AWS re:Invent

ANT232

How to become a data provider with AWS Data Exchange

Colin Mattison
Geospatial Data Solution Consultant
Pitney Bowes

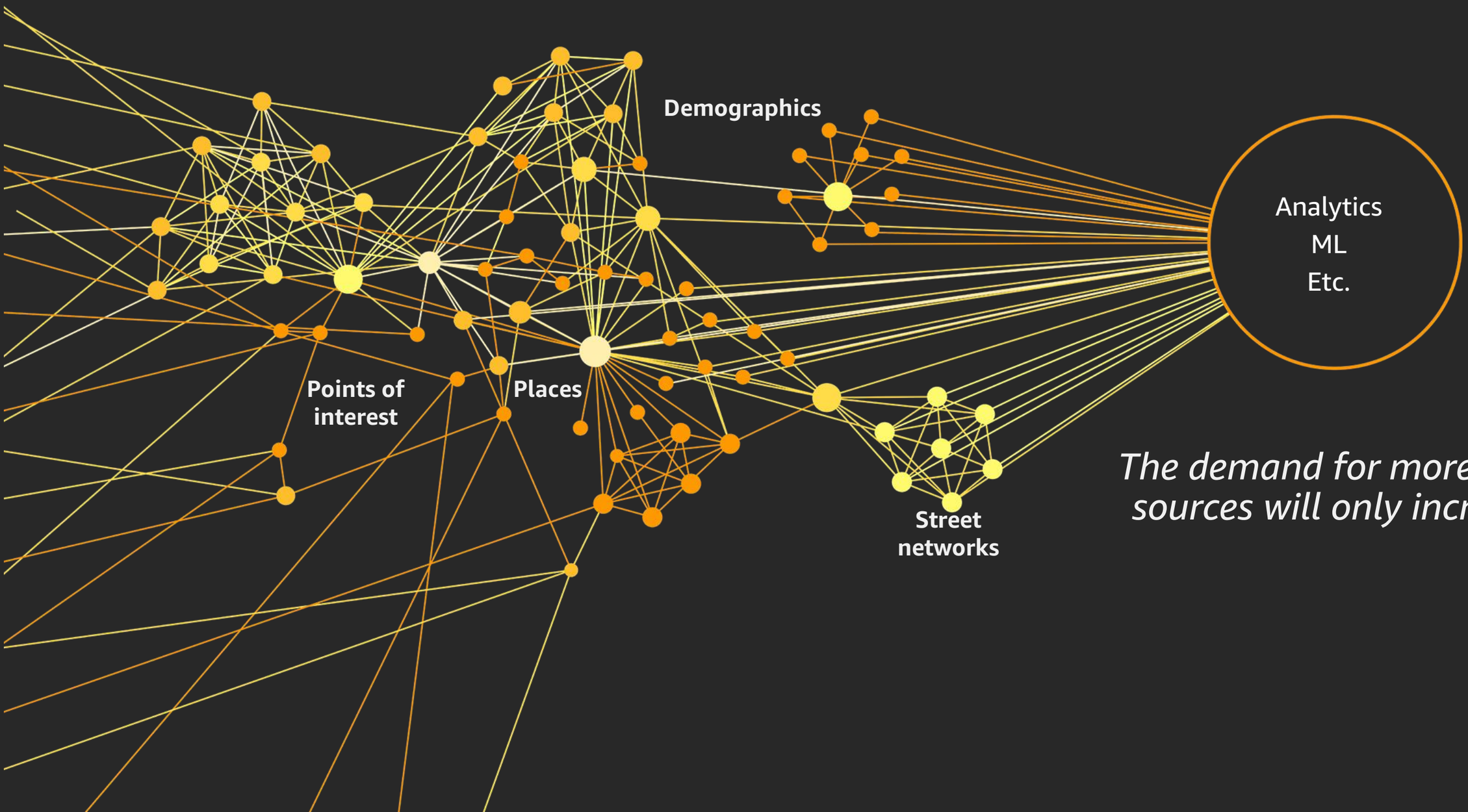
Chris Casey
General Manager, BD
AWS Data Exchange
Amazon Web Services

AWS re:Invent

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aws

Data is transforming the way businesses innovate



The demand for more data sources will only increase

Q&A … by show of hands



How many of you work for an organization that provides data to third parties today?

Q&A … by show of hands



How many of you work for an organization that subscribes to or ingests data from third parties today?

Q&A … by show of hands





How many of you are looking to create efficiencies in these processes?

Customer expectations have been transformed, too



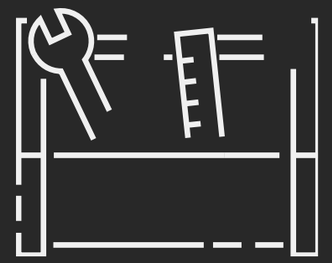
Everything
easy to use



Everything
cloud native

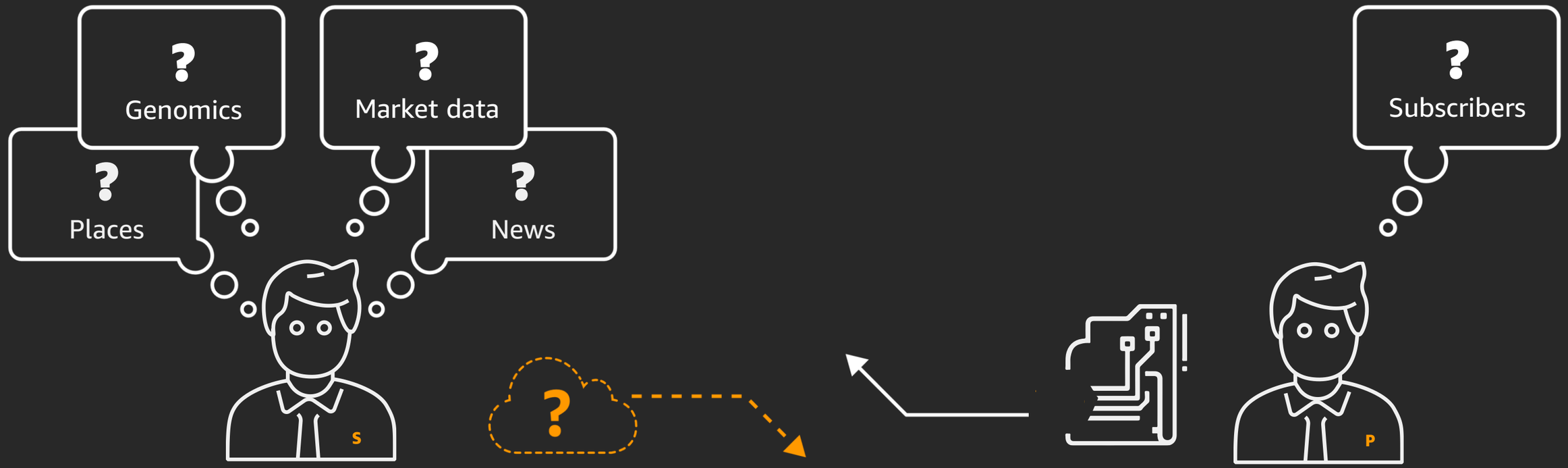


Seamless
experience



Self-service
preference

Innovation is limited when you can't find the data you need, even when there is a data provider that wants to share it with you



Subscriber

No good place to find diverse data

Provider

Hard-to-reach subscribers



Subscribers need a better way to find and subscribe to data

- Easy to use
- Cloud native
- Self-service



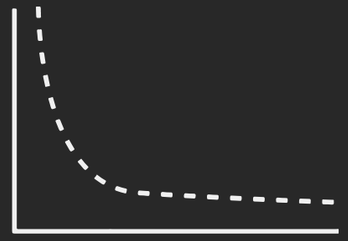
Providers need a better way to reach all potential subscribers

- Consistent payments
- Simplified distribution
- Low-touch customer acquisition



AWS Data Exchange

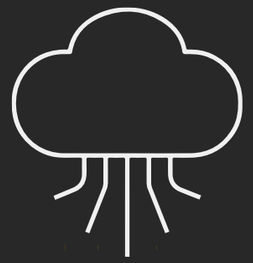
AWS Data Exchange makes it easy for data providers to reach customers



Efficiently reach the long tail of subscribers on AWS



Join a growing breadth of 90+ providers



Easily import, export, and analyze data in a cloud-native way



No longer need to build and maintain data storage, delivery, billing, or entitling technology



BMLL
TECHNOLOGIES

eventful

EQUIFAX

FLOATING POINT
GROUP

ETFGlobal

IMDb

graticule

SINERGISE

MoMA

Medisafe

FOURSQUARE


John Snow LABS

sanborn

LikeFolio

Mapillary

Gravy
ANALYTICS

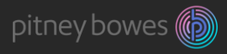
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TransUnion

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Verisk

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experian

TerrAvion

the
climate
data factory

CRUX

TMX

SOCIALFLOW

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virtusa

weathertrends360

VERTICAL
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ACTIONABLE INSIGHT

ADP

cuebiq

alc
the new ideal in data

i360

ICAP

NinthDecimal

streetside

Onclusive

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VORTEXA

STUDIO71

factual

Tradition

WEALTHENGINE

HEXAGON
GEOSPATIAL

WEATHER
SOURCE

dun & bradstreet

spire
Maritime

PlaceIQ

Orbital Insight

brain
corp

trivago

EDI

irysdata

CGLytics

databricks

Natively integrated with AWS

Global distribution



Upload, package, and curate datasets directly from Amazon S3

Easy-to-use API and console experience





AWS Data Exchange

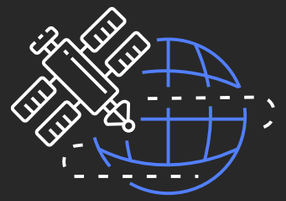


Analyze and catalog data with AWS analytics and ML services



Consolidated AWS billing; pay only for the data licensed

Pitney Bowes on AWS Data Exchange – 35+ products available



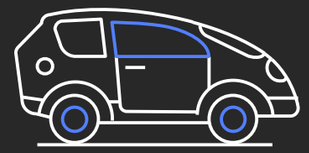
World Points of Interest

175 countries and territories around the world



Demographics

140 countries and territories around the world



StreetPro Traffic

StreetPro Traffic includes data collated from mobile and navigation devices

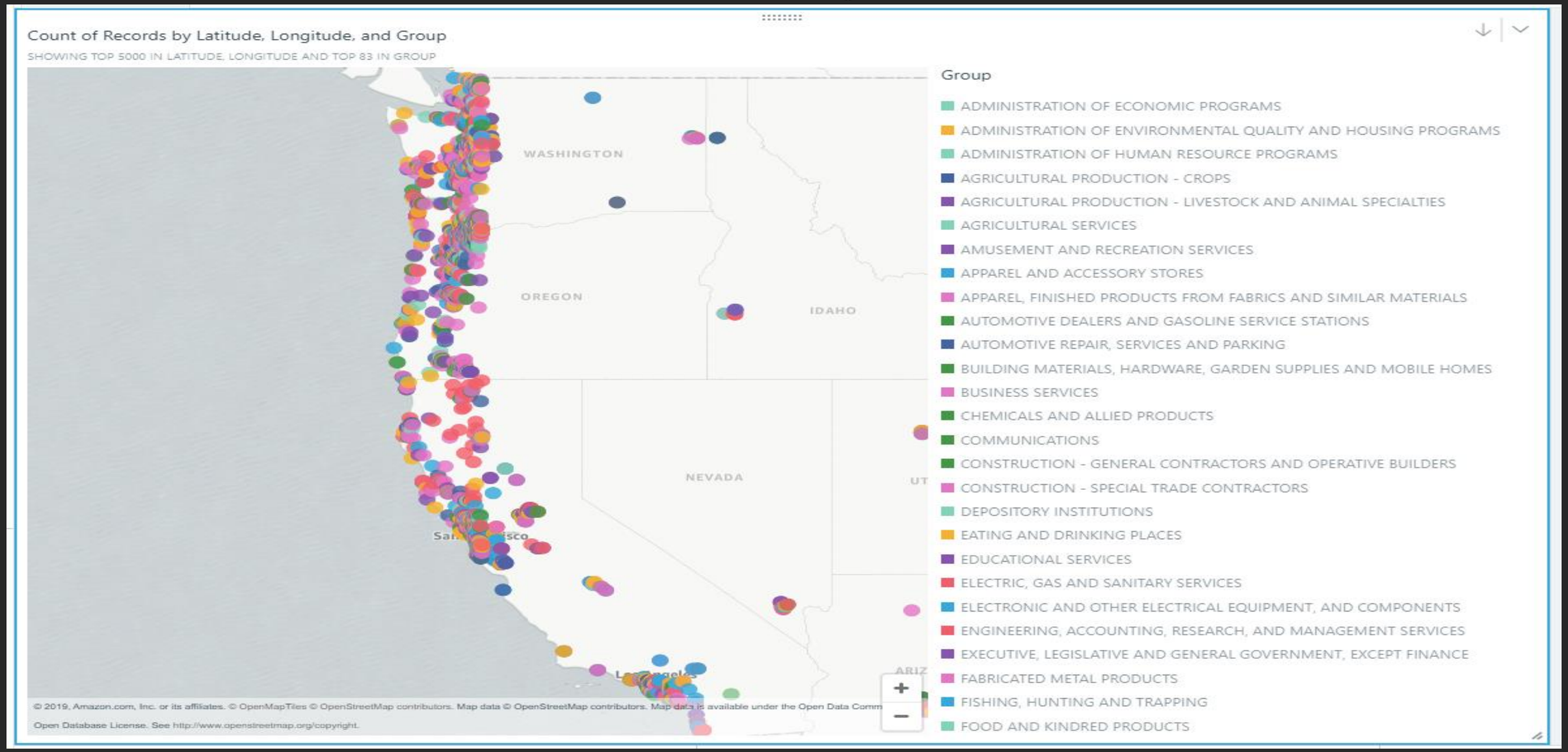
Let’s see what the Pitney Bowes World Points of Interest Data looks like in Amazon QuickSight

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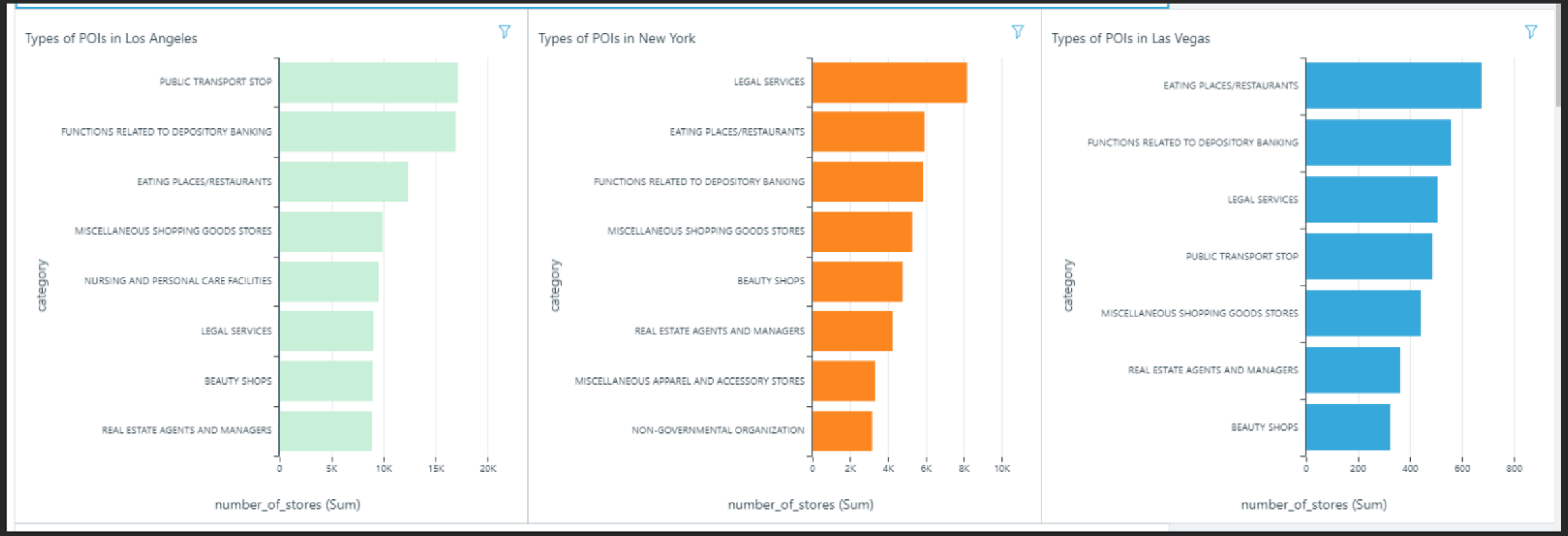
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World Points of Interest (POI) by Pitney Bowes



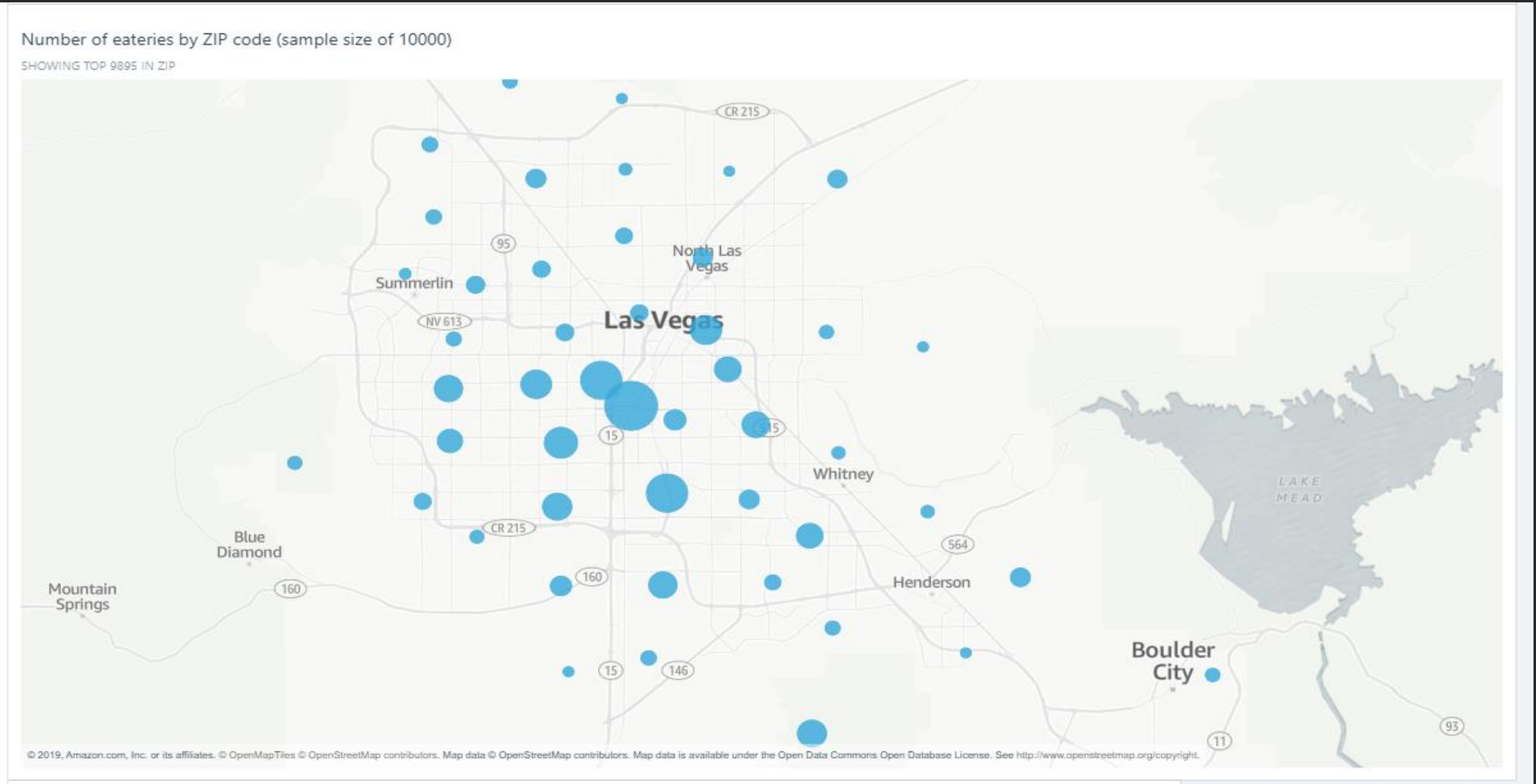
This map view in Amazon QuickSight gives data subscribers a quick view of the types and coverage of POI across the West Coast of the USA

World Points of Interest (POI) by Pitney Bowes



Data subscribers can then analyze more specific locations, like major cities, to see what times of POI are most prevalent in each city.

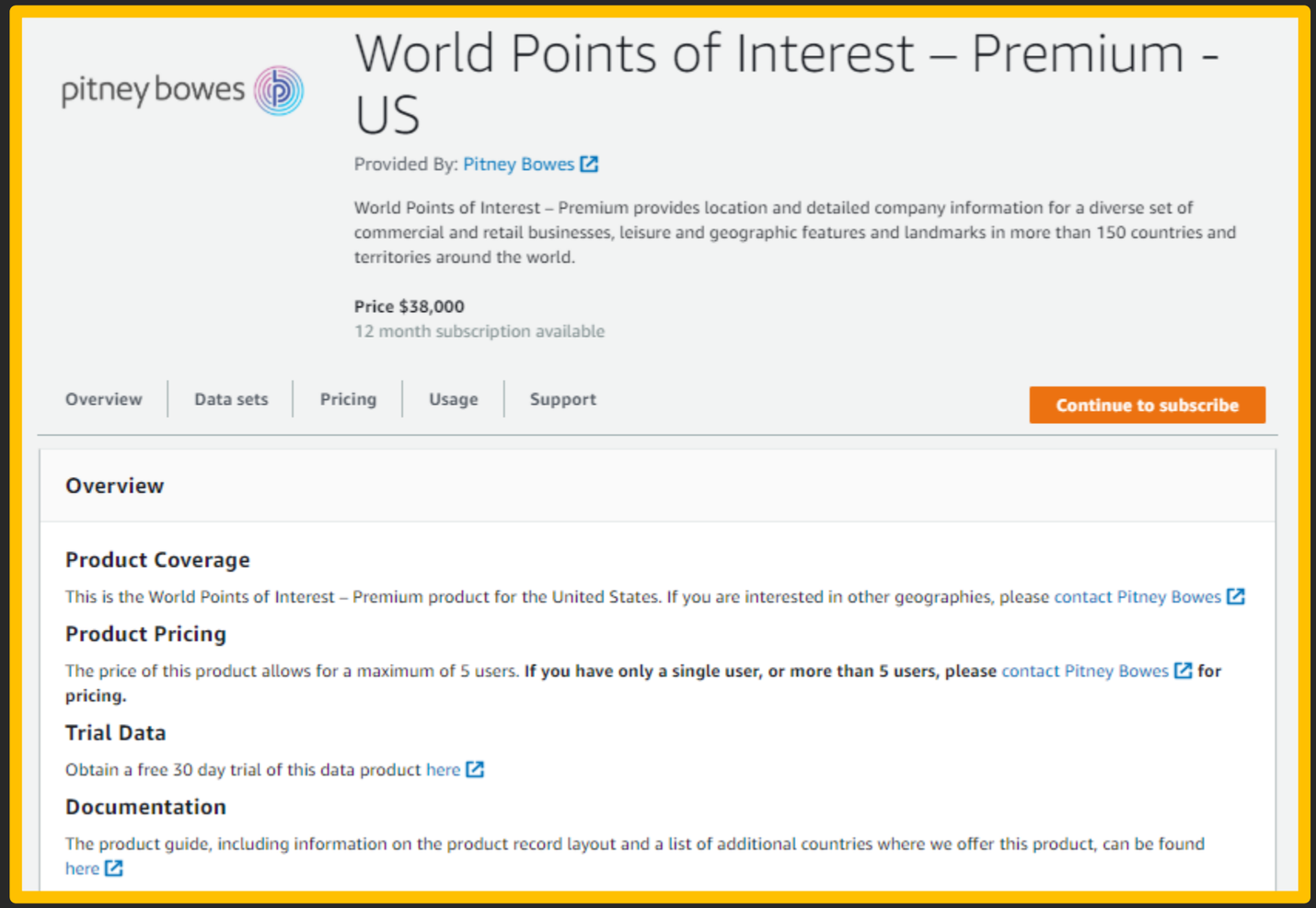
World Points of Interest (POI) by Pitney Bowes



Users can also analyze particular POI types within a city

World Points of Interest by Pitney Bowes

- Coverage: 175 countries
- Dataset update frequency: Monthly
- File format: Pipe delimited text
- Trial product
- Paid product



Q&A

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Common FAQs

1. Do I have to package files in a specific format?
2. Who owns the data I am distributing as a provider through AWS Data Exchange?
3. Does the service support streaming or slice-based data delivery?
4. Are there any restrictions on the type of data that can be published?
5. Can I choose which customers can subscribe to my data?
6. How do I become a provider?

So what's next?



AWS Data Exchange

Start using AWS Data Exchange today

pitney bowes

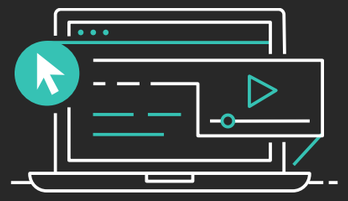
Access the Pitney Bowes World Points of Interest data on AWS Data Exchange



Check out our blog detailing how to publish and dynamically update products on AWS Data Exchange

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Thank you!

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