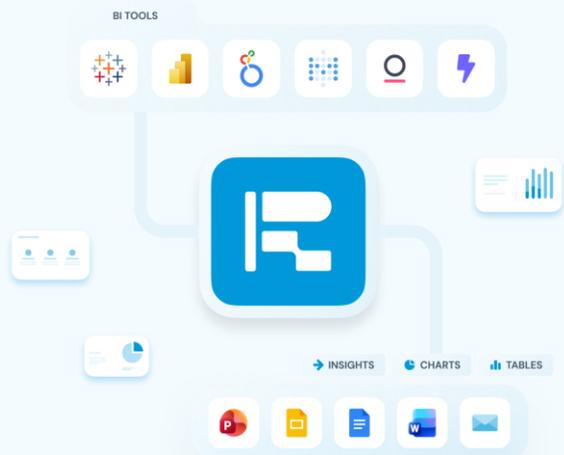


 Rollstack

#FABCONSQLCON2026

**FABCON**Microsoft Fabric  
COMMUNITY CONFERENCE**SQLCON**Microsoft SQL  
COMMUNITY CONFERENCE**ATLANTA** MARCH 16 - 20, 2026



# From Dashboard to Executive Business Reviews in Seconds

AKA: Execs don't login to dashboards.  
Build decks with your real data in seconds.

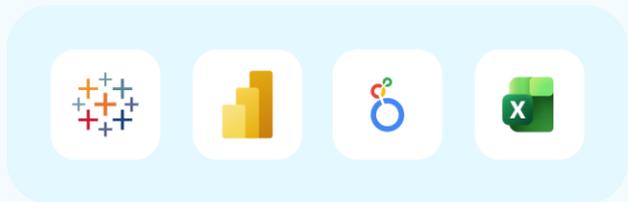
# Agenda

- 1** The Last Mile Problem  
Getting data in an actionable format for business operators
- 2** 100s of tailored slides  
Get hands on guidance on how to turn Power BI reports into 100s of custom decks for execs or clients
- 3** Sony Music The Orchard  
Building a self-serve analytics culture with a lean team
- 4** Rollstack Product Overview  
Get a sneak peek of the product
- 6** Questions?  
Thank you for attending and how you can ask follow up questions

Platforms where data is visualized



Platforms where decisions are made

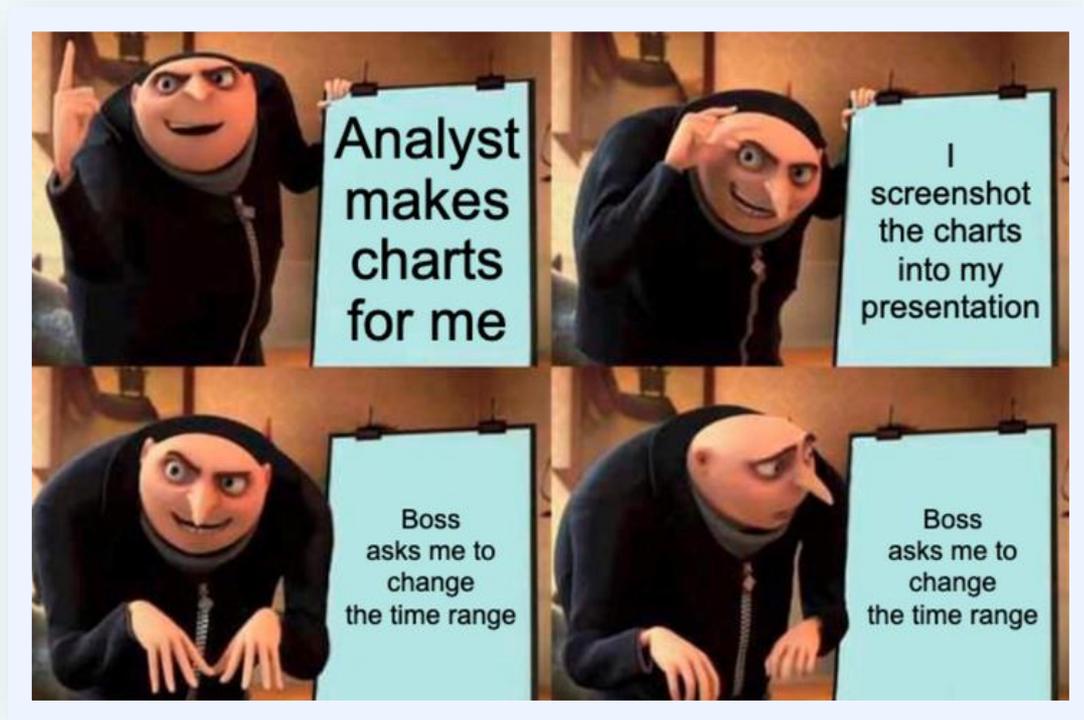


etc.

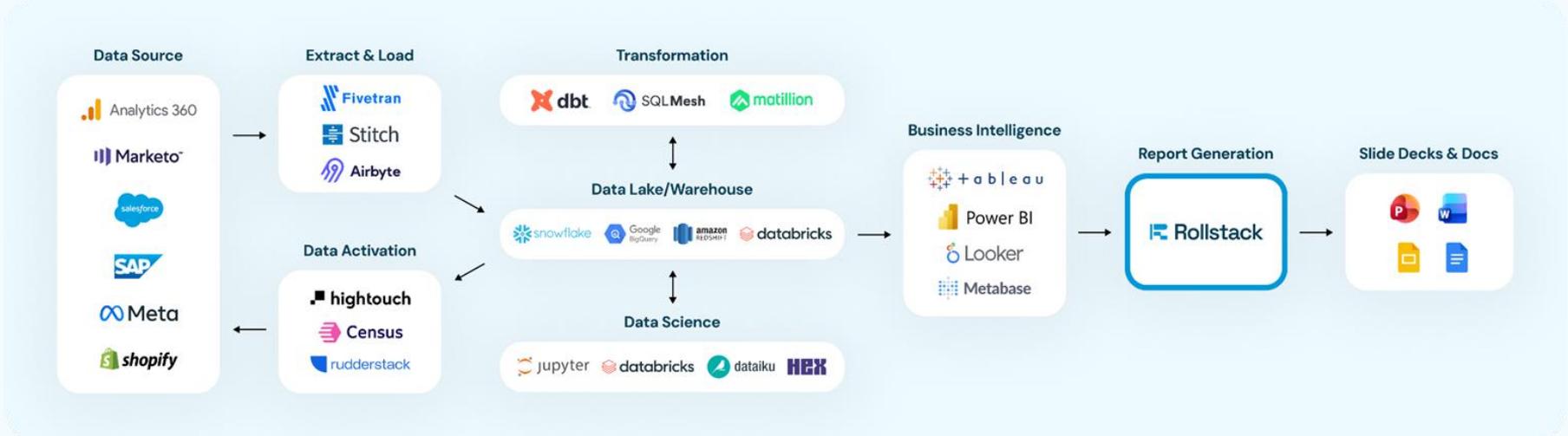


etc.

# The last mile problem in the modern data stack

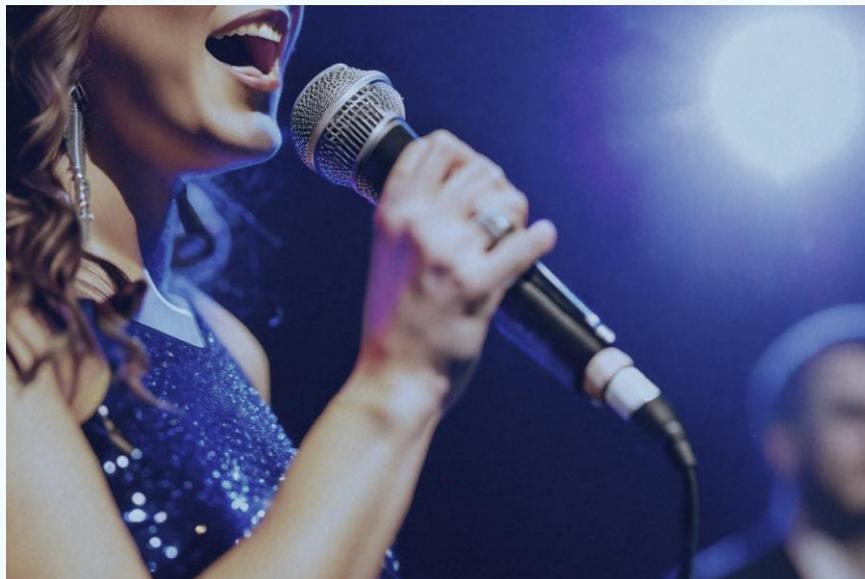


# Bridging the gap between the data stack and content platforms



# Sony Music The Orchard

Building a self-serve analytics  
culture with a lean team



Lean team of 5 analysts supporting 900+ employees globally

- Generate insights in a dynamic music landscape
- Deliver analytics for executives, 10k+ labels and artists
- Advising on strategy, campaigns, and partnerships

A state of the art modern data stack

- Snowflake for data warehousing
- DBT for ETLs
- Multiple BI tools for data reporting
- Rollstack for the last mile

## 2 key challenges

- How do we generate insights at scale for a large organisation with a lean team?
- How can we drive greater client satisfaction through scaled reporting across labels and artists?

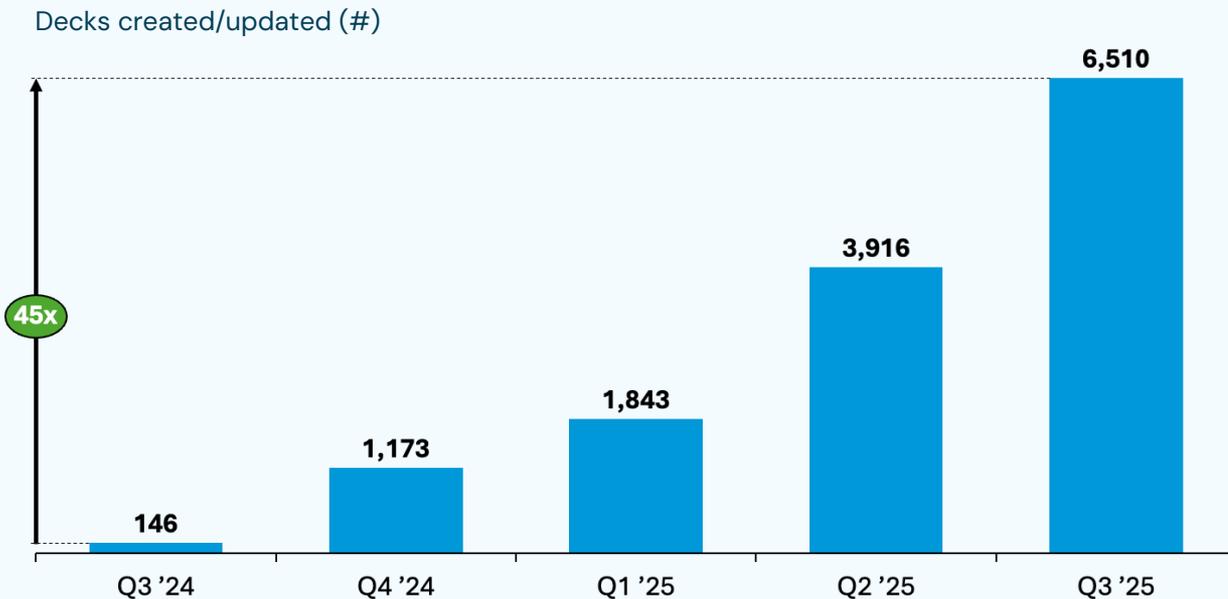
## Solved in 2 phases

1. Phase 1:  
Automating internal leadership business reviews
1. Phase 2:  
Scaling reporting to labels, and artists

## Driving artists satisfaction across 10k+ artists

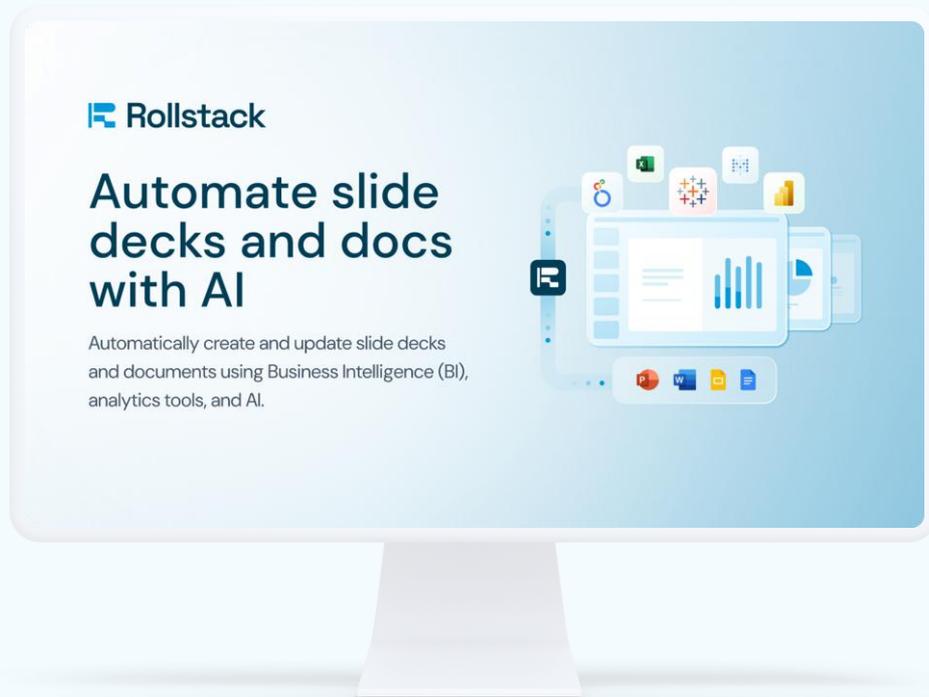
- Timely, consistent, branded reporting across global client network
- Achieved the impossible with a lean analytics team

# Driving artists satisfaction by delivering 6,500+ reports each quarter



# Rollstack Product Overview

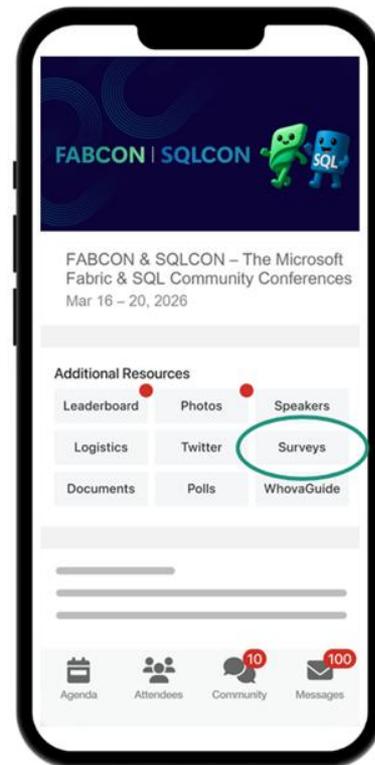
Real time proof Rollstack works as  
promised

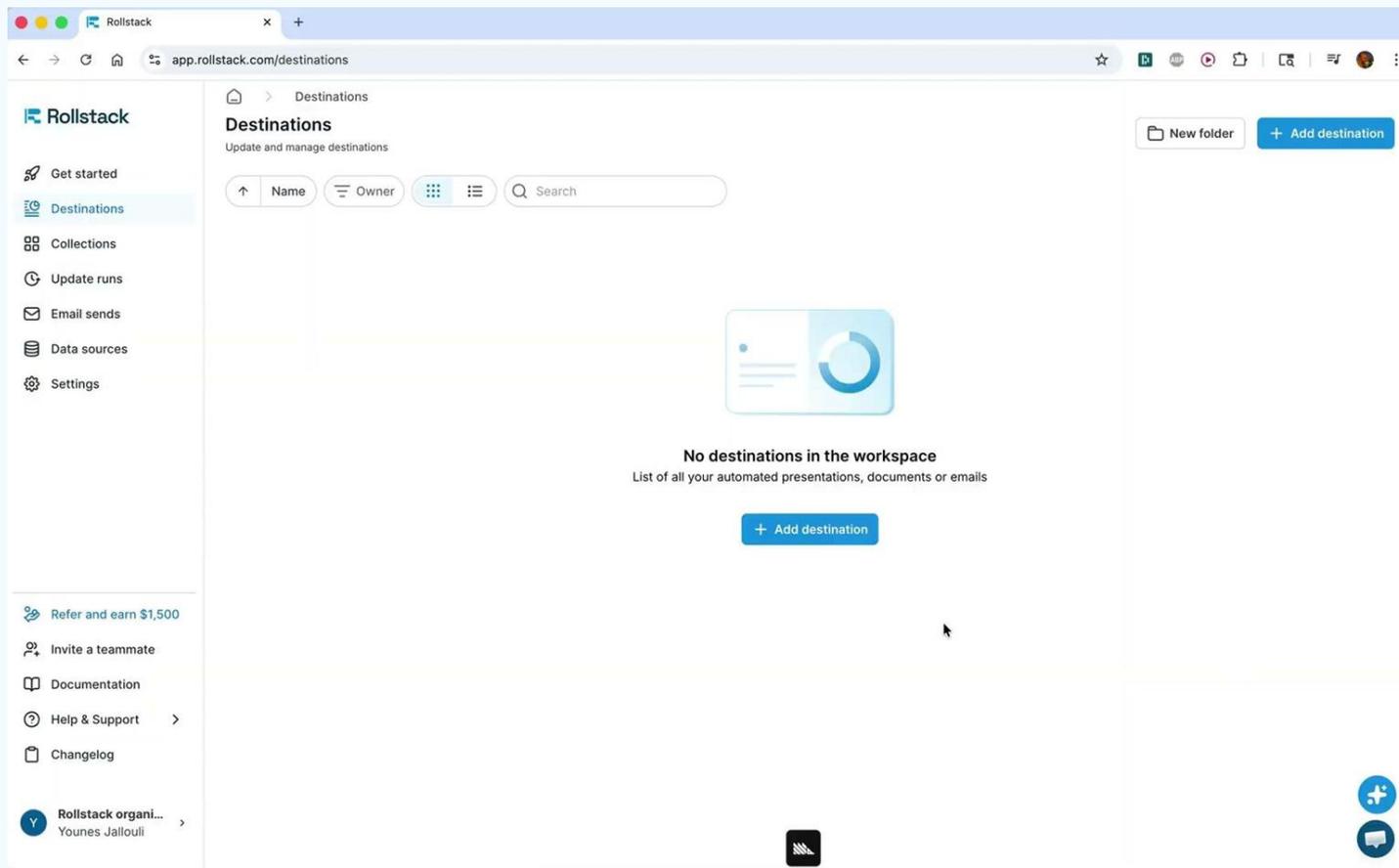


# How was the session?



Complete Session Surveys in  
*Whoa* for your chance to WIN  
PRIZES!





The screenshot shows the Rollstack web interface for a slide deck titled "Weekly Business Review". The interface includes a left sidebar with navigation options like "Destinations", "Collections", and "Update runs". The main content area shows a list of slides, with the first slide selected and highlighted. Below the slide list, a message states "No visualization" and provides a list of all visualizations added to this slide. At the bottom of the slide list, there are buttons for "Add visualization", "Add insight", and "Add variable".

Destinations > Weekly Business Review

Update method: same file | Scheduling: disabled | Last update: 4 minutes ago | Total syncs: 0

Refresh thumbnails (Refresh icon) | Last refreshed 2 minutes ago

Select all

1 Weekly Business Review

2 Executive Summary

3 Executive Summary

4 Product Sales

5 Customer sales represented 20% in February

6

Search by visualization

Add visualization | Add insight | (x) Add variable

No visualization  
List of all the visualizations you added to this slide

Add visualization | Add insight | (x) Add variable

The screenshot shows the Rollstack interface for a slide deck titled "Weekly Business Review". The interface includes a left sidebar with navigation options like Destinations, Collections, Update runs, Email sends, Data sources, and Settings. The main content area displays the slide deck with a list of visualizations on the left and a detailed view of a selected visualization on the right. The detailed view shows a table with columns for Preview, Name, Data source, Location, Filters, and Actions. The selected visualization is "Opportunity Count by Sales Stage and Sales Stage", which is a bar chart. The filters for this visualization are: Year: In 2015, Sales Stage: All, Partner Driven: All, Opportunity Size: All, and Region: All. The interface also shows update status information such as "Update method: same file", "Scheduling: disabled", and "Last update: a few seconds ago".

Destinations > Weekly Business Review

Weekly Business Review [Web](#) [Desktop](#) YJ [Share](#) [Send](#) [Update](#)

Update method: same file   Scheduling: disabled   Last update: a few seconds ago   Total syncs: 1

[Syncs](#) [Filters](#) [Update & Scheduling](#) [Emailing](#) [Settings](#) [Update runs](#) [Email sends](#) [Activity](#)

[Refresh thumbnails](#) ⌵

Last refreshed a few seconds ago ⌵

Select all

1

2

3

4

5

6

Search by visualization

[Add visualization](#) [Add insight](#) [Add variable](#) [Settings](#)

Preview	Name	Data source	Location	Filters	Actions
<input type="checkbox"/>	Opportunity Count by Sales Stage and Sales Stage	Production PowerBI	Opportunity Count	Year: In 2015 Sales Stage: All Partner Driven: All Opportunity Size: All Region: All	<a href="#">Refresh</a> <a href="#">Edit</a> <a href="#">Share</a> <a href="#">More</a>

The screenshot shows a web browser window with the URL `app.rollstack.com/destinations`. The page title is "Destinations" with the subtitle "Update and manage destinations". On the left is a navigation sidebar with items: Destinations, Collections, Update runs, Email sends, Data sources, and Settings. Below the sidebar are promotional links: "Refer and earn \$1,500", "Invite a teammate", "Documentation", "Help & Support", "Changelog", and "Rollstack organi... Younes Jallouli". The main content area features a header with "New folder" and "Add destination" buttons, and a search bar. Below is a table with one entry: "Weekly Business Review". The entry shows a thumbnail, the name, last update time ("8 minutes ago"), and next update time ("--"). An "Update" button and a menu icon are at the bottom of the entry. A floating action button with a plus sign and a chat icon is in the bottom right corner.

Rollstack

app.rollstack.com/collections/d2f57bc7-2d7a-4041-b457-ae82f9b90b1b/variants

Rollstack

Destinations

Collections

Update runs

Email sends

Data sources

Settings

Refer and earn \$1,500

Invite a teammate

Documentation

Help & Support

Changelog

Rollstack organi...  
Younes Jallouli

Weekly Business Review

Admin mode Contributor mode YJ ... Send all Update all

Master filters: Region Update method: same file Scheduling: disabled

Weekly Business Review

Template

Update Duplicate as standalone

If you add, modify or delete visualizations, insights or variables, you can push these template changes to be reflected in all variants. [Learn more](#)

Variants Scheduling Emailing Settings

Name Owner Created Search Compare variants to template Add variants

<input type="checkbox"/>	Name	Region	Owner	Created	Last update	Actions
<input type="checkbox"/>	Central	Central	YJ Younes Jallouli	10 minutes ago	10 minutes ago	
<input type="checkbox"/>	East	East	YJ Younes Jallouli	10 minutes ago	10 minutes ago	
<input type="checkbox"/>	West	West	YJ Younes Jallouli	10 minutes ago	10 minutes ago	

1-3 of 3