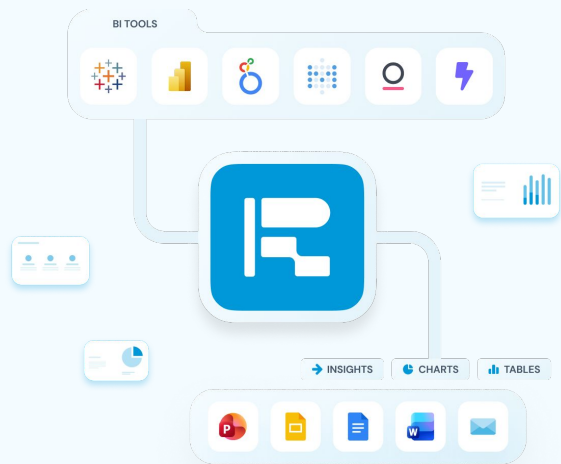


 Rollstack

#FABCONSQLCON2026

FABCONMicrosoft 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

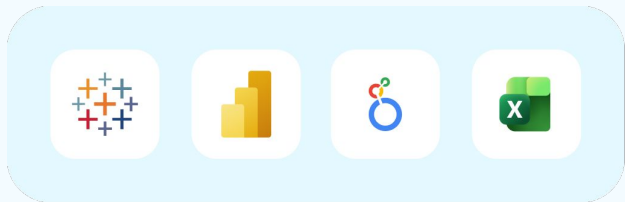
Questions?

Thank you for attending and how you can ask follow up questions

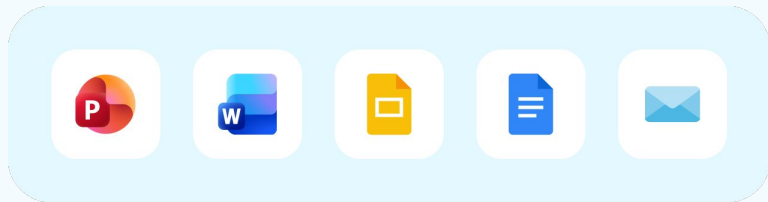
Platforms where
data is visualized



Platforms where
decisions are made



etc.

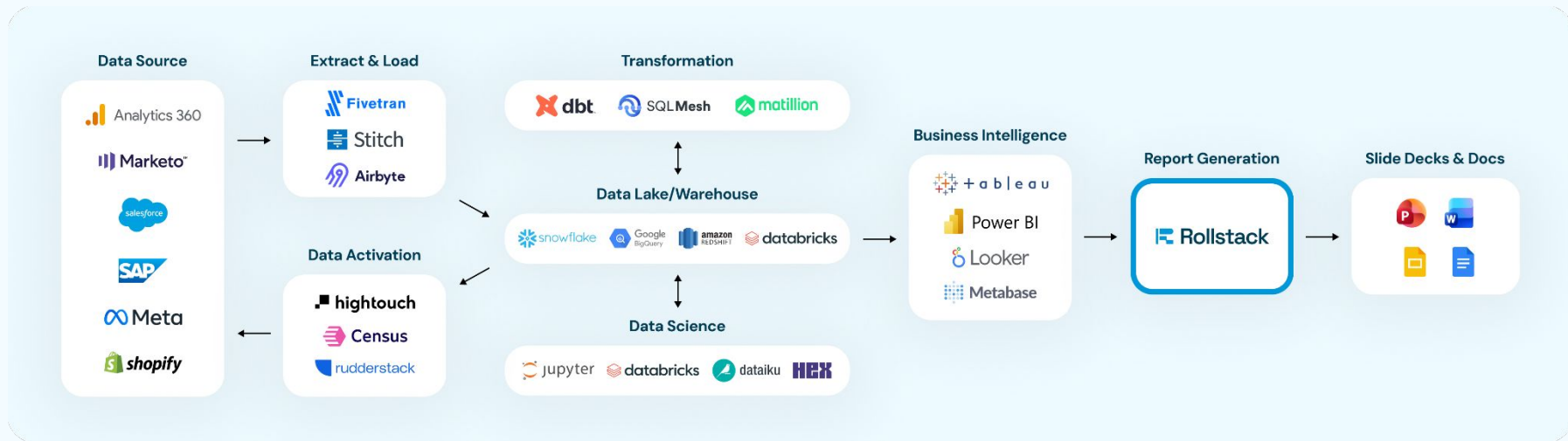


etc.

The last mile problem in the modern data stack



Bridging the gap between the data stack and content platforms





T.RowePrice



Tripadvisor

klaviyo



CBINSIGHTS



BROWN-FORMAN

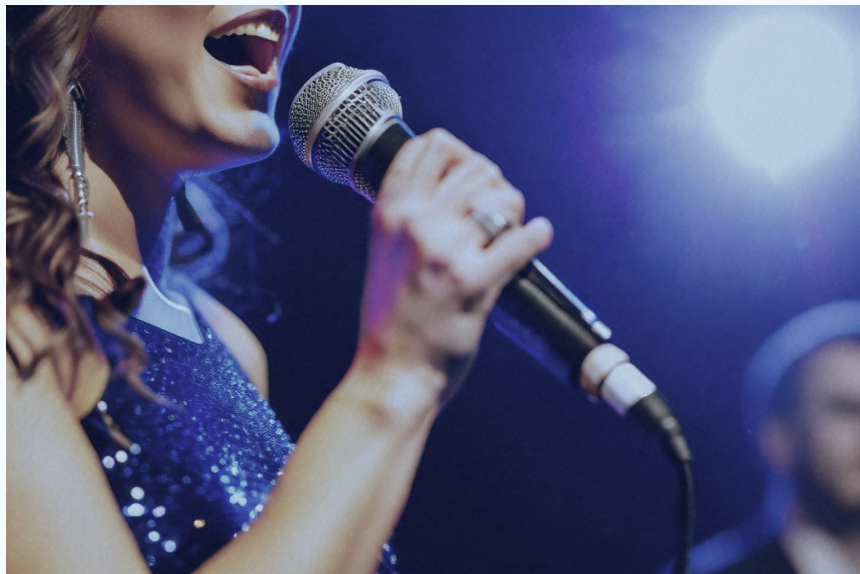


SONY MUSIC



Sony Music The Orchard

Building a self-serve analytics
culture with a lean team



Sony Music The Orchard: lean team, big impact

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?

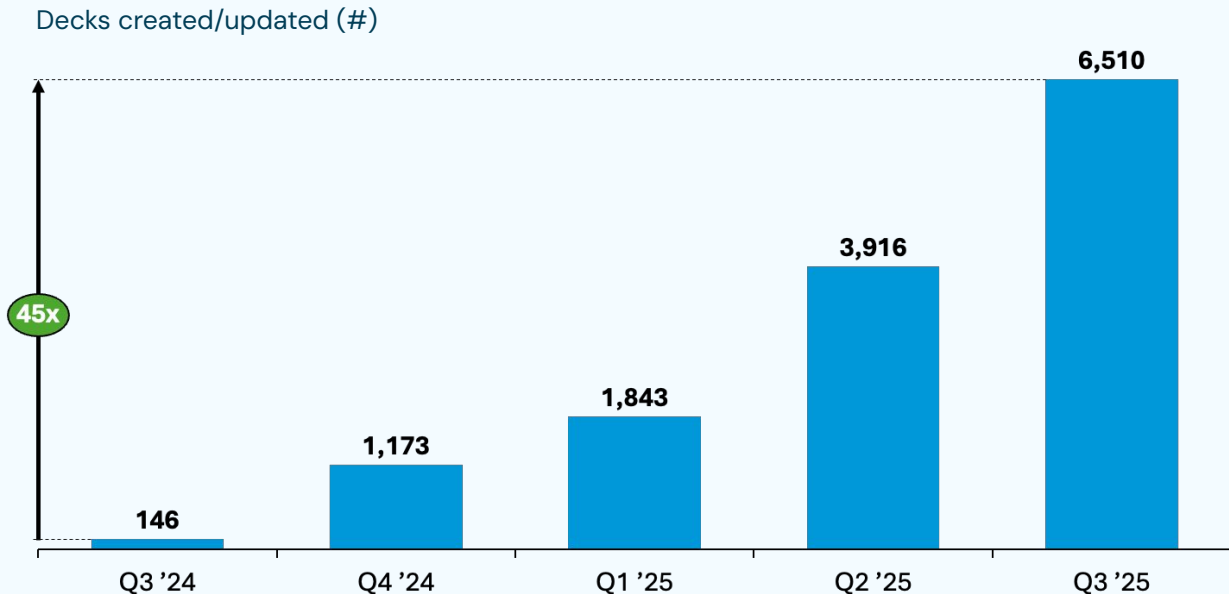
Solved in 2 phases

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

Driving artists satisfaction across 10k+ artists

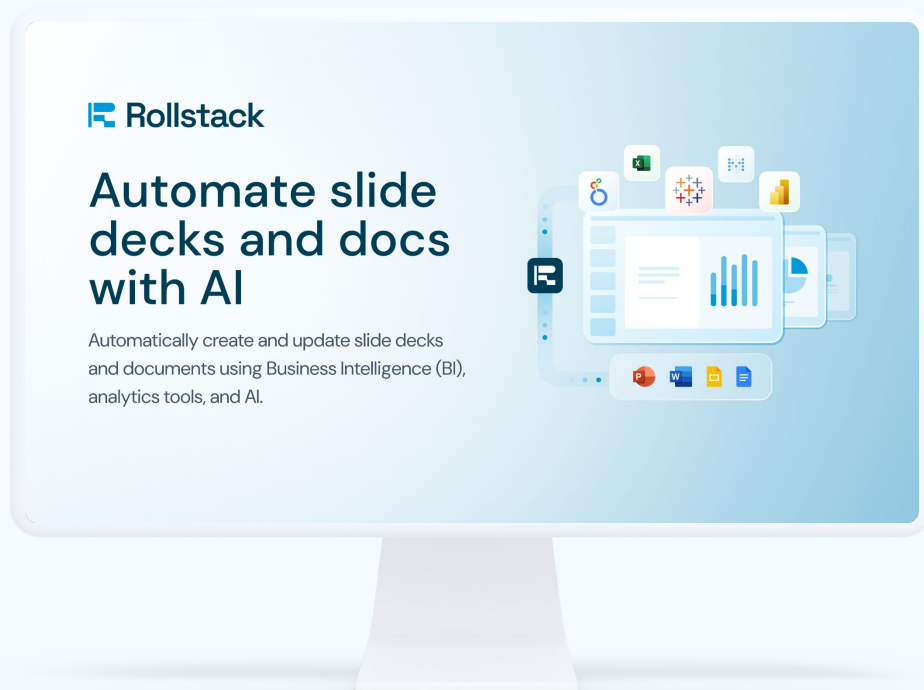
- **Timely, consistent, branded** reporting across global client network
- Achieved the impossible with a **lean analytics team**

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



Rollstack Product Overview

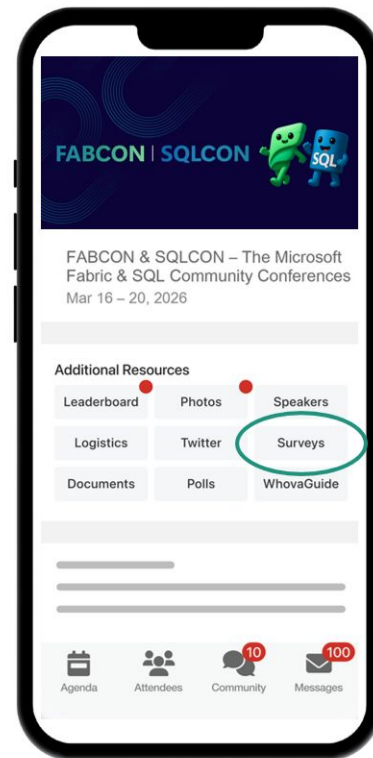
Real time proof Rollstack works as promised

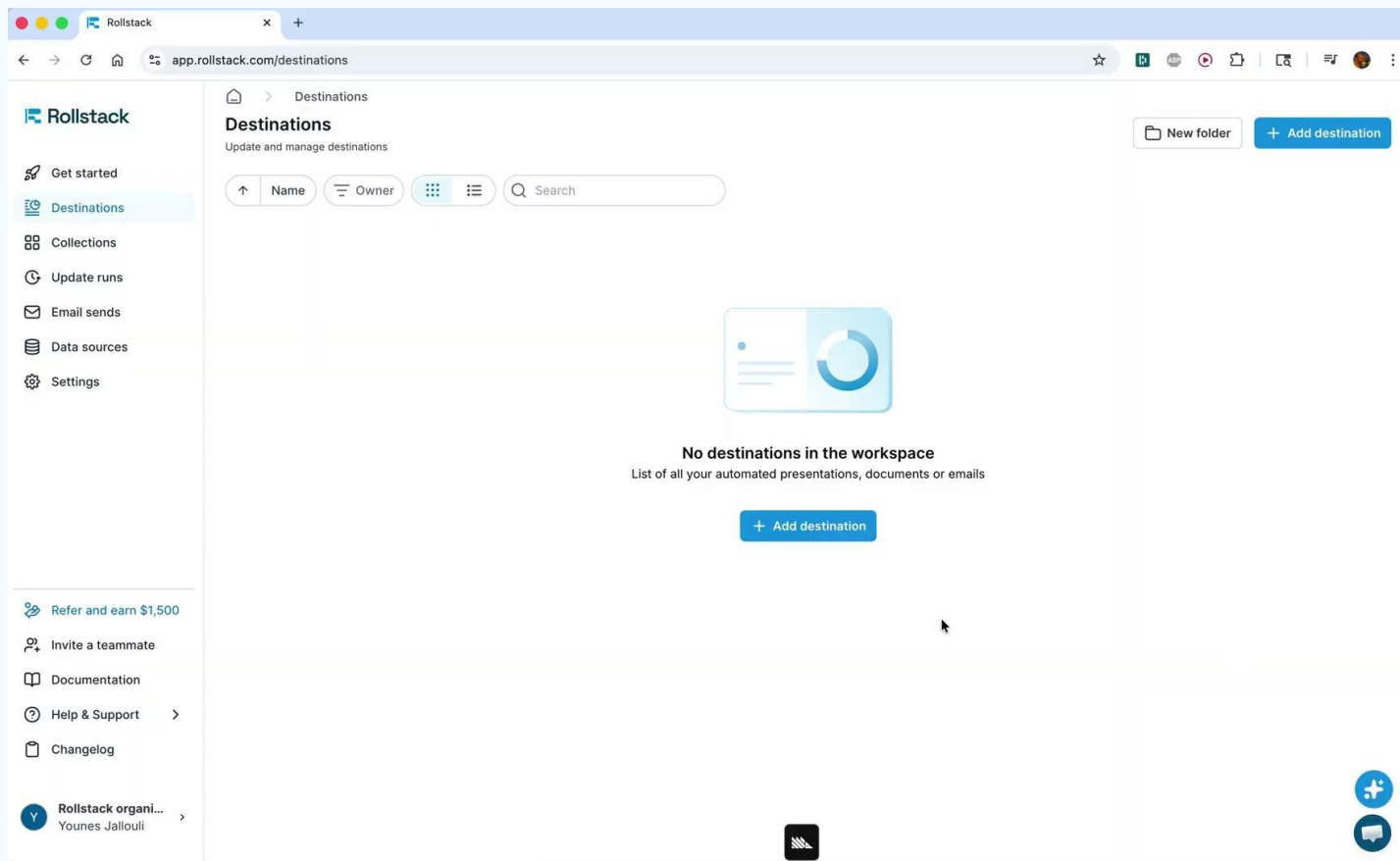


How was the session?



Complete Session Surveys in
Ukova for your chance to WIN
PRIZES!





The screenshot shows the Rollstack web application interface. The browser address bar displays the URL: `app.rollstack.com/destinations/26e494b4-3aa6-43f4-a611-dd8283863350/syncs?slideId=256`.

The main header area includes the Rollstack logo, navigation links (Get started, Destinations, Collections, Update runs, Email sends, Data sources, Settings), and a sidebar with a 'Refer and earn \$1,500' link and an 'Invite a teammate' button.

The central content area is titled 'Weekly Business Review' and shows a list of visualizations on the left. The visualizations are numbered 1 through 6. Visualization 1 is 'Weekly Business Review', 2 is 'Executive Summary', 3 is 'Executive Summary', 4 is 'Product Sales', 5 is 'Laptop sales represented 25% in February', and 6 is partially visible.

The right side of the interface shows a search bar and buttons for 'Add visualization', 'Add insight', and 'Add variable'. Below these buttons is a table with columns: Preview, Name, Data source, Location, Filters, and Actions. The table is currently empty, displaying a message: 'No visualization. List of all the visualizations you added to this slide.'

At the bottom right, there are two circular icons: a plus sign and a speech bubble.

The screenshot shows the Rollstack web application interface. The browser address bar displays the URL: `app.rollstack.com/destinations/26e494b4-3aa6-43f4-a611-dd8283863350/syncs?slideId=264`. The main content area is titled "Weekly Business Review" and includes a sidebar with navigation options: Destinations, Collections, Update runs, Email sends, Data sources, and Settings. The main panel shows a list of slides, each with a thumbnail and a title. The first slide is titled "Weekly Business Review" and the second is "Executive Summary". The third slide is titled "Executive Summary" and shows a bar chart with data points: \$44.30 and \$5.675. The fourth slide is titled "Product Sales" and the fifth is "Largest sales represented 25% in February". The sixth slide is partially visible. The interface also includes a search bar, a "Refresh thumbnails" button, and a table of visualizations. The table has columns for Preview, Name, Data source, Location, Filters, and Actions. The first row shows a visualization titled "Opportunity Count by Sales Stage and Sales Stage" with data source "Production PowerBI" and location "Opportunity Count". The filters section lists: Year: In 2015, Sales Stage: All, Partner Driven: All, Opportunity Size: All, and Region: All. The interface also includes a "Share" button, a "Send" button, and an "Update" button.

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

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

Preview	Name	Data source	Location	Filters	Actions
	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	

The screenshot shows the Rollstack web application interface. The browser address bar displays 'app.rollstack.com/destinations'. The left sidebar contains a navigation menu with the following items: Destinations (selected), Collections, Update runs, Email sends, Data sources, and Settings. Below the menu, there are links for 'Refer and earn \$1,500', 'Invite a teammate', 'Documentation', 'Help & Support', and 'Changelog'. At the bottom of the sidebar, the user profile 'Rollstack organi...' (Younes Jallouli) is visible. The main content area is titled 'Destinations' with the subtitle 'Update and manage destinations'. It features a 'New folder' button and an '+ Add destination' button. Below these are tabs for 'Name', 'Owner', and a search bar. The primary destination shown is 'Weekly Business Review', which includes a thumbnail, a red status icon, and update information: 'Last update: 8 minutes ago' and 'Next update: --'. An 'Update' button with a circular arrow icon and a three-dot menu button are located at the bottom of the destination card. In the bottom right corner of the application, there are two floating action buttons: a blue plus icon and a blue speech bubble icon.

The screenshot displays the Rollstack web application interface. The top navigation bar includes the Rollstack logo and a title bar. The main content area is titled 'Weekly Business Review' and shows a collection of variants. The left sidebar contains navigation links for Destinations, Collections, Update runs, Email sends, Data sources, and Settings. The main content area includes a 'Template' section with 'Update' and 'Duplicate as standalone' buttons. Below this is a 'Variants' section with a table of variants. The table has columns for Name, Region, Owner, Created, Last update, and Actions. There are three variants listed: Central, East, and West, all owned by 'Younes Jallouli' and created '10 minutes ago'. The 'Actions' column for each variant contains icons for refresh, play, share, and a menu. At the bottom right, there are icons for a plus sign and a speech bubble.

Rollstack

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

Weekly Business Review

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

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

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

Compare variants to template Add variants

Name	Region	Owner	Created	Last update	Actions
Central	Central	YJ Younes Jallouli	10 minutes ago	10 minutes ago	Refresh Play Share More
East	East	YJ Younes Jallouli	10 minutes ago	10 minutes ago	Refresh Play Share More
West	West	YJ Younes Jallouli	10 minutes ago	10 minutes ago	Refresh Play Share More

1-3 of 3

Refer and earn \$1,500

Invite a teammate

Documentation

Help & Support

Changelog

Rollstack organi... Younes Jallouli