Persistent

aws PARTNER

From Enterprise Insight to Business Impact

Learn how Amazon Quick turns deep research and conversational intelligence into purpose-aligned action through interactive apps built for users, by users.



Table of Contents

Introduction 3

Amazon Quick: Turning Enterprise Context into Action 4

Why Traditional BI Stops Short and How Amazon Quick Helps 5

Use Case 1: Cut BI Waste and Accelerate Decisions 6

Use Case 2: Compress Reporting Cycles and Build Operating Momentum 8

Use Case 3: Scale GTM Execution & Shorten Signal-to-Revenue Cycles 9

From Use Case to Business Case: Establish the Baseline First 10

Execution Model: From Insight to Governed Action 11

Helping Enterprises Cross the Value Gap 12

Is Your Enterprise Ready to Move Beyond AI Productivity? 12



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A leading enterprise gap today is that better information does not consistently lead to better decisions. Despite unprecedented investments in data platforms, analytics and AI, critical decisions still wait on fragmented context, reporting cycles still consume days and valuable expertise remains trapped within individuals and teams.

The enterprises realizing the greatest returns from AI operationalize enterprise context. They know outcomes depend not just on generating insights, but on grounding them in trusted knowledge, aligning them to objectives and translating them into repeatable action.

Amazon Quick was designed to bridge this gap. Through deep research, conversational intelligence and user-created interactive applications, Quick transforms enterprise context into coordinated action. This e-book outlines three practical starting points: analytics access, recurring reporting and go-to-market execution.

AI Maturity Model: From Chat Assistance to Outcome Engines

01 AI Assist
Answers questions and drafts content.

02 AI Insight
Explains patterns and exceptions.

03 AI Decision Support
Recommends actions with context.

04 AI Execution
Coordinates governed workflows.

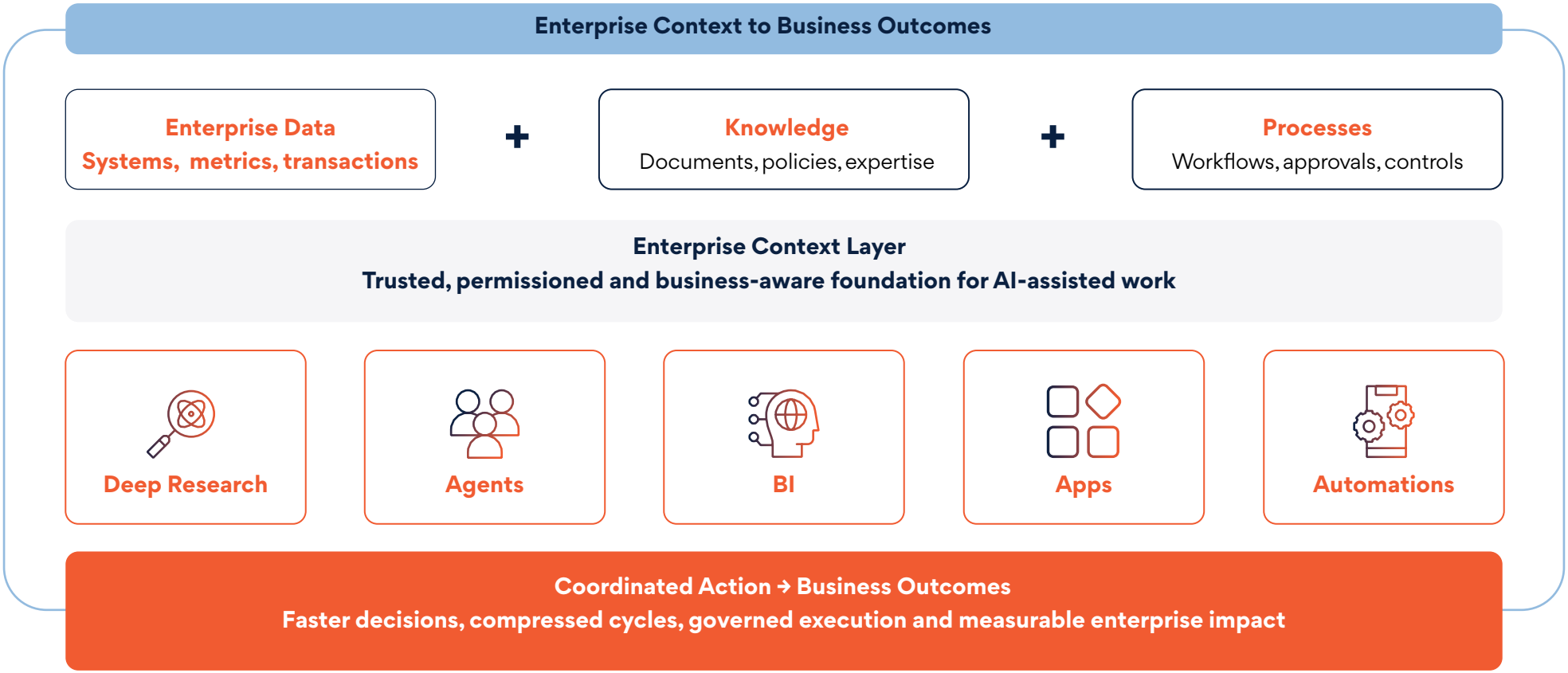
05 AI Outcome Engine
Moves measurable business KPIs.

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Amazon Quick: Turning Enterprise Context into Action

Organizations have spent decades building systems of record to capture transactions and systems of insight to understand performance. The next competitive advantage comes from creating a system of action that can transform enterprise context into coordinated business outcomes.

Amazon Quick combines deep research, conversational agents, workflow orchestration and user-created applications into a unified execution layer that connects knowledge to action.



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Why Amazon Quick Stands Apart

Traditional BI explains what happened. Amazon Quick helps teams decide what should happen next.

Why Traditional BI Stops Short

How Amazon Quick closes the gap

QUESTIONS → DECISIONS

Traditional BI	How Amazon Quick helps
Shows what happened	Unifies analytics, enterprise knowledge and business context so users can move from questions to decisions in one experience.
Depends on analyst interpretation	Uses deep research to assemble metrics, context and supporting evidence, reducing routine analyst dependency.
Produces reports and dashboards	Turns insight into recommendations, approvals and next actions across governed workflows.
Raises trust questions before users act	Applies enterprise permissions, governance, source attribution and traceability to every answer and action.

From Insight to Action: Turn Enterprise Questions into Governed Decisions

Unify the Context

Governed data, documents and business knowledge in one experience.

Go Deeper

Research assembles metrics, context and supporting evidence.

Move to Action

Recommendations, approvals and next steps flow through governed workflows.

Build in Trust

Permissions, source attribution and traceability follow every answer and action.

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Use Case 1 | Cut BI Waste and Accelerate Decisions

A business leader asks: what changed, why did it change and what should we do next?

Most BI environments describe performance but rarely explain it. They surface metrics and exceptions, while the business context remains spread across operational systems, documents, emails, conversations and expertise. Root-cause analysis stays manual, and action depends on the availability of specialists.

The opportunity is not simply to modernize dashboards. It is to evolve from systems that describe performance to systems that improve decision velocity. Users can ask natural-language questions, inspect metrics, view relevant dashboards and trigger next actions inside a governed experience.

How to lock down the right use case

Ask this first	Scope this	Start with
Which decisions are slowed by fragmented dashboards?	Priority dashboards, certified metrics, semantic layers and high-value datasets.	Start where insight delay slows business decisions.
Which questions still require analyst intervention?	Metric lookups, variance explanations, dashboard navigation and follow-up requests.	Start where analysts retrieve or explain known metrics.
What must be trusted before users act on the answer?	Metric definitions, role-based access, row-level permissions, lineage and usage monitoring.	Prioritize answers that can be permissioned, explained and traced back to approved sources.
How will business impact be proven?	BI licences rationalized, query-to-answer time, analyst request volume, decision-cycle compression	Measure movement in enterprise decisions, not just usage of a new AI interface

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The business case starts with license savings:

Rebuilding priority dashboards in Amazon Quick and QuickSight can reduce run cost through lower-cost seat economics and rationalized access. The larger value comes from fewer bottlenecks, faster question-to-answer cycles and a scalable self-service model for governed analytics.

Healthcare benefits administrator saves $250K in legacy BI spend

Persistent shifted claims analytics from specialist-built Tableau views to governed, role-based Quick experiences that business users could interrogate directly. KPI cards, claims rankings, heatmaps, claimant-level detail and natural-language query panels helped leaders move from static dashboards to faster question-to-answer cycles, while reducing dependence on high-cost legacy BI seats. The result was a clearer route to $250,000 reduction in BI run cost, reduced analyst dependency and faster access to trusted claims metrics inside the flow of decision-making.



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Use Case 2 | Compress Reporting Cycles and Build Operating Momentum

A report that takes three days to assemble does not merely consume analyst time. It sets the operating rhythm of the enterprise at three days behind the data. The bigger opportunity is not one-off report automation but compressing the monthly and quarterly reporting cycles that shape how leaders review performance, explain variance, approve action and reset priorities.

Amazon Quick turns recurring reports into governed workflows. Monthly business reviews, quarterly performance packs, finance close reports, operational KPI updates and compliance dashboards can be refreshed, checked, narrated, routed and distributed with a clear audit trail. The value moves from saving analyst time to helping the enterprise operate on a faster, more consistent cadence.

How to lock down the right use case

Ask this first	Scope this	Start with
Which monthly or quarterly reports set the operating rhythm?	MBR packs, QBR decks, finance close reports, KPI updates and compliance dashboards.	Start where reporting cadence shapes decisions, allocation or risk response.
Where does preparation still depend on manual stitching?	Data pulls, reconciliation, commentary drafts, template population and pack assembly	Prioritize repeatable work that delays review.
What must be checked before the report moves forward?	Exception thresholds, approvals, version history, evidence trails, ownership rules and distribution permissions.	The use case is ready when automation can accelerate the cycle without weakening accountability.
How will cycle compression be proven?	Cycle time, manual effort, rework, late reports, approval turnaround, data-quality exceptions and stakeholder consumption.	Measure whether the enterprise operates faster, not simply whether the reporting task takes fewer hours.

Pharma logistics provider speeds exception response with CFR Part 11-compliant supply chain visibility for 1,000+ business users

Amazon QuickSight replaced fragmented temperature-controlled logistics data and specialist-led reporting with governed, self-service visibility for logistics, quality and operations teams. Persistent integrated supply chain data and used QuickSight to deliver scheduled visualizations, ad-hoc analysis, mobile reporting, exports and alerts. More than 1,000 users could track shipment conditions, identify exceptions and monitor performance from a single pane of glass, with CFR Part 11-aligned controls supporting biopharma workflows.

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Use Case 3 | Scale GTM Execution & Shorten Signal-to-Revenue Cycles

Every sales organization has top performers who know which accounts to pursue, which signals matter, how to prepare and when to act. The challenge is that this judgment often lives in individual habits, notes and relationships rather than in a reusable operating model. Amazon Quick helps institutionalize that expertise so more sellers can work from the same signal intelligence, approved messaging and next-best-action logic.

Amazon Quick creates a reusable GTM engine by connecting ICP definitions, account history, win-loss records, call notes, approved content, public signals and CRM intelligence. Its NLP and unstructured data context extraction capabilities help convert seller notes, customer conversations, research documents and market signals into usable account context. Sellers can ask natural-language questions, prepare faster, trigger governed outreach, update CRM follow-ups and route exceptions for review.

How to lock down the right use case

Ask this first	Scope this	Start with
Which revenue moments are slowed by fragmented signals	CRM data, intent feeds, campaign engagement, firmographics and public signals.	Start where late signals delay prioritization, outreach or pipeline movement.
Where do sellers spend non-selling time?	Research, meeting prep, content search, follow-up drafting and CRM updates.	Prioritize preparation work that improves readiness without replacing judgment
What GTM judgment needs to become reusable?	ICP definitions, win-loss records, call notes, approved messaging, objection handling, pricing guardrails and next-best-action logic.	The use case is strongest when it turns top-seller know-how into a governed team-wide operating pattern.
What must stay governed before action is taken?	Territory permissions, approved messaging, pricing controls, compliance review, human approvals and manager visibility.	Scale automation only where outreach, pricing and CRM actions can be permissioned, reviewed and traced.

Global investment firm targets 32% win-rate uplift and up to 70% lower cost per meeting

Amazon Quick turned fragmented revenue intelligence into a coordinated GTM workflow across portfolio companies. Quick-powered spaces, agents, knowledge bases, flows and automation supported outreach, account prioritization, pre-call prep, CRM updates, pricing workflows and renewals. The model targets 19–32% win-rate improvement, 15–25% reply rates, 40–70% lower cost per meeting, 20–40 minutes saved per call, 5–10% pricing uplift and 30–50% less unexplained discount variance.

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From Use Case to Business Case | Establish the Baseline First

Across the three use cases, the next step is the same: establish the current-state baseline before scaling. License savings, cycle compression and revenue lift become credible only when they are tied to how the enterprise operates today. The baseline defines what must move, how much movement matters and whether the use case is ready to become a business case.

Use case	Baseline	Movement
Decision velocity	Authoring and viewer licence counts by tool; ad-hoc analyst request volume and turnaround; elapsed time from business question to decision	Licences rationalized; request volume and turnaround reduced; decision latency compressed from cycle to session
Operating rhythm	Preparation effort per reporting cycle; elapsed days from period close to distribution; restatement and rework incidents; on-time distribution rate	Preparation effort removed; cycle time compressed; rework and late distribution reduced; audit trail established where none existed
GTM execution	Seller hours per account on research and preparation; elapsed time from signal to first contact; coverage of the target segment; variance in preparation quality across the team	Preparation effort reduced; signal-to-contact time compressed; coverage extended; variance narrowed toward the standard of the strongest performers

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Execution Model | From Insight to Governed Action

Amazon Quick helps consolidate access to scattered enterprise data while preserving security and governance. Its deep research capabilities extract actionable knowledge from fragmented internal content and external sources. Role-based experiences then allow users to query in natural language, analyze context, prepare work, approve action and execute with traceability, auditability and human oversight.

Layer	What it enables
Enterprise context	Connects trusted data, documents, business definitions and operating knowledge so users and agents work from the same source of truth.
Quick experience	Provides a role-based interface for people to ask questions, prepare work, review outputs, trigger next steps and collaborate around shared business context.
Workflow coordination	Turns insights into repeatable actions across reporting, decision support, outreach, approvals, updates and follow-through.
Governed execution	Keeps actions permissioned, traceable, auditable and controlled, with human oversight for regulated, high-risk or judgment-heavy steps.
Value measurement	Tracks whether the use case is moving the enterprise-level KPI: cost, cycle time, risk, decision latency, revenue motion or operating consistency.

The model is intentionally simple:
Connect trusted enterprise context, give users a natural-language way to work with it, coordinate follow-through across workflows and measure whether enterprise KPIs move. The goal is not to expose every technical detail, but to show how Amazon Quick creates a governed execution layer that can scale from one proven use case to the next.

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Helping Enterprises Cross the Value Gap

Agents do not read an enterprise the way employees do. Experienced people resolve ambiguity using tacit, accumulated judgment; agents can only act on the context the enterprise provides.

That is why coordination raises the stakes. An assistant that answers imperfectly produces a decision a person can question. An agent that executes on misread context can produce a transaction, customer communication or distributed report.

Persistent engineers the context beneath that coordination: business logic extracted from unstructured content, certified definitions that resolve questions consistently, permissions tested for agentic retrieval and approval gates that make automation defensible.

Persistent supports the shift from AI experimentation to targeted scaling by defining value hypotheses, engineering trusted context, designing human-in-the-loop controls, building role-specific agents, creating reusable workflow patterns and measuring impact from pilot to scale.

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Is Your Enterprise Ready to Move Beyond AI Productivity?

Ask Three Questions

- Where are critical business decisions delayed by fragmented context?
- Which recurring workflows still depend on manual coordination?
- Where does valuable organizational knowledge remain trapped within individuals and teams?

What to Assess

Organizations evaluating Amazon Quick should consider:

- BI and analytics modernization opportunities
- Enterprise knowledge activation opportunities
- Reporting and workflow automation opportunities
- Agent-driven execution opportunities

Persistent's Amazon Quick use-case discovery workshop



identifies the first three opportunities



qualifies them against business value



operational readiness and scalability



defines a 30/60/90-day path from pocket-level productivity to measurable enterprise impact

Re(AI)magining™ the World



About Persistent

Persistent Systems (BSE: 533179 and NSE: PERSISTENT) is a global services and solutions company delivering AI-led, platform-driven Digital Engineering and Enterprise Modernization to businesses across industries. With over 28,500 employees located in 21 countries, the Company is committed to innovation and client success. Persistent offers a comprehensive suite of services, including software engineering, product development, data and analytics, CX transformation, cloud computing, and agentic business automation. The Company is part of the MSCI India Index and is included in key indices of the National Stock Exchange of India, including the Nifty Midcap 50, Nifty IT, and Nifty MidCap Liquid 15, as well as several on the BSE such as the S&P BSE 100 and S&P BSE SENSEX Next 50. Persistent is also a constituent of the Dow Jones Best-in-Class World Index. The Company has achieved carbon neutrality, reinforcing its commitment to sustainability and responsible business practices. Persistent has also been named one of America's Greatest Workplaces for Inclusion & Diversity 2025 by Newsweek and Plant A Insights Group. As a participant of the United Nations Global Compact, the Company is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, as well as take actions that advance societal goals. With a 22% YoY growth in brand value, Persistent has been recognized as the Fastest Growing IT Services brand globally in the 2026 Brand Finance IT Services 25 report, among the world's Top 25 IT Services brands and ranks as the 12th strongest brand.

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