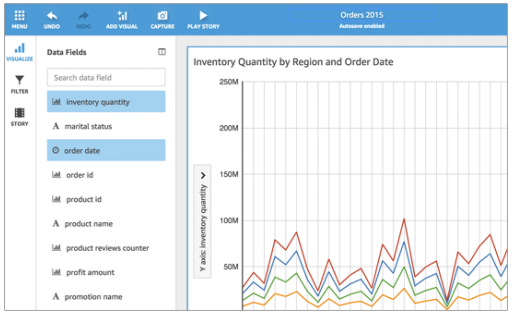
- Securely discover and connect to AWS data
- Quickly explore AWS data sources
  - Relational databases (Amazon RDS, Amazon RDS for Aurora, Amazon Redshift)
  - NoSQL databases (Amazon DynamoDB)
  - Amazon EMR, Amazon S3, files (CSV, Excel, TSV, XLF, CLF)
  - Streaming data sources (Amazon DynamoDB, Amazon Kinesis)
- Easily import data from any table or file
- Automatic detection of data types

Fast insights with SPICE

- **S**uper-fast, **P**arallel, **I**n-memory optimized, **C**alculation **E**ngine
- 2 to 4x compression columnar data
- Compiled queries with machine code generation
- Rich calculations
- SQL-like syntax
- Very fast response time to queries
- Fully managed – No hardware or software to license

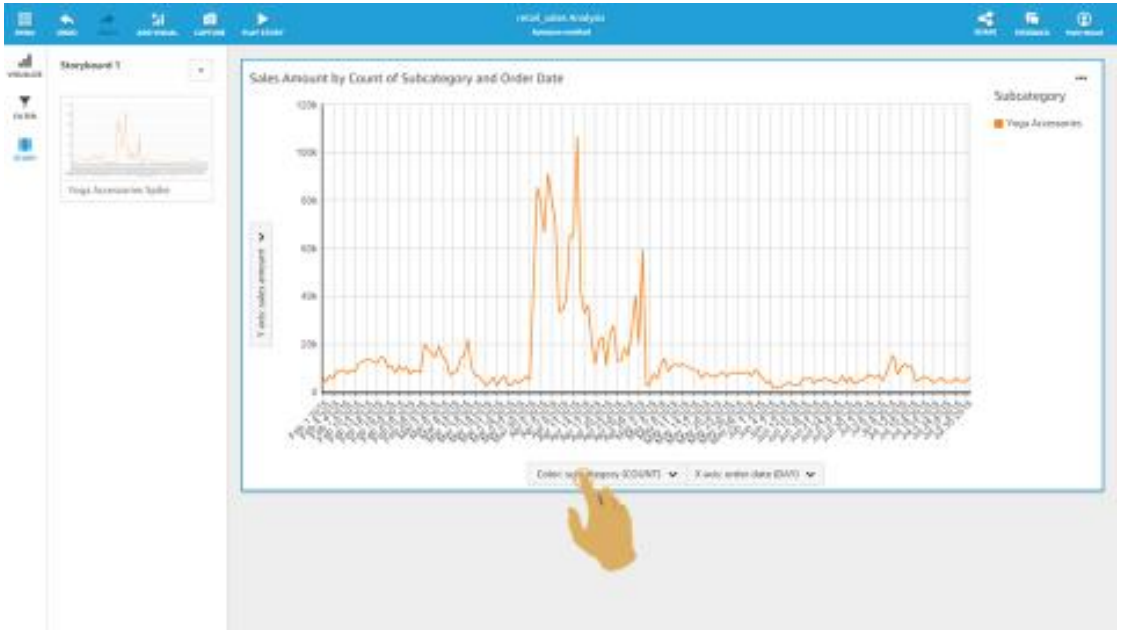
Intuitive visualizations with AutoGraph





- Automatic detection of data types
- Optimal query generation
- Appropriate graph type selection
- Ability to customize the graph type
- Very fast response

Native mobile experience



- iOS, Android
- Full experience on tablets
- Consumption experience on smart phones
- Very fast response

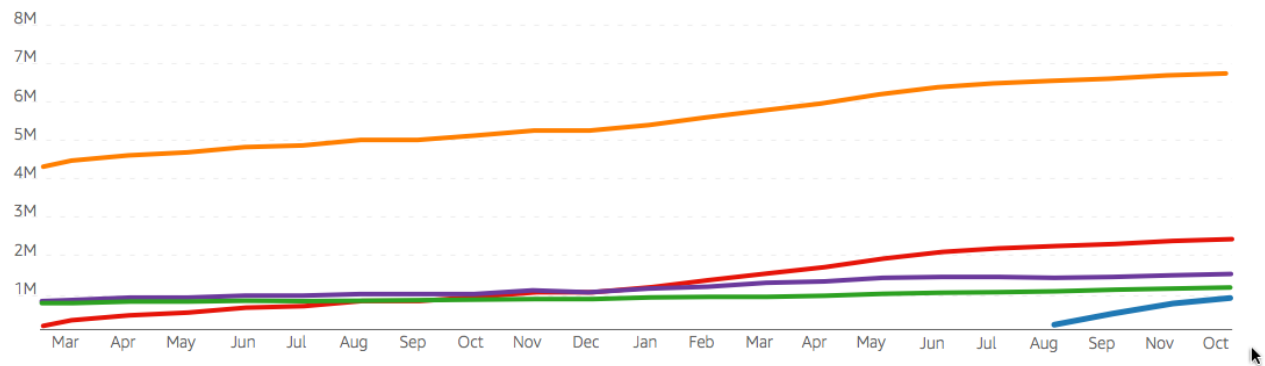
Tell a story with your data

- Capture the critical snapshot of analysis
- Build a sequence of analysis
- Share it securely
- Enable interactive exploration
- Very fast response

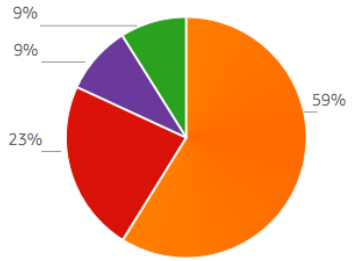
DEMO

VISUALIZE
FILTER
STORY

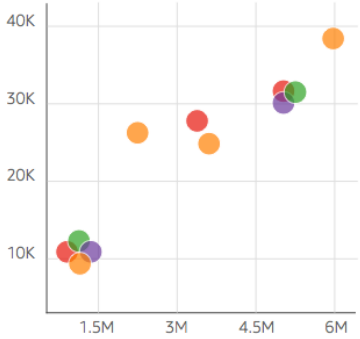
Sum of Revenue by Product Area and Month



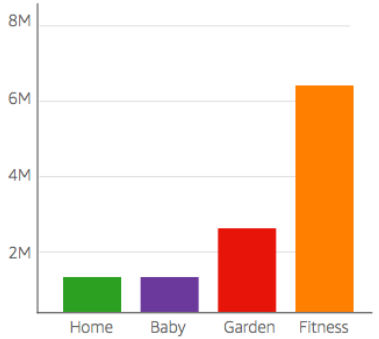
Revenue (YTD) by Product Area



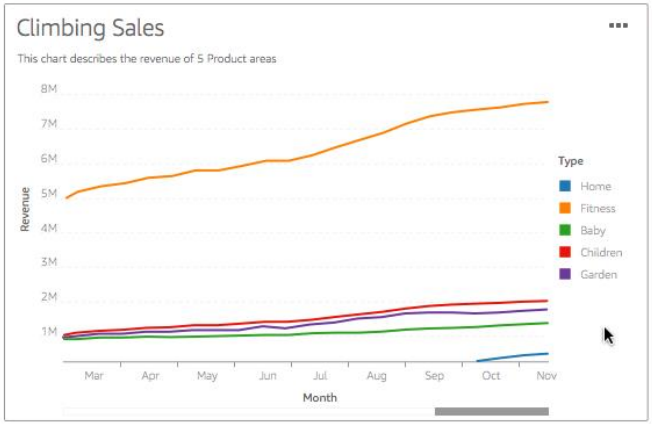
Customer Count vs Revenue by Product Area



Revenue by Product Area for October



Sum of Sales by Product Area and Month

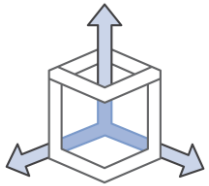

Climbing Sales
This chart describes the revenue of 5 Product areas
8M
7M
6M
5M
4M
3M
2M
1M
Revenue
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Month
Type
Home
Fitness
Baby
Children
Garden

Fast to get started

Easily explore any AWS data

Fast insights with SPICE

Easy to use and share



Effortless scale

Low cost

Low cost

Standard Edition

Ad-hoc analysis, data connectors, sharing, embedding, mobile experience + 10 GB of SPICE storage

$9

Per user per month

1/10th the cost of old-guard BI

Enterprise Edition

Standard Edition + Active Directory integration, user access control, encryption at rest, 2X throughput

$18

Per user per month

Pricing details

	Standard Edition		Enterprise Edition	
Subscription	Annual	Monthly	Annual	Monthly
Price per user per month	$9	$12	$18	$24
SPICE Capacity (GB)*	10	10	10	10
Additional SPICE GB-month	$0.25		$0.38	

** Per user SPICE capacity is pooled across all users in an account. As an example, a customer with 100 user subscriptions will get 1,000 GB of SPICE capacity for the account.*

Freedom to get the real value out of the data you have

Remember to complete your evaluations!

Thank you!