
AWS
re:Invent
NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

MKT302

Innovate with prebuilt ML models and third-party data

Chidambaram Muthappan (he/him)

Solutions Architect,
AWS Data Exchange and AWS Marketplace for ML
AWS

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Agenda

- Procuring 3rd Party Solutions
  - Procuring Data
  - Procuring ML Models
- Let’s Design
- Demo
- Resources

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

What is AWS Marketplace?

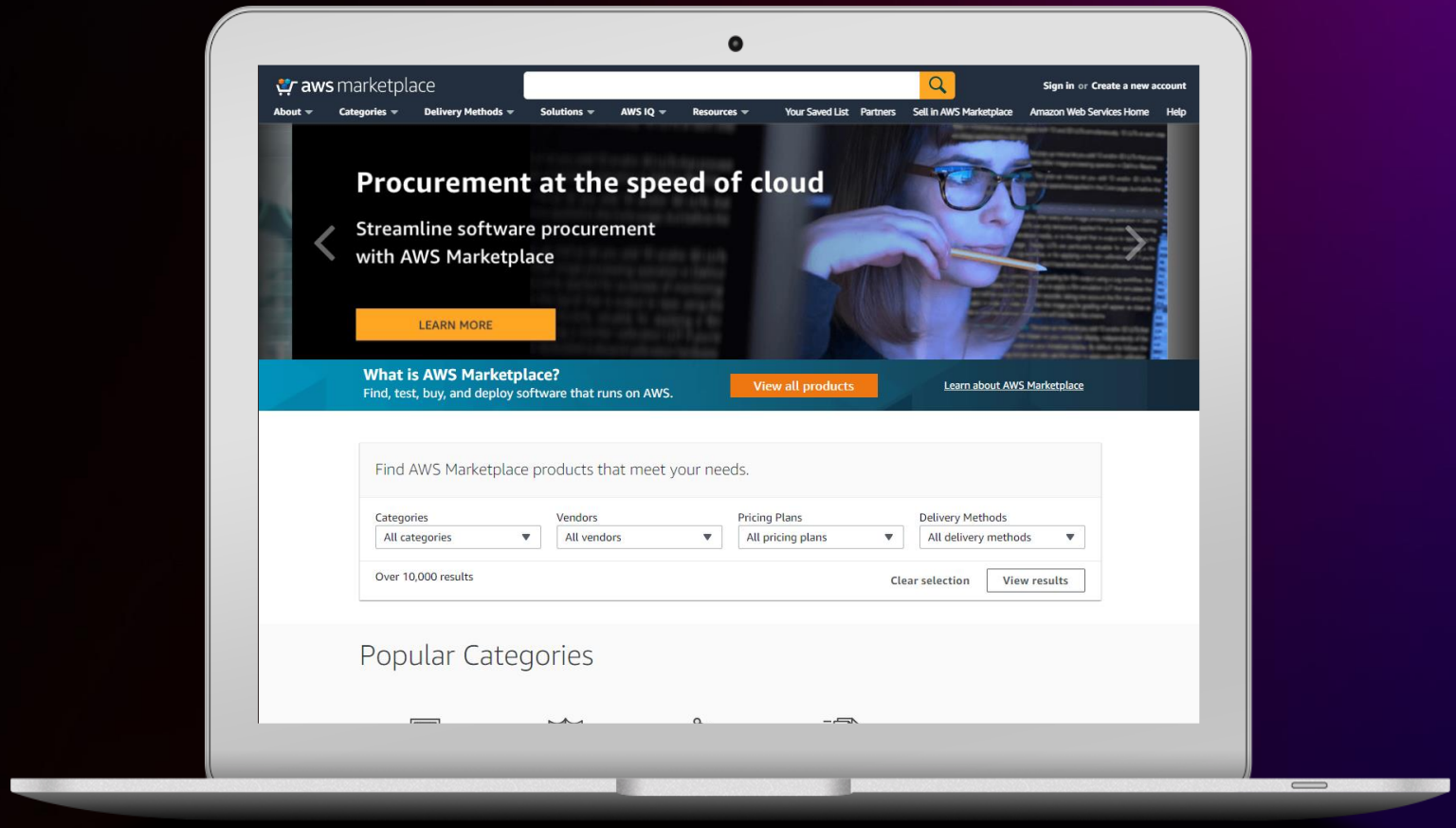
A curated digital catalog helping customers **find**, **subscribe to**, **deploy**, and **govern** third-party software, **data**, **ML models**, and services

+325,000 active customers

+2,000 software vendors

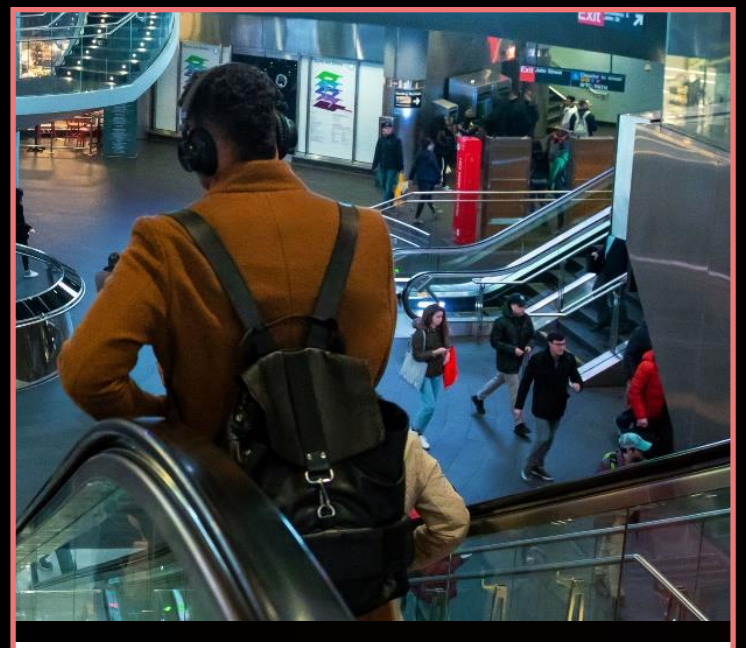
+12,000 software listings

Self-serve transactions



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

How AWS Marketplace can help your organization



Find and buy



Deploy



Manage

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS Data Exchange

PROVIDER BENEFITS

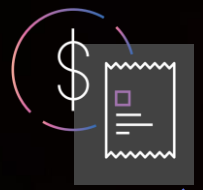
Co-sell with AWS Partner Network (APN) to **reach millions of potential customers**



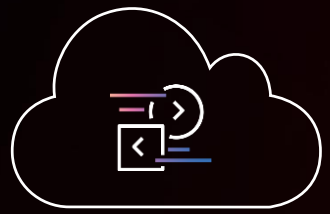
Reduce data engineering time and duplication



Automatic entitlement, billing, and **payment management**



AWS Data Exchange



SUBSCRIBER BENEFITS



Quickly find diverse data **in one place**



Easily analyze data as it's published

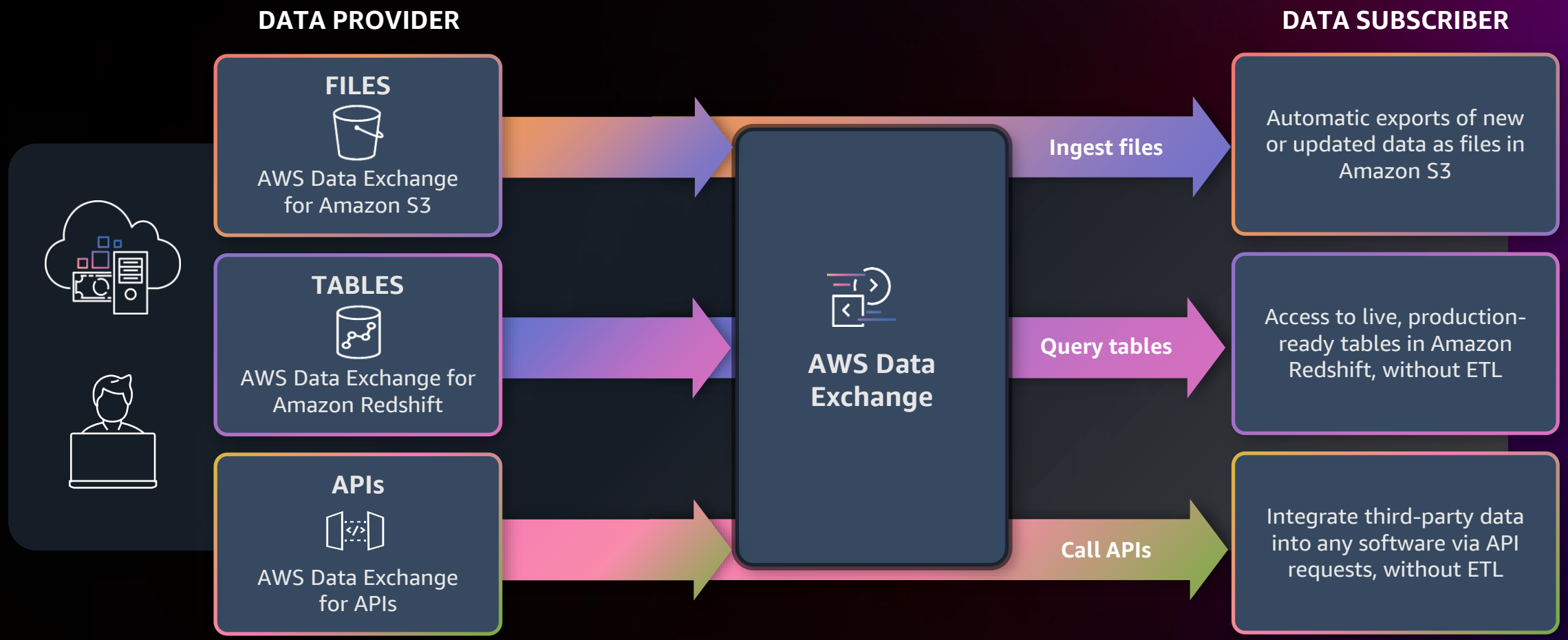


Spend less time and effort to use data in production

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

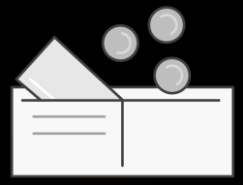
AWS Data Exchange supports files, tables, and APIs



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS Marketplace for ML

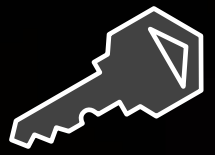
SELLER BENEFITS



MONETIZE YOUR ML MODELS

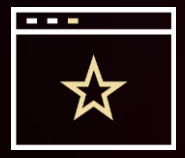


REACH NEW CUSTOMERS



IP PROTECTION

BUYER BENEFITS



INCREASE SPEED TO PRODUCTION



EXPLORE NEW USE CASES



DATA PROTECTION

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS Marketplace SageMaker products

Amazon SageMaker Model Package



Model

Pre-trained, ready to make predictions

Includes all training artifacts (e.g. weights)

Amazon SageMaker Algorithm



Algorithm

Requires training with buyer-provided data

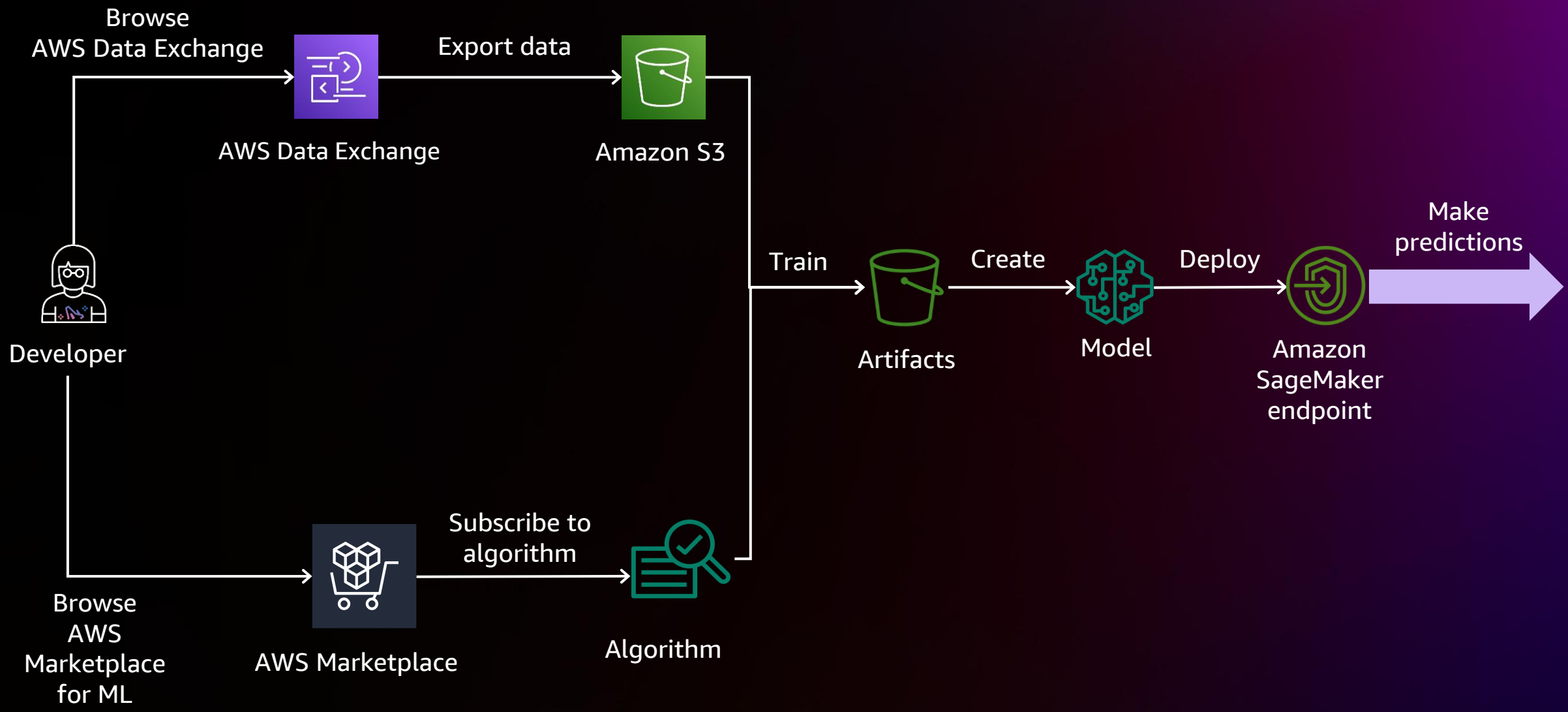
aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

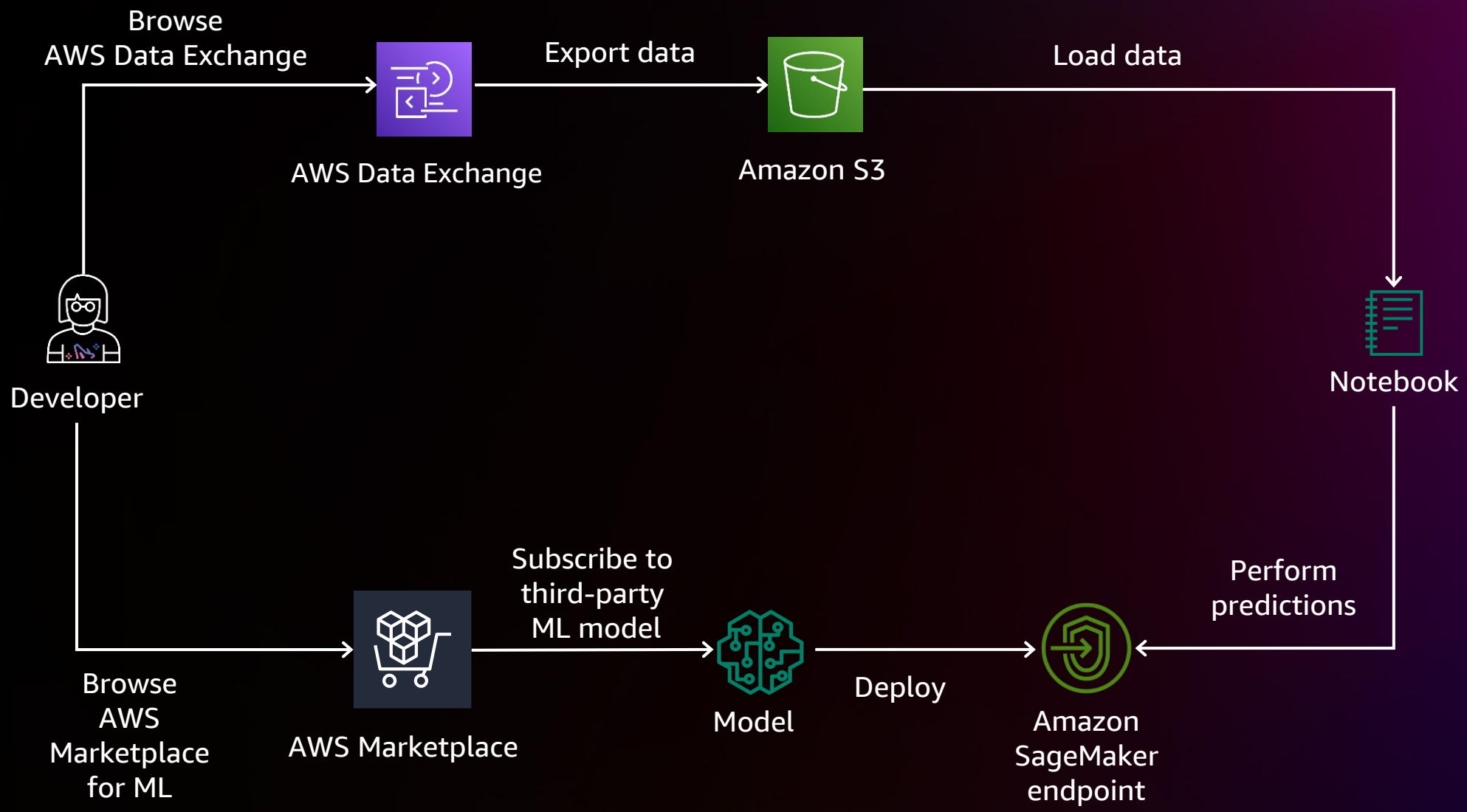
Pets in the office

- AnyCompany has announced a new policy to allow Pets in the workplace
- You want to know if the policy is effective
- Personal curiosity – What breeds of dogs are popular with your colleagues

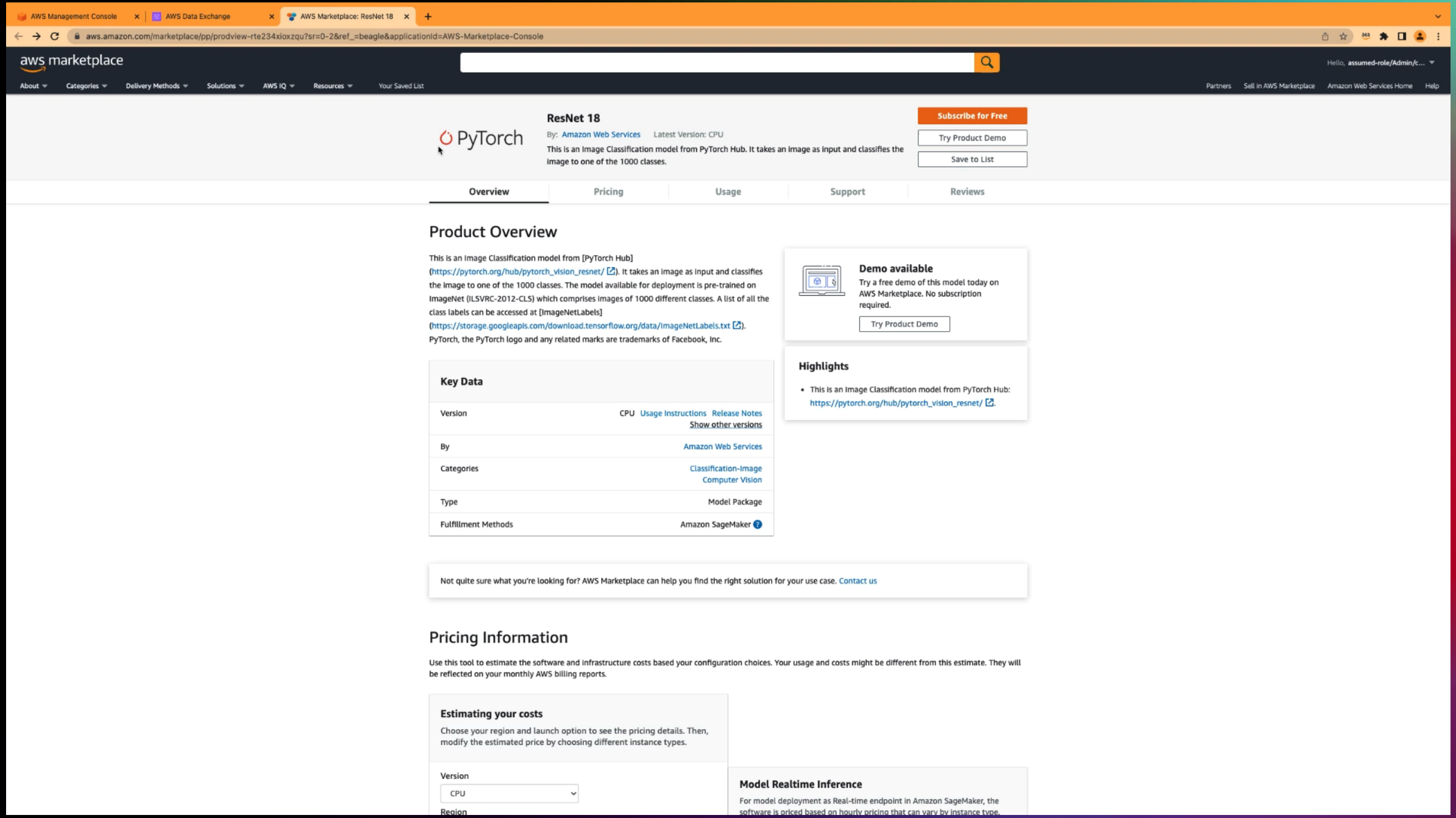
aws
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Takeaways

- AWS Data Exchange enables customers to easily find, subscribe to, and use third-party data in the cloud
  - Integrates with AWS services
  - 250+ data providers and 3,000+ public data products
  - Data delivery via files, tables, and APIs

- AWS Marketplace for ML provides a large selection of pre-built models and algorithms covering a wide range of use cases and industries
  - Build ML applications faster
  - Deploy third-party models securely

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Call To Action



Browse through the ML Marketplace Catalog



Browse through the AWS Data Exchange Catalog



Watch an on Demand Data Exchange Activation Day

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS Data Exchange Resources

AWS Data Exchange‘s Public Workshop

AWS Data Exchange Code Samples

AWS Data Exchange How to Videos

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

ML Marketplace Resources



ML Marketplace Seller Guide



ML Marketplace Buyer Guide



Notebook on How to Package ML Model



Notebook on How to Deploy ML Model

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Recommended sessions

- **MKT001** Find, try, buy, and deploy data and software with AWS Marketplace
- **MKT201** How Moderna and Takeda accelerate drug research using real-world data
- **MKT307** Integrate third-party data into your data architecture and data mesh
- **FSI201** Goldman Sachs: Accelerating time to value in data analytics
- **MKT206** Innovate at speed with trusted software and data in AWS Marketplace

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Thank you!

Chidambaram Muthappan
cmuthapp@amazon.com



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

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.