

Business Intelligence & Analytics | Data Analytics & Modernization | AWS

How a **Business Intelligence Platform** cut steps to access analytics by 80% with secure embedded dashboards

Company

Business Intelligence Platform

Industry

Business Intelligence & Analytics

Partner

Flentas Technologies



Flentas

Introduction

The Client is a business intelligence platform that helps departments such as Sales, Accounts, Marketing, and Operations track performance and make data-driven decisions through a unified web application.

As analytics became increasingly important to day-to-day operations, the Client wanted to make dashboards more accessible to users while ensuring that sensitive business data remained securely governed. The goal was to eliminate the need for users to switch between applications and create a seamless analytics experience directly within the platform.

To achieve this, the Company partnered with Flentas Technologies to implement a secure embedded analytics solution that combines intuitive user experiences with robust access controls & scalable operations.

At a Glance

Solution



Embedded Analytics

Integrated interactive dashboards directly into the Client's application.



Department-Based Access Control

Provided role-based dashboard access across business functions.



Row-Level Data Security

Ensured users only see authorized data.



Scalable Serverless Operations

Automated dashboard access & management with minimal operational overhead.



Technologies & Services Used

Analytics



Amazon QuickSight

Application



Angular

Storage



Amazon S3

Data Services



Amazon RDS



Amazon DynamoDB

Serverless



AWS Lambda



Amazon API Gateway

Business Impact



100% departmental data isolation through row-level security



80% fewer steps required to access analytics



75% reduction in analytics administration effort



New departments onboarded in hours instead of days



100% elimination of analytics server management

The Challenge

As analytics adoption grew across the organization, several challenges began impacting usability, security, and operational efficiency.

01

Fragmented User Experience

Users had to leave the Client's application & access analytics through separate systems, creating friction in day-to-day workflows and reducing dashboard adoption across teams.

02

Data Access & Security Concerns

Different departments required access to different datasets and reports. Without granular controls, there was a risk of users viewing information beyond their authorized scope.

03

Manual Analytics Administration

Managing dashboard access & permissions across multiple departments required significant administrative effort, making it difficult to onboard new teams efficiently.

04

Scalability Challenges

As the number of users, departments, & dashboards increased, the Client's needed a solution that could scale without introducing additional operational complexity or infrastructure management overhead.

The Solution

Flentas Technologies designed and implemented a secure embedded analytics framework that delivers personalized dashboards directly within the Client's application while maintaining strict access controls.

01

Embedded Analytics Experience

Interactive dashboards were integrated directly into the Client's application, allowing users to access insights without leaving their existing workflow.

02

Department-Based Access Control

A structured access model was implemented to ensure that each department only sees the dashboards relevant to its role and business function.

03

Granular Data Security

Row-level security controls were introduced to ensure users can only access the data they are authorized to view, strengthening governance and reducing the risk of unintended data exposure.

04

Automated Dashboard Management

A centralized dashboard mapping framework was implemented to automatically present the correct analytics experience based on a user's department and role.

05

Scalable Serverless Architecture

A serverless backend was implemented to dynamically manage dashboard access and authentication while reducing operational overhead and eliminating infrastructure management requirements.

06

Simplified Onboarding

The new architecture enables rapid onboarding of departments, dashboards, and users without requiring significant changes to the application or analytics framework.

Business Impact

Stronger Data Security

Department-based access controls and row-level security enabled 100% departmental data isolation, ensuring users only access information relevant to their role.



Improved User Experience

Embedding analytics directly within the Client's application reduced the number of steps required to access dashboards by 80%, making insights more accessible and improving adoption.



Reduced Administrative Effort

Automated dashboard management and access controls reduced analytics administration effort by 75%, allowing teams to focus on higher-value activities.



Faster Department Onboarding

New departments can now be onboarded in hours instead of days, accelerating analytics adoption across the organization.



Scalable Analytics Foundation

The serverless architecture enables analytics usage to scale seamlessly without requiring infrastructure changes or additional operational overhead.



Infrastructure Simplification

By eliminating the need for dedicated analytics servers, the Client achieved 100% elimination of analytics server management, reducing maintenance effort and infrastructure complexity.



Conclusion

By partnering with Flentas Technologies, the Client transformed its analytics experience from a separate reporting function into a seamless part of everyday business operations.

Users can now access relevant insights directly within the application, while administrators benefit from stronger governance, simplified management, and a scalable framework that supports future growth. The result is a more secure, efficient, and user-friendly analytics platform that enables teams to make faster, data-driven decisions.



Take Action

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