DAT224-L

Your data: How you need it, where you need it, when you need it

Jeff Carter

Vice President, Databases and Migration Services, AWS

Nandu Ramani

Vice President of Product Development, QuickBooks Online, Intuit

Alek Zdziarski

Senior Vice President, Data Software Engineering, Disney Streaming

Mark Senerth

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Our approach to data

Catalog, connect, and govern all your data wherever it lives

Meet our customers where they are

The right tool for the right job

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Our approach to data

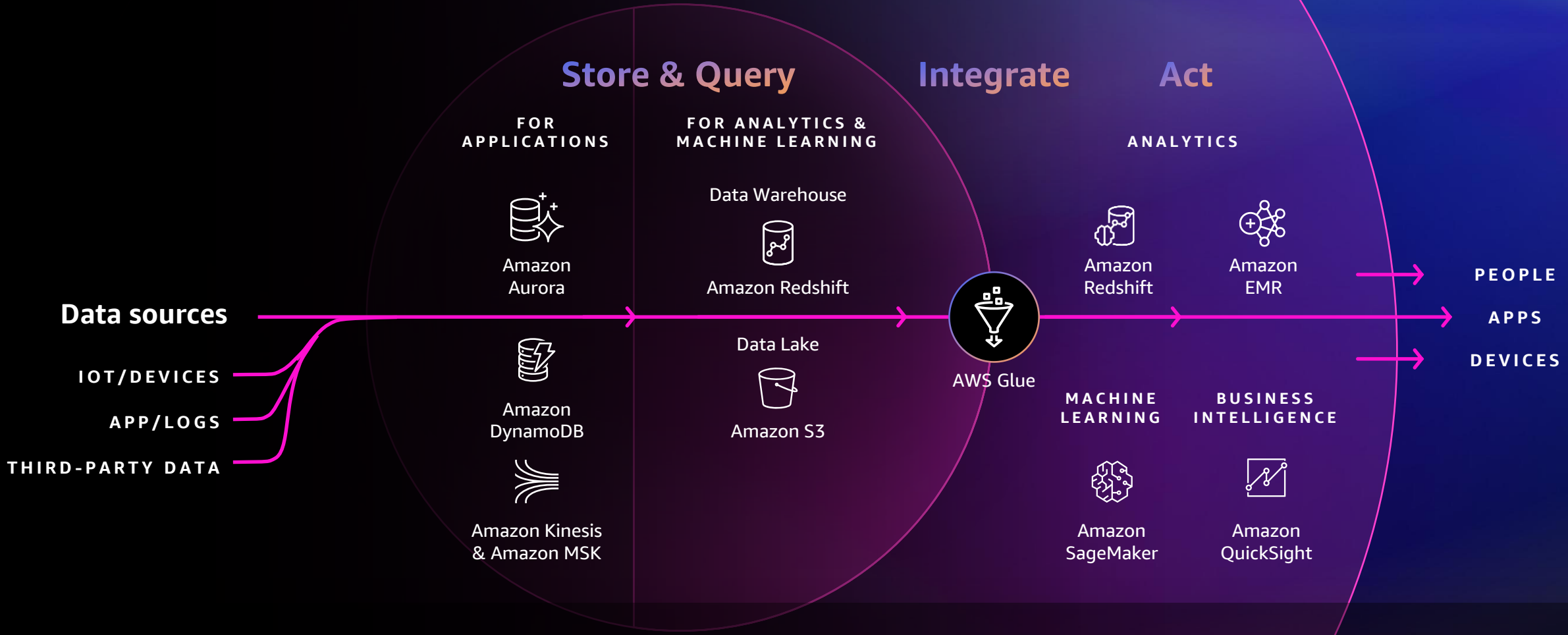
Catalog, connect, and govern all your data wherever it lives

Meet our customers where they are

The right tool for the right job

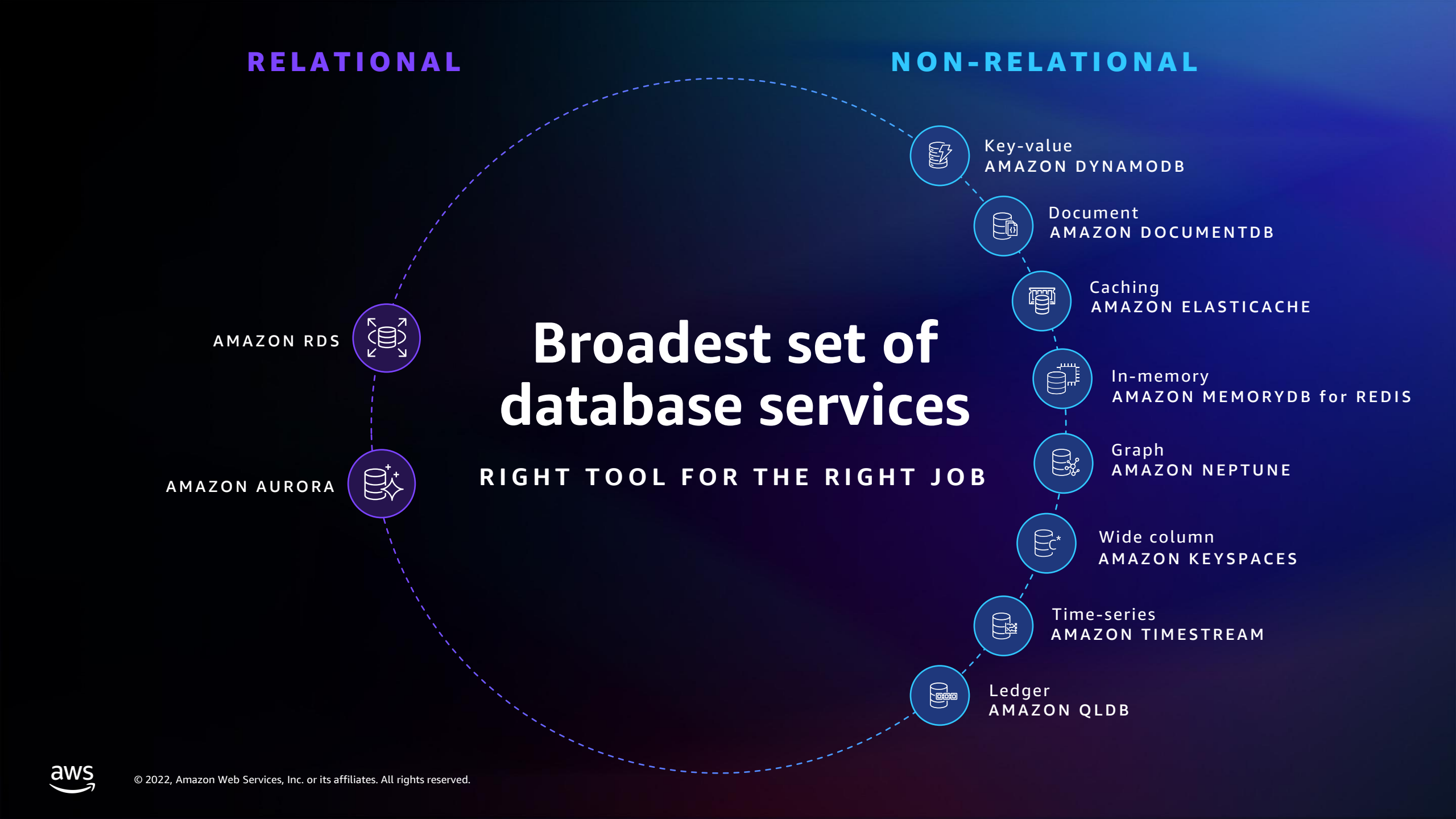
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Building an end-to-end data strategy



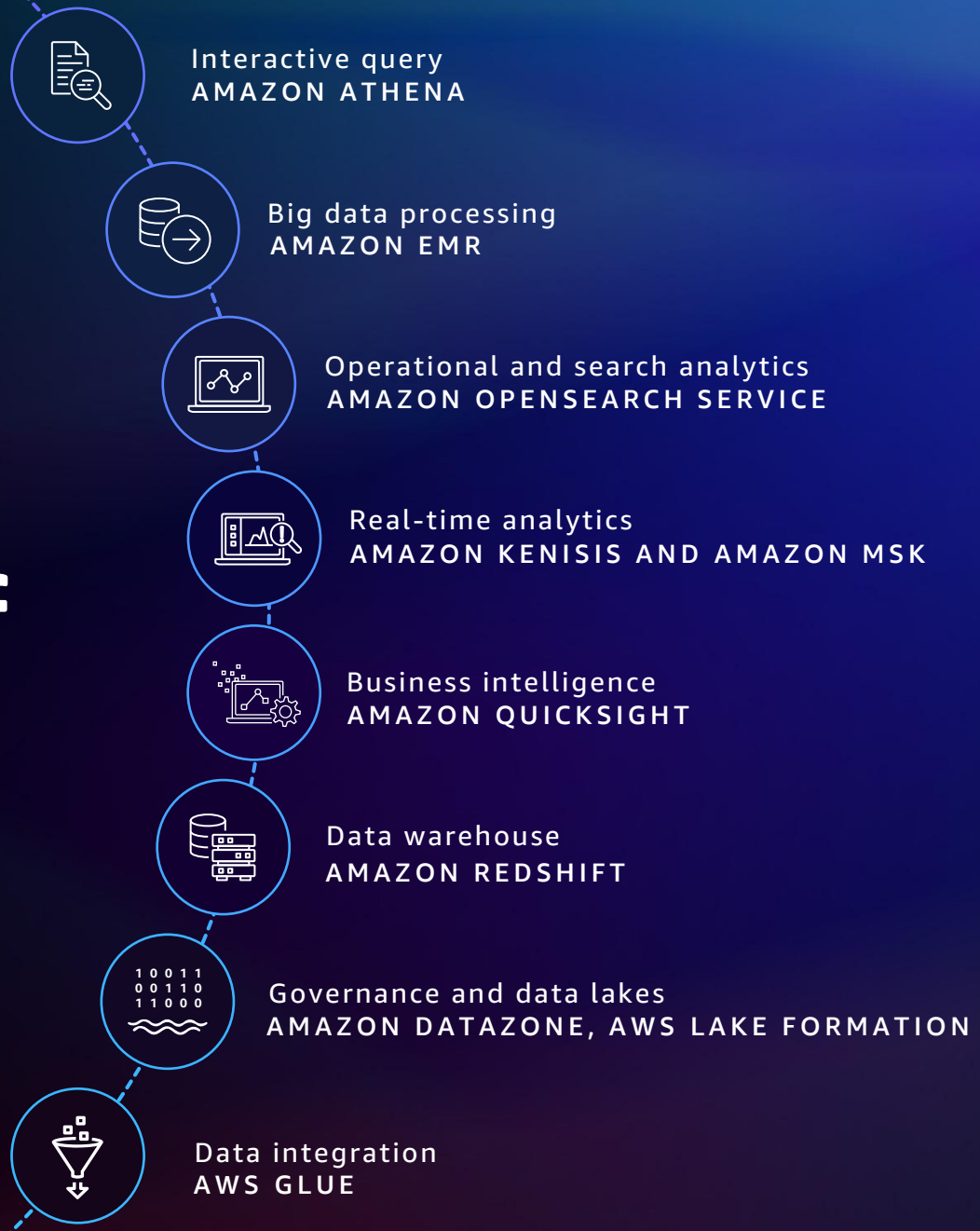
Catalog & Govern | AWS Lake Formation, Amazon DataZone

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Broadest and most cost-effective set of analytics services



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Broadest and most complete set of ML capabilities

AI SERVICES

SPECIALIZED

Business processes
- Amazon Personalize
- Amazon Forecast
- Amazon Fraud Detector
- Amazon Lookout for Metrics

Search
- Amazon Kendra

Code + DevOps
- Amazon CodeGuru
- Amazon DevOps Guru

Industrial
- Amazon Monitron
- Amazon Lookout for Equipment
- Amazon Lookout for Vision

Healthcare
- Amazon HealthLake
- Amazon Comprehend Medical
- Amazon Transcribe Medical

CORE

Text & Documents
- Amazon Translate
- Amazon Comprehend
- Amazon Textract

Chatbots
- Amazon Lex

Speech
- Amazon Polly
- Amazon Transcribe
- Amazon Transcribe Call Analytics

Vision
- Amazon Rekognition
- AWS Panorama

ML SERVICES

SAGEMAKER CANVAS
No-code ML for business analysts

SAGEMAKER STUDIO LAB
Learn ML

AMAZON SAGEMAKER

Label data | Prepare data | Store features | Detect bias | Build with notebooks | Train models | Tune parameters | Deploy in production | Explain predictions | Manage and monitor | Manage edge devices

CI/CD

ML FRAMEWORKS AND INFRASTRUCTURE

PyTorch, Apache MXNet, TensorFlow | Amazon EC2 | CPUs | GPUs | AWS Inferentia | AWS Trainium | Habana Gaudi | FPGA | Amazon Elastic Inference

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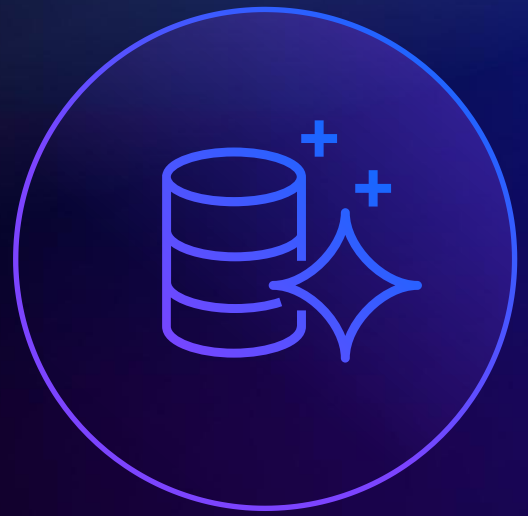
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Launched this year

IN CASE YOU MISSED IT



Amazon RDS
Multi-AZ with two standbys



Amazon Aurora
Serverless v2

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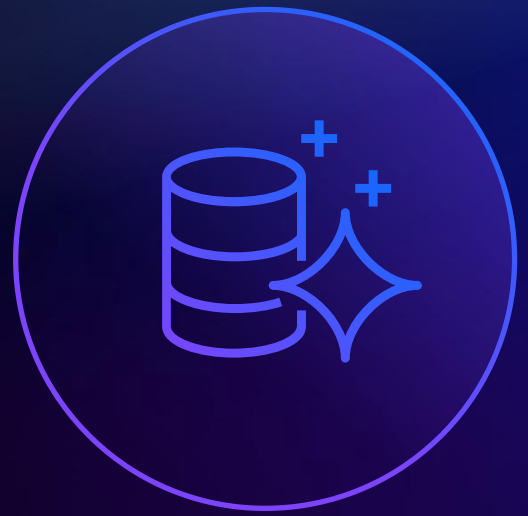
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Amazon RDS
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Amazon Aurora
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Amazon DynamoDB
Data Import from S3



Amazon Neptune
Global Database



Amazon Neptune
Serverless



Amazon MemoryDB for Redis
Data Tiering

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Data growth is remarkable



90%

of today's data has been created in the last **2 years** alone

Statistic provided by Worldwide IDC Global DataSphere Forecast, 2022–2026

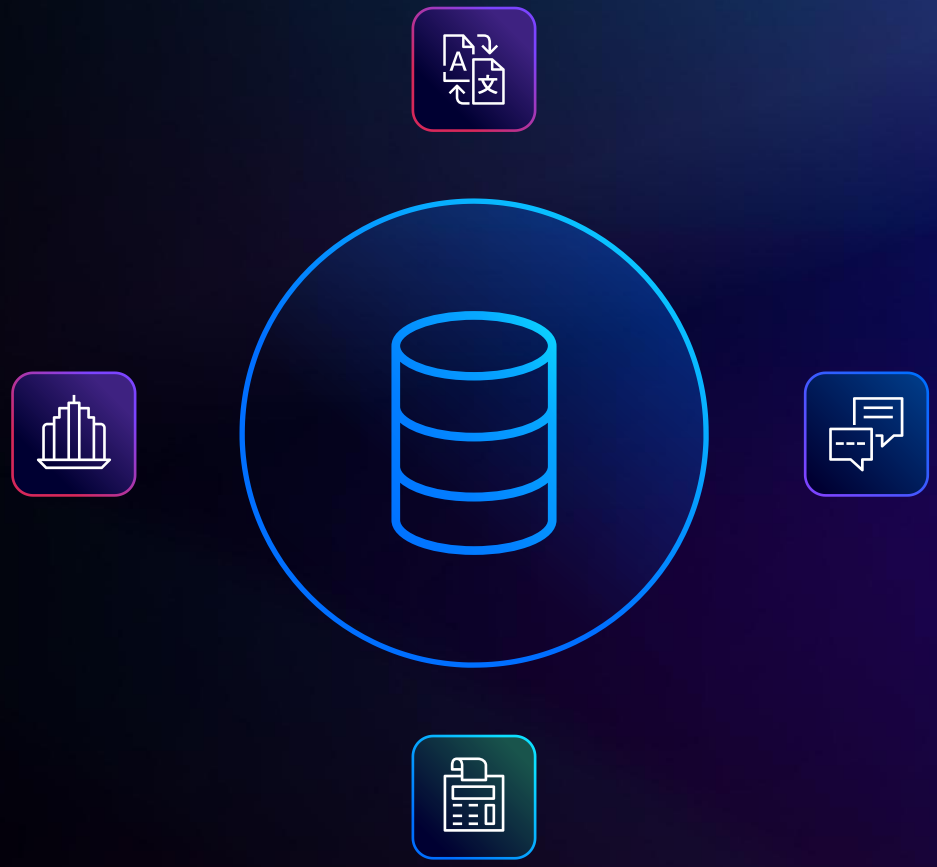
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Many organizations have yet to realize value from data

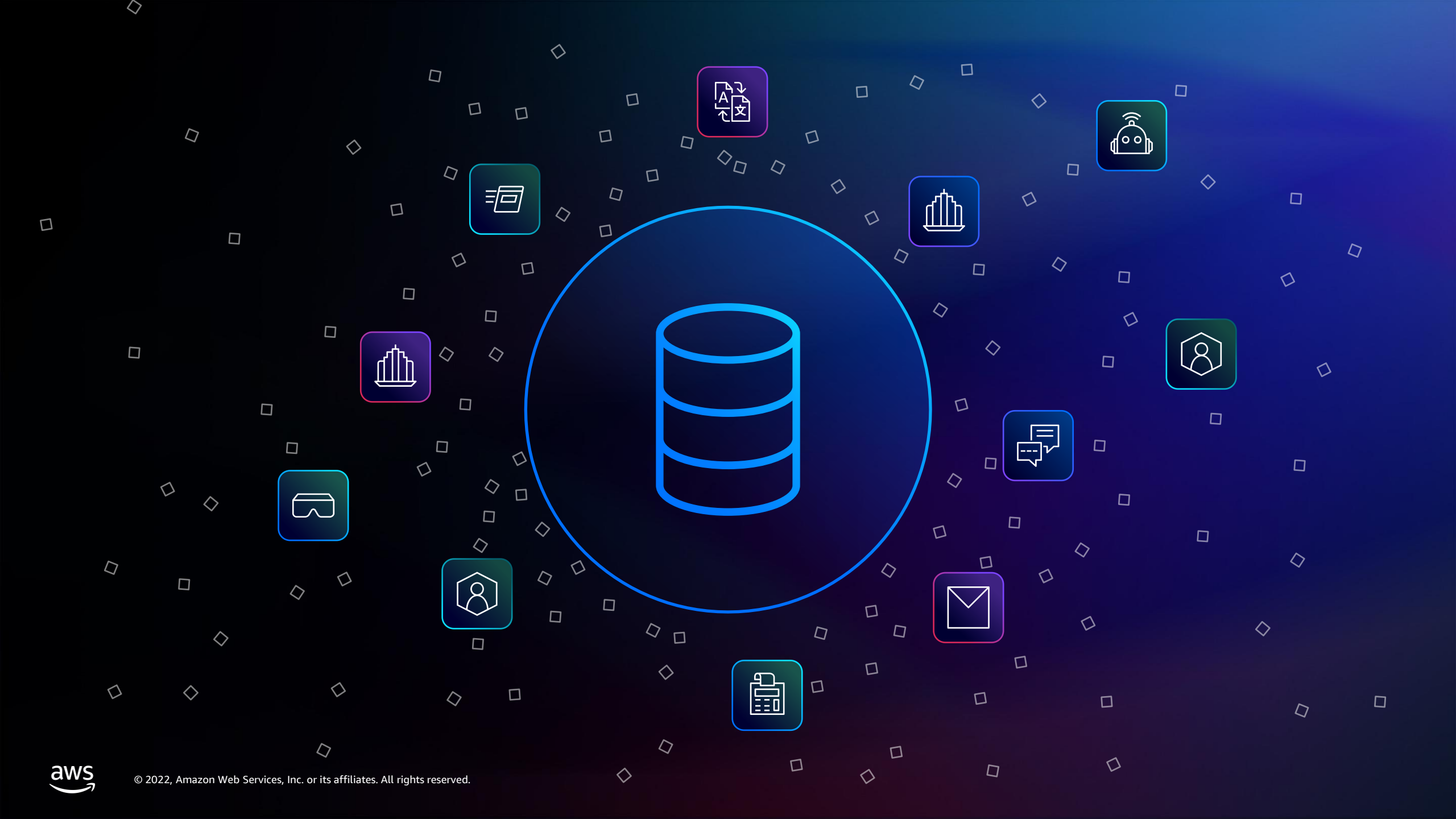
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How does **data gravity** come about?

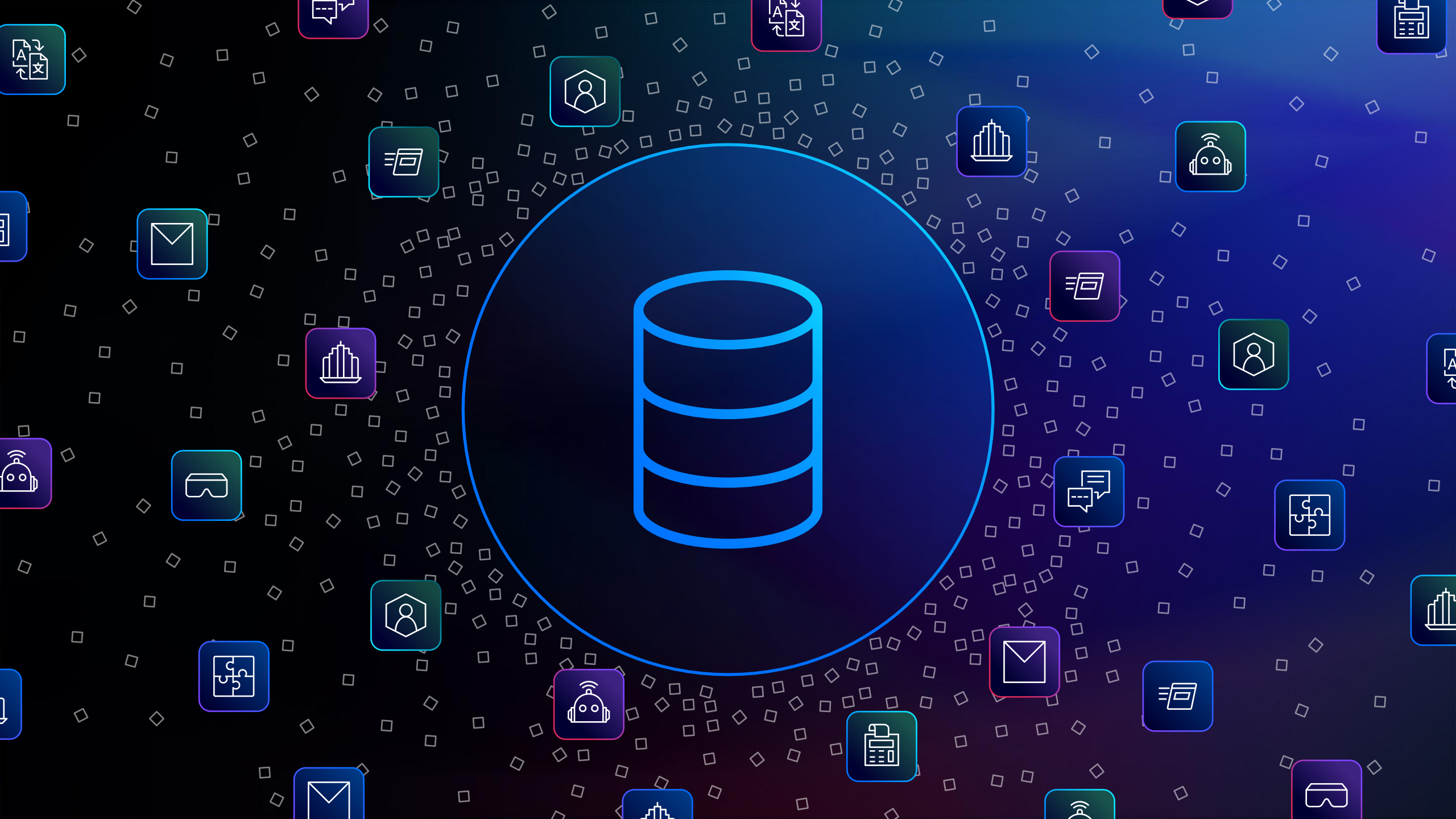
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Better outcomes by managing data gravity

How you need it

In a style that matches the application's use of the data

With support for large volumes

With the economics of elastic capacity provisioning

Where you need it

Close to the applications and users to minimize latency

Supporting an increasingly global population of users

When you need it

aws

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Better outcomes by managing data gravity

How you need it

In a style that matches the application's use of the data

With support for large volumes

With the economics of elastic capacity provisioning

Where you need it

Close to the applications and users to minimize latency

Supporting an increasingly global population of users

When you need it

Continuously, in real-time or near real-time

Highly available, supported by a resilient infrastructure

Durable, with no data loss ever

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Purpose built with high performance at scale



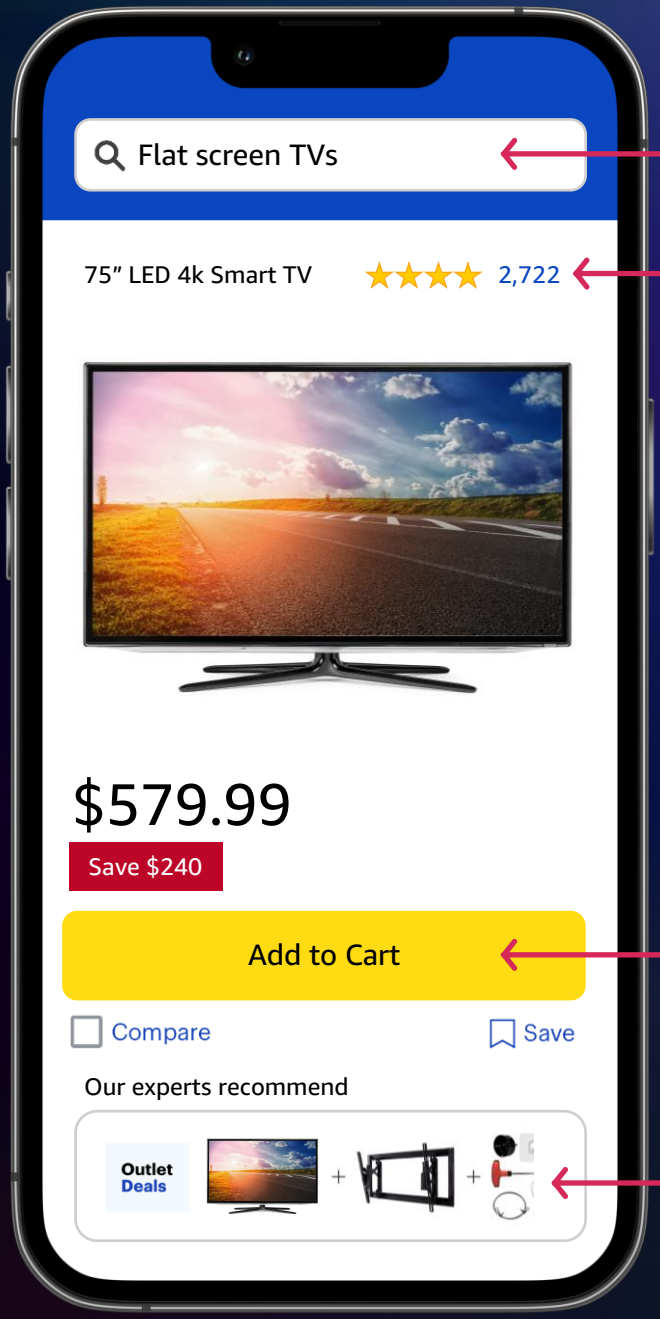
PURPOSE BUILT



HIGH PERFORMANCE AT SCALE

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Modern cloud-based applications



Search
Index optimized store

Customer reviews
Key-value database

Shopping cart
Relational database

Recommendations
Graph database

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Purpose built with high performance at scale



PURPOSE BUILT



HIGH PERFORMANCE AT SCALE

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NEW

Amazon DocumentDB Elastic Clusters



Scale to millions of writes and reads per second with petabytes of storage



Use for applications of any size and scaling needs



Continuously monitors workloads and with metrics provided via Amazon CloudWatch

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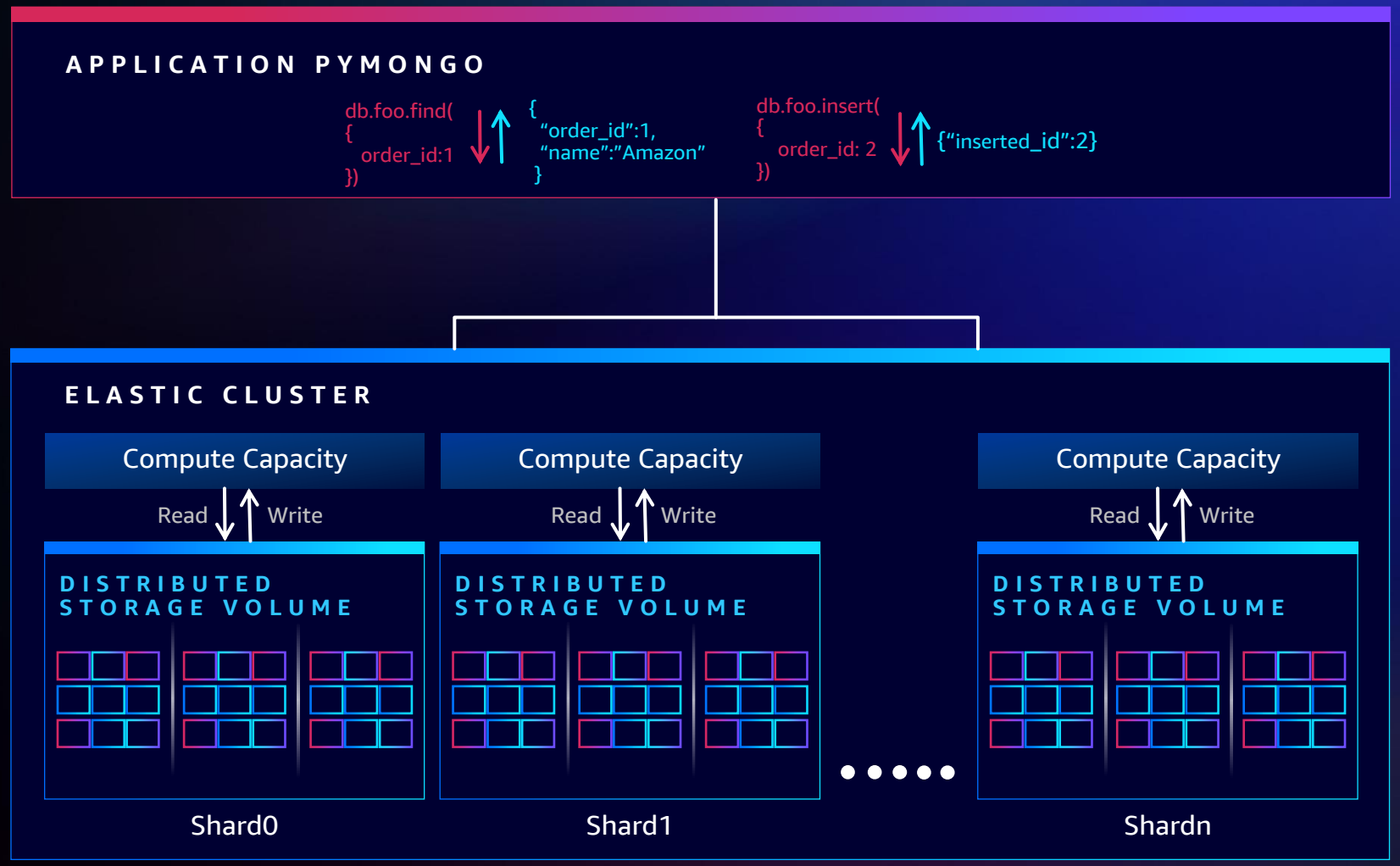
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Amazon DocumentDB Elastic Clusters

No instance or infrastructure management

Decoupled storage and compute copies data efficiently

Automated data rebalancing during scaling operations



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NEW

Amazon RDS Optimized Writes



Up to 2x improvement in write transaction throughput



Optimize provisioned storage by writing more transactions per second for the same level of provisioned IOPS



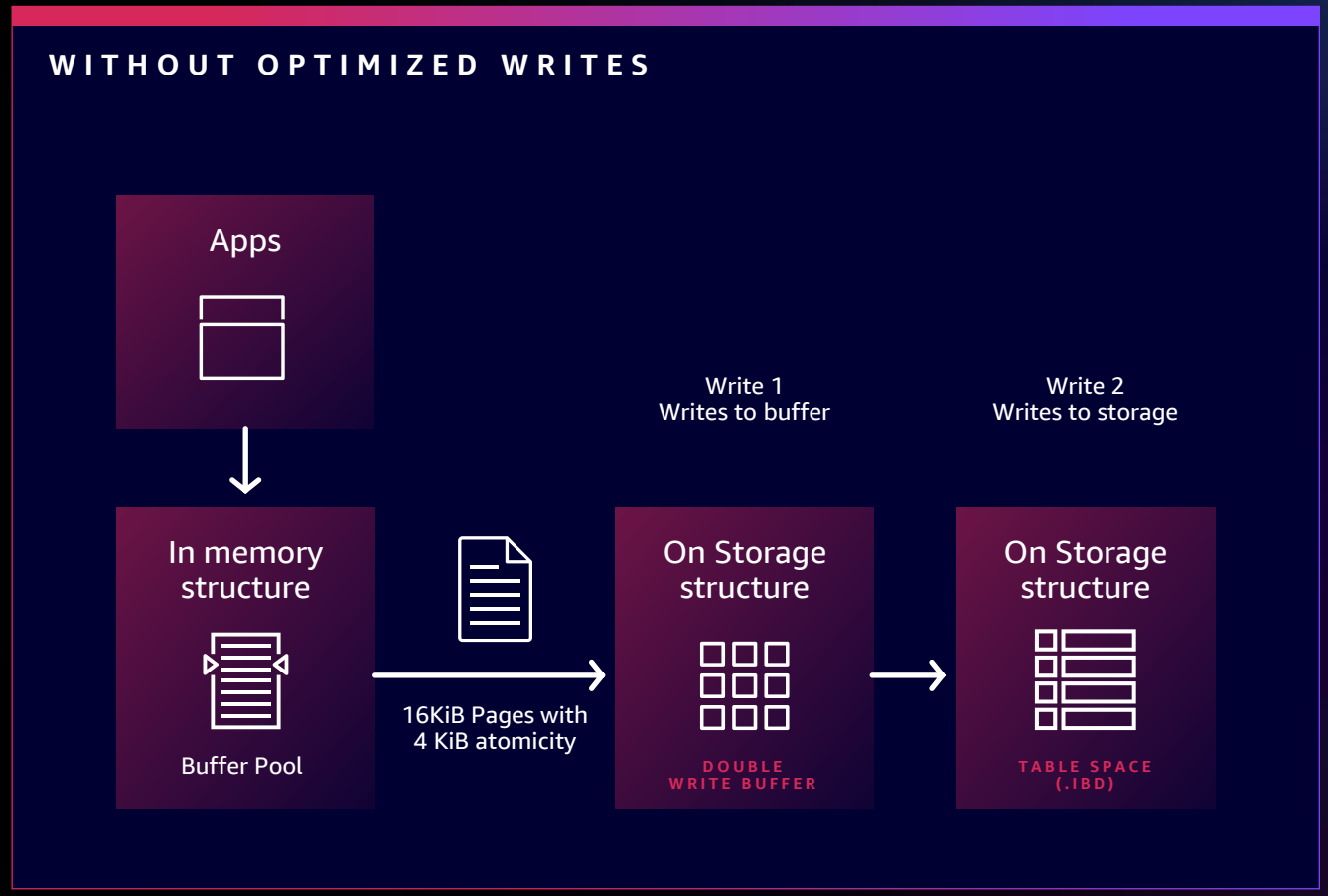
Enabled by default on supported instances and RDS for MySQL versions at no additional cost

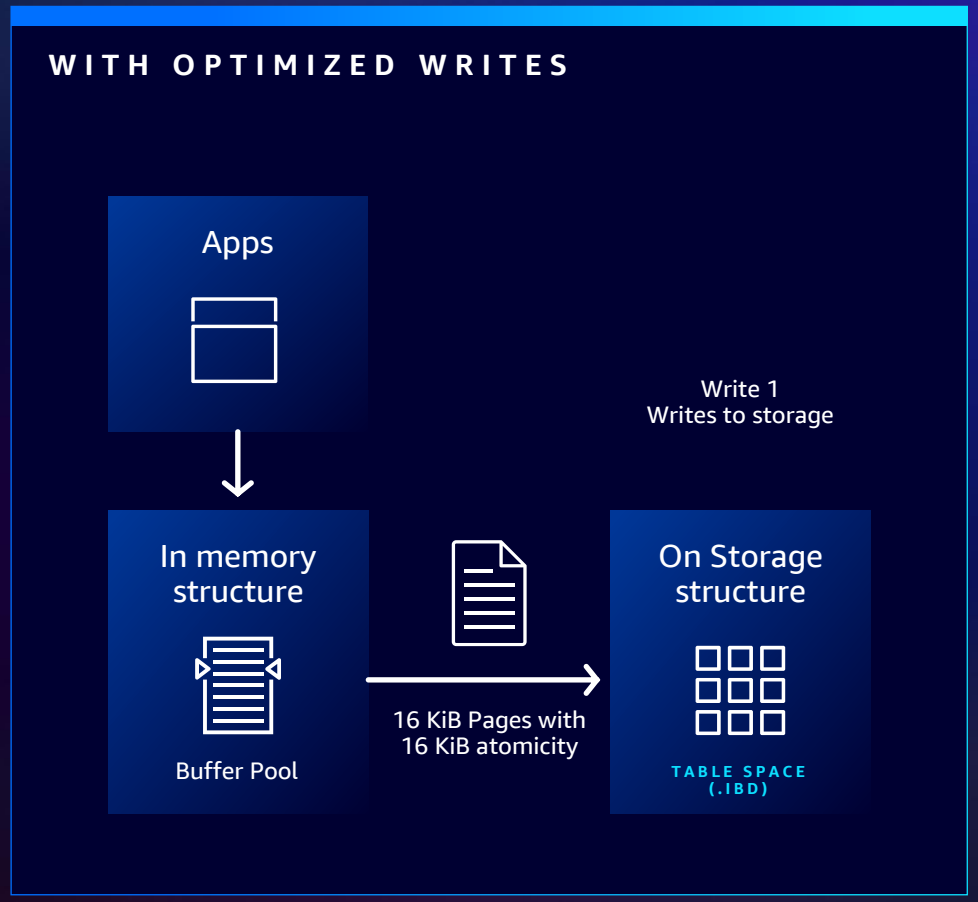
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Without and with Optimized Writes

AMAZON RDS FOR MYSQL

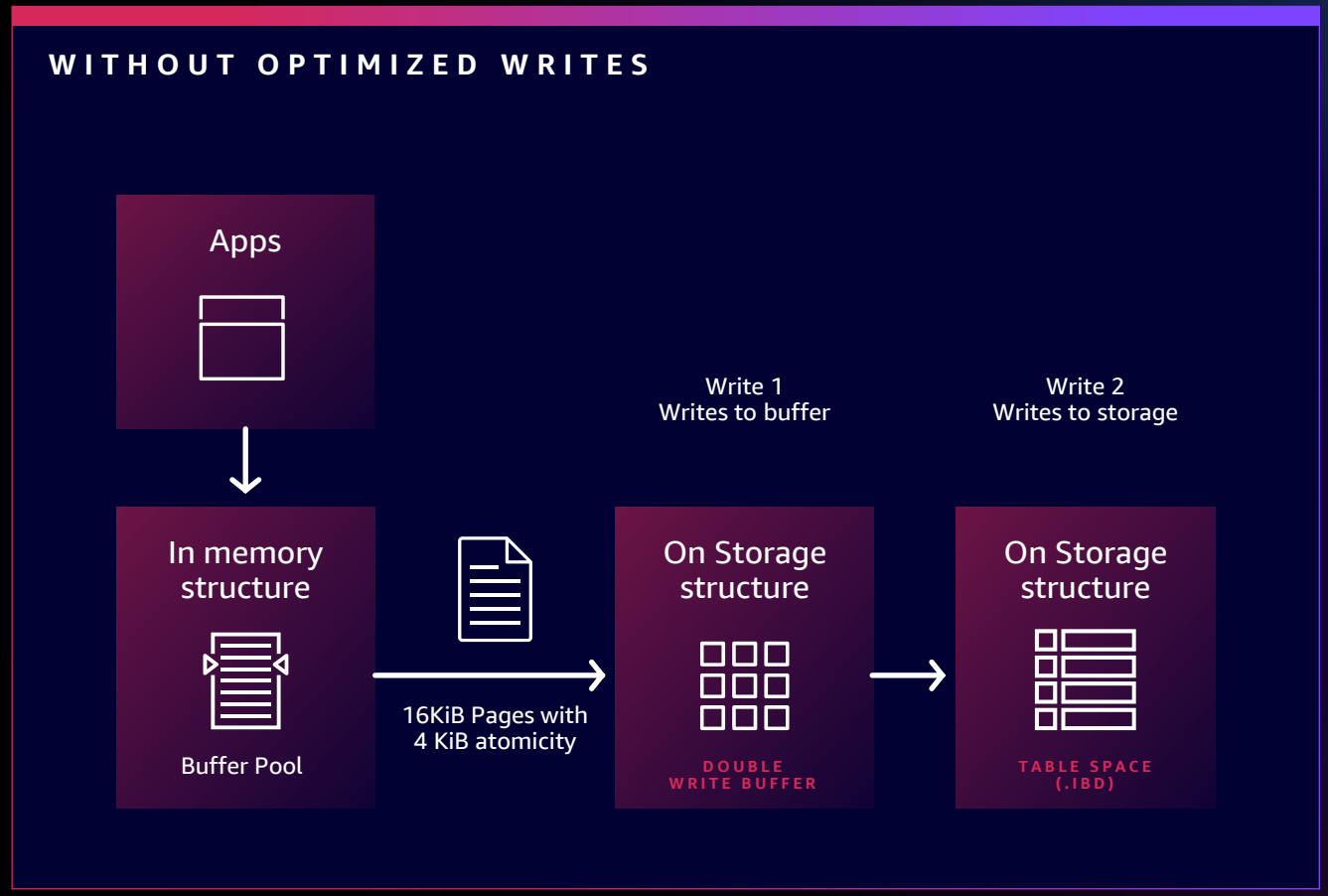


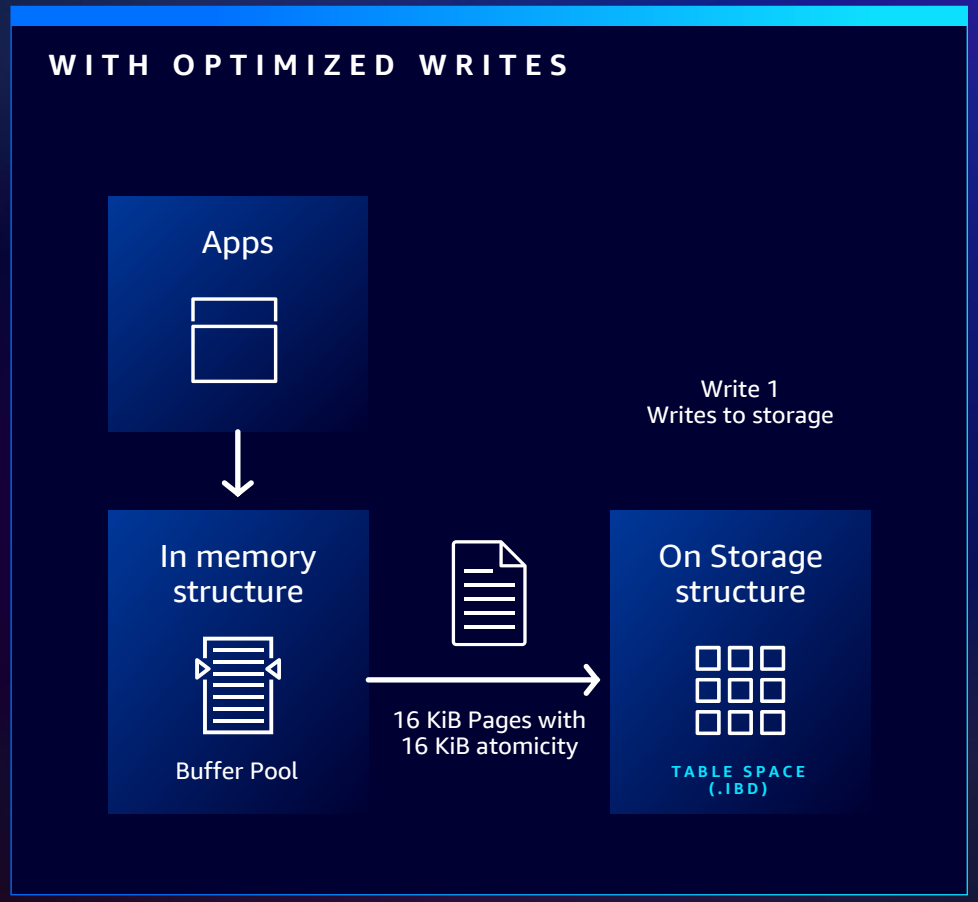


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Without and with Optimized Writes

AMAZON RDS FOR MYSQL





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NEW

Amazon RDS Optimized Reads



Achieve up-to 50% faster queries



Speed up your read replicas and optimize your complex queries



Deploy on Intel or Graviton instances today through the Amazon RDS Console or APIs

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INTUIT turbotax credit karma quickbooks mailchimp

Achieving Data AntiGravity

Nandu Ramani

Vice President of Product Development,
QuickBooks Online, Intuit

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INTUIT

Powering Prosperity Around the World

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Intuit strategy

AI-DRIVEN EXPERT PLATFORM



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quickbooks mailchimp



1
Get customers

70B Mailchimp contacts + 60B QB SMB data points

2
Get paid

$125B global payments volume annually, +36% YoY

3
Get capital

$1.3B in FY22 loan originations through QuickBooks, 3.0x YoY

4
Pay workers

17.6M total US workers paid annually, +11% YoY

5
Access advice

55% growth in QB Live subscribers

6
Be compliant

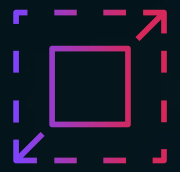
165K QBO Adv base worldwide, +40% YoY

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Data Gravity coming in the way

ONE SIZE FITS ALL DOESN'T WORK



Scale & Efficiency

PB scale

Provisioning for peak

Disaster recovery



Speed to Market

Large monoliths

Legacy/non-open source DBs

Tightly coupled complex schemas



Innovation

Real-time decisioning/AI models

Insights

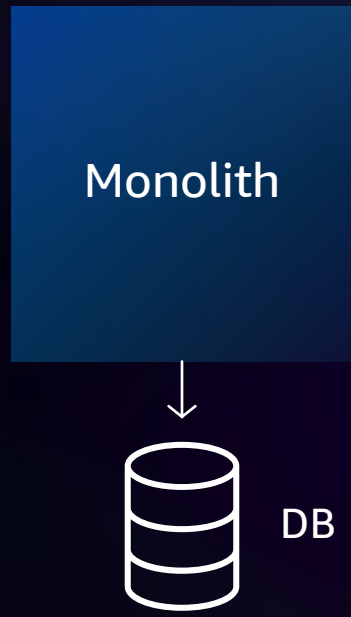
Automation

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Defying Gravity

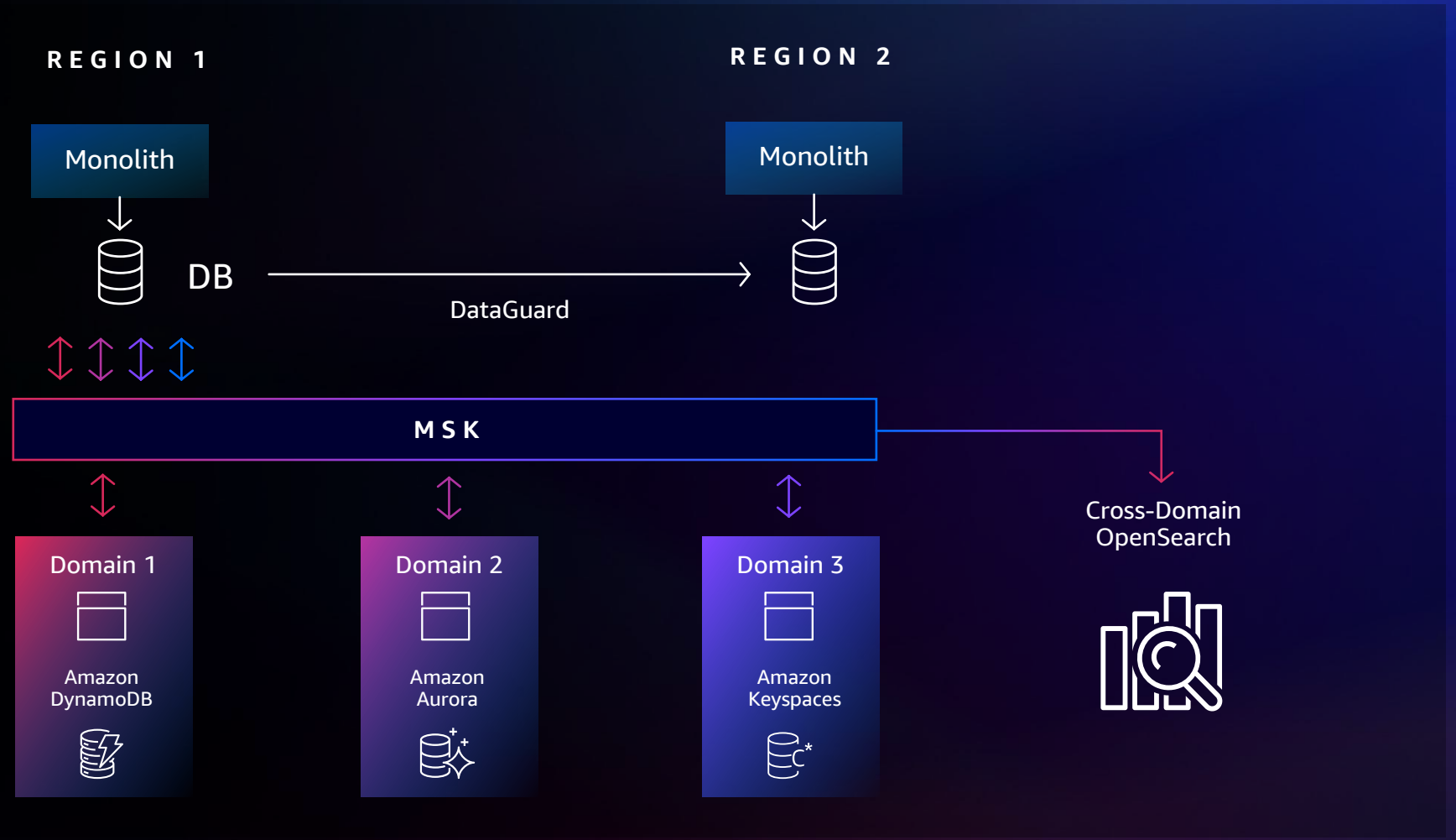
NOT AFRAID OF MONOLITHS, NOT AFRAID TO BREAK UP DATA



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Defying Gravity

NOT AFRAID OF MONOLITHS, NOT AFRAID TO BREAK UP DATA



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Defying Gravity

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Anti-Gravity – Fearless with Using Best Fit

PURPOSE-BUILT DATA STORES



Amazon Keyspaces

What: Transaction Feeds

Scale: 100Bs Transactions/year

Why: Storage and Compute Decoupling



Amazon DynamoDB

What: Accounting Automation, Feature Store

Scale: 100k WCU

Why: Handling large spikes



Amazon Aurora

What: Accounting Ledger

Scale: PB Scale

Why: Cluster Architecture



Amazon OpenSearch Service

What: Search, Quickfills, Lists

Scale: Billions of event a day

Why: Search capability



Amazon ElastiCache

What: Cache

Scale: 10k QPS

Why: Read performance



Amazon DocumentDB

What: Commerce/Crypto

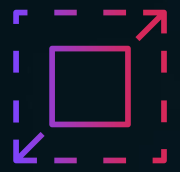
Scale: Billions of Transactions

Why: Schema on the Fly

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We are seeing benefits of Anti-Gravity today



Scale & Efficiency

DB size 30% smaller

Reporting 40% faster

Page Loads 60% faster



Speed to Market

New Insights – Months-> Days

New Reports – Weeks -> Mins

Releases – Bi-Weekly -> Daily



Innovation

New Capabilities – Commerce Accounting

Promise-to-Pay-off 50%

Accounting Automation 250%

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Your data:
Where and when you need it

GLOBAL DISTRIBUTION AND STREAMING ACROSS HETEROGENOUS DATABASES

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Extending the reach of your data



GLOBAL DISTRIBUTION OF YOUR DATA



STREAMING DATA ACROSS HETEROGENOUS DATABASES

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Globally distributed read replicas

- Low-latency reads
- Disaster recovery
- Fast global failover to secondary Regions
- Fast cross-Region migrations
- Low replication lag across Regions
- Little to no performance impact on your database
- Easy to set up and no application rewrites required



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Amazon DynamoDB Global Tables

SERVERLESS, MULTI-REGION, MULTI-ACTIVE DATABASE

Build globally distributed apps with consistent performance at any scale

Low-latency reads and writes to locally available tables

Multi-Region resilience and 99.999% availability SLA

Multi-active writes from any Region

Add multi-Region, multi-active to any table with a single API call



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Customers are running at massive scale



Extending the reach of your data



GLOBAL DISTRIBUTION
OF YOUR DATA



STREAMING DATA ACROSS
HETEROGENOUS DATABASES

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Extending the reach of your data



GLOBAL DISTRIBUTION
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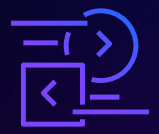
NEW

Amazon Aurora zero-ETL integration with Amazon Redshift

PREVIEW



Eliminates the need to build and maintain complex ETL pipelines



Run near real-time analytics and ML using Amazon Redshift on petabytes of transactional data from Amazon Aurora



Consolidate data from multiple Aurora database clusters to a single Redshift database cluster

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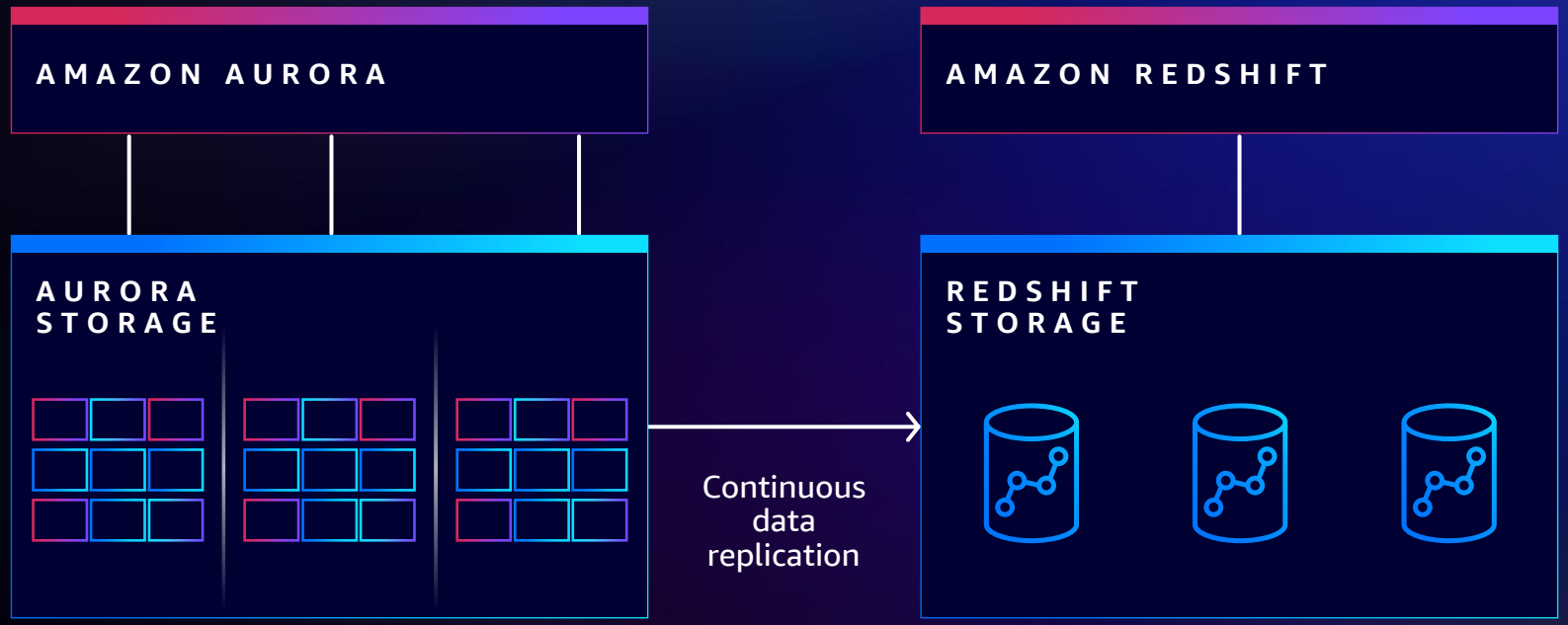
Designed for simplicity

Easy creation of Redshift integration target

Adapts to Aurora side schema changes

Run analytical queries alongside parallel data ingestion

Leverage Redshift capabilities such as materialized views, data sharing, and federated access to multiple data stores and data lakes



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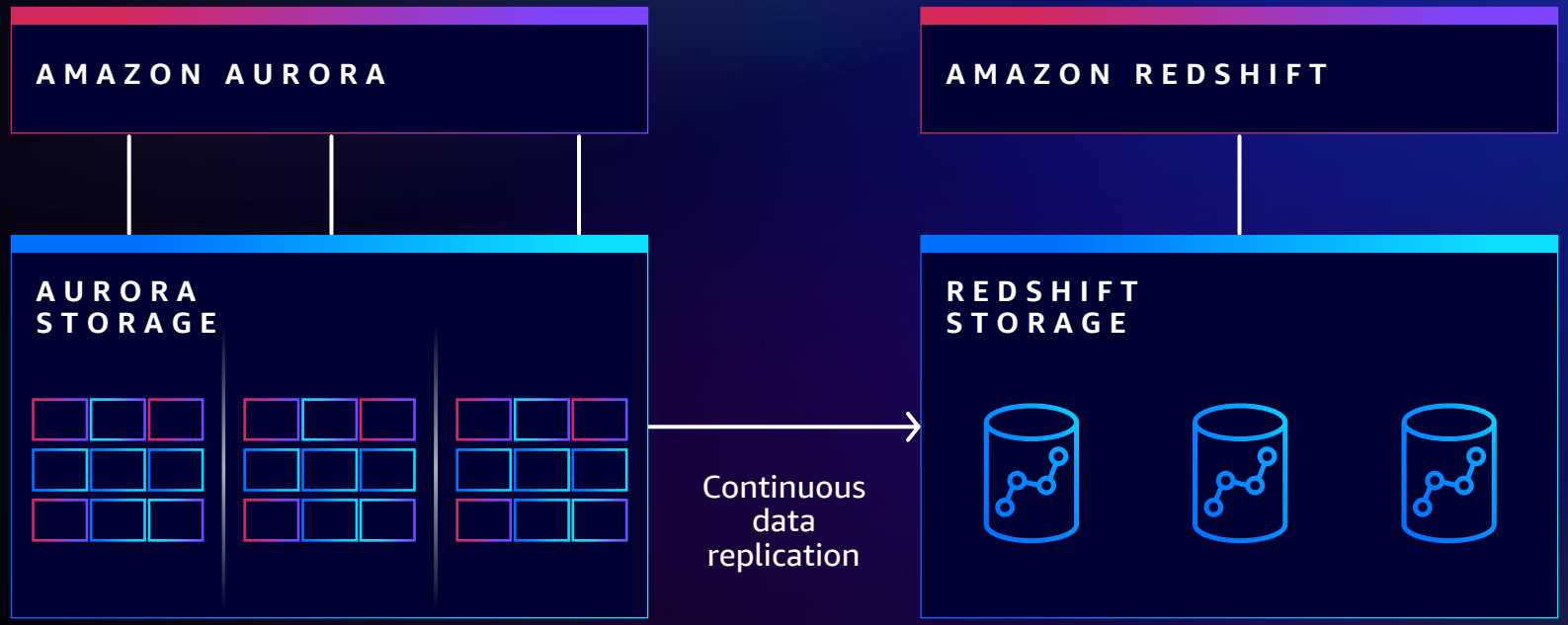
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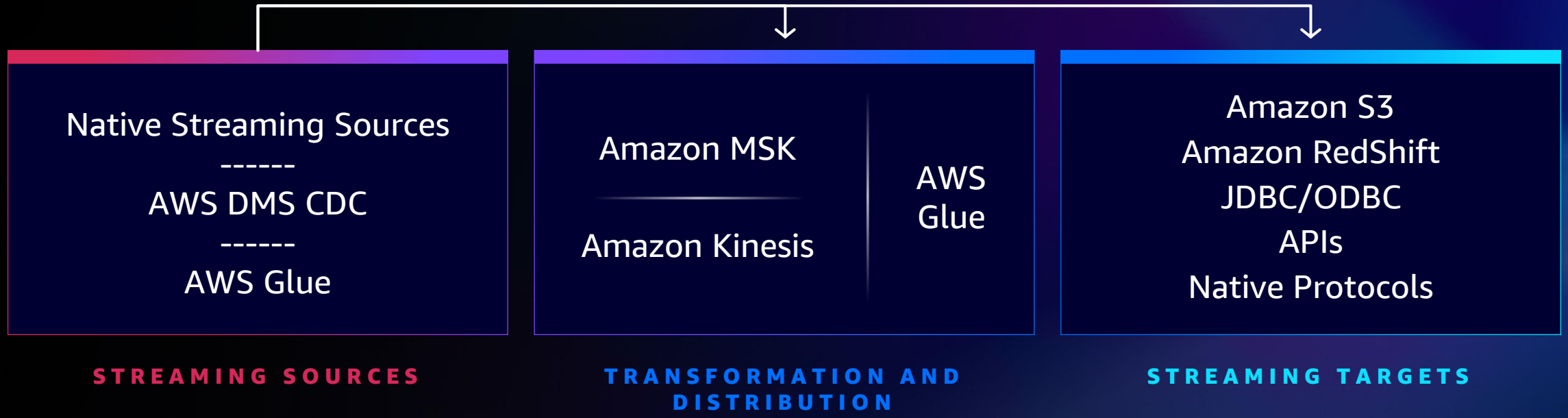
Run analytical queries alongside parallel data ingestion

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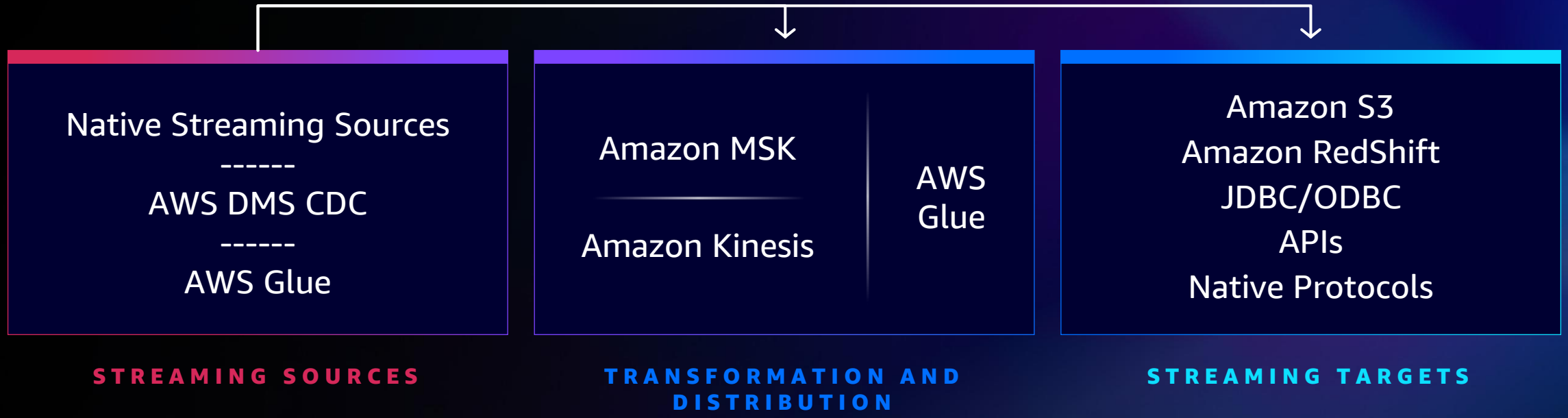
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Streaming data with near real-time transformations at scale



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Streaming data with near real-time transformations at scale



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Disney Streaming – Data At Scale

Alek Zdziarski

Senior Vice President,
Data Software Engineering,
Disney Streaming

Mark Senerth

Head of Engineering,
Core Data,
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Disney Streaming – Data At Scale

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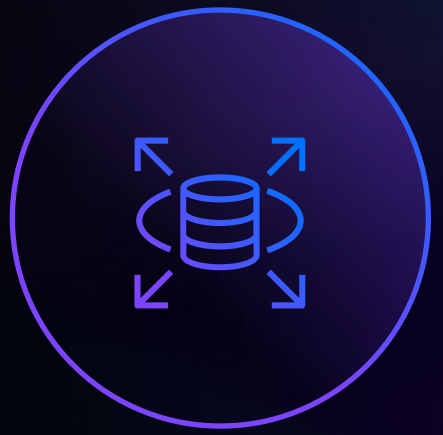
Noteworthy launches: Covered so far

NEW DATABASE EXTENSIONS



AMAZON DOCUMENTDB ELASTIC CLUSTERS

NEW



AMAZON RDS OPTIMIZED WRITES

NEW



AMAZON RDS OPTIMIZED READS

NEW



AMAZON AURORA ZERO-ETL INTEGRATION WITH AMAZON REDSHIFT

NEW

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Other noteworthy launches

NEW DATABASE EXTENSIONS



TRUSTED LANGUAGE EXTENSIONS FOR POSTGRESQL

NEW



AMAZON GUARDDUTY FOR RDS PROTECTION PREVIEW

NEW



AMAZON RDS BLUE/GREEN DEPLOYMENTS

NEW



AWS DATABASE MIGRATION SERVICE SCHEMA CONVERSION

NEW

aws

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435+

accepted contributions

MARIADB MYSQL POSTGRESQL REDIS

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NEW

Trusted Language Extensions

FOR POSTGRESQL



Quickly deploy high-performance extensions to production using popular languages



Defects limited to a single database connection



DBAs can determine who can certify custom and third-party extensions for production



Open-source framework lets the builder community create new extensions

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NEW

Trusted Language Extensions

FOR POSTGRESQL



Quickly deploy high-performance extensions to production using popular languages



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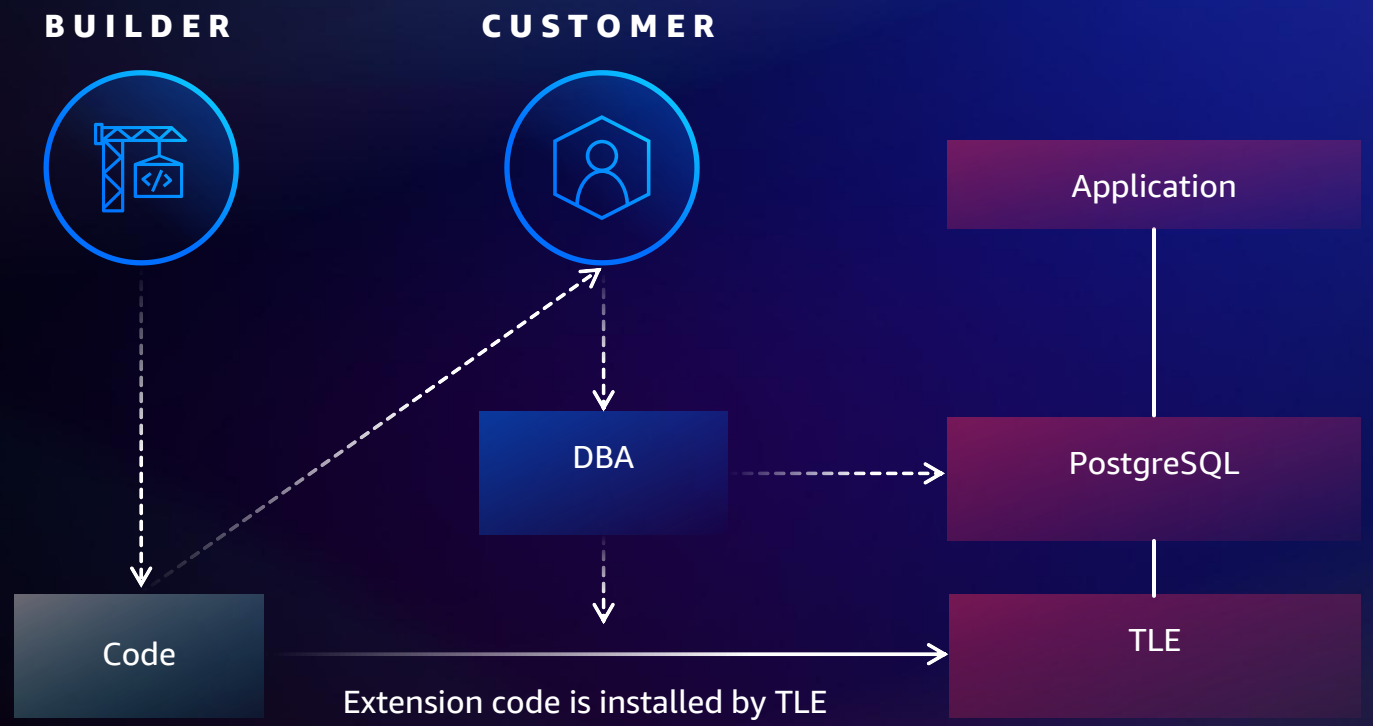
Trusted Language Extensions for PostgreSQL

AMAZON AURORA POSTGRESQL-COMPATIBLE EDITION, AMAZON RDS FOR POSTGRESQL

Development kit and open-source project that allows you to quickly build high performance extensions

Use popular trusted languages, like JavaScript, PL/pgSQL, Perl, and SQL, to safely write extensions

TLE extension framework provides security and safety assurances



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Safely deploy PostgreSQL extensions

TLE PROVIDES SAFE OPERATION OF POSTGRESQL EXTENSIONS IN PRODUCTION

Improved safety

Enforces use of PostgreSQL trusted languages

TLE API provides safe access to PostgreSQL internals

High performance

Supports languages that have C-like performance

Removes need for C expertise to create a safe extension

More flexibility

Build and use extensions on your timeline

Reduces DBA certification burden

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NEW

Amazon GuardDuty RDS Protection

PREVIEW



Protect your Amazon Aurora databases by identifying highly suspicious login attempts that can lead to other attacks



Continuously monitor your whole organization with a single click



Use machine learning to reduce noise and avoid alert fatigue

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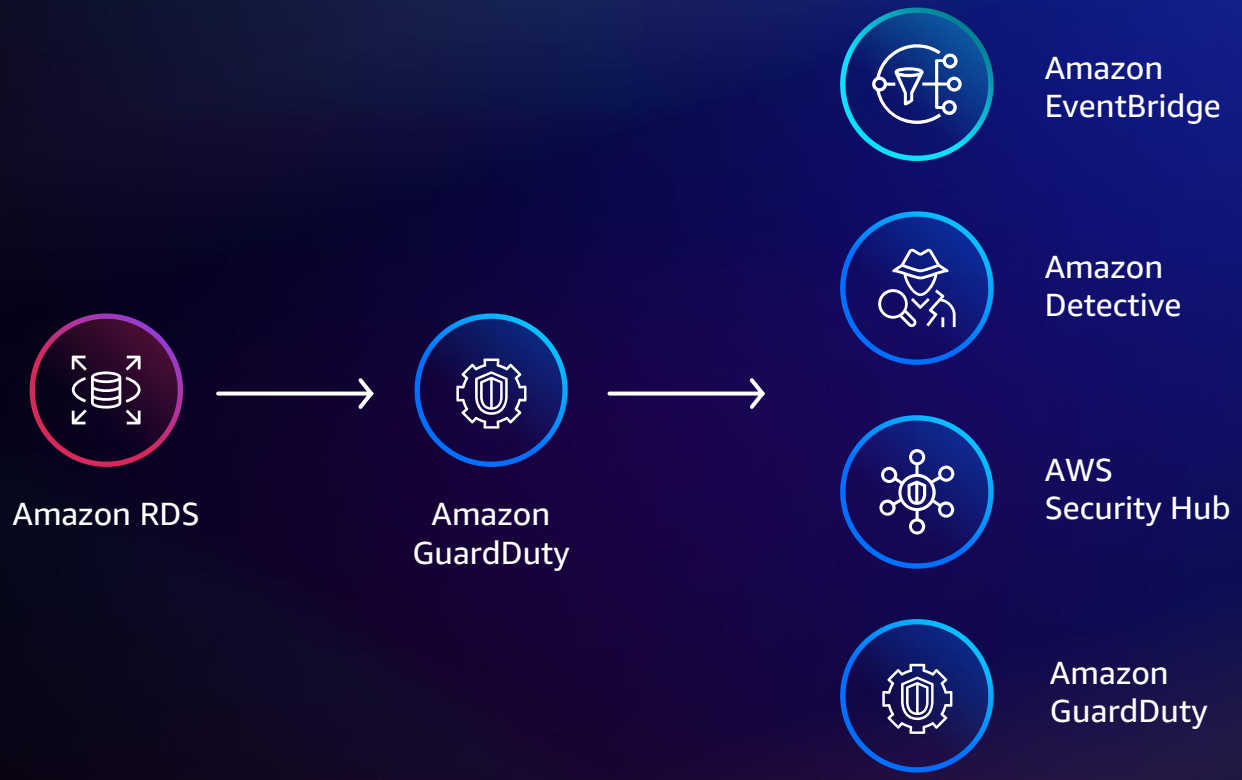
Amazon GuardDuty RDS Protection

AMAZON AURORA POSTGRESQL-COMPATIBLE AND MYSQL-COMPATIBLE EDITION

Amazon RDS collects telemetry data without impacting the performance of your database

Amazon GuardDuty identifies anomalous login activity, and also gathers the additional context you may need to investigate

Actionable findings are available in the GuardDuty console and in your existing security tools



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Monitor your RDS databases for suspicious logins

Easy to enable

Configure for your organizations or accounts

Single-click organization-wide activation

No additional configuration required on the database

Timely

Detects in near real time with continuous monitoring of AWS accounts and resources

Uses machine learning and threat intelligence to detect suspicious behavior without creating alert fatigue

Actionable

Results are enriched with the context you need to investigate

Provides recommendations for mitigation

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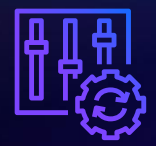
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NEW

Amazon RDS Blue/Green Deployments



Test database changes in a safe environment without impacting production



Benefit from built-in switchover guardrails to safely promote your environment



Create production-ready staging environment and switchover without application changes



Switchover your staging environment to production as fast as 1 minute with zero data loss

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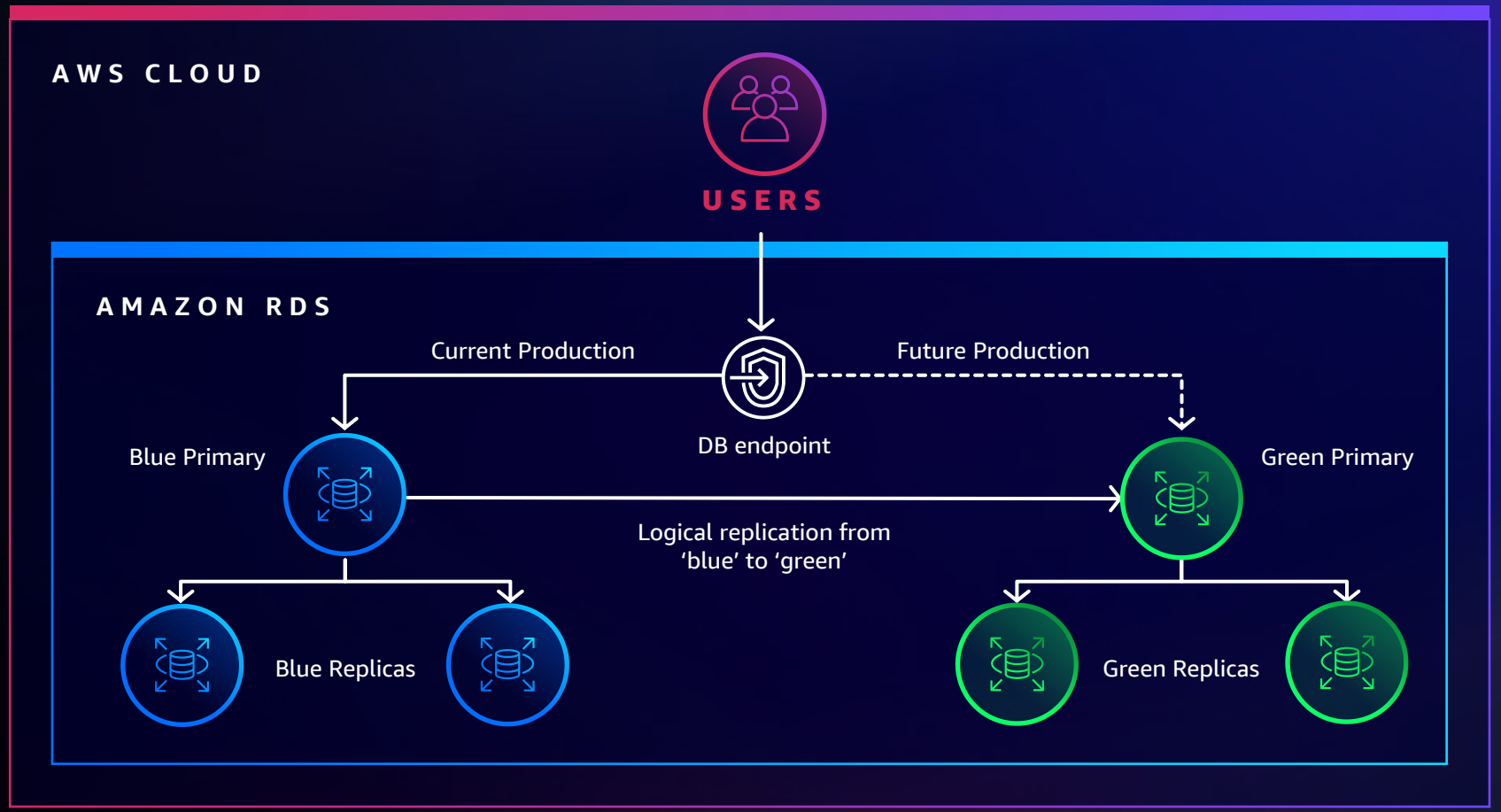
Amazon RDS Blue/Green Deployments

AMAZON AURORA MYSQL-COMPATIBLE EDITION, AMAZON RDS FOR MYSQL, AND AMAZON RDS FOR MARIADB

Creates a mirrored copy of the current production environment (blue) as the green environment (future production)

Sets up logical replication between blue primary and green primary

Modify green, add/remove replicas, and test changes in green environment before switchover



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Safely switchover in under a minute

USE BUILT-IN SWITCHOVER GUARDRAILS WHEN PROMOTING STAGING ENVIRONMENTS TO PRODUCTION

Zero data loss

Blocks writes on blue and green, and allows green to catch up with blue before switching over

Specify the maximum tolerable downtime – as low as 30 seconds

Health checks

Performs health check of primary and replicas in blue and green environment

Performs replication health check, such as stopped replication or replication errors

Replication checks

Detects long-running transactions between blue and green

Terminates switchover if ongoing transactions exceed switchover timeout

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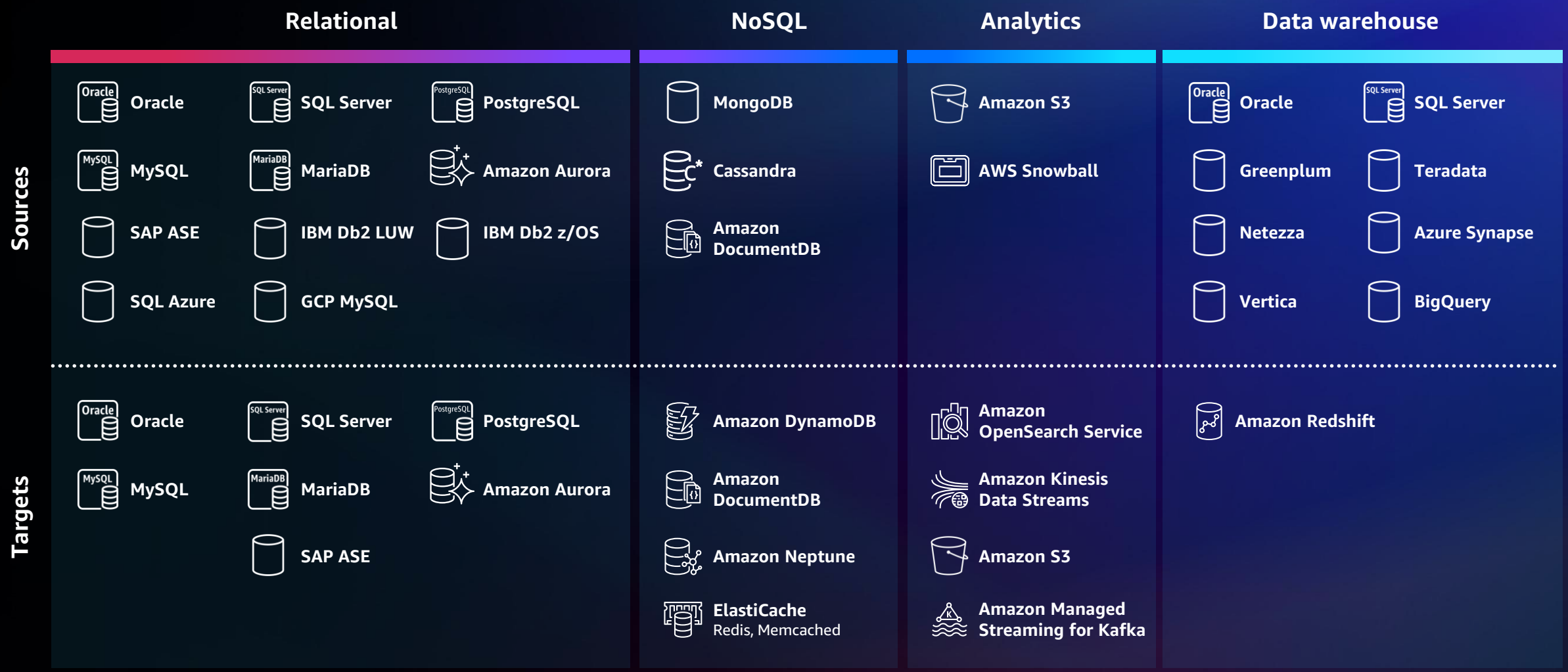
AWS Database Migration Service (DMS)

Over **800,000+**
databases have migrated
to AWS using DMS



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DMS supported sources and targets



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NEW

AWS DMS Schema Conversion



Automatically assess and convert schemas with AWS DMS workflow



With a few clicks, Initiate a fast, secure, and easy schema conversion with zero downtime

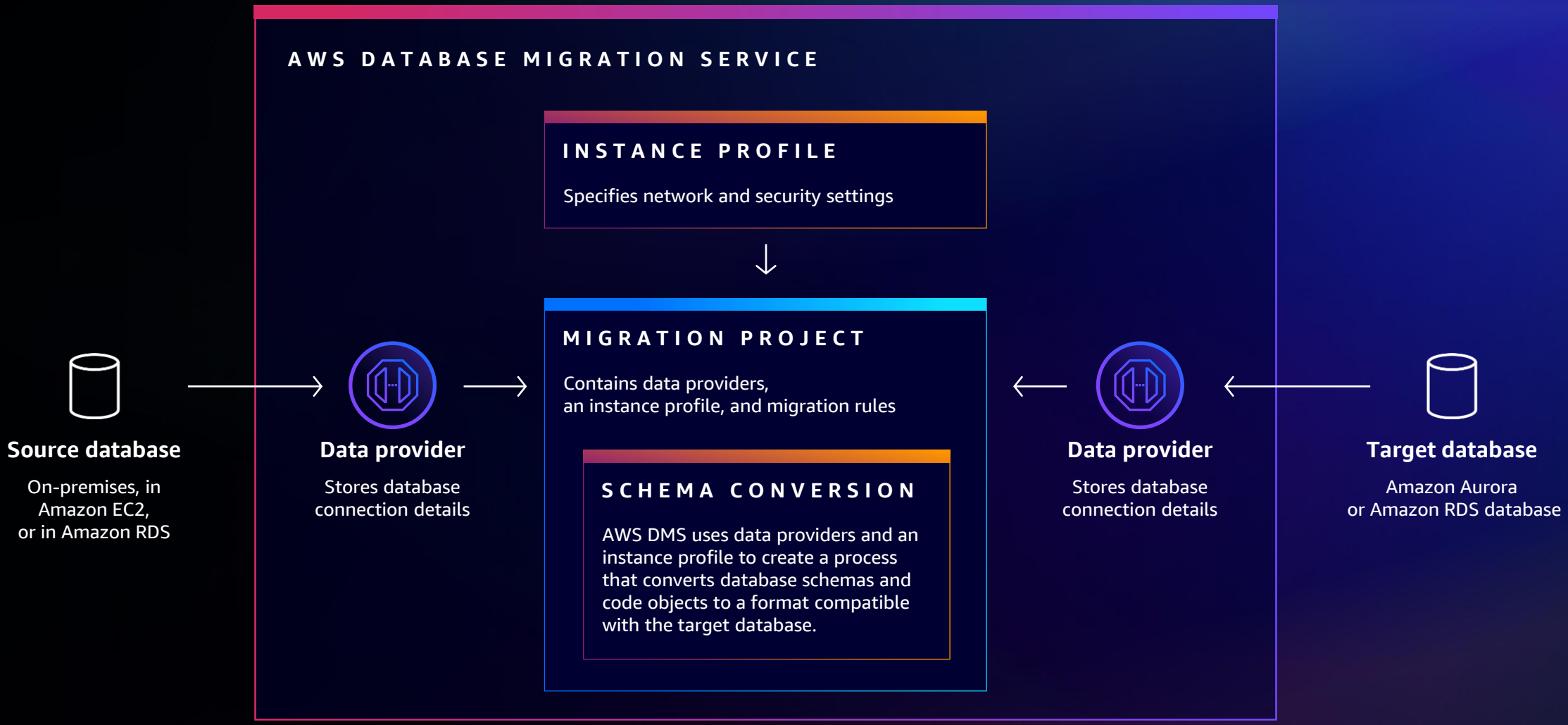


Free-to-use under AWS DMS

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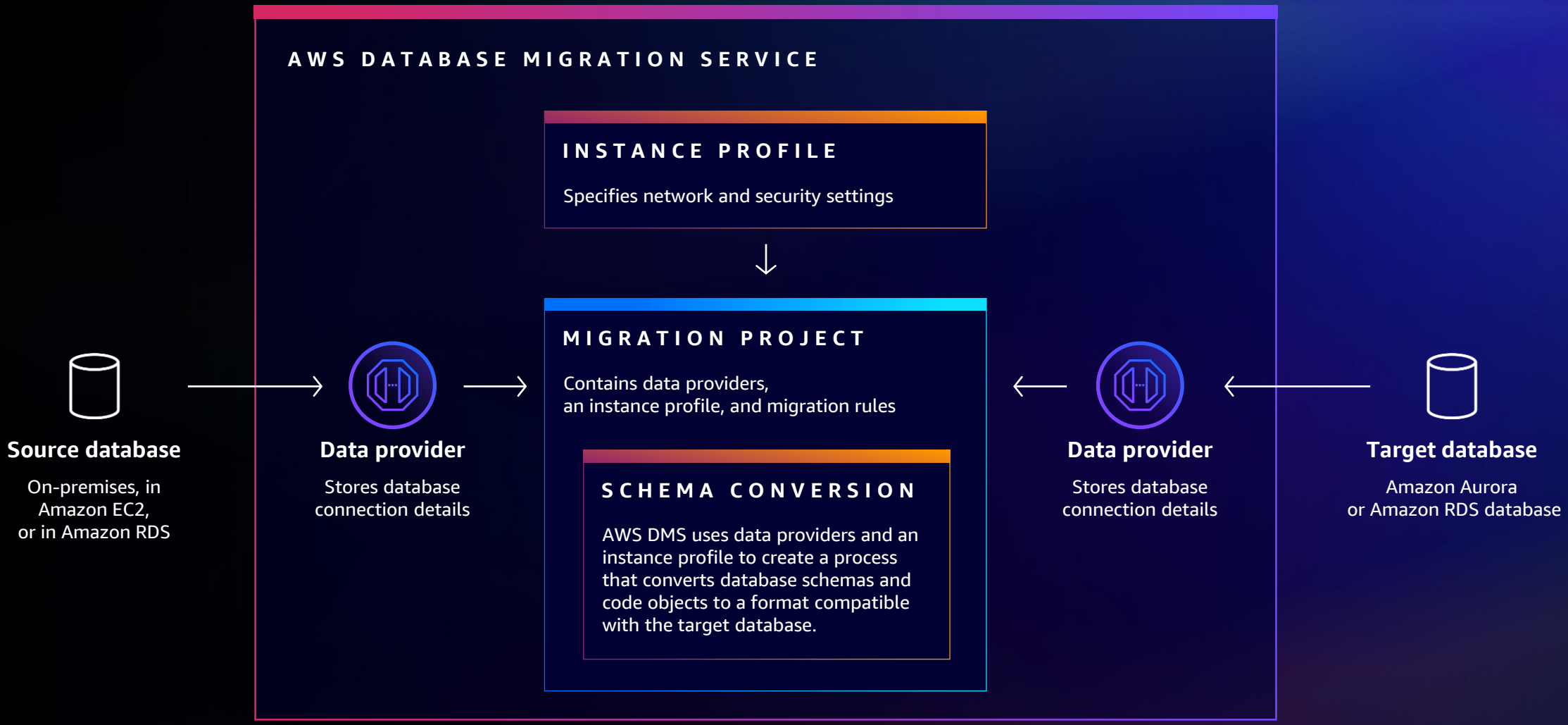
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AWS DMS Schema Conversion Architecture



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AWS DMS Schema Conversion Architecture



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Right tool for the right job

Operational excellence

Serverless is the new normal

Performance and scale

Interoperability across services

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Thank you!



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