

AT&T Chief Data Office Data Platform

MYBI Users Engagement



Message Re: Amp New Features Released on 1/13 - Sent Items

Re: Amp New Features Released on 1/13

HAN, KORINA
 Tuesday, January 14, 2020 at 10:10 AM
 D'SOUZA, NITIN P; HAN, KORINA
[Show Details](#)

New Features Released Jan. 16, 2020

Amp

- 1 More links to more places**

 - Need access to an internal AT&T site but don't know the link?
 - Where do I submit a Firewall Request? Where's the travel request site again? Where do I go to request VPN access?
 - You'll find answers to these questions and many more on the expanded Amp Resources page. It's an organized listing of over 160 internal AT&T links
 - You can find the Amp Resources page from the navigation bar at the top. Click the Resources menu then select AT&T Resources
- 2 CIP community: Metadata identifies the external publication**

 - After searching for a news article, clicking the Details option on the 3 dots menu now displays the name of the external publication
- 3 Hints, Tips and Tricks**

 - Today's Tip is focused on the Competitive Intelligence Portal (CIP) community
 - It's a new year! It's time for new contracts and re-subscribing to Company Tracker e-mail alerts
 - Need a refresher on subscribing? Check out this Job Aid.
 - Want to keep the Job Aid handy?

Now...
After opening the Job Aid, click the Favorite option on the 3 dots menu.

Next time...
The next time you need the Job Aid, click the Favorite (heart) icon in the top menu bar and click the title of the Job Aid to open it.

Questions?
For inquiries, content ideas or feedback, please send a message to the MyBICommunityAdm@list.att.com.

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 Tuesday, January 14, 2020 at 10:10 AM
 D'SOUZA, NITIN P; HAN, KORINA
[Show Details](#)

New Features Released Jan. 30, 2020

Amp

- 1 Competitive Intelligence Portal (CIP) community: Robocalling policies**

 - Need access to the latest versions of the AT&T Robocalling policies? You'll find these in the Robocalling section of the CIP Tools community:
 - Outbound Calling / Texting Guidelines
 - Outbound Customer Contact Policy
 - Approval Form for Outbound Calling and Text Campaigns
 - Want to keep a policy handy? Add a Favorite. Follow the instructions in the Hints, Tips and Tricks section below.
- 2 Upload a Document + Fewer Keystrokes = Time Saved**

 - The entry form for uploading documents to the Content Navigator document repository has a refreshed look. A few fields have become optional. Leave them blank and Amp will populate them for you!
- 3 Hints, Tips and Tricks**

 - Back by popular demand! For the benefit of CIP Attention Alert and CIP Company Tracker subscribers, we are re-printing the below Tip from our last newsletter:
 - Today's Tip is focused on the Competitive Intelligence Portal (CIP) community
 - It's a new year! It's time for new contracts and re-subscribing to Company Tracker e-mail alerts
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Message
Delete Reply Reply All Forward Attachment Meeting Move Junk Rules Read/Unread Categorize Follow Up

Re: Amp New Features Released on 2/12

HAN, KORINA
Tuesday, February 11, 2020 at 7:18 AM
D'SOUZA, NITIN P; HAN, KORINA
Show Details

This message is flagged for follow up.

It should be working now.
Thanks,



1 Easier to type. Easier to share. Easier to remember.


- Now you can find Amp at: amp.web.att.com. If you want to practice your typing skills, you can still use ampmarketplace.web.att.com. If you have it bookmarked, no problem! Your existing bookmarks will still work.

2 Hot off the Press...CIP Job Aids

- The **Training** community now includes Job Aids related to the **Competitive Intelligence (CIP)** community:
 - Need a refresher on subscribing to ATAttention Alert newsletters (with information on Business, Mobility & Technology, Government, Contracts or External Affairs)?
 - Want to subscribe to Company Tracking emails (for information on user-selected companies)?You'll find those topics in the new **CIP Job Aids** on the Training community

3 Hints, Tips and Tricks

- Today's Tip is focused on the **Amp search bar** on the **Amp Home Page**
 - The Amp search bar searches through **all** Amp content (bots, metadata, communities, Power BI reports and more!)
 - Related terms are displayed below the search bar. You can click a term to search for it.
 - Narrow your search results by clicking one of the result themes or categories:
 - Components** Includes APIs, Bots, Code Snippets, Machine Learning Models, Microservices
 - Metadata** Includes Data Products, Applications, Schemas, Tables, Columns
 - Business Intelligence** Includes BI reports, documents, communities, news articles
 - Taxonomy** Includes AT&T Information Models (AIM) and Privacy Information Models (PIM)



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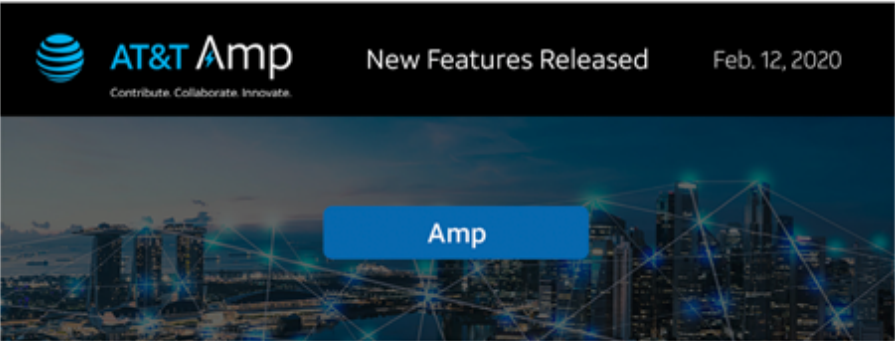
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Amp New Features Released on 3/27

AmpNews

Friday, March 27, 2020 at 2:31



1 Staying connected with Amp!

- With more of us working remotely than ever before, we're relying on [Amp communities](#) to keep us connected. Over 11,000 (and still counting) community visits this month have helped Amp community users share reports, metrics and information to continue essential work functions.
- To help you get the most out of your Amp community experience, we're offering a few tips:
 - Favorite your most-used community, then open it from your short list of Favorites next time
 - Use the Discussion feature at the bottom of your community to post questions or exchange ideas with community members
 - If you're a Community admin, use an Embedded Report widget to display an often-viewed spreadsheet (or Word or PowerPoint file) so that community members can easily view the document without even clicking to open it
 - If you're a Community admin, remember that a Links widget can include hyperlinks to resources internal or external (to AT&T)
 - And if you haven't set up your Amp community yet, reach out to us at MyBICommunityAdm@list.att.com to get started

2 Same comprehensive metadata search. And more!

- When you select **Data > Metadata Search** from the **Amp** menu, you'll find the same comprehensive metadata search you're accustomed to. You'll notice that the page also provides access to buttons and features from the **Amp** Home page. (Fine print: A defect in Internet Explorer is currently being addressed. For now, check out the new experience in Firefox or Chrome.)



3 Hints, Tips and Tricks

- Amp is always here to support your BI information needs.
- At this time, the Amp team wants you to know that the Amp [Competitive Intelligence Portal](#) community also provides timely information on:
 - How to be productive when you need to [Work From Home](#)
 - How to [sanitize your phone](#) (before it touches your face during your next conference call)
 - Adjusting to [Social Distancing](#)

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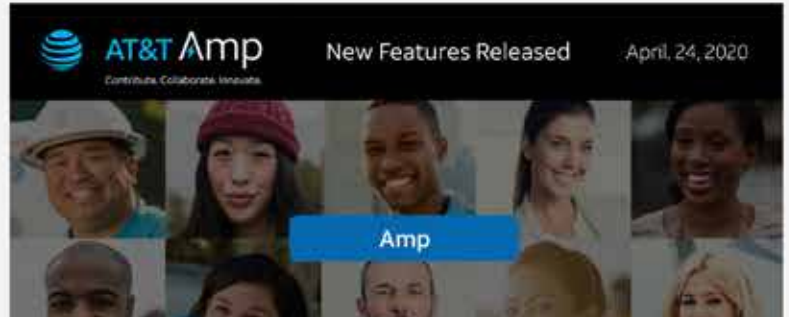
Amp New Features Released on 4/22

HAN, KORINA

To: SARDELLA-LAWRENCE, LUCY M; Cc: HAN, KORINA

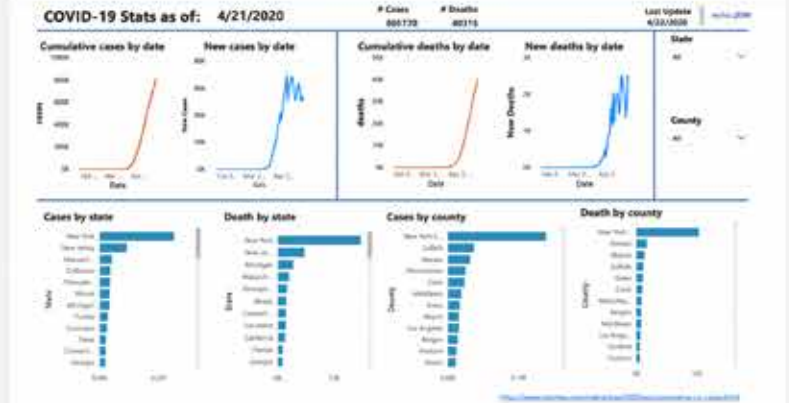
Wednesday, April 22, 2020 at 2:11

You forwarded this message on 4/23/20, 4:46 PM.
You replied to this message on 4/29/20, 8:39 AM.
This message is flagged for follow up.



1 Informed and Aware. Amp and You.

- The **Amp Home Page** has been updated with an image and messaging that pay tribute to all who continue to serve customers (internal and external) throughout the COVID-19 pandemic. The Home Page now also includes:
 - A button that links to a variety of available [Training resources](#). Here, you'll find training and Job Aids for BI Tools, Communities and the Amp document repository
 - A button that opens a new [COVID-19-related community](#), that provides:
 - Daily stats on COVID-19 impacts. (You can filter results by State and County.)



- Analyst reports, curated and categorized from the [Competitive Intelligence Portal](#), describing business and industry impacts of COVID-19.

COVID Executive Briefing

- Executive COVID-19 Executive Briefing - April 21, 2020
- Executive COVID-19 Executive Briefing - April 20, 2020
- Executive COVID-19 Executive Briefing - April 19, 2020
- Executive COVID-19 Executive Briefing - April 18, 2020

Work & Safety

The work challenge: A pandemic outbreak. A COVID-19 outbreak that's spread rapidly to companies.

To help address COVID-19 and other safety concerns, please visit the [Competitive Intelligence Portal](#).

Industry Impacts

- COVID-19 Industry Impact: U.S. Government
- COVID-19 Industry Impact: Manufacturing
- COVID-19 Lead Indicator: Retailers Report a 1.4% Drop in Sales
- COVID-19: Tracking a Low Response in Mobility
- COVID-19: Impact on Cybersecurity

Workless and TeleOps

- Are the numbers of new COVID-19 cases still rising?
- COVID-19 and Workless Centers play a vital role...
- COVID-19: Regulatory Service Regulation Case No. 19-1000
- COVID-19: U.S. Wireless Carriers Address Their Impact
- COVID-19: Pushing for Tele-Communications Resiliency
- COVID-19: Local Law Demand for Work Resiliency

Stay Safe. Stay Connected. Stay Amp'd.

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Re: Amp New Features Released on 5/7

HAN, KORINA
 To: HAN, KORINA

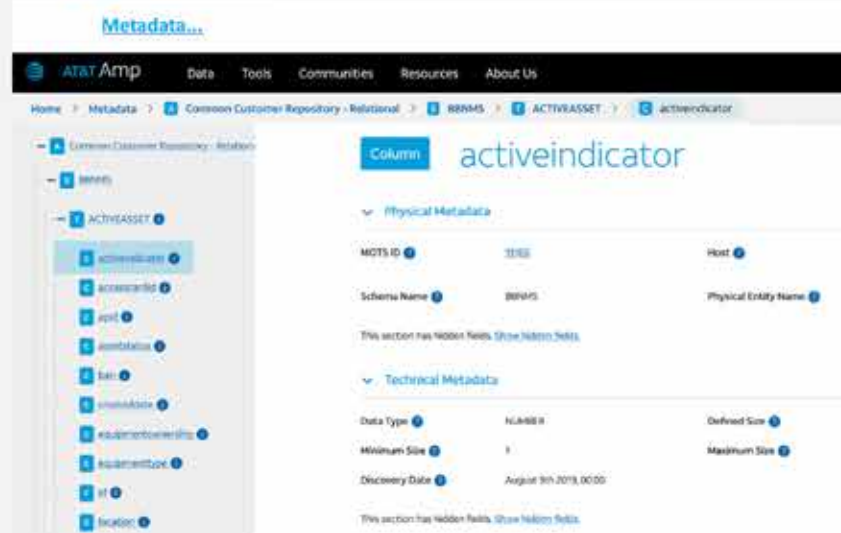
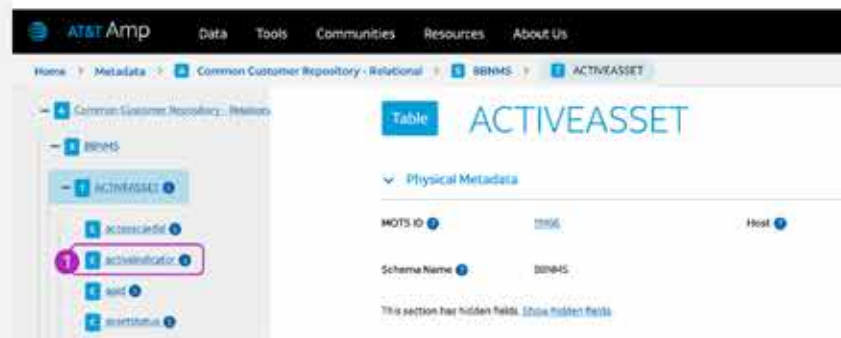
Monday, May 11, 2020 at 10:01

You replied to this message on 5/11/20, 10:11 AM.



- 1 Less bandwidth at home. Fewer clicks to your metadata. Just in time.**
- Now, it's easier than ever to navigate through **Metadata** to find what you need
 - Schemas, tables and columns now appear in a nested hierarchy (similar to browsing files on your laptop)
 - No more clicking the arrow icon for a table, selecting a column and clicking again to see column metadata. Now, just open a **table** then...

Point. Click.



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Amp New Features Released on 05/21

Friday, May 22, 2020 at 10

This message is flagged for follow up.



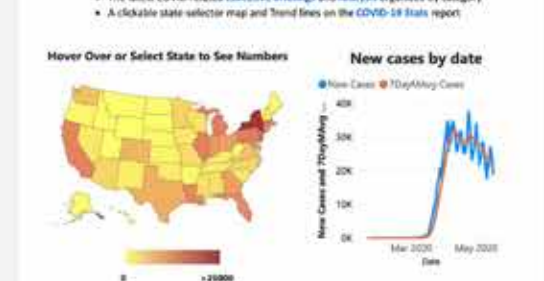
- 1 BYY DTMF SIGN! Wait, What??!**
- Speakeasy is now part of Amp, including improvements and fixes to enhance your search experience.
 - From the business menu, click **Speakeasy**.



Discover additional interesting AT&T-specific info based on your search term.



- 2 Hints, Tips and Tricks**
- Today's Tip is focused on enhancements to the Amp COVID-19 community:
 - A clickable AT&T University page for information on how to [Track in Today's New Normal](#).



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Amp New Features Released on 06/11

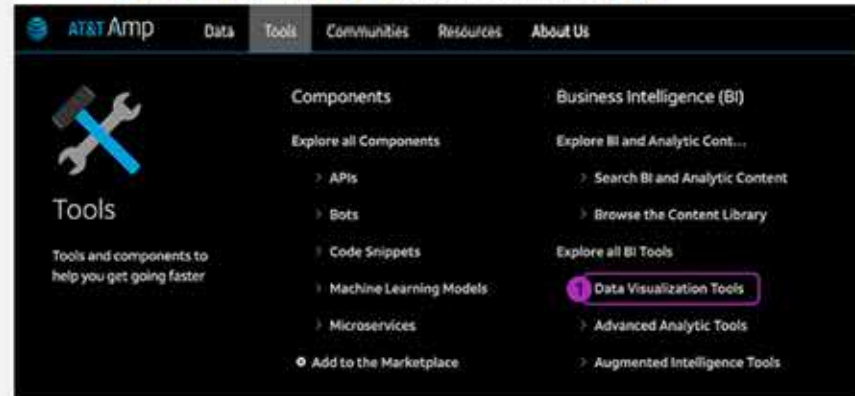
AmpNews
To: AmpNews

Thursday, June 11, 2020 at 4:31



1 AT&T + Salesforce = new lower pricing for you

- You may know that AT&T and Salesforce entered into a multi-year strategic agreement to deliver new connected experiences for AT&T customers
- You may also know that Salesforce owns Tableau - a software visualization tool available through Amp
- But did you know that, as a result of the new strategic agreement, AT&T is able to acquire new Tableau license subscriptions at an adjusted price and pass the savings on to you?
- Yes, it's true. Going forward:
 - Tableau Creator yearly subscriptions are discounted 76% hence reduced from \$630 to \$150
 - Tableau Explorer yearly subscriptions are discounted 82% hence reduced from \$315 to \$55
 - Tableau Viewer yearly subscriptions are discounted 83% hence reduced from a \$152 to \$25
- Tableau license subscriptions are available from the Amp Tools > Data Visualization Tools menu (or from this direct [link](#).)



2 Hints, Tips and Tricks

- You can find news articles in the [Amp Competitive Intelligence Portal](#) related to the:
 - [AT&T-Salesforce agreement](#)
 - [Salesforce acquisition of Tableau](#)
- You can read the latest COVID-related Executive Briefings and Analysis in the [Amp COVID-19 community](#)

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Amp New Features Released on 07/23

AmpNews
To: AmpNews

Thursday, July 23, 2020 at 1:31



1 Home (Page) improvement? We're upgrading more than that in Amp...

- During the COVID lockdown, home improvement projects have been on the rise. Based on this [CIP community news article](#), "behind the scenes" upgrades (e.g., plumbing, electrical) have been popular
- The Amp team is also keeping busy... by making upgrades to the Amp platform. Some upgrades are "behind the scenes." And some are under construction.
- Some highlights of what we're working on:
 - Additional Machine Learning models
 - Did you know that Amp uses Machine Learning today to suggest search terms? Try typing 'mach' in the [Amp search bar](#) and watch what happens. [Forrester Research](#) describes the future of Machine Learning as unstoppable.
 - Search engine upgrade (from single to multiple [cluster](#) version)
 - When we're done, you probably won't even notice. But the end result will be higher availability, improved [disaster recovery](#) and more fault tolerance. Trust us. That's a good thing.
 - Engage people resources
 - Need additional people resources to complete your BI tool buildouts? When completed, this capability will help you set up short-term contracts to do just that.
 - Active maintenance of metadata for [CCPA](#) related applications
 - Ongoing maintenance of application metadata ensures up-to-date search results
 - Hardware and database upgrades
 - Using the latest versions means better technical support and avoids downtime

2 Hints, Tips and Tricks

- The Amp [COVID-19](#) community now includes worldwide COVID stats in addition to USA-specific stats.
- Hint: Select the new [World-Stats](#) tab in the lower left corner of the report to view worldwide stats:



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Amp New Features Released on 08/28

To: AmpNews

Friday, August 28, 2020 at 1:04 PM

You replied to this message on 8/22/20, 1:00 PM.



1 Build AI Models without a PhD in Data Science using H2O Driverless AI

- With a user friendly interface, data scientists (junior or senior), engineers, statisticians, and even data analysts with little or no Python and R coding experience can build and deploy production quality models that scale
- H2O Driverless AI allows the user to quickly build hundreds of models with thousands of features automatically and provides easy to deploy model artifacts that drive business value for your projects.
- Driverless AI democratizes AI and is already helping data scientists and machine learning enthusiasts across AT&T to build Kaggle Grandmaster level models with increased accuracy without sacrificing full model explainability.
- Get started right away with a Trial license or a yearly subscription. Driverless AI license subscriptions are available from the Amp Tools > Augmented Intelligence Tools menu (or from this direct link.)

Check out the H2O Learning Center for more information on how to use this product: <https://training.h2o.ai/>
Please reach out to CDO.H2O.Support.Team if you need more details.

2 Hints, Tips and Tricks

• Jell-O is in Aisle 18

- You walk into a grocery store. It's not the store you usually shop at. Where's the Jell-O?
- Rather than walking up and down every aisle, you use the overhead signs to guide you. Aha. Jell-O should be in the snack aisle (not the frozen foods aisle).
 - Similarly, AMP uses an Information Model (formerly referred to as Taxonomy) to organize and classify data elements and help you in your quest for data.
 - We're currently upgrading our Information Model strategy and updating Amp screens to replace the word Taxonomy with Information Model. It's a work-in-progress, so you may still see a few references to Taxonomy. More to come...

• People Resources

Let us help you find the right BI resource for your reporting needs! Coming soon is the ability to review and request report resources. Our tool owners will assist in lining up the right resource so you can get the help you need. Rolling out in September...

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Amp New Features Released on 09/25

To: AmpNews

Friday, September 25, 2020 at 2:13 PM



1 One size doesn't fit all

- Are you more of a Business Manager than a Data Analyst? Does another Amp persona type (e.g., General User, AI Developer, Architect) best describe you and your role? You've told us that one size doesn't fit all. For example, Business Managers have more interest in BI reports than Architects do. And Architects have more interest in Software Components than Data Analysts do.
- Amp search results are now organized so that the results you're most interested in appear at the top of your list. Results you're less interested in will still be there. They'll be lower on the list to save you time scrolling through search results.
- Tell us which persona type is most like you and Amp will do the rest!
- Select your persona by clicking your photo, then My Personal Settings (direct link [here](#)).

Find your persona settings



Choose your persona



2 Finding a Community in a Haystack

- The number of communities continues to grow. You really like Amp communities! But finding a community amidst the Business Intelligence search results was a bit of a challenge. So, we've given communities their own separate category in search results.
- No more sifting through results to pick out communities. A search on [Marketplace](#), for example, provides:
- A count of communities matching (based on community name, description or tagline) your search



3 Hints, Tips and Tricks

- **EDP Interest to Community Admins!** Most widgets (e.g., Links, Report List, Members, Announcements, Content Library, Calendar, Shared Content, Shared Links) now offer the ability to hide the widget title. Additionally, the Calendar widget now provides the option to change the widget title. You'll see a toggle providing the Show/Hide capability.
- **Minority days of Wall Street Journal news articles are available (full-text) on the Competitive Intelligence Search (CIS) community.** Thanks to an ongoing enterprise-wide contract that AT&T's Competitive Intelligence & Analytics Marketing registration has with One Jones Factive.
- **Generally, about 100 WSJ stories arrive in CIS Monday through Saturday.**
- **The day's stories generally arrive at 3 AM Eastern on day of publication.**



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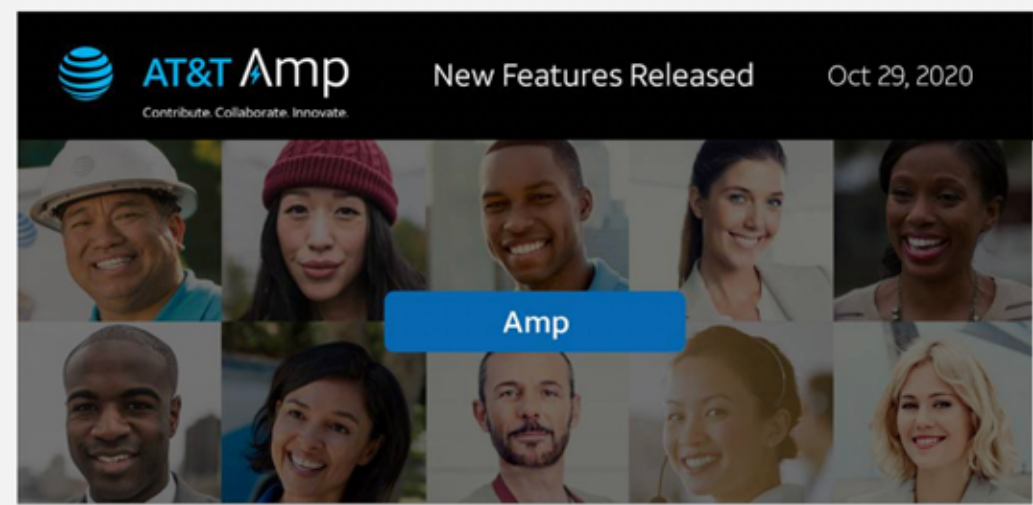
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Amp New Features Released on 10/29

AmpNews To: AmpNews Thursday, October 29, 2020 at 1:2

This message is flagged for follow up.



- 1 Quality isn't an act. It's a habit – Aristotle. (Data) Quality is a dashboard – Data Platform Team.
- You may have seen the Data Quality Dashboard featured on a recent Data Platform Forum call
 - Data Quality Dashboard provides KPIs and statistics supporting the quality and 'freshness' of Data Products in the Amp [Data Product Catalog](#).
 - The Dashboard is now available through Amp. *No UPSTART role required. No license required.*
- We're doing our part to **Keep it Simple!**
- You can find the Dashboard in Amp through:
 - The Communities menu (Organization/BU column), in the Data Quality Program community
- Or
- Direct link to the community: <http://mybi.web.att.com/myportal/community/dq>

Data Quality Dashboard

End to End
Data Product Summary
KPI

- Visit the [Data Quality Program](#) community for access to the Dashboard and a description of each report included in the Dashboard

2 Hints, Tips and Tricks

- The "Poster Session" segment of the Data Science Summit held earlier this week (10/27 and 10/28) included a virtual booth focused on the making of the Amp [COVID-19 community](#).
- It's a story about making an impact, collaborating and sharing data across silos. If you missed it, you can still check out the video and the poster by clicking the Watch the Video button on the Amp [COVID-19 community](#)



- What topic will your next Amp community focus on?

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