

## Unlock the Full Potential of Enterprise Data with Impetus' GenBI Services

Modernize legacy BI, unlock intelligent insights, leverage easy-to-use GenAI-powered capabilities to drive quicker, more insightful decision-making

### The GenBI shift: From dashboards to decisions

Generative BI (GenBI) marks a new era in business intelligence—one that's intuitive, real-time, and accessible to everyone. Powered by GenAI and large language models (LLMs), GenBI reimagines how users interact with data by putting the power of analytics into plain language.

### What sets GenBI apart?

#### Get more out of your data

Ask natural language questions and receive instant, personalized answers.

#### Accelerate time to insight

Automatically generate dashboards, summaries, and data stories in seconds.

#### Boost productivity

Free up IT and analysts by automating repetitive queries and reporting tasks.

#### Improve decision-making

Empower teams to ask dynamic, role-specific business questions not covered by standard reports.

#### Reduce cost and complexity

Streamline legacy BI systems and minimize tool sprawl.

#### Enhance agility

Go beyond static dashboards to explore drivers behind top-level metrics in real time.

#### Future-proof your BI

Leverage GenAI, LLMs, and secure architectures for scalable, intelligent analytics.

#### Democratize data with ease

GenBI empowers non-technical users to act on data with simple, natural language prompts.

The result? A more agile, intelligent enterprise where insight is no longer a privilege—it's a capability available to all.

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**The real value of data lies in its ability to predict, prescribe, and personalize. GenBI takes us beyond what happened to answer why it happened and what to do next.**

- Gartner

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# Our full-spectrum GenBI services and solutions: From strategy to custom implementation

Unleash the power of GenBI with Impetus to democratize data and accelerate insights. We offer end-to-end services that help enterprises transition from legacy BI to future-ready GenBI solutions.

## Greenfield GenBI implementation

### GenBI assessment:

- **GenBI readiness assessment:** Impetus' GenBI Strategic Discovery and Assessment service evaluates your existing BI and data systems in just 2–3 weeks to determine your readiness for successfully incorporating GenBI and ensuring project success
- **Strategic discovery & roadmap planning:** Defines a tailored roadmap to ensure rapid ROI and deployment

### GenBI implementation:

- **Build semantic layer:** Enable natural language interactions and creation of prompt-driven insights and dashboards
- **Develop complex GenBI models and reports:** Advanced modeling and reporting capabilities

## Custom GenBI capabilities

- Text-to-SQL conversion using custom solutions
- Interactive, prompt-driven UI to generate insights from unstructured data
- Role-based access controls, governance, and content moderation integrated with guardrails for safe GenBI usage
- Reference architecture to support LLM integration, secure access, and responsible AI implementation
- Reverse SQL-to-plain-text conversion to help interpret large volumes of legacy SQL

## BI workload migration with LeapLogic

- Impetus' LeapLogic automates cloud-native BI transformations to help enterprises unlock GenBI capabilities
- Analyzes legacy BI workloads and applies intelligent pattern-based logic to identify candidates for conversational interfaces
- Strategizes migration for every level
- Reduces migration scope and costs

Sources supported including: OBIEE, Tableau, and Cognos

Targets supported including: Amazon QuickSight/Q, Power BI/Copilot, and Databricks AI/BI Genie

## Our industry-leading partners

We specialize in leading GenBI platforms and extend their capabilities with our custom solutions:



Amazon QuickSight



Amazon Q



Microsoft Power BI



Microsoft Copilot



Databricks AI/BI



Snowflake Cortex Analyst



Google Looker



Google Gemini

## Discover how Impetus can help you transform legacy BI systems with the power of GenBI

Whether you're modernizing your legacy BI landscape or building intelligent analytics from the ground up, our GenBI solutions are tailored to meet you where you are.

### Leverage GenBI technology from industry leaders

Supercharge your existing BI solution with the power of GenBI capabilities including Amazon QuickSight/Q, Microsoft Power BI/Copilot, Databricks AI/BI Genie, Snowflake Cortex Analyst, and Google Looker/Gemini.

### Modernize traditional BI

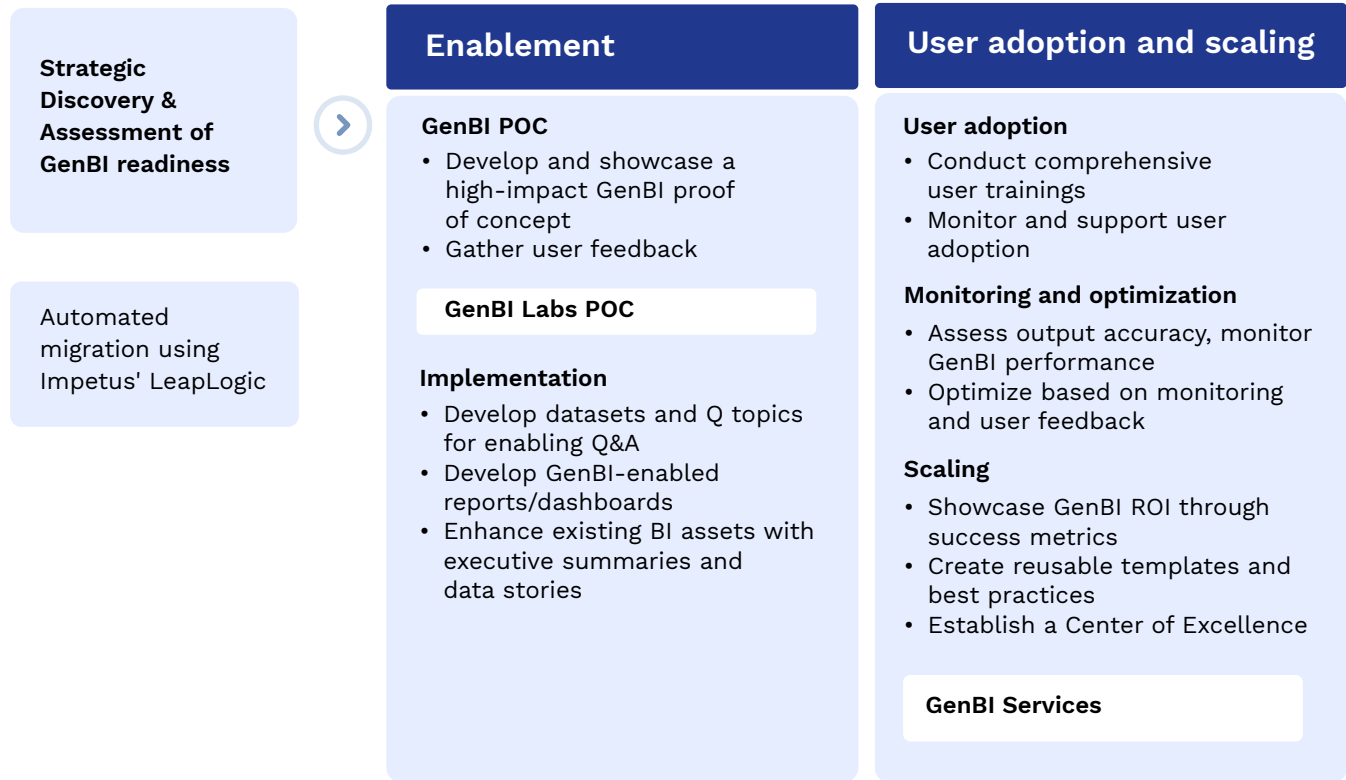
Transition from outdated, rigid BI systems to agile, AI-powered GenBI platforms that deliver faster, deeper, and more actionable insights.

### Build new, custom capabilities

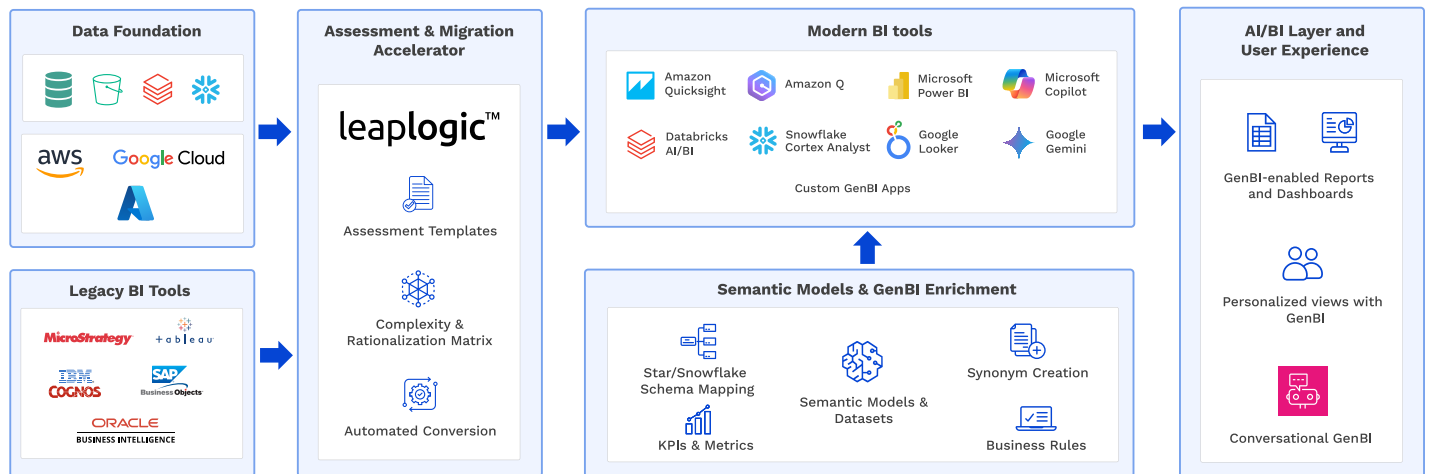
Design and implement bespoke GenBI solutions—prompt-driven dashboards, LLM-enabled insights, and predictive models—that align with your unique business goals.

# Impetus' end-to-end GenBI project delivery approach

Impetus' GenBI delivery and enablement approach offers a comprehensive, proven framework to ensure project success—from rapid readiness assessment and quick-turn piloting to implementation, testing, user adoption, and enterprise-scale optimization.



## Impetus GenBI reference architecture



## Real-world impact: GenBI in action

Discover how leading enterprises are unlocking the power of Generative BI with Impetus.

### Global telecom leader

Automated migration of BI workloads to Amazon QuickSight

- Migrated from legacy tools to Amazon QuickSight using LeapLogic
- Reduced technical debt by 25% and accelerated report transformation
- Auto-assessed 100% of MSTR, Tableau, Metabase, and KNIME workloads
- Enabled real-time insights with Amazon Q and scalable GenBI dashboards

## Fortune 500 credit card company

Faster decision-making with a GenBI platform

- Built an internal GenBI solution to maintain full data control
- Enabled 50+ use cases, including guided selling and next-best action
- Built a solution to interpret user intent from prompts and generate back-end SQL queries
- Empowered business teams with intuitive, natural language insights
- Boosted decision-making speed while strengthening data security

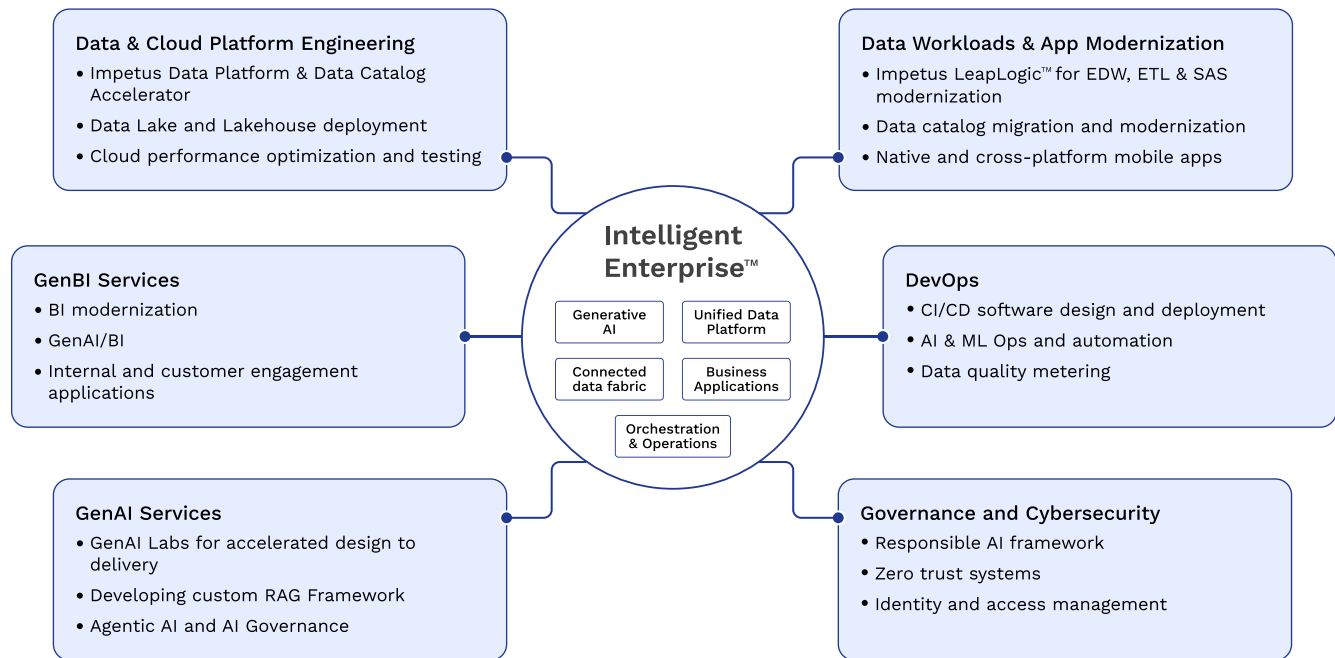
## Global manufacturing firm

GenBI platform with smarter dashboards

- Migrated to a scalable, cloud-native BI platform on AWS
- Developed GenBI-enabled dashboards with executive summaries and dynamic storytelling
- Reduced ETL pipeline execution time by 60% for faster data processing
- Strengthened data security and governance

## Beyond GenBI: How Impetus can help data-driven companies power superior business outcomes

Impetus, a premier Data and AI system integrator, offers a comprehensive portfolio of engineering services and solutions to help businesses power the Intelligent Enterprise for superior business outcomes.



Take our  
GenBI readiness  
assessment

Let's build the Intelligent Enterprise—together.

To learn more, visit [www.impetus.com](http://www.impetus.com) or email us at [inquiry@impetus.com](mailto:inquiry@impetus.com)