
AWS
re:Invent
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ANT323-R

Break through data silos with Amazon Redshift

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Agenda

Data challenges

Modern data strategy

Amazon Redshift: modern data warehouse and its features

Analyze all your data: use cases and common patterns

Putting it all into practice: demo

Discussion: Q&A

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Data is growing faster and more diverse than ever

The complexity and growth of data brings its own set of unique challenges

In 2020, 64.2 ZB of data was created or replicated, and the amount of digital data created over the next five years will be greater than twice the amount of data created since the advent of digital storage

Source: IDC, Worldwide Global DataSphere Forecast, 2021–2025, Doc # US46410421, March 2021



To **survive**

Cost optimized, save time, perform at scale, and make faster and better decisions in different business environment



To **thrive**

Modern data strategy that will grow with you in the future, put data to work, and invent new experiences and stay relevant for the future

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Create better business outcomes with data



Data can work more effectively for diverse users through easy-to-deploy, self-serve, and auto-scaling analytics systems

Improve operational efficiency; make more informed decisions; accelerate innovation

By making 10% more data accessible, a typical Fortune 1000 company will see a **$65 million increase in net income**[1]

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[1] Dykes, "The Four Key Pillars to Fostering a Data-Driven Culture"

Modern data warehousing

ANALYTICS WITHOUT COMPROMISES



Improve operational efficiency. Make well-informed decisions. Accelerate innovation.

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Amazon Redshift

FAST, EASY, RELIABLE, AND SECURE ANALYTICS AT SCALE



Analyze all your data

Break through data silos and gain real-time and predictive insights on all your data in a few clicks, with no data movement or data transformation



Price-performance at any scale

Gain up to 5x better price performance than any other cloud data warehouse, with performance innovation out of the box at no additional cost to you



Easy, secure, and reliable

Get data to insights in seconds without worrying about infrastructure management, with a secure and reliable data warehouse service

New* July 2022—Amazon Redshift Serverless

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Listening to our customers

AND REINVENTING DATA WAREHOUSING

2012 — Terabytes to petabytes to exabytes — 2022

Customer challenges

- Need a cost-effective way to run fast analytic queries on large volumes of data
- Increasingly using data lakes and needing to query open-format data on Amazon S3 in place
- Scale storage independently of compute
- Elastically scale without user involvement
- Analyze/query operational data in external datastores
- Need to query data across clusters without data movement
- Need analysts outside of the data science team to do ML (build, train, and apply models)
- Simplified query interface for analysts
- High-performance query acceleration without user involvement
- Variety of third-party datasets and marketplace of data
- Abstracting away complexity of capacity management
- Real-time analytics in the warehouse
- Concurrent scaling for writes
- Granular authorization controls
- Connections to more identity providers

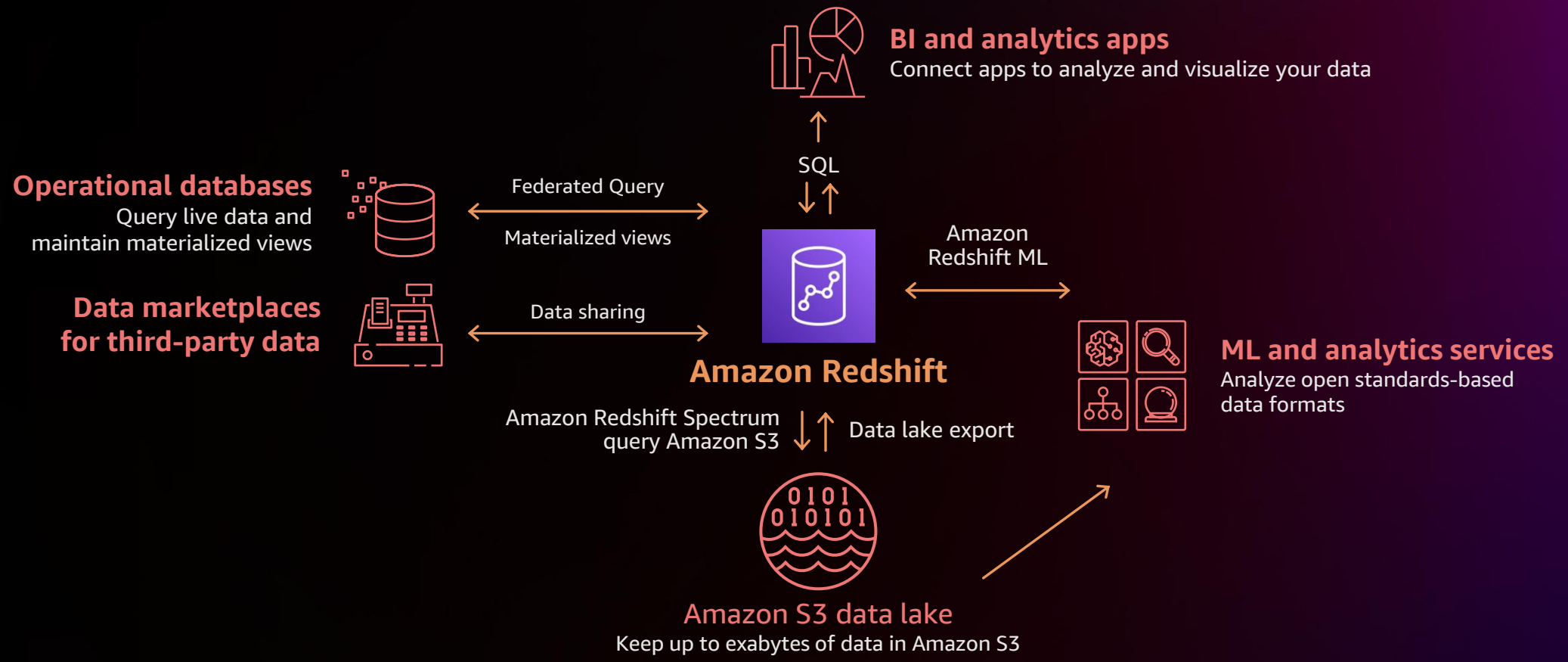


Amazon Redshift

- Amazon Redshift launched as the first MPP cloud data warehouse at a price performance unattainable in on-premises MPP DWs
- **Amazon Redshift Spectrum**
- Amazon Redshift RA3 nodes
- Concurrency scaling
- Federated query
- Data sharing
- Amazon Redshift ML
- Amazon Redshift Query Editor V2
- Data sharing with AWS Data Exchange
- Amazon Redshift Serverless
- Amazon Kinesis streaming ingestion
- Concurrency writes
- Role-based access control, identity management updates

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Break through data silos & analyze data across AWS services, data lakes & purpose-built stores

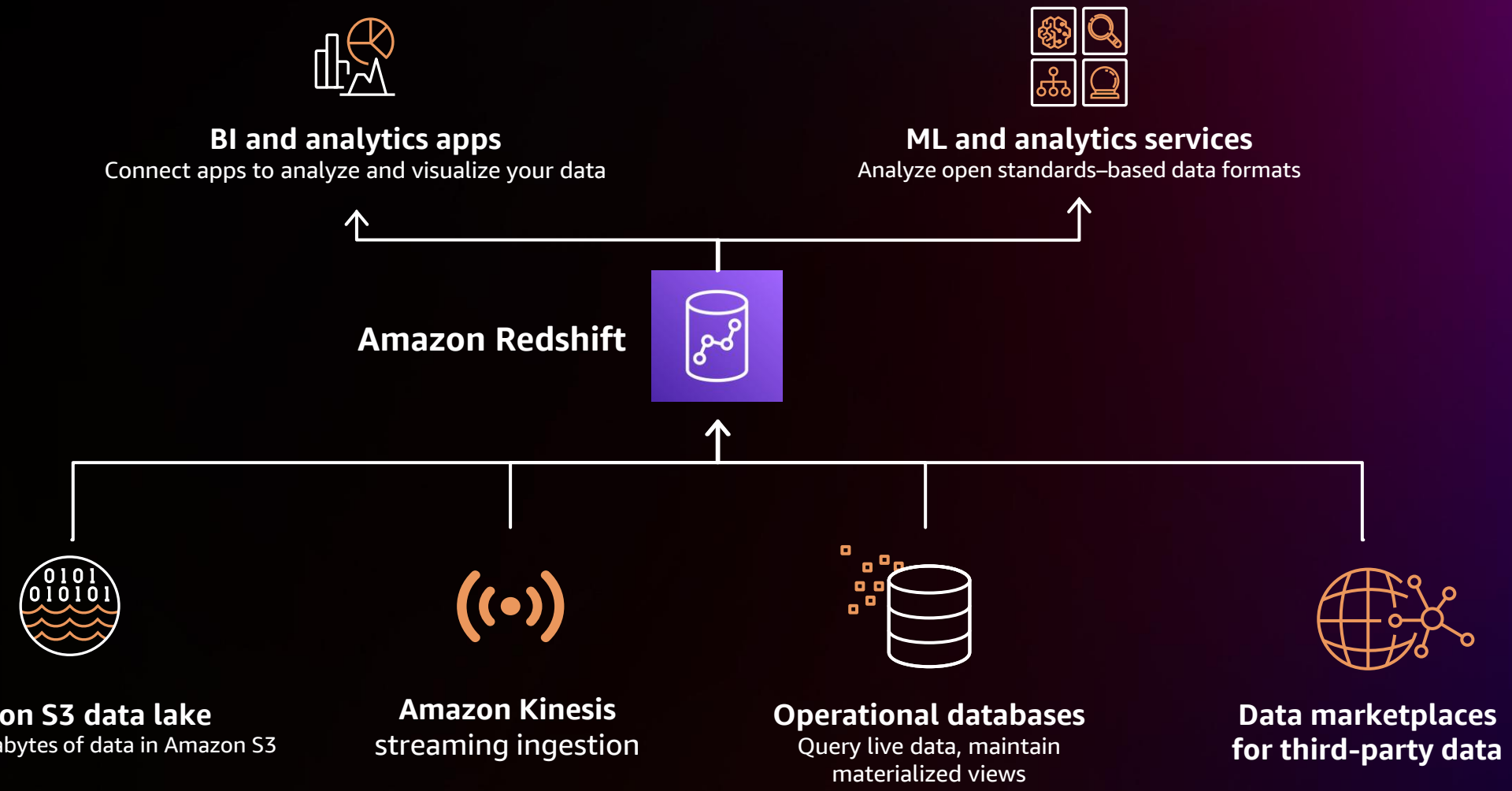


No ETL! | No data movement | 1,300+ third party | Datasets, 350+ data providers | Secure and consistent data sharing
Billions of predictions right within your data warehouse | Use your favorite BI tool | ML in SQL | No data duplication

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Unify and analyze all your data

WITH AWS SERVICES INTEGRATION



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Discussion and Q&A

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Thank you!



Please complete the session survey in the **mobile app**

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