



Welcome

AWS generative AI/BI: Transforming Data into Insights to Drive Innovation

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WW GTM Specialist
Amazon QuickSight | AWS

Agenda

	Session	Speaker
10:00 – 10:10	Welcome and Agenda Overview	Ahmed Nuaman – Firemind - Managing Director
10:10 – 10:40	Data Strategy in the Era of AI	Luis Campos – AWS – EMEA GTM Lead Data Governance
10:40 – 11:00	How Amazon Quicksight delivers a modern BI experience	Jonathan Preston – AWS – WW GTM Specialist Amazon QuickSight
11:00 – 11:10	Break	
11:10 – 11:40	Customer Success Story: Snap-on's Data-Driven Transformation	Ahmed Nuaman – Firemind - Managing Director
11:40 – 12:00	Generative Business Intelligence	Ahmed Nuaman – Firemind – Managing Director
12:00 - 12:30	Learn how AWS uses QuickSight to drive value and powerful cost analysis	Nisha Notani – Technical Account Manager – Cloud Intelligence Dashboards
12:30 – 13:15	Lunch & Networking	
13:15 – 14:15	Hands-on with QuickSight: Part 1	Harry Dean – Firemind - Data Engineer, Andrew Bacon – AWS EMEA QuickSight Solutions Architect
14:15 – 14:30	Break	
14:30 – 15:30	Hands-on with QuickSight: Part 2	Harry Dean – Firemind - Data Engineer, Andrew Bacon – AWS EMEA QuickSight Solutions Architect
15:30 – 15:45	Engaging with the QuickSight Community	Jodie Rhodes – Firemind – Digital Marketer
15:45 - 16:00	PBQ Program, Q&A with today's Speakers & Survey	Jonathan Preston – WW GTM Specialist Amazon QuickSight All Speakers Q&A session
16:00 – 17:30	Drinks and Networking	



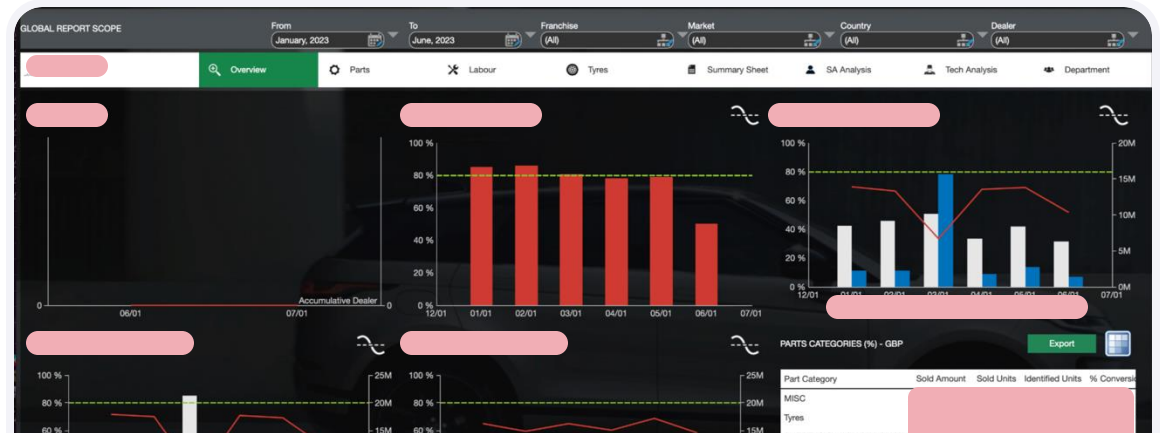
QuickSight Migration

Snap On's Journey to QuickSight

The Data Journey

The data process involves collecting and sorting data, arranging it for analysis, presenting it visually through charts and graphs, explaining it with a compelling narrative, and finally, deriving actionable insights for decision-making.





Vehicle Health Check Solution

- Migration of visualisation tool from Dundas to QuickSight
- Enabling Faster Roadmap Delivery and scale

Snap-on engagement

Step 1	Step 2	Step 3	Step 4	Next Steps
<p>Discussion between Snap-on & AWS</p>				<p>Managed Services</p>
<p>Snap-on and AWS discussed potential benefits of Amazon QuickSight opposed to legacy BI (Dundas) to evolve one of their core offerings to all dealers and OEMs.</p>	<p>Firemind Introduction</p>			<p>Data Strategy</p>
	<p>A need for external expertise was identified, in terms of capabilities and deadlines. Firemind was put forward by AWS as preferred partner. From an initial call, the go-ahead was given on scoping the requirements together.</p>	<p>Discovery Workshops</p>		
		<p>Via on-site workshops, Firemind build trust and showcased the art of the possible on Amazon QuickSight. Which included best-practices, in removing ETL from Business Intelligence Tooling (via data warehousing on Amazon Redshift) which allow for significant increased flexibility and scalability.</p>	<p>Production</p>	
			<p>Firemind was to showcase validation that it could meet Snap-on's tight deadlines, which were in place due to renewal timelines. Firemind met that challenge successfully to deliver on the project.</p>	

Managed Services

End-to-end support for migrating, running, and optimising your AWS infrastructure.

Key Benefits

 Cost Saving	 Security
 Automation	 Incident Management

Proactive	Monitoring (KPIs, thresholds and alerts)	Cost Optimisation	Performance Efficiency	Operational Excellence	Service Management	Customer Satisfaction	Quality and Innovation	Continuous Improvement
Reactive	Service Desk (People, Process, Technology)	Incident Management	Problem Management	Change Management				
Solid Foundations	DevOps – Infrastructure as Code	Security	Service Level Agreements	AWS Billing				
Highly qualified and recognised AWS Partner with 11 Competencies, 16 Service Validations and 50+ Certifications								

Our modern data strategy model

Our data strategy model highlights the key areas to help create a data strategy that makes your data as accessible, shareable, and actionable as possible for all stakeholders who need it, with the right security, governance, and compliance controls in place.

Core elements

Future-proof foundations

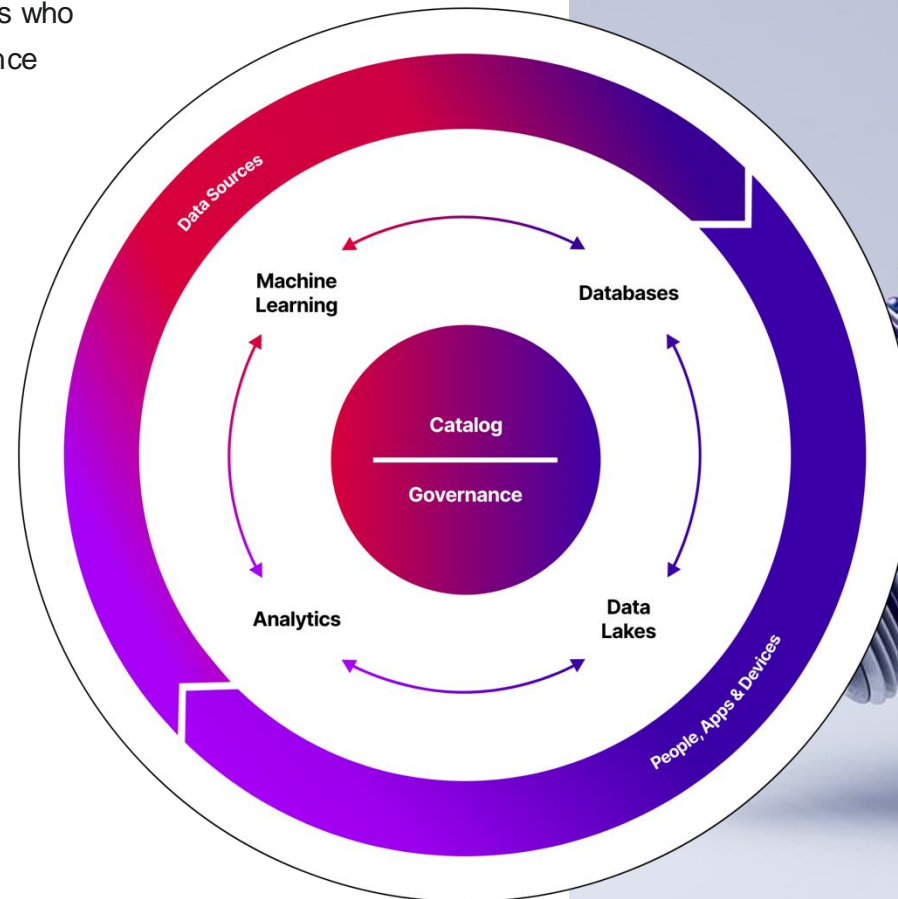
Using the right services to build your foundation.

Connective tissue

Connect your data and your departments, teams and people.

Democratised data

Enabling teams to analyse, visualise and derive insights from data.



Operational efficiency

Process optimisation

Faster decision-making

Improved customer satisfaction

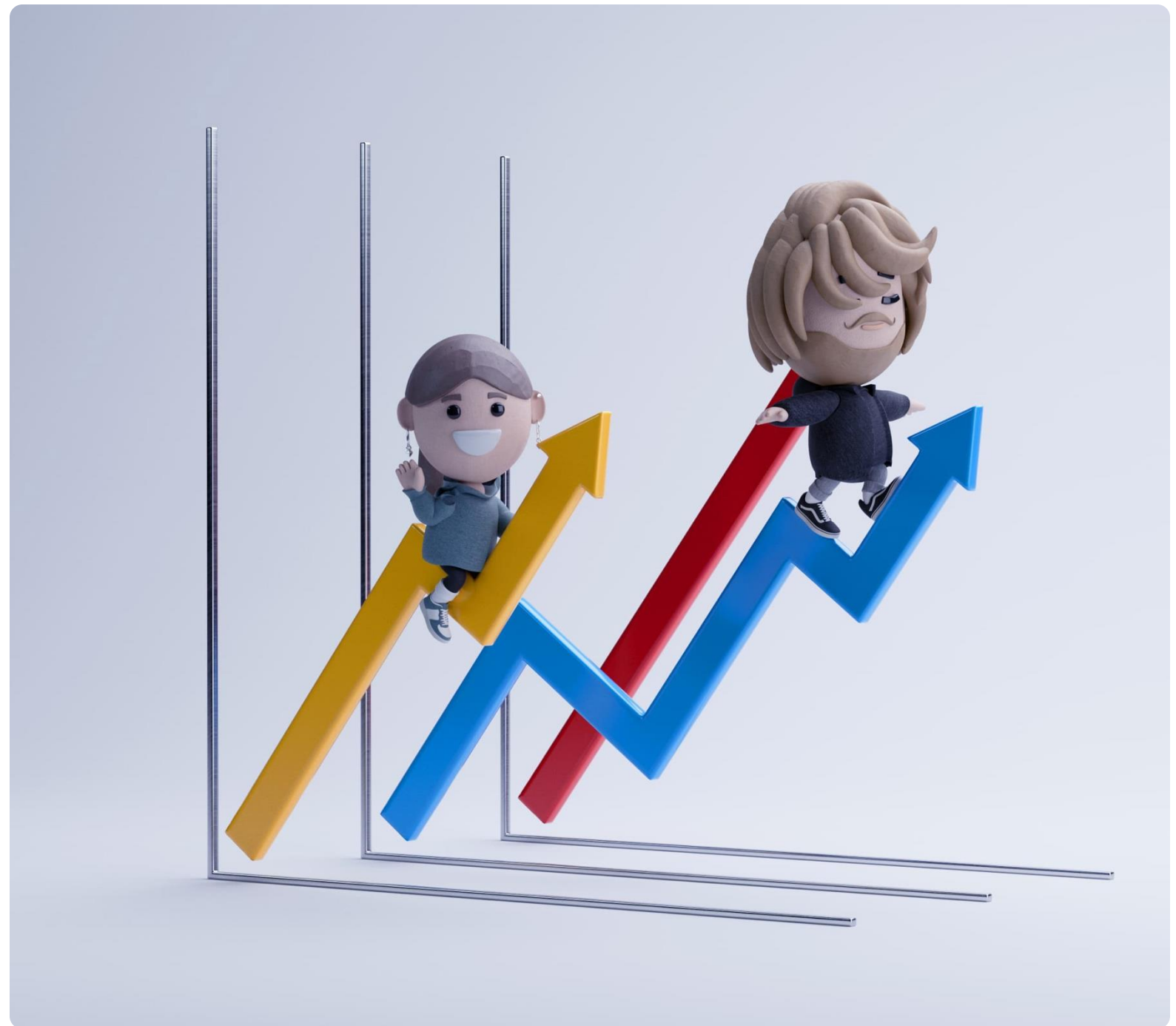
Thank you

Any Questions?

Managing Director

Ahmed Nuaman

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Generative BI





Amazon Q

Generative AI powered assistant for work

Amazon Q
application

Amazon Q
in QuickSight

Amazon Q
in AWS console

Amazon Q
in Connect

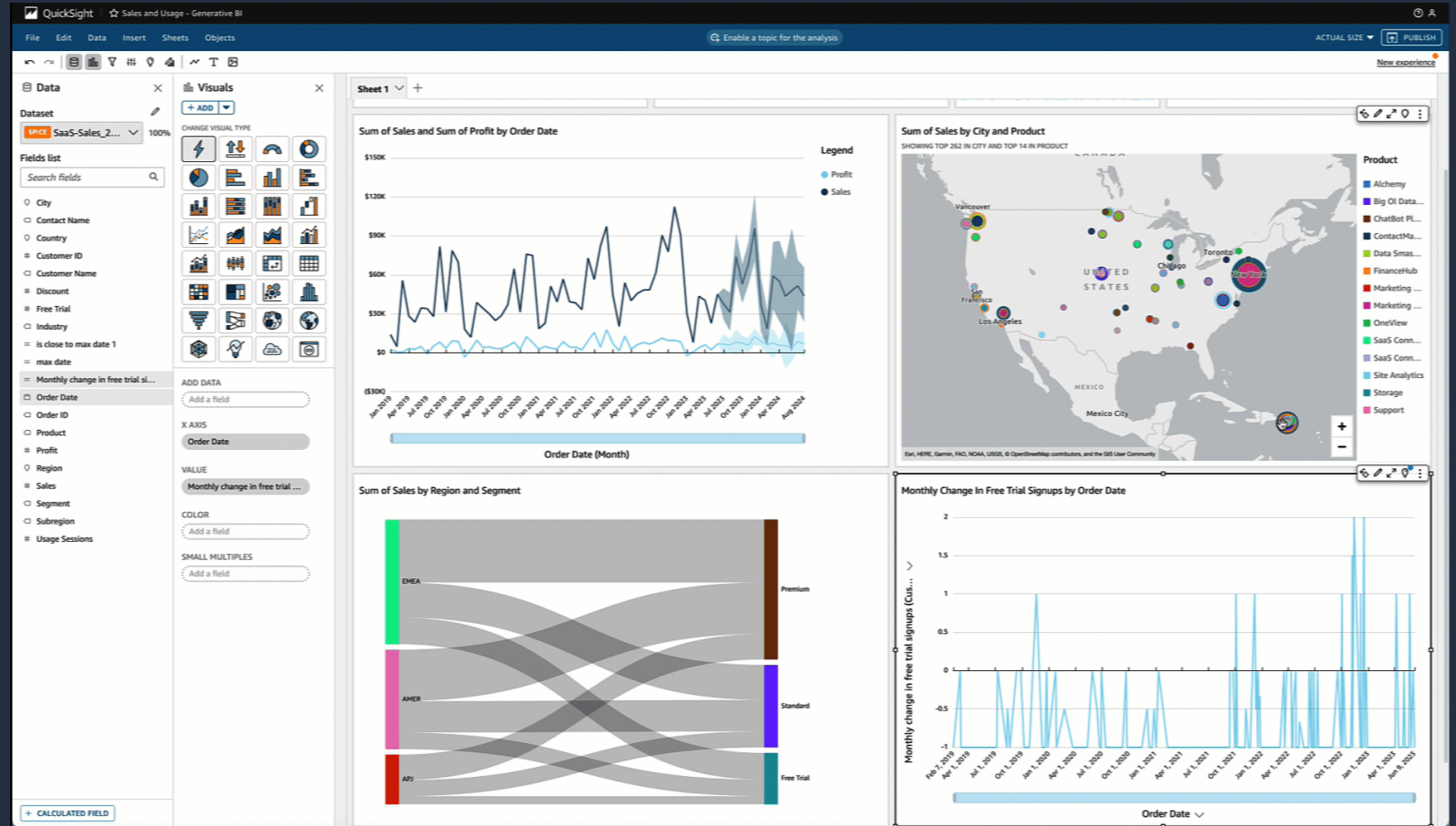
Amazon Q
in Supply Chain

Accelerate dashboard authoring for business analysts

Use natural language to

- Build visuals
- Build calculations
- Refine visuals

Reduce dashboard building time from hours to minutes



Instant answers on demand for business users

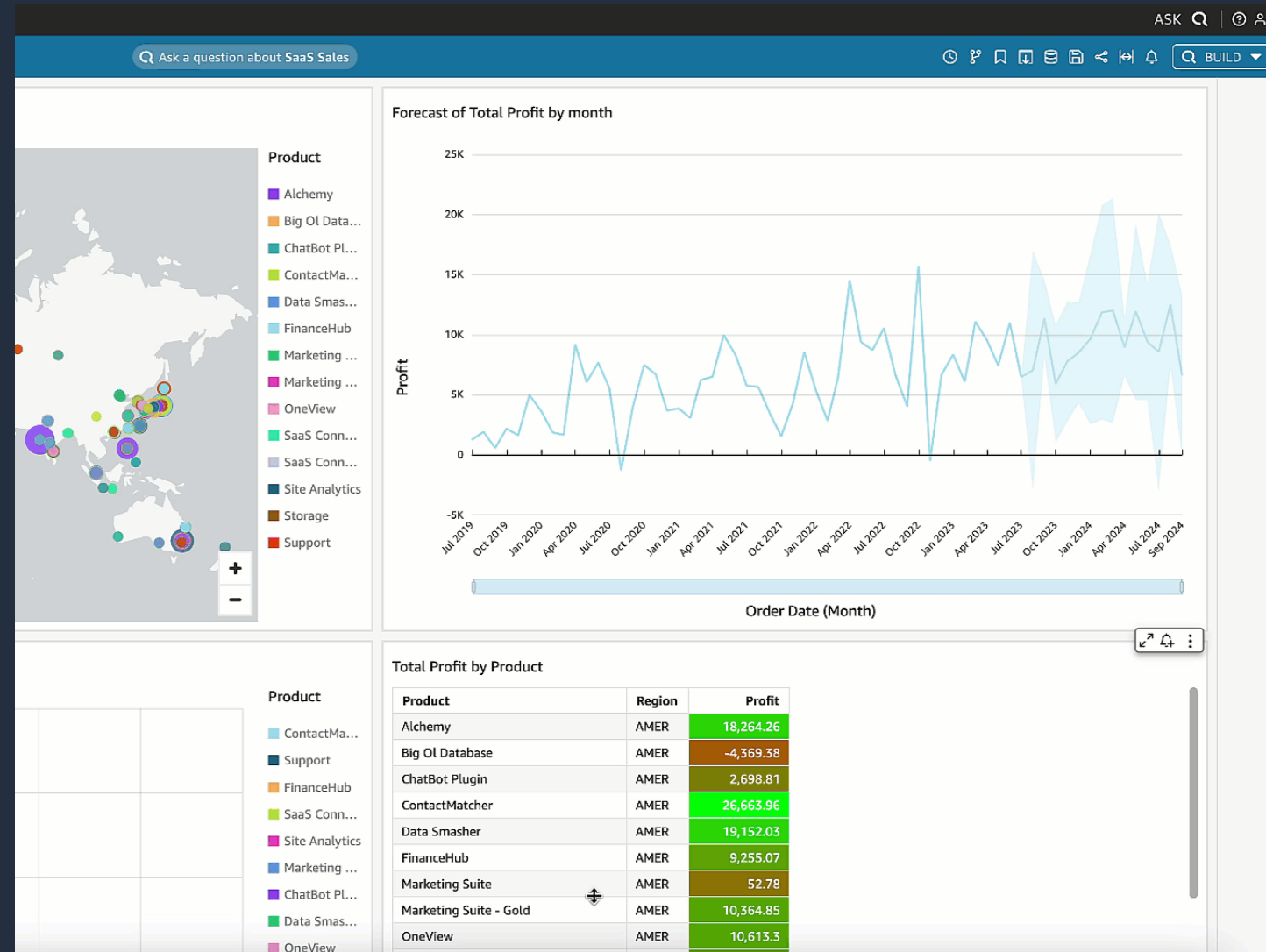
Executive summaries of dashboards

- Instant summaries of key dashboard insights

Easy, powerful Q&A experience

- Multi-visual responses
- Suggested question prompts
- Narrative summaries of insights
- Vague question support

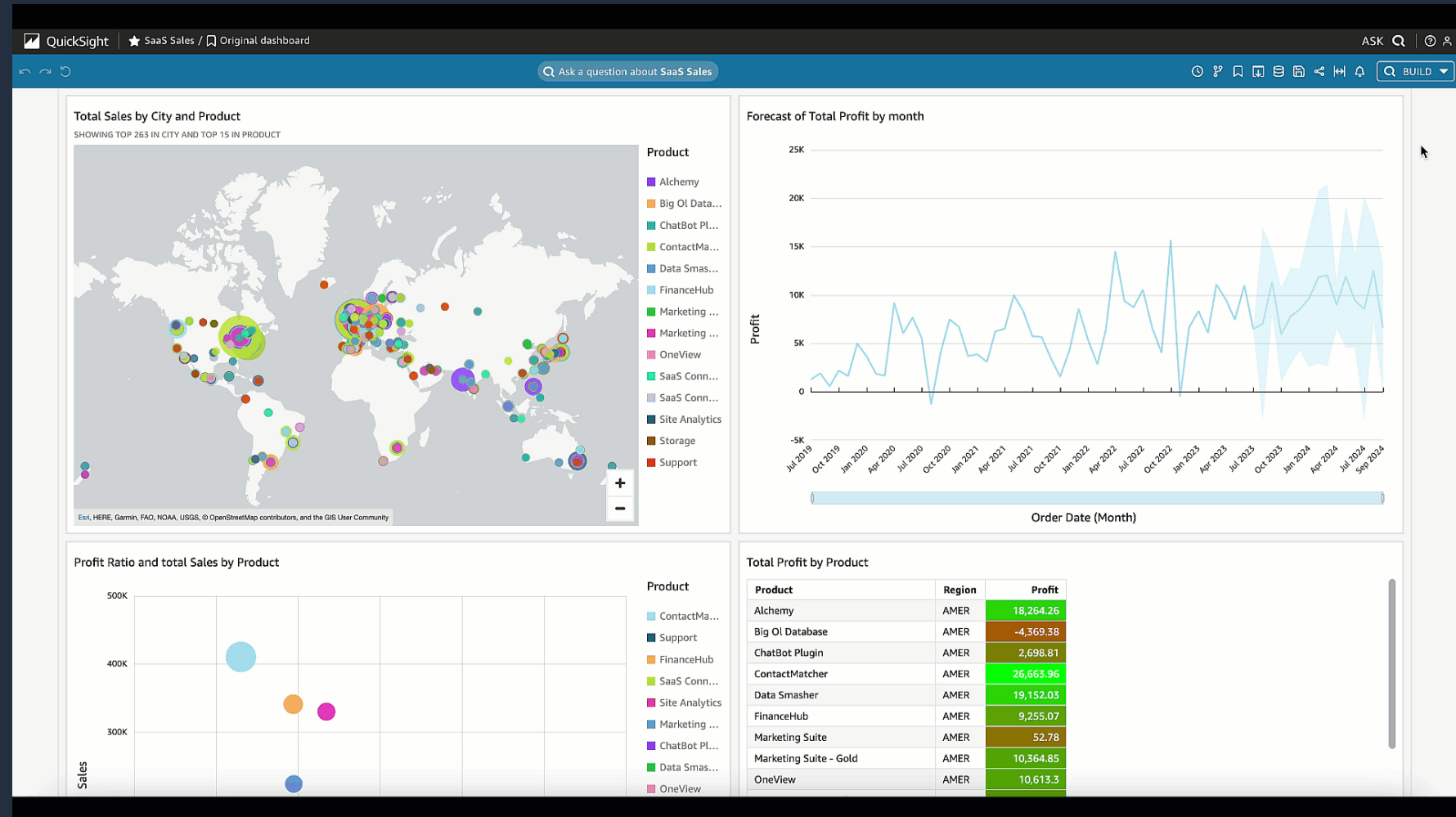
No need to wait weeks for responses from BI teams



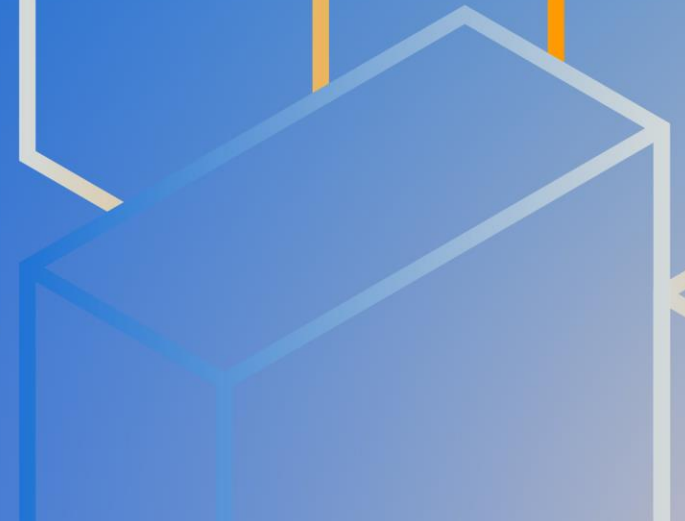
Business users can generate data stories in seconds

Customisable, interactive data stories built using natural language prompts

Eliminate days or weeks of work needed to create compelling presentations or narratives to drive **decision making**



Generative BI Demo



QuickSight | Q - SaaS Sales analysis

File Edit Data Insert Sheets Objects Search

Build visual

ACTUAL SIZE PUBLISH

NEW LOOK

Data 100%
Dataset: SPICE Q - SaaS Sales
Search fields
+ CALCULATED FIELD

Customer Location
Country
City
Contact Name
cstm_nm
Customer ID
Date Key
Discount
Industry
License
Order Date
Order ID
Product
Profit
Quantity
Region
Row ID
Sales
Segment
Subregion

Visuals
+ ADD

Select or add a visual

Sales Overview

Properties
Select a visual or control

