Amazon S3: 15 launches that defined 15 years of storage innovation

Amazon S3 launched 15 years ago on Pi Day, March 14, 2006, as the first generally available S3 service. From that point, our ambition has been to create a cloud storage platform that enables organizations to securely store and manage their data in the cloud. Amazon S3 has delivered powerful features that modernize and elevate the storage and management of your data across all stages of the lifecycle — from active S3 data to frozen S3 data. Amazon S3 has enabled an entire generation of organizations to automate and modernize their data management practices.

- **S3 Object Ownership:** Amazon S3 is the only object storage service that allows you to control access to objects at the bucket, object, and version level. This gives you fine-grained control over who has access to your objects and versioning.
- **S3 Block Public Access:** Amazon S3 launched S3 Block Public Access in February 2014, which allows you to block public access to your buckets, folders, and objects at the bucket level. This is critical for ensuring that your data is not inadvertently made public.
- **S3 Storage Lens:** Amazon S3 launched the S3 Storage Lens in July 2018, which provides you with detailed storage usage and activity insights across your buckets. This is critical for understanding your storage usage and optimizing your costs.
- **S3 Glacier Deep Archive:** Amazon S3 launched S3 Glacier Deep Archive in January 2017, which is a lower-cost storage class for time-stamped data with near-zero access latency. This is critical for storing long-term archives.
- **S3 Select:** Amazon S3 launched S3 Select in September 2018, which allows you to extract specific content from your Amazon S3 objects in the S3 bucket. This is critical for efficient data extraction and delivery.
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Security and access control are job zero

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Storage classes to optimize your costs

Amazon S3 launched S3 Pricing in March 2011, which offers a comprehensive, cost-effective tiered approach for storing objects in S3 across a range of cost-effective and low-cost S3 storage classes. S3 Pricing enables you to store objects in storage classes that are best suited for your specific access patterns and cost requirements.

- **S3 Standard-IA:** Amazon S3 launched S3 Standard-IA in November 2014, which is a low-cost storage class for frequently accessed objects. S3 Standard-IA offers lower-cost storage for objects that are accessed frequently.
- **S3 Intelligent-Tiering:** Amazon S3 launched S3 Intelligent-Tiering in August 2017, which automatically optimizes your storage costs by moving data between access tiers based on its access patterns.
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Storage management launches that make it easy to scale

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Plan for the long term

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Discover and protect your data

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Privacy and security

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