Price Comparison AWS QuickSight vs Storied Data

The following price comparisons are made a small bank with 2 million customers having one or more accounts. Basic assumptions for the calculations:

- Customers need account intelligence (BI), statements (reports), and data downloads (Excel, CSV, TXT).
- Customers visit their account information 3 times per month (sessions/page views), receive 2 statements/reports on average and download 1 file. For the purposes of computations and from a cost perspective file downloads and reports are the same unit.

	AWS User Based	AWS Embedded	SD User Based	SD Page/doc Based	SD Smart Doc
When is it appropriate to use?	Optimal for use cases with heavy analytics users and user provisioning is required	Great for large use cases with 100s of 1000s of users and no user provisioning required	Great to use when the number and variety of reports differs for different user	Great to use when the number and variety of reports can be standardized, and the data personalized	Great to use when multiple reports can be consolidated into one interactive smart document
Recommended for:	Small applications	Large Applications	Both Small & Large	Both Small & Large	Both Small & Large
BI Pricing: Explore interactive dashboards, receive email reports, and download data.	$0.30/session up to $5 max/month $60 max/year *Note: Price is capped at $5.*	$0.16 per session *Note: A session is one login / 30 min duration. No cap.*	No sessions $0.50 user/ month $5 user/year *Note: Fixed price per user, no limits on dashboards/reports*	$0.05 per page access *Note: In SD session is page access. No time limit.*	$0.05 per page access *Note: Multiple docs / pages can be combined in 1-pager*
BI Annual Cost: - 2MM customers - 3 sessions /page views per month	$60*2MM = $120,000,000	$0.16 * 3*12*2MM = $11,520,000	$5.00*2MM = $10,000,000	$0.05*3*12*2MM = $3,600,000	$0.05*1*12*2MM = $1,200,000
Reports: Definitions	Each Report Unit constitutes up to 100 pages (for paginated output types e.g. PDF, Word, PowerPoint) or 100 MB (for non-paginated output types e.g. Excel, CSV). Examples:		Any rendered page is a report that can be a document, presentation, IPPDF (interactive PDF like document), dashboard, etc. - It embeds interactive analytics - It has a pixel perfect design		

	• 1.a Report X generated 550 pages, this would be counted as 6 reports [roundup(550/100)] • 1.b Report Y generated 1 GB CSV file, this would be counted as 10 reports [roundup(1GB/100MB)]		- Is downloadable for use online and offline - Limited to 4000 pages / data records - Data can be exported in CSV, etc.		
Reports Pricing: Create, schedule, and share highly formatted, multipage reports and export / download data	$0.00 *Note: Included in the user price*	$0.50 per report *Note: Variable cost*	$0.00 *Note: Included in the user price*	$0.05 per report *Note: Variable cost*	$0.05 per report *Note: Variable cost*
Reports Annual Cost: - 3 reports per month	**$0.00**	**$0.50*3*12*2MM = $36,000,000**	**$0.00**	**$0.05*3*12*2MM = $3,600,000**	**$0.05*1*12*2MM = $1,200,000**
Total Annual Cost for BI and Reporting	**$120,000,000**	**$47,520,000**	**$10,000,000**	**$7,200,000**	**$2,400,000**
Savings	X		92%		
Savings		X	80%	85%	95%