aws

Lyft Goes All-In on AWS

Lyft uses the breadth of functionality and highly reliable infrastructure of AWS to enhance rider experience and accelerate self-driving technologies in the cloud

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SEATTLE--(BUSINESS WIRE)--Today, Amazon Web Services, Inc. (AWS), an Amazon.com company (NASDAQ: AMZN), announced that Lyft, Inc. is going all-in on the world's leading cloud—to enhance Lyft's ridesharing marketplace which is available to an estimated 95 percent of the U.S. population, as well as in select Canadian cities, drive growth of its bike and scooters businesses, and enable its self-driving technology. Since its inception, Lyft has leveraged AWS's unmatched performance and scalability to power its on-demand transportation platform, which facilitates more than 50 million rides a month. Lyft runs its operations, which provides a multimodal platform for drivers and riders in the U.S. and Canada, as well as backend platform systems, financial applications, and website on AWS. The company is leveraging the breadth and depth of AWS's services, including database, serverless, machine learning, and analytics, to automate and enhance on-demand, multimodal transportation for riders and drive innovation in its autonomous vehicles business.

Running on AWS's fault-tolerant, highly performant infrastructure, helps support Lyft's everyday business, and scales easily for peak periods, where demand can skyrocket on weekends and holidays. In addition, Lyft relies on Amazon DynamoDB, a database that delivers high performance at scale, to support its mission-critical workloads, including a ride-tracking system that enables the company to provide more precise vehicle routing. By leveraging Amazon DynamoDB, Amazon Elastic Container Service for Kubernetes (*Amazon EKS)* and AWS Lambda, Lyft migrated to a microservices architecture to create more than 150 microservices that independently scale workloads while reducing complexity in the cloud to enhance every element of the rider experience. Lyft also has a data lake on Amazon Simple Storage Service (Amazon S3) and leverages Amazon Redshift to analyze the vast amount of data it is storing in the cloud, delivering insights that uncover riding patterns and predict pick-up and drop-off locations. This technology supported the introduction of the company's Shared ride service, Lyft Line. Lyft is looking to leverage machine learning services such as Amazon SageMaker to help provide fare estimates, enable fraud detection, and optimize pick-up and drop-off spots, to achieve its goal of building a cost-effective and reliable self-driving system for ridesharing.

"We built our business on AWS from the very beginning, taking advantage of their extensive compute power, depth and breadth of services, and expertise to develop an effective cloud infrastructure to support our growing business and goal of improving people's lives with transportation," said Chris Lambert, Chief Technology Officer at Lyft. "By operating on AWS, we are able to scale and innovate quickly to provide new features and improvements to our services and deliver exceptional transportation experiences to our growing community of Lyft riders. With AWS, we don't have to focus on the undifferentiated heavy lifting of managing our infrastructure, and can concentrate instead on developing and improving services with the goal of providing the best transportation experiences for riders and drivers, and take advantage of the opportunity for Lyft to develop best-in-class self-driving technology."

"The rise of ridesharing companies like Lyft has been transformational – changing the transportation model from one that revolved around cities to a new personalized, convenient, on-demand experience. With AWS, Lyft is poised to lead the next major transformation in autonomous motor vehicle technology, by leveraging our industry-leading portfolio of cloud services, proven operational expertise, and unmatched reliability," said Mike Clayville, Vice President, Worldwide Commercial Sales at AWS. "By choosing to go all-in on AWS, Lyft is able to innovate, get-to-market quickly, scale, and expand globally, as they invent new ways to make transportation safer and more enjoyable for riders."

About Amazon Web Services

For almost 13 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform. AWS offers over 165 fully featured services for compute, storage, databases, networking, analytics, robotics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, virtual and augmented reality (VR and AR), media, and application development, deployment, and management from 60 Availability Zones (AZs) within 20 geographic regions, spanning the U.S., Australia, Brazil, Canada, China, France, Germany, India, Ireland, Japan, Korea, Singapore, Sweden, and the UK. Millions of customers including the fastest-growing startups, largest enterprises, and leading government agencies—trust AWS to power their infrastructure, become more agile, and lower costs. To learn more about AWS, visit aws.amazon.com.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit amazon.com/about and follow @AmazonNews.

About Lyft

Lyft was founded in 2012 by Logan Green and John Zimmer to improve people's lives with the world's best transportation, and is available to 95 percent of the United States population as well as select cities in Canada. Lyft is committed to effecting positive change for our cities by offsetting carbon emissions from all rides, and by promoting transportation equity through shared rides, bikeshare systems, electric scooters, and public transit partnerships.

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