
AWS
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EMB057

Amazon Location Service: Enable apps with location features

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AWS

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Amazon Location Service

Customer challenges with location-based services (LBS)

Amazon Location Service

Demo – Getting started

Use cases and customer examples



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Customer challenges with LBS



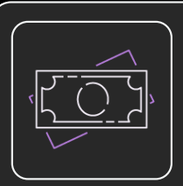
Onboarding new providers



Getting great data



Managing security and privacy



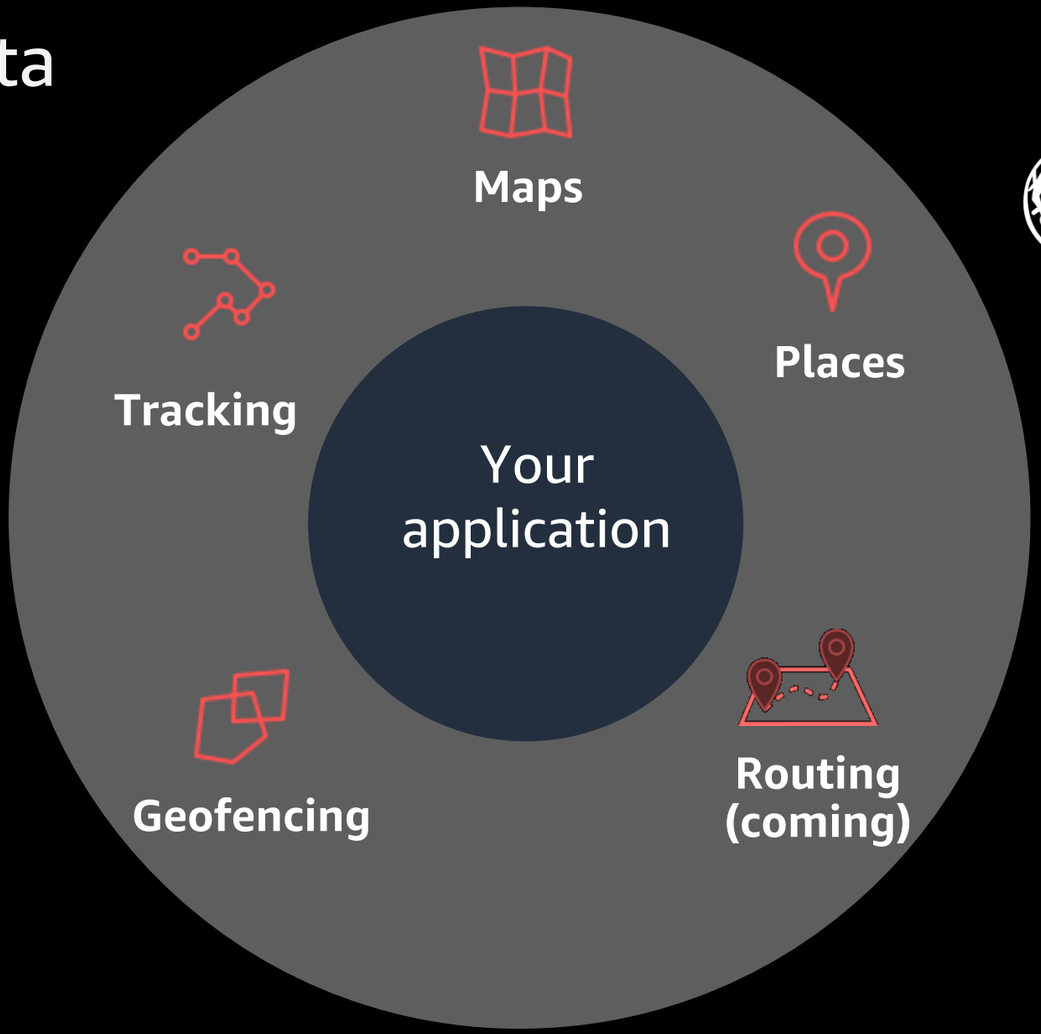
Controlling cost



Getting to production faster

Amazon Location Service

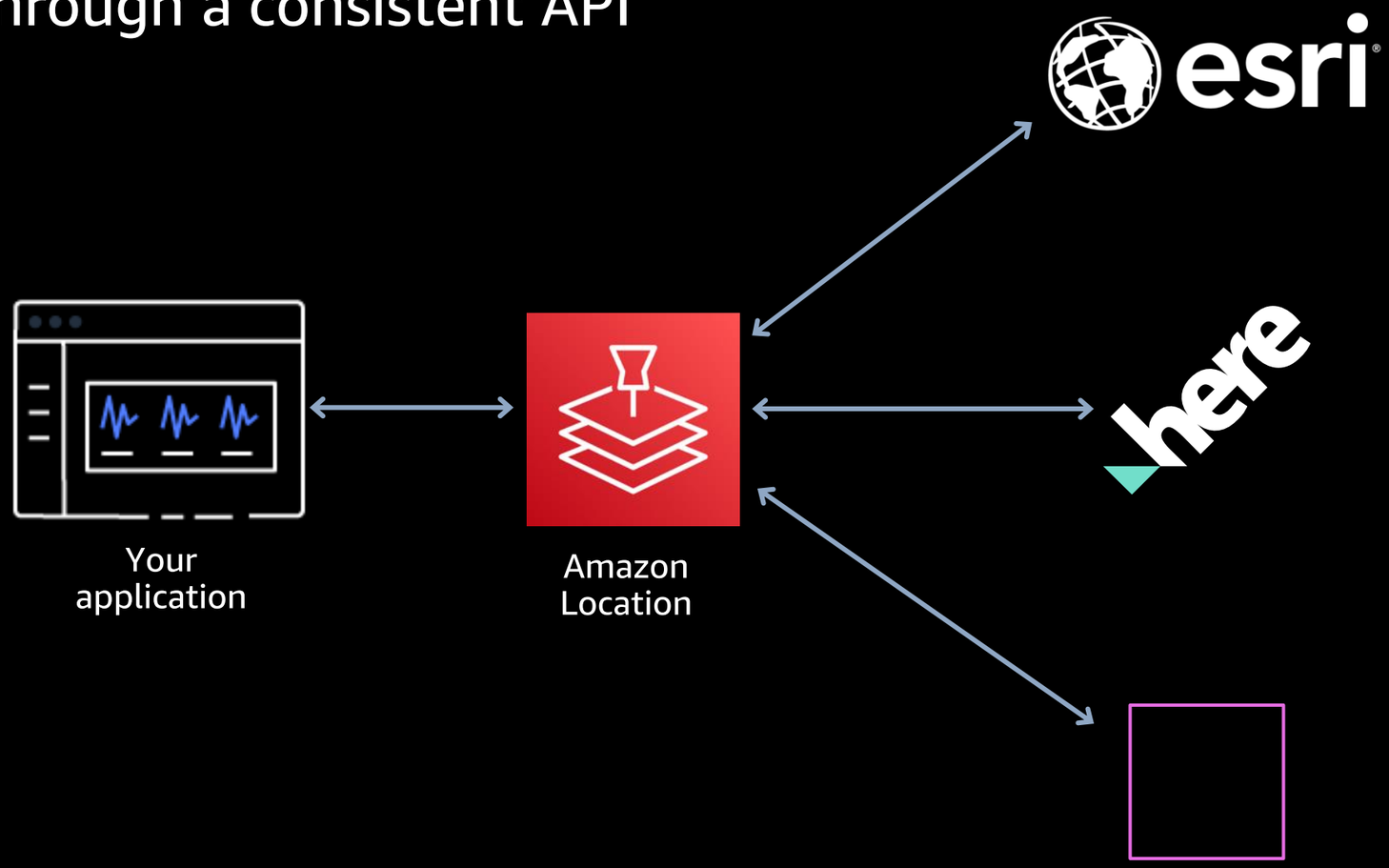
- Easy access to high-quality data
- Cost-effective
- Privacy and security
- Shorter time to production



Easy access to high-quality data

Access data from Esri and HERE through a consistent API

- No need for new credentials, and no vendor onboarding
- Has simplified global coverage
- Take advantage of new data sources
- Lower the cost of experimentation



esri | THE SCIENCE OF WHERE™

Geographic information system (GIS) software, location intelligence, and mapping to help users unlock the full potential of data to improve operational and business results

Authoritative collections of high-quality, ready-to-use location data, curated by expert teams of cartographers, geographers, and demographers

Esri's software is deployed in

- >350K organizations
- 90 of Fortune 100
- All 50 state governments
- Half of US counties







aws partner network

Advanced Technology Partner

"Esri's data-rich maps are the secret weapon behind many of today's most successful brands."

Fast Company

Moving people, goods, and organizations forward with location

Accurate, fresh, high-quality, and robust global data

- >2,000 validations before publishing to ensure quality
- 200 mapped countries and territories
- 28 TB of data collected daily to ensure accuracy
- Deployed natively on AWS

"HERE continues to emerge as the world's leading and most comprehensive location platform"

Counterpoint Research, 2020



Cost-effective services

Backend service	Amazon Location Service*	Other US-based LBS provider*
Map tiles	$0.04 / 1,000 tiles	$0.0875 / 1,000 tiles**
Forward / reverse geocodes	$0.50 / 1,000 geocodes	$5.00 / 1,000 geocodes
Stored forward /reverse geocodes	$4.00 / 1,000 geocodes	Not available
Geofencing	$0.20 / 1,000 evaluations	DIY
Tracking	$0.010 / 1,000 writes/batch reads	DIY
Asset tracking	Fixed price per month per asset (to be announced)	Not available
Asset management	Fixed price per month per asset (to be announced)	Not available

* Once free tier is exceeded

** Assuming 80 tiles / session

Details: aws.amazon.com/location/pricing

Privacy and security



- Retain control of your organization’s data
  - Tracking and geofencing location information never leaves your AWS account
  - Protect user privacy
  - Reduce your application’s security risks
- Amazon Location licensing terms do not grant Amazon or third parties rights to sell your data or use it for advertising

“As a company focused on digital security and fraud detection, we really value Amazon Location’s commitment to data privacy and security. This commitment is important to businesses who hold large amounts of personal and proprietary data.”

GeoGuard

Shorter time to production

Integrated with AWS so you can innovate faster and move to production more easily

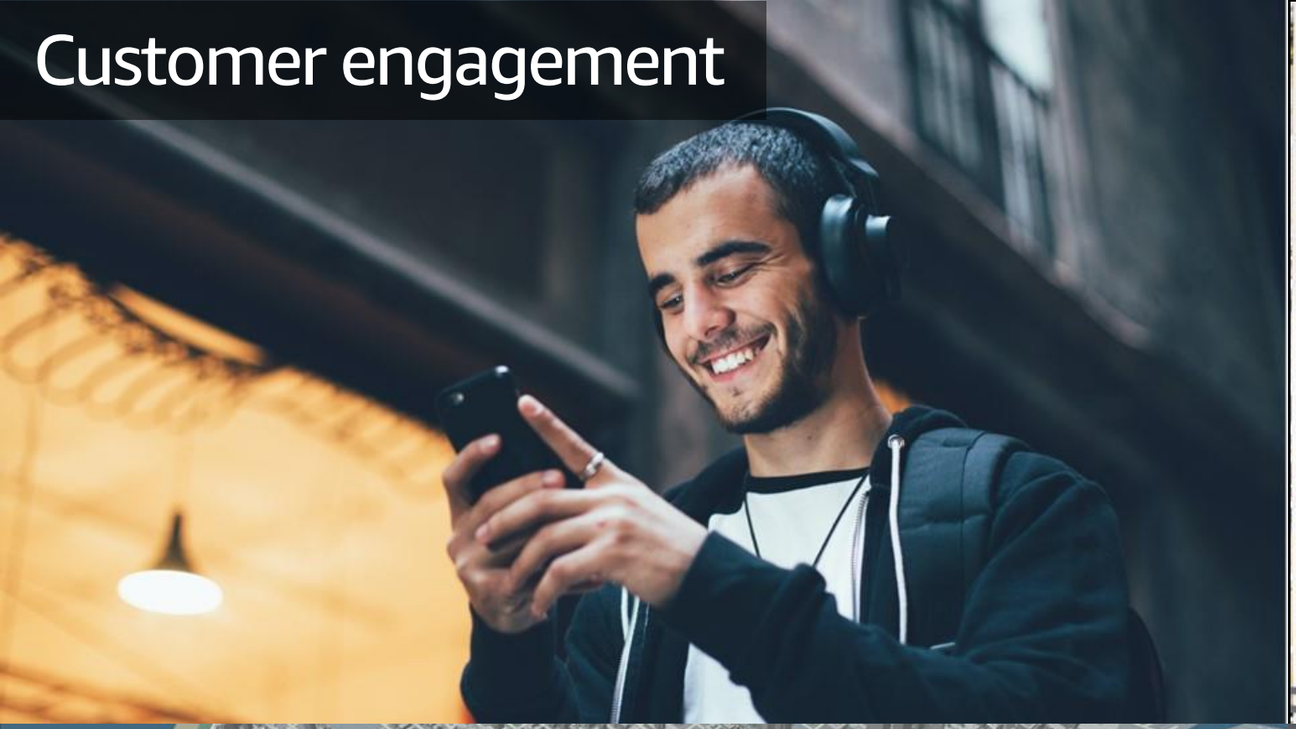
Mobile, web, backend, and IoT integration	 AWS Amplify  AWS Tools and SDKs  AWS IoT Core
Monitoring, security, and compliance	 Amazon CloudWatch  AWS IAM  AWS CloudTrail
Service integration via Amazon EventBridge	 Amazon EventBridge  AWS Lambda  Amazon Kinesis  Amazon Simple Notification Service  Amazon Pinpoint ...  AWS Step Functions

Demo
Getting started

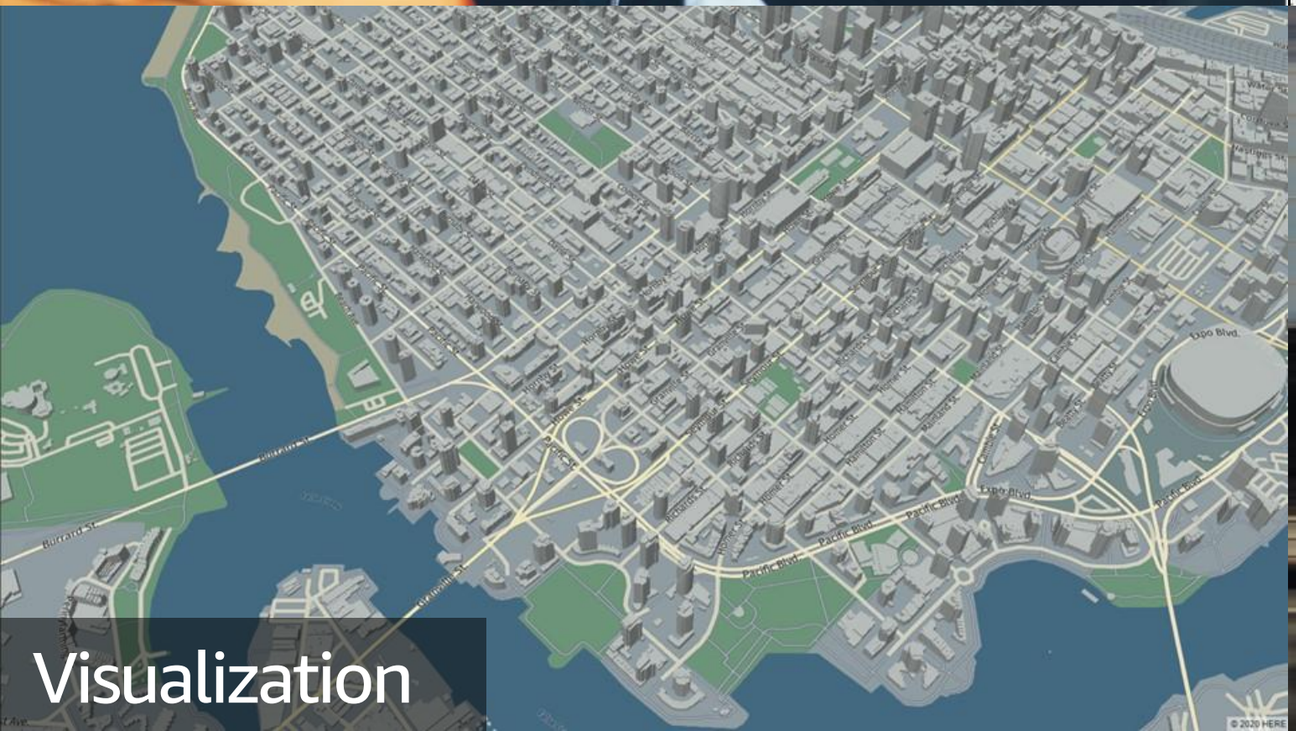


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Customer engagement


Asset tracking


Visualization
Pacific Blvd
Expo Blvd
Burrard St
Granville St
Howe St
Hornby St
Seymour St
Richards St
Cambie St
Beach Ave
Smithe St
Nelson St
Robson St
Georgia St
Dunsmuir St
Hastings St
Pender St
Keefer St
Main St
Quebec St
Prior St
Union St
Terminal Ave
Atlantic Blvd
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Delivery

Delivery and asset tracking with MobileLog

Challenges

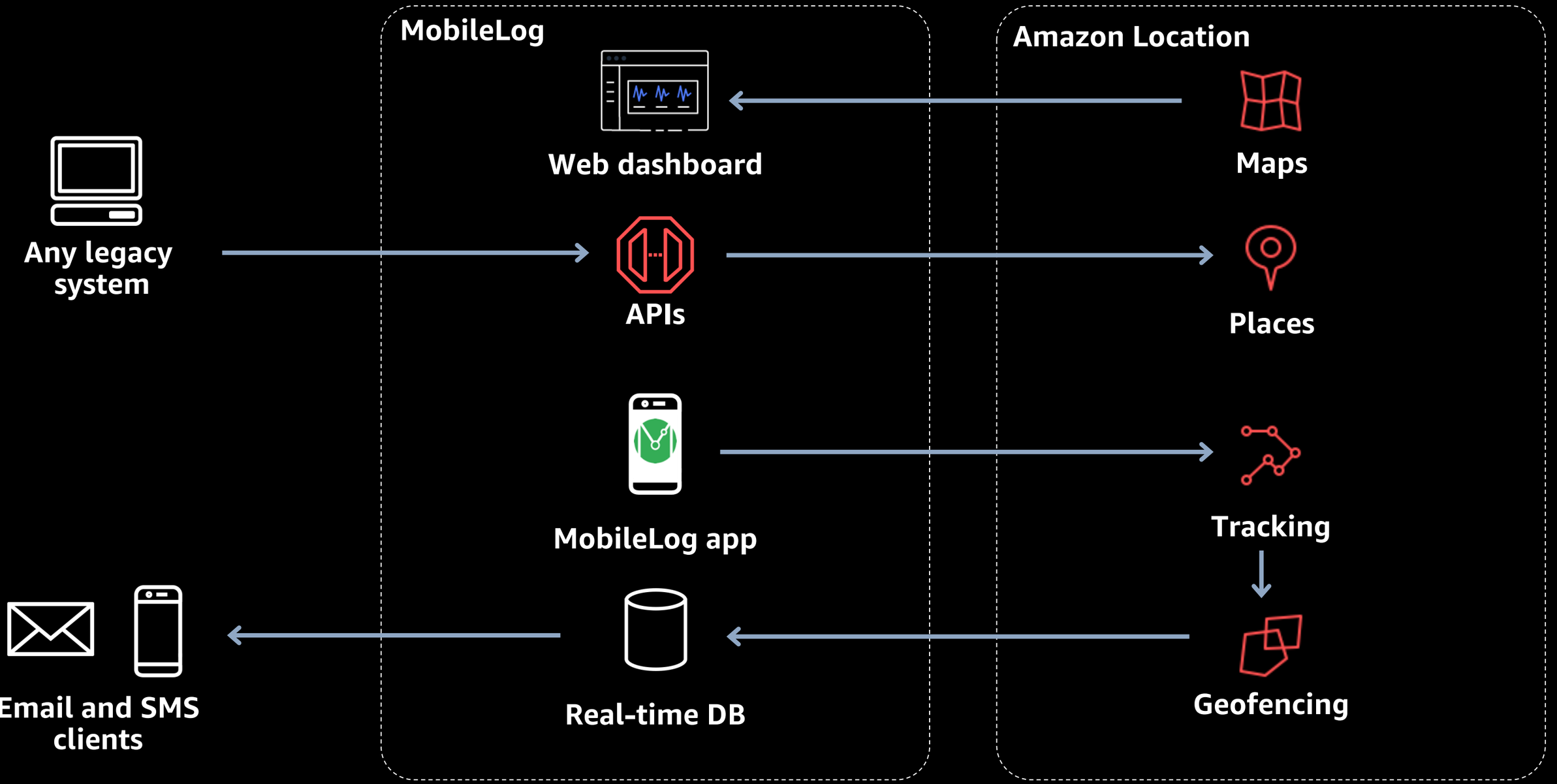
- MobileLog helps businesses track their mobile assets, view dispatches on maps, and send orders to drivers
- Provide real-time tracking and tracing, geofencing, routing, event-based notifications, and deviations
- Consolidate infrastructure and reduce number of microservices

Results

- New features: Event-based geofences
- Development cut by 50%
- Cost reduction 30%–60%



MobileLog architecture



Availability and free tier

Public preview: US East (N. Virginia), US East (Ohio), US West (Oregon), EU (Ireland), and Asia-Pacific (Tokyo)

Free tier	Amazon Location Service
Duration	3 months
Maps	500K map tiles
Tracking	200K position writes / evaluations
All other calls	10K / month
Exclusions	Stored geocodes

Get started today: aws.amazon.com/location

Thank you!

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