



Unlocking BI Potential

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Data is the strategic asset for every organisation

1

technology category
that organisations plan
to invest in *

* Gartner 2018 CIO survey

45%

planning to increase
investment of BI or
data analytics solutions
in the next year **

** Gartner 2018 CIO survey

\$90B

estimated market
opportunity for
databases & analytics

*** IDC, 2018

Genesis

Architecture

No server; Packaged workbooks were distributed via Corp-wide File Server

Use Cases

Pipeline hygiene

Traffic

< 40 views / week

Service Launch

Architecture

Win 64 server backed by 3-node Redshift cluster

New Use Cases

Sales insights
Pipeline management

Traffic

~ 100 views / week

10x more users
15x more content
25x more traffic

Today

Architecture

Win 64 server backed by 12-node Redshift cluster

New Use Cases

Dashboards for 150+ performance metrics

Traffic

~ 2500 views / week

User Base Growth



Jul-18

Oct-18

Aug-19

How did we get there?

[1]

“The most important single thing is to **obsessively focus on the customer**. It’s our job everyday to make every important aspect of the customer experience a little better.”

Jeff Bezos, Founder and CEO, Amazon

[2]

Know your data. There is no shortcut to understanding the data structure in detail, knowing where it comes from and how it is generated and defined.

[3]

“If you **double** the number of **experiments** you do per year you’re going to **double** your **inventiveness.**”

Jeff Bezos, Founder and CEO, Amazon

[4]

Be an enabler by educating your users, actively working with them and providing specific enablement resources as they advance in BI maturity levels.

Business Dashboard Example

Executive Dashboard aws
All Business Insights for APAC

Area (All) Sub Area All Segment (All) Current Month JUL-19

BUSINESS SITUATION (refreshed monthly)

YTD Sales Attainment

\$ M

YTD Plan:
Attainment:
Y/Y Growth:

Present with Tables Display by Area

	YTD	Quota	Attainment YTD	Y/Y	\$ Recent Closed Qu...	Attainment Quarter	Q/Q	Q/Q (Vs Last Year)	\$ Current Month	Attainment Month	M/M	Daily Usage M/M	M/M (Vs Last Year)
Grand Total													
ANZ													
INDIA													
ASEAN													
KOREA													
SAMSUNG													

End of Year Projection

\$ M

VP Judgement:
FY Plan:
Projected Attainment:
Projected Y/Y Growth:
Gap to Goal:

Revenue Trend

NOTE: Area submission is only available at area level. Please switch to mathematical projection model if you see empty screen

Actual Revenue (Grey) | Projected Revenue (Orange)

TOP DEALS & OPPORTUNITIES (refreshed daily)

Exclude Samsung	Top N Deals	Is MAP	Is SAP	Is VMWare	Is DNA	Is AI/ML	Close Date	Deal/Oppty Revenue
Yes	10	All	All	All	All	All		

Deal/Oppty Name	Account Name	Owner	Stage	Categories	Age (days)	Close Date	Next Step	Deal/Oppty Revenue (\$)

TOP CUSTOMERS & SERVICE PENETRATION (refreshed monthly)

Filter A Yes Top N Customers 10

NOTE: The customers are sorted by sales revenue YTD. Please hover on the icon on the right to see service line definition ->

Company Name	Sales Revenue YTD	YoY	Has EDP?	Has ES?	Has RI?	Compute %	Database % (Exclude DNA)	Storage %	DNA + AI/ML %	Connect %	Edge %	EUC %	IoT %	Other Services %

CUSTOMER DIVERSIFICATION (refreshed monthly) VIEW TOP CUSTOMER DETAILS

Display by Area NOTE: Currently only available at Area/Segment level

% Revenue Contribution

Y/Y % Growth

Area	Top 10	Rank 11 to 20	Rank 21 to 30	Rank 31 to 40	Rank 41 to 50	Rank 51 and bel..
APAC						
APAC excl..						
ANZ						
ASEAN						
INDIA						
KOREA						

CUSTOMER ACQUISITION & TIER MOVEMENTS (refreshed monthly)

NOTE: New Biller and M+ targets and attainments are only available at area level

Apply Account Remapping As Reported

New Billers YTD

YTD Plan:
Attainment:
Y/Y Growth:
This Month:

New Biller Breakdown

	# of New Biller YTD	New Billers Y/Y	New Biller Usage Sales Revenue USD YTD	# of New Billers this Month	New Biller M/M	New Biller Usage Sales Revenue This Month
Grand Total						
ANZ						
ASEAN						
INDIA						
KOREA						

Net New M+ Customers This Month

Gained
7 Lost

Monthly Target:
Attainment:

Total Current M+ Customers

Last Year (Dec):
Y/Y Growth:

Current Target:
Attainment:

M+ Customers Breakdown

	# of Net New M+ Customers	# of New M+ Customers	# of Lost M+ Customers	# of Current M+ Customers	M+ Customers Y/Y (vs last Dec)
Grand Total					
ANZ					
ASEAN					
INDIA					
KOREA					
SAMSUNG					

Show in # Customers Tier Map

NOTE: **click on each box to see the corresponding customer details

Previous Tier (Dec)	XXL	XL	L	MED	SML	MIC	ZERO BILLING	NON-BILLER
XXL								
XL								
L								
MED								
SML								
MIC								
ZERO BILL..								
NON-BILLER								

Customer Tier Details

Top 10 by Usage Sales Revenue YTD

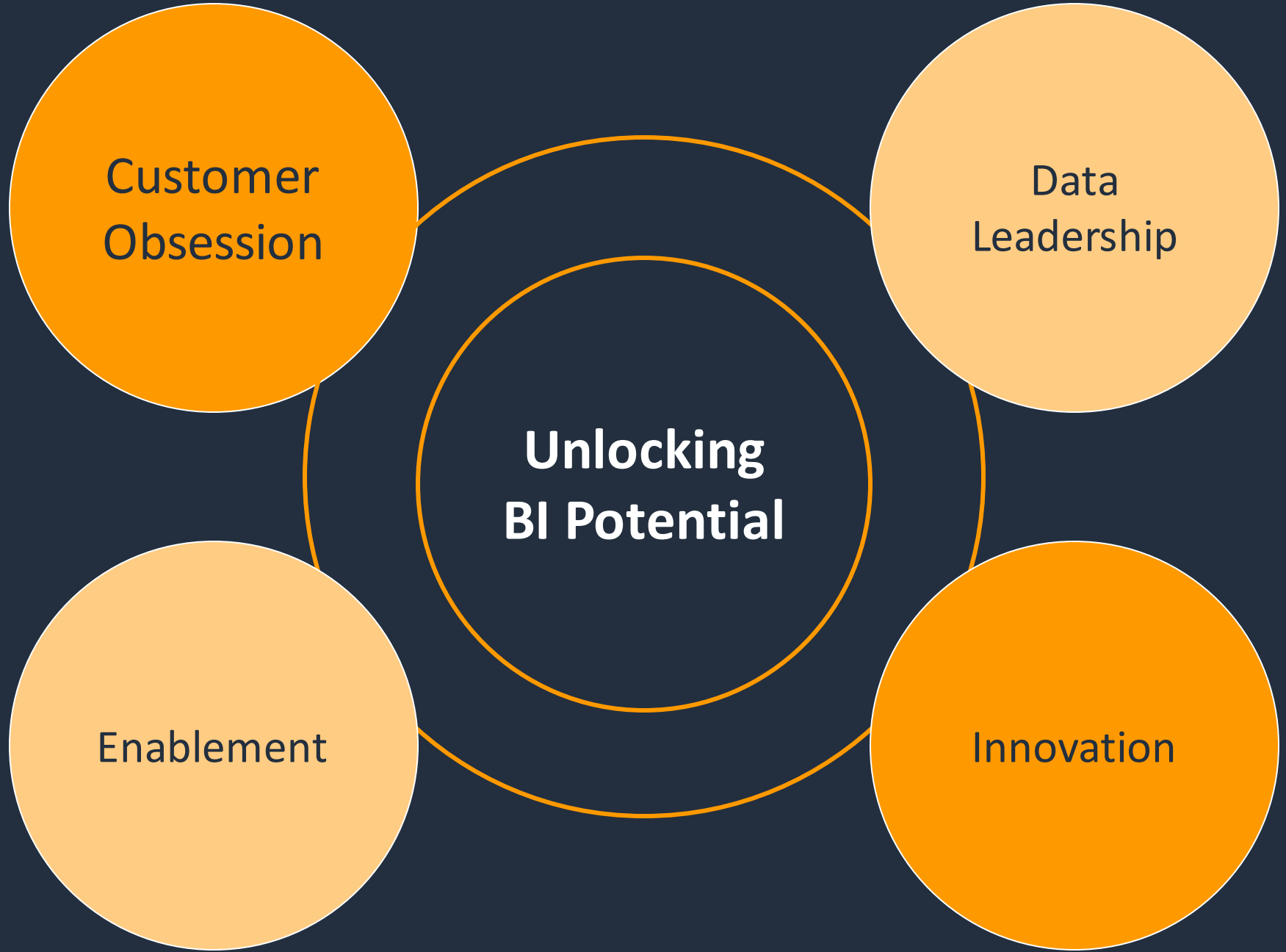
Company Name	Area	DEC-18	JAN-19	FEB-19	MAR-19	APR-19	MAY-19	JUN-19	JUL-19

To request for new features or report a bug, please click here.
This dashboard is made by the APAC BI Team

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Our 4 Key Organising Principles



What is your journey?