
AWS
re:Invent
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PRT060

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Build for real time on AWS: Thrive in an unpredictable market

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Overview

Universal business challenges

Unlocking real-time data and applications

The new real-time data stack

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Every business today must move with speed and scale.

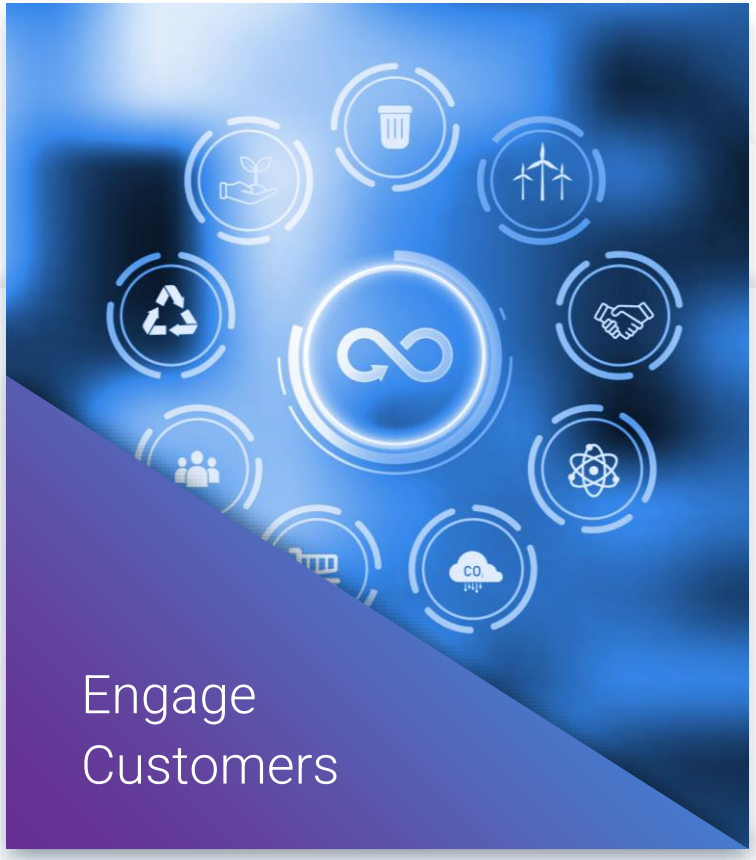
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Market Pressures

Every business is under greater pressure than ever to







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Businesses must navigate unpredictable market conditions with pressure to deliver results faster than ever.

- Fragile supply chain
- Geopolitical tensions
- Uncertain economy
- Privacy and consumer relationships

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Business Agility

- Time-sensitive decisions
- New ways to work
- Streamlined operations
- Accelerated innovation

Customer Experience

- Accelerated growth
- Market expansion
- Engaged customers
- Enhanced personalization

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Not All Data Is Created Equal

Data is the most valuable business asset.

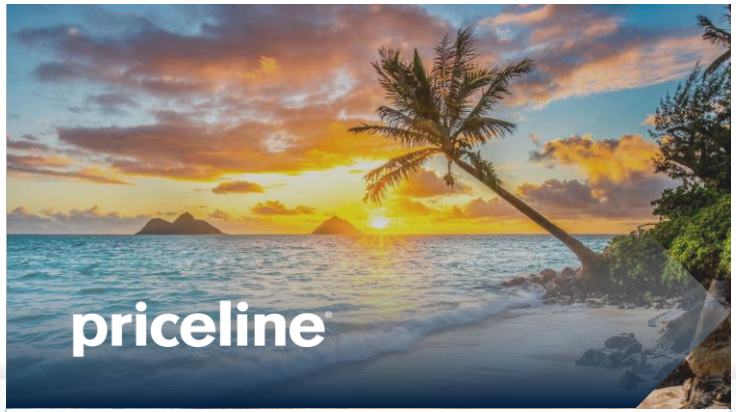
More data will be generated in next 3 years than in the previous 30.

The value of real-time data will reshape the data landscape.



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Impact of Real-Time Data



TRANSPORTATION AND HOSPITALITY

Dynamic Customer Offers

Driving growth through customer experience, frictionless booking, and real-time access to targeted customer deals



RETAIL

Customer Experience

Rapid delivery of COVID-era customer engagement, unifying customer engagement across multiple channels at all store locations



TECHNOLOGY & IT

Real-Time Threat Prevention

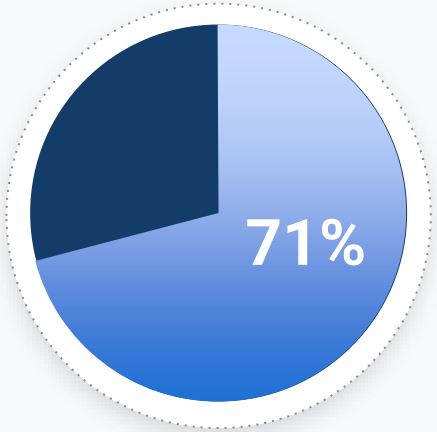
Proactively address attacks across multiple threat vectors with instantaneous analysis, protecting customers around the world with zero engineering time on ops

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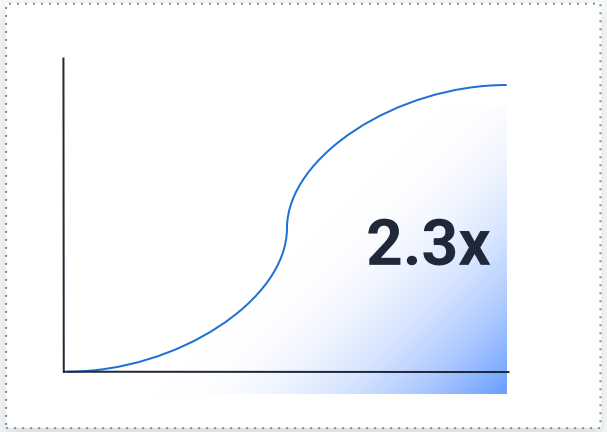
Embracing Real-Time Data

Real-time data directly drives revenue growth.

Organizational commitment amplifies business impact.



Organizations growing revenue due to real-time data



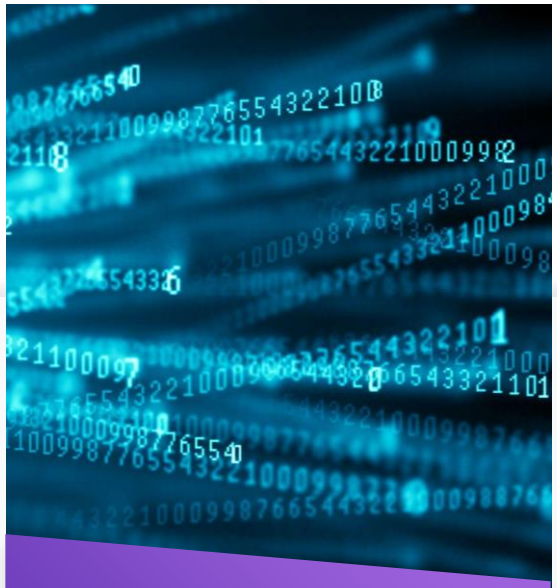
Strategic focus on real-time increases "transformative impact" on revenue

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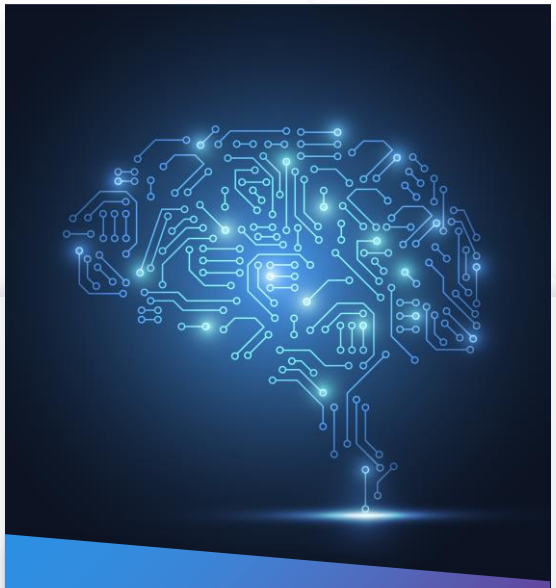
Within five years,
every new application will
be a real-time application.

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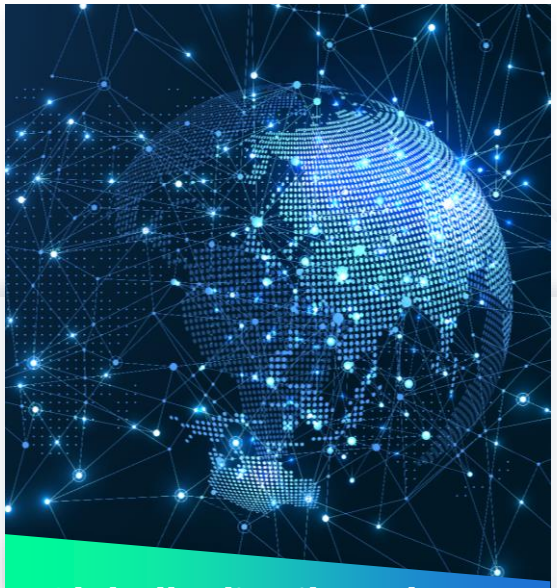
New Class of Real-Time Applications



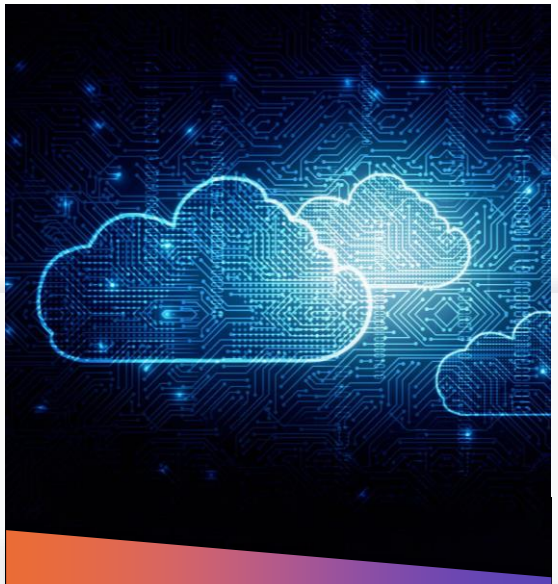
Instant access to limitless data



Built-in intelligence, capturing time-sensitive insights



Globally distributed operations, data, consumers



Cloud-native, built for the cloud

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Reality Is Still Far Too Challenging

Diverse, distributed data, locked in silos

Scarcity of specialized **skills, tools** to build and operate in real time

Overwhelming complexity to deploy and **operate** real-time data systems

Internal **culture** limiting adoption and impact of real-time applications and services

Escalating **costs**, especially as data scales for high-growth applications

Outdated **architectures** built for legacy data

Gaps in **security and governance**, especially for mission-critical applications

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Our Promise

Unlock the Power of Real Time For All

Accelerate Growth

Drive Innovation at Scale

Increase Agility

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Pillars of Innovation

- Purpose-built for developers
- Limitless scale, cloud economics
- Complete modern data stack
- Built for the cloud, delivered to the cloud
- Open and extensible
- Mission-critical operations

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Agility

6x
performance at

50%
the cost of competitive cloud offerings

Experience

90% Fortune 500
built on the most trusted and widely deployed real-time platform in the world

Impact

2/3
faster time to market for new solutions

2x
the revenue from real-time offerings

1/10
cost of traditional real-time offerings

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