

# The Ultimate Guide to Business Intelligence Cost Optimization

6+1 tactics to lower business intelligence costs while creating value—backed up by real business cases.

# Contents

<b>INTRODUCTION .....</b>	<b>03</b>
<b>Modernize to serverless BI .....</b>	<b>04</b>
Business outcomes from the real world .....	07
<b>Consolidate your BI and paginated reporting .....</b>	<b>08</b>
Business outcomes from the real world .....	11
<b>Migrate to consumption-based pricing .....</b>	<b>12</b>
Business outcomes from the real world .....	15
<b>Accelerate time-to-insights with user-friendly workflows .....</b>	<b>16</b>
Business outcomes from the real world .....	19
<b>Unleash insights with AI-powered BI .....</b>	<b>21</b>
Business outcomes from the real world .....	24
<b>Democratize data insights securely .....</b>	<b>25</b>
Business outcomes from the real world .....	28
<b>Grow your profit wedge by creating value while lowering costs .....</b>	<b>29</b>
Business outcomes from the real world .....	32
<b>TAKE ACTION TODAY .....</b>	<b>34</b>



# Lower costs while scaling data-driven insights

It's no secret that data can generate tremendous value for organizations. Data-driven insights can drive business efficiencies, uncover new opportunities, enable innovation, and accelerate growth.

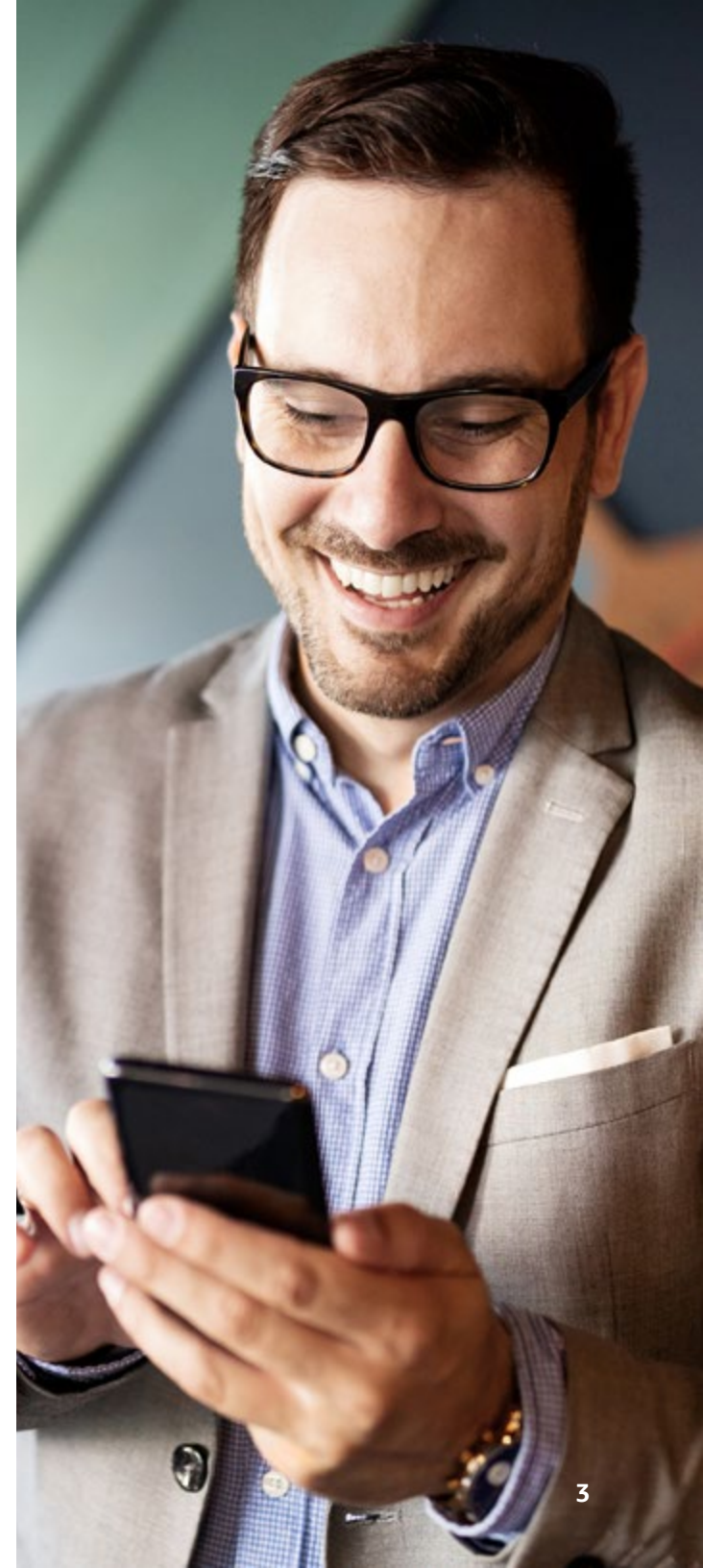
The volume and complexity of data available is growing exponentially each year; IDC estimated that 98ZB of data was created in 2022 alone. Given the promise and wide availability of data (and the high returns that come with infusing data into business decisions), it's unsurprising that just about every organization on the planet is looking to infuse data-driven insights into every business decision. Of the organizations that use BI tools already, 25% use 10 or more BI platforms, 61% use four or more, and 86% use two or more (Forrester 2022), in the attempt at being fully data-driven. But in this instance, more is not better—because 'more' amounts to additional work, complexities, and licensing and maintenance costs.

Traditional BI methods, which require significant resources (including hardware and personnel, that grow exponentially with scale), are no longer sustainable.

That, coupled with the turbulent economic landscape, means organizations of all sizes are concerned about the growing costs of analyzing data and delivering insights across their organization and to customers at scale.

The answer doesn't lie in sacrificing data and insights; in fact, they're more crucial than ever for business growth. The solution lies in finding a cost-effective approach to delivering data and insights at scale—one that offers a unified, cloud-native approach to BI and embedded analytics, and that delivers enhanced value to everyone in the organization and customers.

**In this book, we delve into 6+1 actions that you can take to maximize your return on investment (ROI) and achieve sustainable business growth.**



# Modernize to serverless BI

## 1. MODERNIZE TO SERVERLESS BI

Traditional BI relies on servers with outdated software architectures and disjointed components, which can be a real drain on your time and resources. Instead of focusing on innovation and delivering insights, you find yourself caught up in the never-ending cycle of maintenance and infrastructure management.

But let's face it, the demand for BI is constantly evolving. And those legacy architectures? Well, they just can't keep up. They're either overcapacity, and draining your budget with unnecessary expenses, or under-capacity, and leaving your users with a less-than-stellar experience. It's a lose-lose situation.

And as your usage and complexity grow, the performance only gets worse, pushing you to scramble for even more resources. It's a vicious cycle that's tough to break.

Enter serverless BI, which brings you the power of the cloud and all its scalability, cost-effectiveness, and agility. Say goodbye to the headaches of infrastructure management, and the endless pre-planning of capacity; with serverless BI, automation takes care of scaling and availability, freeing you from the shackles of infrastructure management, software upgrades, and tedious maintenance.



## 1. MODERNIZE TO SERVERLESS BI

Now, instead of getting tangled up in the technical nitty-gritty, you can focus on what really matters: designing those game-changing insights, defining the KPIs and metrics that drive your business forward, and unlocking the full potential of automatic insights through natural language querying (NLQ) and machine learning. It also eliminates the need to plan upgrades or worry about scaling and performance.

### Traditionally

- You need to buy infrastructure capacity
- Infrastructure and software management requires human resources and time
- Upgrades need to be managed manually
- Scaling up requires the pre-purchase and manual provisioning of additional capacity

### A Better Way

- Auto-scaling for performance at scale
- No infrastructure and software management need
- Fully-managed and auto-updates to the latest version automatically

## 1. MODERNIZE TO SERVERLESS BI

# Business outcomes from the real world

**Vyaire Medical**, a company that provides advanced breathing solutions, went serverless and centralized its suite of reporting applications to manage the rapid rise in demand brought about by COVID-19—and, by doing so, **increased production by 2,000% and saved costs by 70%.**

[Read more »](#)

**Amazon Fintech**, the central organization supporting accounting and tax operations across Amazon, **reduced the latency of their reports by 30% and reduced costs by 40%** by shifting from their legacy BI tool.

[Read more »](#)

**Best Western**, an award-winning global network of hotels located in over 100 countries and territories, **reduced costs by 70%** and took time-to-insights from months to seconds across its entire chain, by going serverless with its BI.

[Read more »](#)

**Cal State Chancellor's Office (CSUCO)**, which sits at the center of America's most significant and diverse 4-year universities, reclaimed hours out of their day by centralizing processes across their 23 universities and 7 off-campus centers—**saving 40% in operational costs** by doing so.

[Read more »](#)

vyaire  
MEDICAL

**70%**  
**Savings**  
in costs

Amazon Fintech

**40%**  
**Reduction**  
in costs

BW | Best Western.  
Hotels & Resorts

**70%**  
**Reduction**  
in costs

CSU The California  
State University

**40%**  
**Saving**  
in operational costs

# Consolidate your BI and paginated reporting

## 2. CONSOLIDATE YOUR BI AND PAGINATED REPORTING

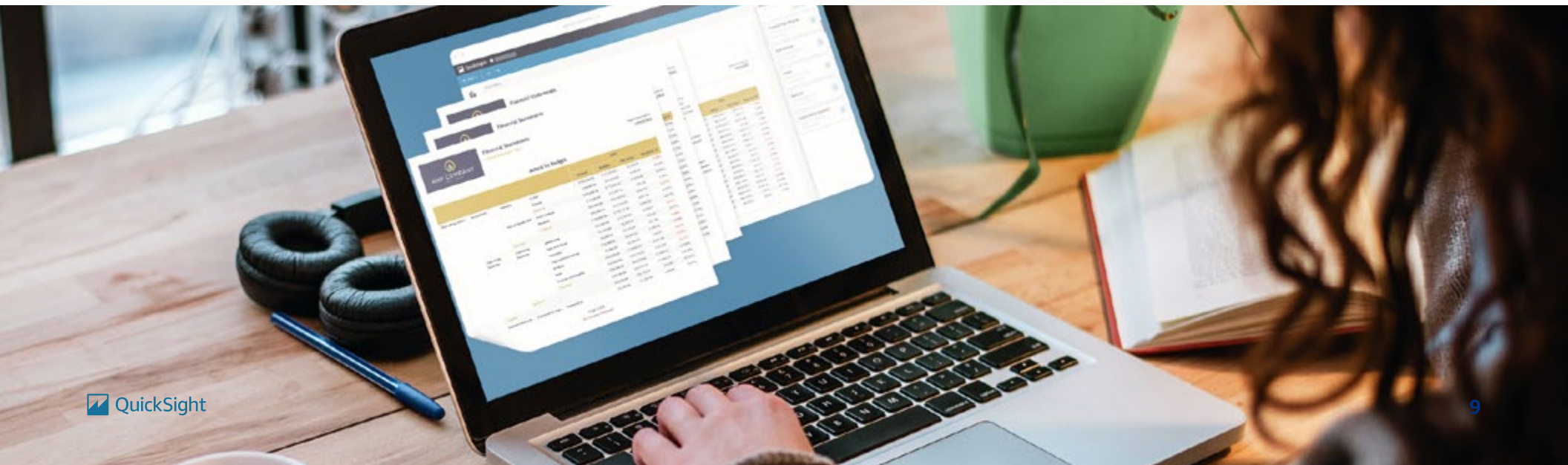
Organizations often find themselves in a bit of a tight spot when it comes to meeting the diverse needs of their users, each of whom has their own unique requirements.

Executives want their insights on the go, in easily consumable formats on the devices they work in, to accelerate decision making. Functional leads need threshold-based alerts that help them take action. Operational consumers need scheduled reports, deeper drill downs, and forecasting magic. Technical analysts want to be able to run quick analyses all on their own. Most business users also appreciate being able to ask extra questions without any wait time when a dashboard does

not have the answers they seek built-in. And the application users and customers, the bulk of your users, will want BI embedded right into the apps they use every day—or else they may decide to forego them entirely. In short: There are a lot of different needs to juggle.

Organizations often try to please everyone by slapping on more and more BI tools. It's like a never-ending cycle. With each new need that pops up, they add another tool to the mix. But each of those tools will inevitably have its own little quirks and features that users need to master. And the more tools there are, the fewer that become truly useful to day-to-day productivity and efficiency.

With a fragmented approach built on separate systems (each with its own licensing and costs), the burden falls on the shoulders of engineering to maintain multiple data layers, calculations, and integration points—all while trying to ensure governance, security, and performance at scale. So instead of empowering business users to make data-driven decisions, analysts and engineers spend time on low-value, undifferentiated work.



## 2. CONSOLIDATE YOUR BI AND PAGINATED REPORTING

By embracing a unified BI solution that integrates interactive dashboarding, paginated reporting, natural language queries, machine learning insights, and embedded analytics in the cloud, organizations can establish a single source of truth for consistent and reliable reporting across the entire organization. This approach fosters collaboration and knowledge sharing among teams—and eliminates the hefty licensing and maintenance costs associated with each system.

### Traditionally

- BI environments are siloed
- Each environment requires specialized training and assigned staff
- Different UI and backend of each platform
- Data is duplicated across different tools but not linked, increasing complexity
- Separate costly licenses and maintenance

### A Better Way

- Consolidated BI service with modern dashboarding, paginated reporting, natural language queries, ML insights, and embedded analytics
- Unified experience with same UI
- One unified data layer
- No additional training
- No licensing or maintenance overheads

## 2. CONSOLIDATE YOUR BI AND PAGINATED REPORTING

# Business outcomes from the real world

**“The uptake of QuickSight in our organization has been extraordinary. All of these individuals have new modern analytics capabilities far beyond what our previous legacy platform provided, including real-time dashboards.”**

– Joe Landucci, Director of Technology Management at Best Western® Hotels & Resorts

**Dafiti**, a Brazilian fashion and style e-commerce retailer, **lowered its costs by 80%** by consolidating its BI needs into a single tool used by all its teams. The shift to a single source of truth (rather than the 5 the company previously relied on) also helped to streamline and align all departments.

**80%**  
**Lower**  
costs

[Read more »](#)

**BookMyShow**, a leading entertainment company in India which provides online ticketing for movies, plays, concerts, and sporting events, migrated to serverless BI and consolidated their data tools in just four months, **cutting costs by 80%**.

**80%**  
**Cutting**  
of costs

[Read more »](#)

**AWS WWSO Insights**, a team that acquires and delivers information insights to AWS's go-to-market experts, **consolidated and migrated 8,000+ of its users**, driving adoption from 55% to 83%, growing views by 215%, and improving dashboard load times from several minutes to just under 5 seconds.

**125%**  
**Growth**  
in views

[Read more »](#)

**The Amazon Alexa Audio Data & Insights (AUDI) team**, which makes BI accessible to engineers across Amazon Alexa Audio, **reduced their load times by a factor of 25** and reduced costs by shifting to a serverless, consumption-based pricing.

**25x**  
**Faster**  
load times

[Read more »](#)

**Position2**, a leading US-based growth marketing services provider, centralized BI for both its internal team and external users—and, by doing so, **reduced costs by 50%**, accelerated dashboard creation from 2 days to 2 hours, and improved its performance and productivity across the board.

**50%**  
**Reduction**  
in costs

[Read more »](#)

# Migrate to consumption-based pricing

### 3. MIGRATE TO CONSUMPTION-BASED PRICING

Most BI solutions are built on a legacy client-server or 'lift-n-shift' architecture, which often requires minimum licensing and sizing commitments. This means that, in order to begin using the BI tool, you must sign up for annual commitments based on user or server numbers—both of which entail upfront investments. For new applications with unknown usage patterns, you may end up committing to numbers that exceed your projections just to ensure that your system can handle fluctuations in traffic.

Serverless architecture offers true consumption-based pricing. With it, you have the advantage of not paying for unused resources, whether it's licenses or servers. This means you can shift from fixed costs to variable costs, moving away from traditional IT procurement and towards cloud procurement. Serverless tools also scale up or down elastically based on demand, seamlessly operating behind the scenes without the need for extra management. This eliminates the risk of overpaying or experiencing long load times for your users.



### 3. MIGRATE TO CONSUMPTION-BASED PRICING

Providing default access to data for everyone and implementing consumption-based pricing with no locked-in contracts also means you can de-risk innovation and democratize data access.

#### Traditionally

- Business are subjected to fixed multi-year contracts
- Inflexible user and capacity based licensing, regardless of usage
- Additional licenses require upfront purchase, creating blockers to data access—which is multiplied as the business grows

#### A Better Way

- Democratize access by default and pay for usage
- Scale with usage, without the need for upfront costs or commitment
- Shift from fixed costs to variable costs, moving away from traditional IT procurement to cloud procurement for BI

### 3. MIGRATE TO CONSUMPTION-BASED PRICING

## Business outcomes from the real world

**TrakStar**, a human resources (HR) software company that serves customers from small businesses and educational institutions to large enterprises, delivers powerful analytics to over 3,000 customers and 43,000 users, while forecasting **savings of 84%** through consumption-based pricing.

[Read more »](#)

**NTT DOCOMO**, the largest telecom company in Japan, provides ad hoc data access for its line of business decision-makers **without the need for upfront capital** investment with consumption-based pricing.

[Read more »](#)

**Showpad**, a company that helps businesses deliver revenue-driving experiences by uniting marketing and sales teams, migrated to serverless BI—and, by doing so, **improved performance by 10x and enjoyed a projected 3x ROI** by transitioning to a pay-as-you-go model without license and server fees.

[Read more »](#)

**Best Western** navigated the usage downturn brought about by the pandemic and bounced back to grow its enterprise BI adoption and usage by almost tenfold—while achieving **70% cost savings** through serverless BI and consumption-based pricing.

[Read more »](#)

**“The serverless model was compelling because we did not have to pay for server instances nor license fees per reader. With QuickSight, we pay for usage. This makes it easy for us to provide access to everyone by default. This is a key pillar in our ability to democratize data.”**

– Jeroen Minnaert, Head of Data at Showpad

# Accelerate time-to-insights with user-friendly workflows

## 4. ACCELERATE TIME-TO-INSIGHTS WITH USER-FRIENDLY WORKFLOWS

Traditional BI tools often have disjointed components, clunky interfaces, and outdated desktop clients that are difficult to navigate and govern. They also often require specialized training in proprietary scripts and languages, which increases complexity and leaves business users stranded without the ability to explore data independently.

But this can be avoided with a unified BI experience (aka: one, all-in BI tool instead of many) built for modern users in the cloud, with easy to use and intuitive drag-and-drop interfaces and Generative BI capabilities.

Generative BI capabilities can make it simple for business users to build, discover, and share actionable data insights in seconds using intuitive natural language experiences, freeing up valuable analyst time and accelerating time-to-value for all users across an organization.

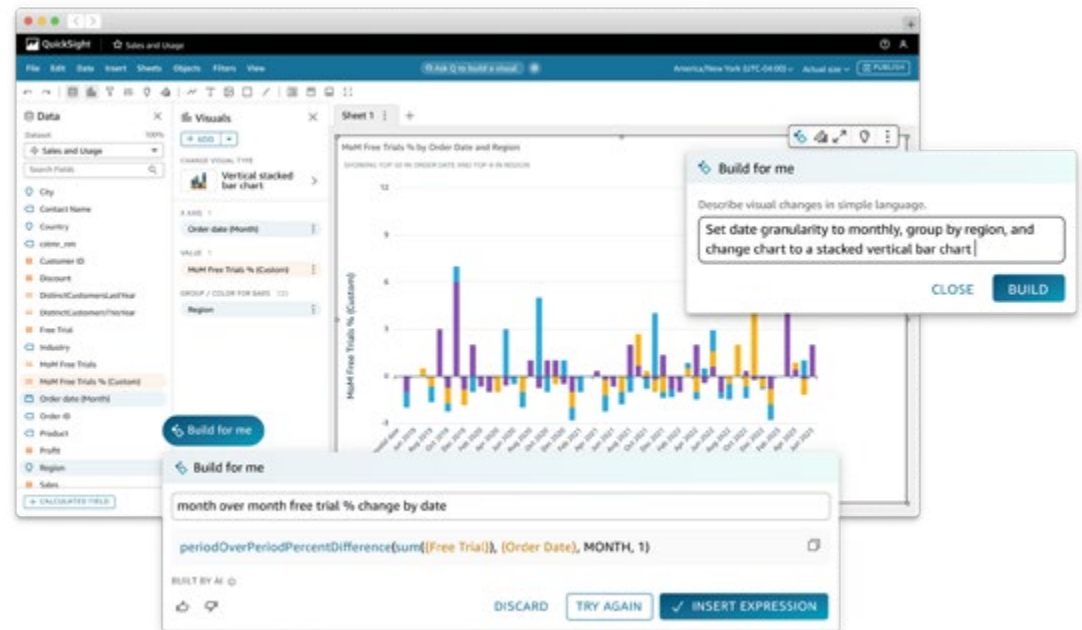
Choosing a solution that allows you to embed BI into applications is a game changer too. However, embedding analytics in applications where end users work can be complex, often requiring custom engineering to ensure a seamless user experience with strong white-labeling and branding options,

as well as streamlined user permissioning, security, and automation. Having comprehensive and easy-to-use embedding options in your BI services makes it simple to rapidly embed analytics at scale.

Bringing BI to production involves more than analyzing data and building dashboards. An enterprise BI strategy or customer-facing embedded analytics strategy requires seamless governance and a productionization mechanism to automate scaling securely. Modern BI services can accelerate time-to-production by providing comprehensive options to transfer existing

identity and authentication strategies instead of rebuilding them from scratch for BI. These services also help users promote changes to production in an automated fashion.

The journey to faster insights begins with many different sources of data. These sources need to be ingested, combined, and processed before they can be used for business analytics. A BI service that securely and privately connects to a wide-ranging, integrated, and advanced collection of data, analytics, and machine learning services can help to make a complete, efficient modern data strategy happen more quickly.



#### 4. ACCELERATE TIME-TO-INSIGHTS WITH USER-FRIENDLY WORKFLOWS

To deliver self-service BI and embedded analytics at enterprise-scale, prioritize features such as Generative BI, 1-click embedding, comprehensive embedding options, native multi-tenancy, seamless integration with central identity and governance models, flexible APIs, and capabilities for BI productization.

### Traditionally

- Clunky, disjoint interfaces with different authoring experiences
- Users are forced to learn proprietary languages and methods
- Dependency on skilled analysts
- Inability to embed, private-label and rebrand with ease
- Managing scaling environments is a manual process

### A Better Way

- Unified authoring experience in the cloud
- Generative BI to build, discover, and share meaningful insights in seconds
- Auto-scaling engine
- 1-click embedding, extensive & flexible APIs
- BI productionization and integrated governance mechanisms
- Strong, native integration into an end-to-end data and analytics stack

## Business outcomes from the real world

**Kirana Megatara**, a company that produces rubber for leading tire manufacturers globally, reduced its procurement costs for raw rubber by 10% by forecasting rubber needs more accurately, lowering the risk of oversupply. They also **sped up their reporting by 75%** using interactive dashboards—a factor which gives their departments better control over internal operations.

**Passione Unghie**, an Italian nail care ecommerce business, uses BI dashboard reporting to provide richer insights for its key departments. With QuickSight's easy dashboard creation features, the business has been able to get insights faster—which has helped them **drive costs down by 60%**.

**Iostudio**, an award-winning marketing agency based in Nashville, saved 75% on annual external software costs, **reduced development time by 60%**, and brought embedded analytics to its government client faster.

**Vegacloud.io**, a business that creates solutions that helps FinOps teams manage the cloud from a single console, uses QuickSight to rapidly test and assess customer feedback and assumptions, **saving 6–12 months of development time** and enabling quicker go-to-market.

**Shamrock Trading Corporation**, a company that provides supply chain logistics and related services for importers and exporters in 40 countries, **reduced its time-to-market by 25%** and delivers real-time invoicing insights for shipping customers—all by using the power of consolidated BI insights.

**Bolt**, an American financial technology startup that provides merchants with one-click online checkouts software, **experienced 60% faster time-to-market**, taking its analytics feature from inception to launch in just two months instead of years—and, by doing so, saved an estimated 40% in the process.

**50%**  
**Increase**  
in reporting speed

[Read more »](#)

**60%**  
**Lowering**  
of costs

[Read more »](#)

**60%**  
**Reduction**  
in development time

[Read more »](#)

**12 months**  
**Saved**  
in development time

[Read more »](#)

**25%**  
**Reduction**  
in time-to-market

[Read more »](#)

**60%**  
**Faster**  
time-to-market

[Watch the video »](#)

#### 4. ACCELERATE TIME-TO-INSIGHTS WITH USER-FRIENDLY WORKFLOWS

**Insightful.Mobi**, a company that creates field-based sales and merchandising tools for consumer goods companies, **accelerated dashboard creation from 2–3 weeks to less than a day**, while also enhancing productivity and cost-efficiency.  
[Read more »](#)

**Lucerna Health**, a data technology company that connects people and data to deliver value-based care (VBC) results, publishes and shares dashboards and reports **2x as fast as before**, while also enjoying a better developer experience.  
[Read more »](#)

**Leverages**, a company that offers job staffing and web tools for the IT and healthcare industries, implements in-app insights and drives engagement for thousands of users in **just 2 days, instead of the months** of development time it used to take.  
[Read more »](#)

**“Previously, it would take us 2–3 weeks to make a new dashboard or set of reports for our customers. Using Amazon QuickSight, a business analyst can create new dashboards and reports in less than 1 day.”**

– Paul Miller, CEO and Cofounder of Insightful.Mobi

**<1 day**  
**vs. weeks**  
to create dashboards

**2x**  
**Faster**  
dashboard creation

**2 days**  
**vs. months**  
to get insights

# Unleash insights with AI-powered BI

## 5. UNLEASH INSIGHTS WITH AI-POWERED BI

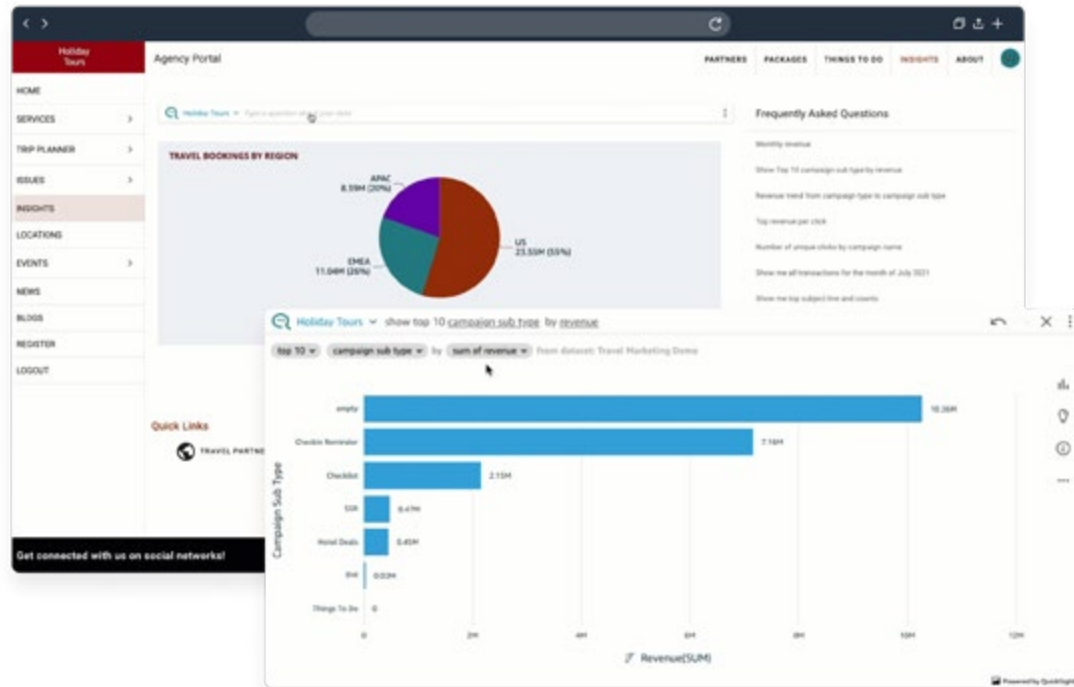
Application users demand instant responses to their data inquiries and despise having to go through a lengthy ticketing process just to explore new questions or data. It's frustrating when business users need answers to specific queries that aren't covered by existing BI dashboards, as they have to rely on BI and technical teams to create or update data models and dashboards, a process that can drag on for days or even weeks. This not only wastes valuable time but also hinders skilled resources from tackling more advanced business challenges and places additional strain on thinly staffed BI teams.

Every day spent waiting for answers to business questions means lost money and missed opportunities. Organizations must simplify the process for various business personas to obtain answers without constantly relying on the technical team for each new inquiry.

Enter the world of automation powered by machine learning.

Thanks to the capabilities of machine learning, generative AI and Large Language Models (LLMs), natural language queries are a reality. Business users can ask questions in plain language and receive data insights within seconds. They can perform lightweight analysis on-the-fly, without the need to create new dashboards, find specific facts without filtering through extensive dashboards, and dive deep into data without making modifications.

In today's landscape, users also expect to go beyond historical analysis and delve into predictive capabilities and anomaly detection offered by powerful machine learning models. An intelligent modern application should effortlessly provide these augmented insights, including automatic forecasting, auto-narratives, and anomaly detection, without requiring the extensive expertise of data science engineering.



## 5. UNLEASH INSIGHTS WITH AI-POWERED BI

No more middleman needed when you embrace augmented analytics. Speed up your path to value with intuitive forecasting and natural language querying (NLQ) that enable you to swiftly obtain answers to your most pressing questions.

### Traditionally

- All new queries require users to go to a trained specialist to get help
- Use data analysts and scientists for basic questions
- Low value use of expensive resources

### A Better Way

- Ask questions in natural language and get answers in seconds
- Automated ML insights assists with proactive forecasting, why questions, and anomaly detection
- AI and ML powered automation reduces need for data-skilled resources

## 5. UNLEASH INSIGHTS WITH AUGMENTED ANALYTICS

# Business outcomes from the real world

**Nasdaq**, the American stock exchange which serves as an online global marketplace for buying and trading securities, reduced friction between their data producers and consumers.

[Read more »](#)

**Forwood Safety**, a company that provides fatality prevention solutions to organizations across the globe, was able to provide near real-time risk and compliance insights to customers through natural language querying.

[Read more »](#)

The **NFL**, America's professional National Football League, went from 8 clicks to just 1 for any follow-up questions by using a consolidated BI tool, reducing friction and improving overall speed.

[Watch the video »](#)

The **AWS Analytics Sales Team**, which enables AWS customers to become more data driven, saves hours per sales leader and helps them zero in on 'the why' faster, using QuickSight Q's natural language capabilities.

[Read more »](#)

**“QuickSight Q is a feature within QuickSight that uses machine learning to understand questions and how they relate to business data. The feature provides data insights and visualizations within seconds. With this capability, users can simply type in questions in natural language to access data insights about risk and compliance.”**

– Faye Crompton, Head of Analytics, Safety Applications and Computer Vision, Forwood Safety

# Democratize data insights— in a secure, governed way

## 6. DEMOCRATIZE DATA INSIGHTS SECURELY

Organizations often find themselves caught between centralized and decentralized data processes, struggling to strike the perfect balance. On one hand, central data teams want to maintain security and tackle complex problems without stifling the line of business (LoB) users who are eager to extract maximum value from data in record time. On the other hand, business users want the ability to extract value from data without getting bogged down in tedious data preparation and technical hurdles—but they may not always know what’s right in terms of governance and data compliance.

The key lies in empowering teams within your organization to serve themselves through intuitive drag and drop interfaces and natural language querying—but within the confines of data governance rules set by data teams. This unleashes the power of faster time-to-value, allowing everyone to dive headfirst into the insights that matter most—while still allowing the necessary parties to maintain control through fine-grained permissioning.

The screenshot displays the QuickSight interface with a report titled "Unlocking Revenue Growth: How to Identify and Convert Your Most Valuable Free-Trial Customers". The report includes an introduction and a section on "Understanding Usage Sessions" which features a horizontal bar chart titled "Free trial customers with more than 5 usage sessions last month". The chart lists several customers with their respective session counts. A "Build for me" dialog box is overlaid on the right, prompting the user to describe the story and select a theme for the report.

**Build for me**

Describe the story you want to tell in simple language.

Visuals will be picked from pinboard

Create a narrative that can help sales teams identify the free-trial accounts that are most likely to convert to paying customers. Use number of usage sessions as the driving factor for the strategy but also include sales data and forecasts.

Select the theme for your story

Default Modern

Dark Vibrant

CLOSE BUILD

**Introduction**

The Software as a Service (SaaS) industry has experienced tremendous growth over the past decade. However, with increasing competition and market saturation, SaaS companies must optimize customer acquisition and retention to thrive. This presentation will explore key trends in the SaaS space and provide data-driven strategies for overcoming growth barriers. By analyzing customer usage data and feedback, SaaS companies can gain valuable insights to improve product experience, increase customer lifetime value, and boost growth. With the right combination of product, marketing, and customer success strategies tailored to key customer segments, SaaS companies can achieve sustainable and scalable growth.

**Understanding Usage Sessions**

The chart shows that the top three free trial customers by usage sessions last month were Kroger with 14 sessions, Ford Motor with 11, and United Parcel Service with 10. On the other end of the spectrum, FedEx, Phillips 66, and Intel had 6-7 sessions each. In total, there were 86 usage sessions across all free trial customers.

Given the high usage from major enterprise customers like Kroger and Ford, the company should prioritize outreach to these accounts by assigning additional sales resources. The sales team should also analyze what drove the success with Kroger and Ford and apply those learnings to other enterprise targets. For customers on the lower end of usage like FedEx and Phillips 66, the company needs to improve the onboarding experience and increase touchpoints to ensure these customers see the product's value before their trial ends. If usage does not increase, these accounts are at high risk of churn.

Customer	Usage Sessions
Kroger	14
Ford Motor	11
United Parcel Service	10
FedEx	7
Phillips 66	7
Intel	6

## 6. DEMOCRATIZE DATA INSIGHTS SECURELY

This ensures the right teams can access the right data and roles without putting data at risk. And, with a fully managed service at your fingertips, data teams can focus on what they do best: building a secure business semantic layer, creating exceptional data products, and exploring advanced use cases.

### Traditionally

- Central team does most of the building due to technical skills and to maintain security
- LoBs and customers have to wait on central teams to provide access to data and insights, and learn about the data and tools to get access to insights
- Filtering of data to others takes time

### A Better Way

- Teams get access to governed datasets with requisite, fine-grained permissioning, so they can build their own analysis as needed
- Modern data strategy with business data catalog accessible by LoB teams and every user
- Democratize data with financial accountability and provide access to everyone with consumption-based pricing—but with the right controls in place to scale in a financially accountable manner

## Business outcomes from the real world

**ConexEd**, a fast-growing EdTech company designed to enhance the student experience and elevate student success, makes it possible for customers to customize reporting for advanced self-service—without risking personal data.

[Read more »](#)

**Amazon Identity Services**, the team responsible for the way Amazon customers identify themselves on Amazon, removed the need for a middle person by making data more accessible to approved users.

[Read more »](#)

**Global Fashion Group**, which operates ecommerce fashion marketplaces in emerging markets, democratizes data by equipping its teams with self-service analytics—including bring-your-own-data.

[Watch the video »](#)

**“With QuickSight’s emerging features, we enabled the users to drive change, do self-service analytics, and ad-hoc reporting with limited assistance from the data team.”**

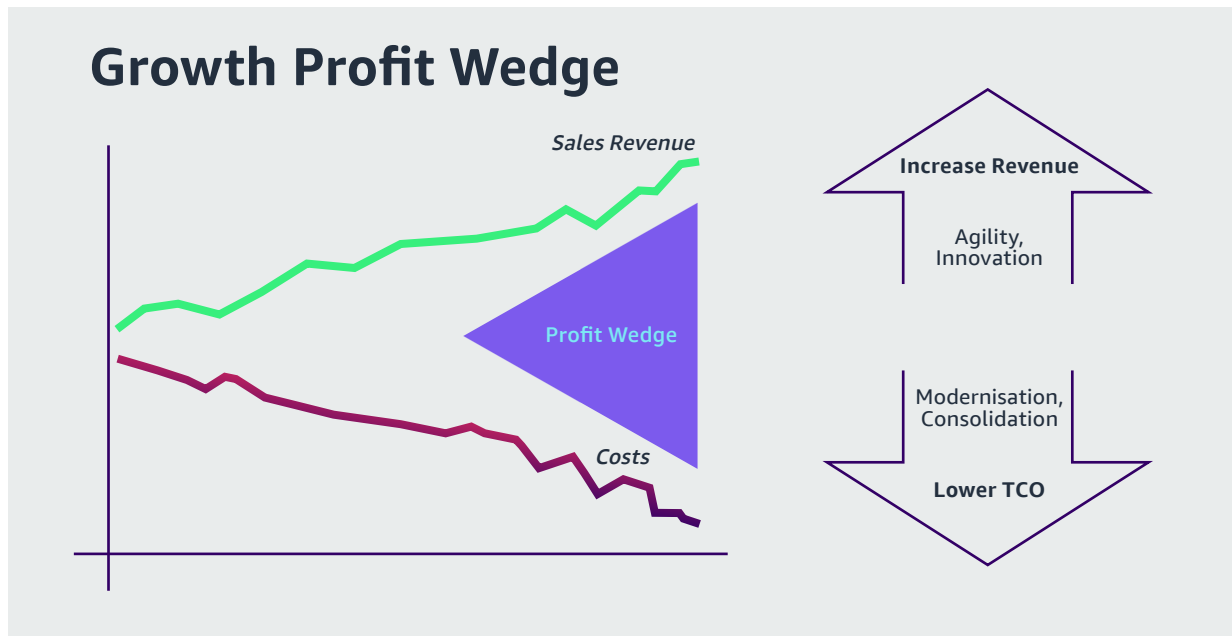
– Neha Joshi, Head of BI and Analytics at Global Fashion Group

# Grow your Profit Wedge by creating value while lowering costs

## +1. GROW YOUR PROFIT WEDGE BY CREATING VALUE WHILE LOWERING COSTS

Organizations often talk about reducing costs. This is particularly important in periods of economic uncertainty. Every CFO wants to continuously reduce costs by driving resource efficiencies and reduce risk by making costs as flexible as possible.

But, while extremely important, don't just rely on cutting costs. It is important to also grow your top-line by offering more value to your customers—either by introducing new products and revenue streams, or by driving efficiencies and finding innovative ways to enhance the customer experience.



## +1. GROW YOUR PROFIT WEDGE BY CREATING VALUE WHILE LOWERING COSTS

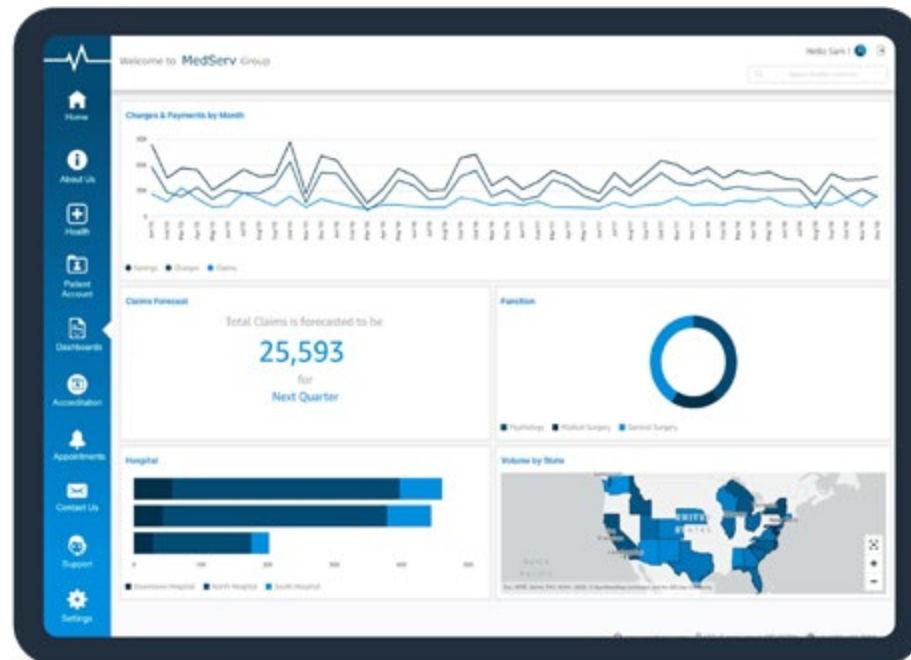
The question is how to innovate & experiment quickly within minimal risk of failure?

A modern, unified business intelligence service built on a serverless architecture with the flexibility of consumption-based pricing provides the foundation for minimal risk and minimal resourcing needs.

The rest is about using data to drive efficiency, growth, innovation, and monetization. By leveraging data to make everyday business decisions, whether it is analyzing the sales funnel, optimizing marketing costs, planning for recruitment, identifying manufacturing defects, or analyzing customer behavior, organizations can increase their top-line by directly translating data-driven insights into new opportunities and growth.

Organizations can also use data to directly drive revenue growth. Product teams can deliver scalable insights directly in their customer-facing applications, improving product stickiness, customer satisfaction, and differentiation while opening up upsell, cross sell, and new revenue opportunities.

With access to vast amounts of data, data teams can also build strategic new data products, opening up entirely new sources of revenue for organizations in all industries, not just traditional technology companies or ISVs.



## Business outcomes from the real world

### By innovating to do more for their customers

**Strategic Blue**, a company that helps organizations buy cloud on terms to suit their needs, used a centralized BI tool to get a **27% increase in positive feedback** and reduce support tickets by 31%—which allowed them to focus on more strategic conversations.

[Read more »](#)

**Chargeback Gurus**, a global financial technology company that helps businesses fight, prevent, and win chargebacks, helped their eCommerce merchant customers **recover millions of dollars** with their Advanced Dispute Intelligence platform, which uses QuickSight to forecast chargeback performance and provide useful dashboards and reports.

[Read more »](#)

**TalentReef**, a talent management platform purpose-built for location-based, high-volume hiring, used QuickSight to **increase customer product usage by over 20%** and cut down the internal resource hours required for reporting insights to customers.

[Read more »](#)

**The European Parliament**, one of two legislative bodies of the European Union, **increased its customer satisfaction score from 3 to 4.75** by reducing search time by 80% using a production-ready QuickSight dashboard that helped users visualize search results and quickly find archived documents.

[Read more »](#)

**“By using QuickSight as our embedded analytics solution, we can offer data visualizations at a much lower price point, making it much more accessible for our customers than we could with other BI solutions. It’s no secret that our customers love QuickSight.”**

–Kenta Oda, Chief Technology Officer  
at SOFTBRAIN Co., Ltd

## +1. GROW YOUR PROFIT WEDGE BY CREATING VALUE WHILE LOWERING COSTS

**Softbrain**, a leading Japanese producer of software for sales force automation (SFA) and customer relationship management (CRM), **enabled a 95% customer retention rate** by introducing embedded analytics into its product.

[Read more »](#)

### By finding ways to improve internal processes

**Deep Pool**, a company that builds digital solutions for fund administrators and asset managers, used QuickSights to unlock previously inaccessible data—helping them **decrease software issues by 57%**.

[Read more »](#)

**Southern Illinois Healthcare**, an integrated network of three hospitals and other specialty care practices, recorded its highest IT department survey score and enabled data-driven action with a new survey mechanism—**built in 12 weeks** instead of a year, with the help of QuickSight.

[Read more »](#)

**True Blue**, a specialized workforce solutions provider, used QuickSight to help them **boost customer retention and acquisition by 3%** and increase its gross margin by 11%, by improving efficiency throughout the customer job quotes process.

[Read more »](#)

**“Now, as we think about different solutions, we ask ourselves how AWS can be a part of them.”**

–David Hakanson, Chief Information Officer at Southern Illinois Healthcare

## CONCLUSION

# Take action today

Explore [Amazon QuickSight](#) or reach out to start a conversation on how business leaders can get more value out of their data.

<b>Serverless architecture</b> We manage the infrastructure and server for you—no hidden costs.	<b>All-in tool for BI</b> A unified UI experience, using a single data layer. Remove the need for multiple reporting tools.	<b>Affordable pricing at any scale</b> Pay only for what you use, no upfront costs needed. Add users with ease.	<b>User-friendly authoring</b> Enjoy easy, drag-and-drop interfaces that give you no-code authoring capabilities in the cloud.
<b>Faster insights with Generative BI</b> Get questions answered faster with natural language querying, powered by AI and ML. Reduce the need for data specialists.	<b>AI/ML-powered predictive analytics</b> Prepare for what's next faster, with predictive—proactive—analytics at your fingertips.	<b>1-click embedded analytics</b> Embed analytics tools into your products with ease, to bring a greater, more intuitive user experience to customers.	<b>Democratize data securely</b> Make it easy for users to access the data they need—without sacrificing your data governance or data security.



# About Amazon QuickSight

Amazon QuickSight delivers a strong, differentiated solution that speaks to all these trends.

With Amazon QuickSight, you get a complete and unified business intelligence service that makes it easy to make data and insights available to all users when, where and how they need it.

QuickSight's strong embedding suite powers thousands of apps enabling customers to turn data into additional revenue and growth, and makes applying BI easy through Generative BI powered interactive dashboards, natural language queries, paginated reports, embedded analytics, alerts and ML-insights.

Built on a highly-differentiated serverless and consumption-based pricing model, Amazon QuickSight is easy to maintain and scale without expensive locked-in contracts. QuickSight's native, seamless integration with the AWS ecosystem presents a unique opportunity to tell a "better together" story that helps customers gain cloud cost efficiencies and build innovative products and solutions driven by data.

