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MKT205

Navigating COVID-19 and optimizing wine delivery with data

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Agenda

1/ AWS Data Exchange introduction

2/ How ECE at UT is developing a virus navigation app using free data from AWS Data Exchange

3/ How Wine Access uses data from AWS Data Exchange to deliver quality wine and customer experience

4/ How you can use AWS Data Exchange to make smarter decisions



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AWS Data Exchange introduction and overview

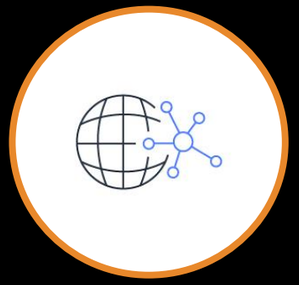


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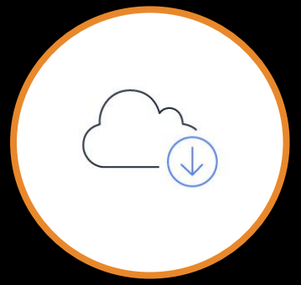
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AWS Data Exchange

EASY TO FIND, SUBSCRIBE TO, AND USE THIRD-PARTY DATA IN THE CLOUD



One place to find and use all kinds of data



Automatically receive updated data when it is published



Data sets available publically and privately



Consolidate and manage data subscriptions

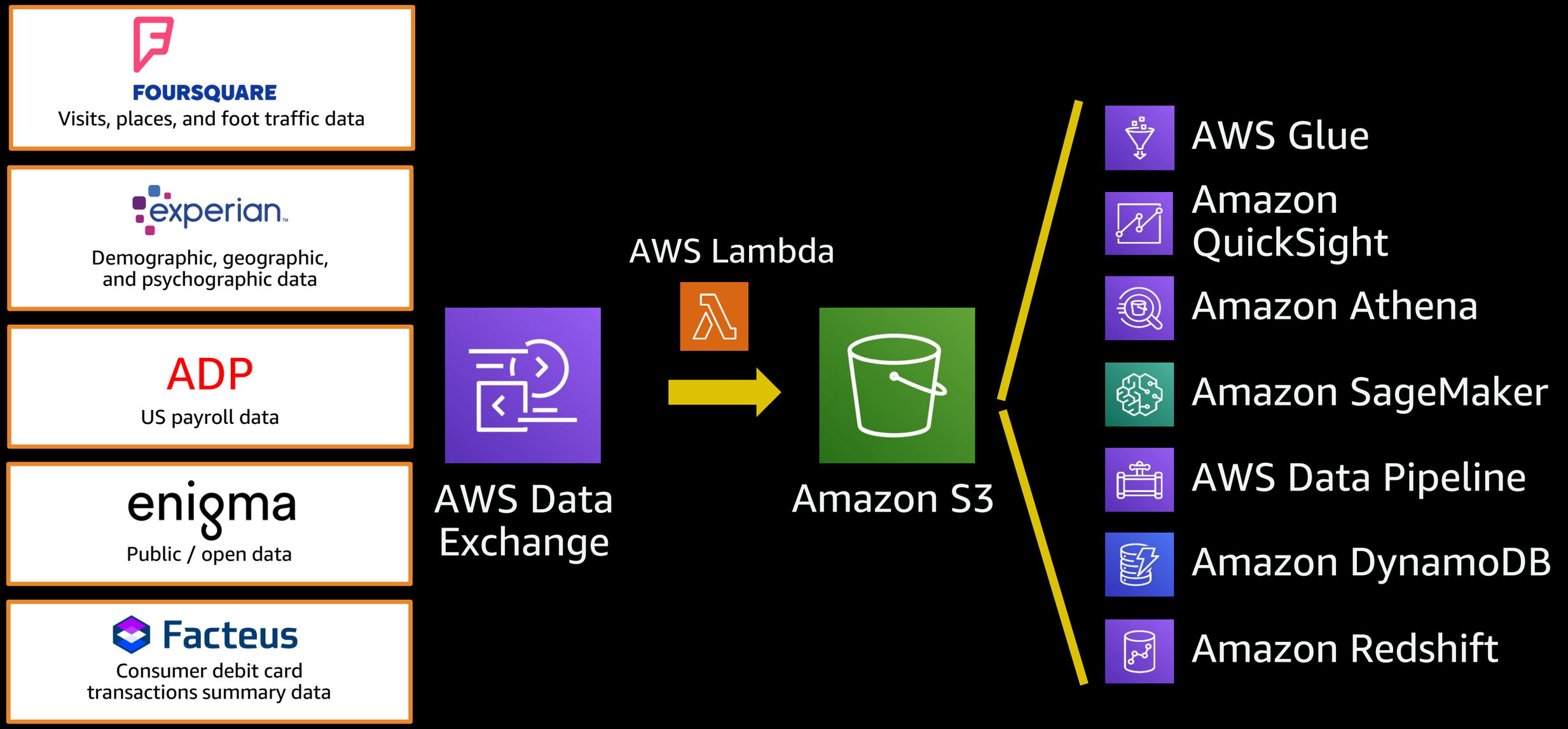


Seamless search and discoverability experience



Subscribe to specific data sets with custom pricing options

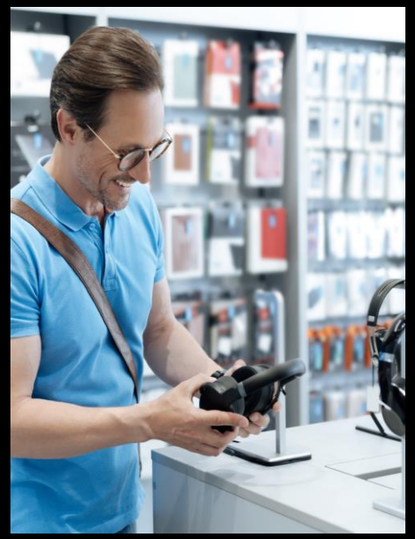
AWS Data Exchange workflow



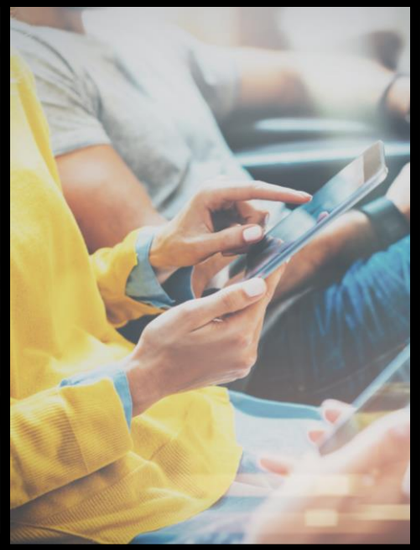
Data-driven decisions with AWS Data Exchange



Insurance & banking
Forecasting claims and loan losses



Retail
Forecasting consumer demand & performing competitive pricing analysis



Advertising
Audience targeting and personalization



Restaurants and bars
Supply chain management and site selection

How ECE at UT Austin is developing a virus navigation app with data from X-Mode



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ECE at UT overview

- The University of Texas at Austin Electrical & Computer Engineering (ECE), Cockrell School of Engineering
- 2,500+ students and 70+ faculty
- Consumes TBs of data for high-performance and embedded computing and social and healthcare applications
- The System Level Design group (SLD@UT Austin) is using X-Mode data create a COVID-19 aware navigation tool based on social sensing and human mobility patterns



Collaboration with Dr. Ravi Srinivasan (Dept. of Statistics) and Justin Drake (Texas Advanced Computing Center)



” AWS Data Exchange is a treasure trove for the System Level Design group. Not only it helped me expand the scope of our group research significantly, but it also made my teaching more engaging and more relevant to addressing societal problems of great interest.”

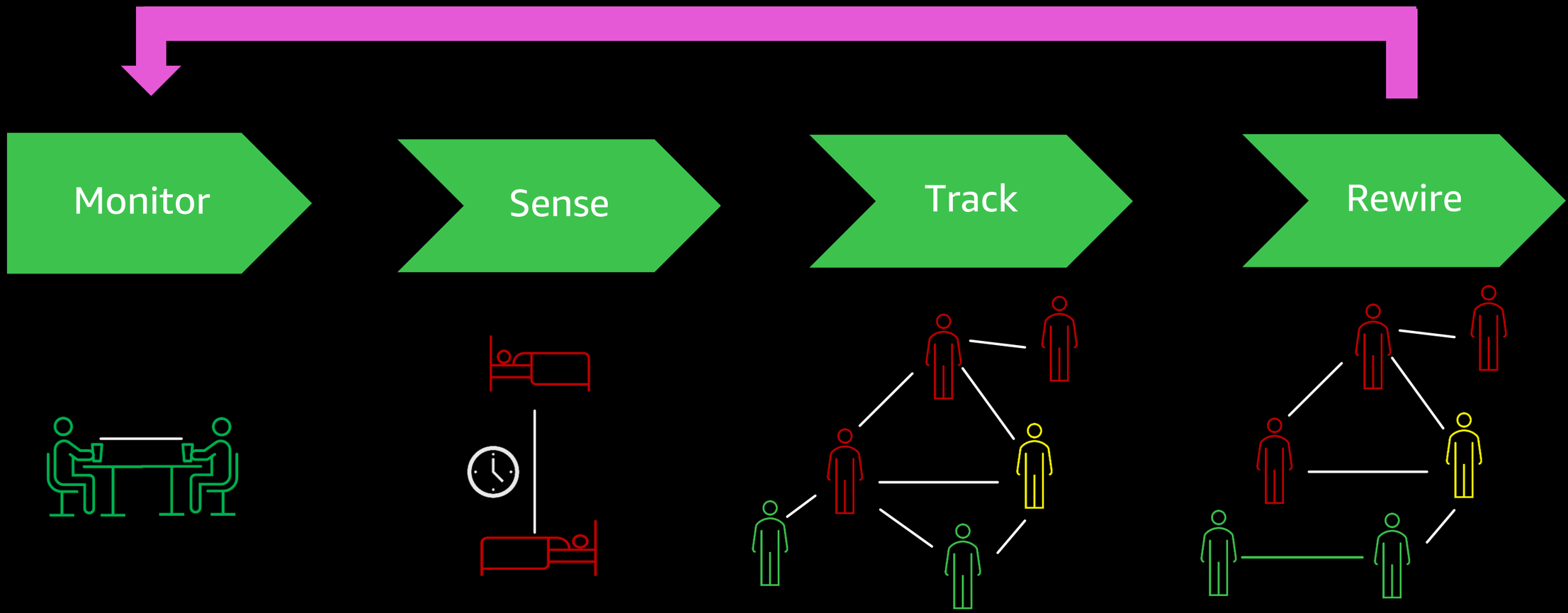
Radu Marculescu

Professor of ECE
The University of Texas at Austin

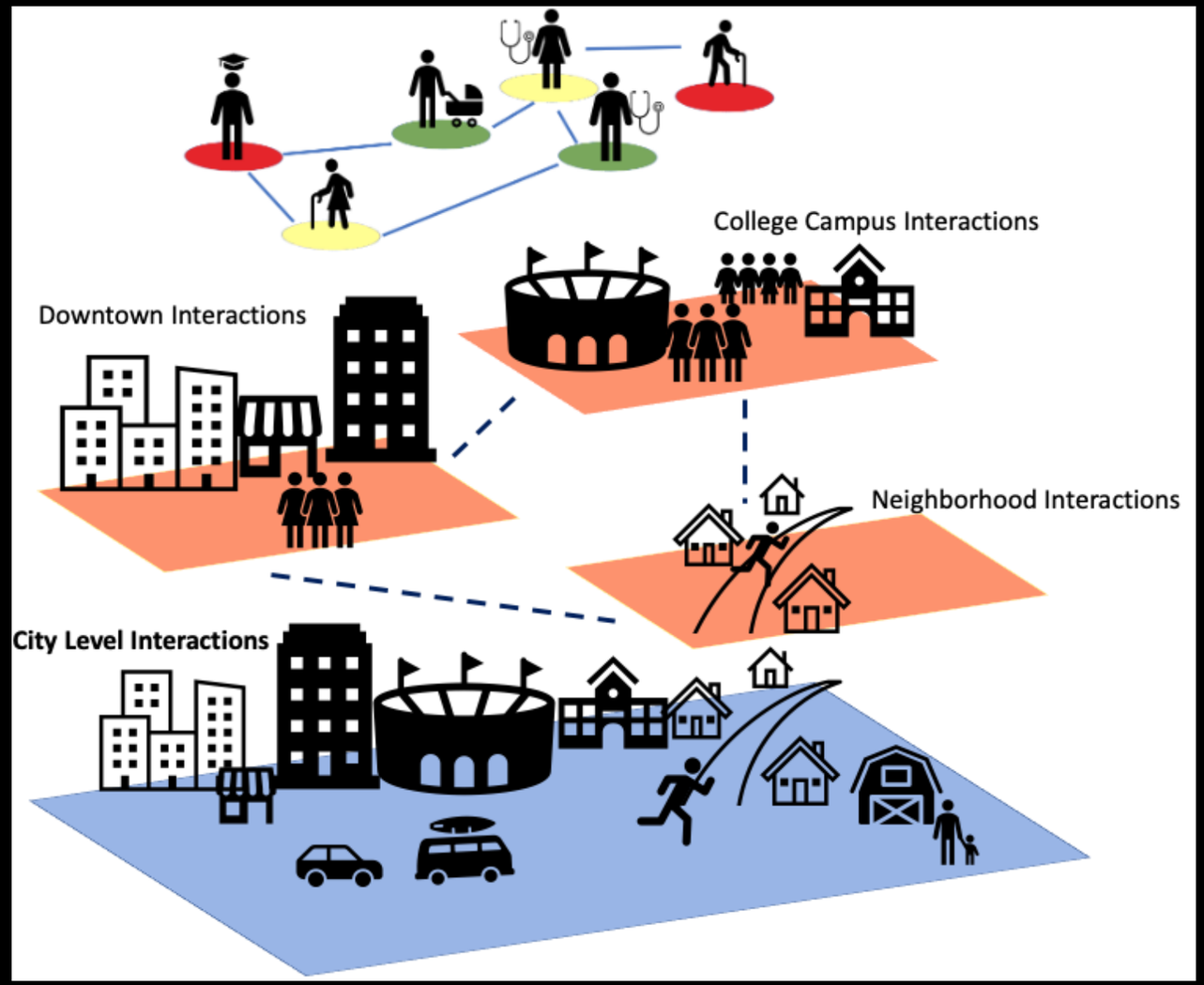
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COVID-19: From contact tracing to contact rewiring

Testing the ability to use X-Mode GPS data to sense, track, and mitigate an infectious disease



Multiscale approach to rewire contact networks



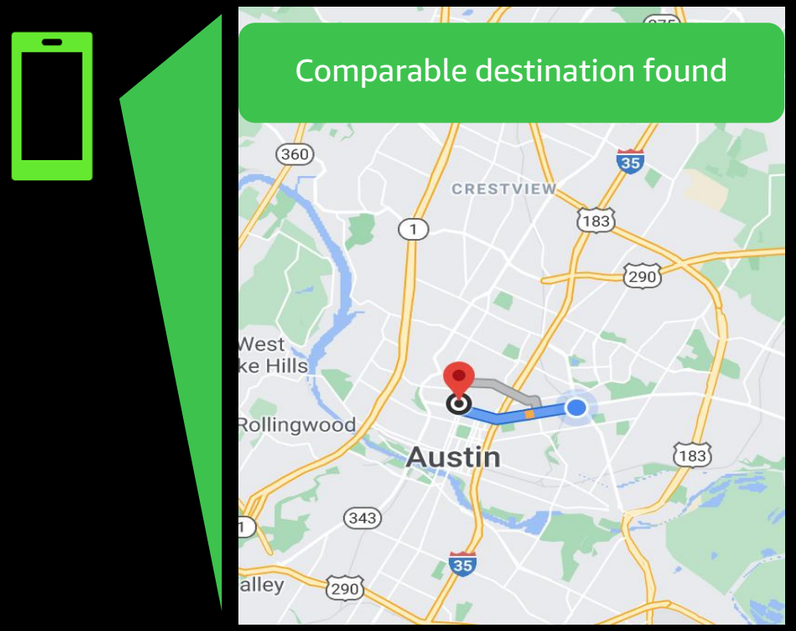
Avoid crossing paths with infected people

Avoid local hotspots

Avoid regional hotpots

Quarantine in Motion: A new paradigm for the 21st century

- UT discovered X-Mode data via AWS Data Exchange; X-Mode data allowed UT to investigate large-scale human mobility
- SLD@UT Austin aims to discover how modern mobility can grow resilient to infectious disease





“When the technological tides shifted to face COVID-19, the availability of X-mode GPS data catalyzed our lab’s investigation into new problems. X-mode’s donation to science broadened the horizon for my PhD research direction into COVID-19 mitigation and beyond. AWS Data Exchange made access to the data easy.”



Sofia Hurtado

UT Austin
System Level Design group

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“ Working with ADX has been incredible. Thanks to AWS Data Exchange, it’s even easier for customers to have access to X-Mode’s high quality, privacy-conscious location data. During the COVID-19 pandemic, this ease of access for researchers and others has been not just game-changing, but potentially life-saving.”

Jake Ellenburg

CMO & Co-Founder
X-Mode



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How Wine Access is obsessed with delivering the best possible wine and customer experience with data from WeatherTrends360



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“AWS Data Exchange allowed us to quickly and efficiently respond to the operational needs of Wine Access, a long-time client. With Data Exchange, we no longer worry whether 10 clients are attempting to retrieve our products or 10,000. Instead of wasting time managing our delivery infrastructure, we can focus our efforts on innovation and continuing to enhance our next-generation weather platform.”

Matt Alonso

CTO
WeatherTrends360



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Wine Access overview

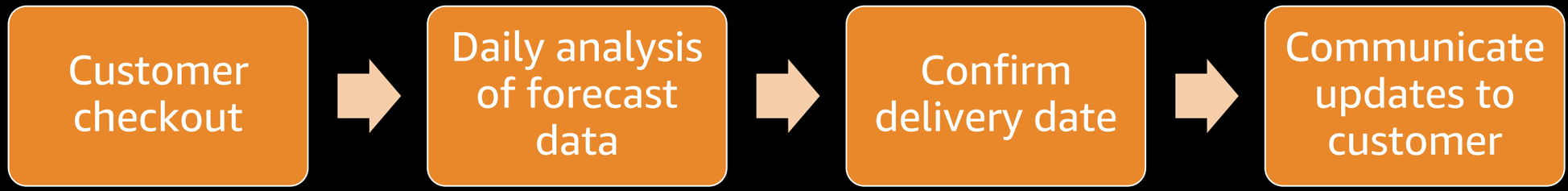
- Wine Access is a leading online direct to consumer (DTC) wine retailer best known for offering meticulously selected wines from around the world
- Serving tens of thousands of customers across 43 states
- Operating with a just-in-time delivery method
- Tapped into WeatherTrends360's hyper-local, customized, short-range weather data sets to forecast weather two weeks in advance



The barrier to the world's best wine isn't price. It's access.

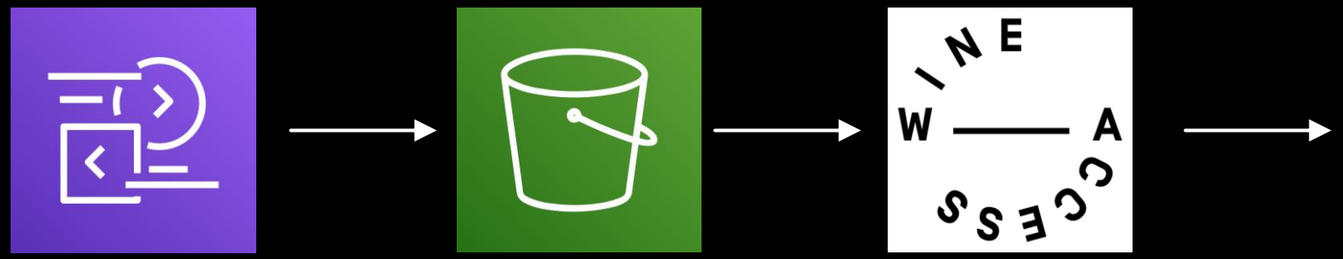
Customer-obsessed wine delivery

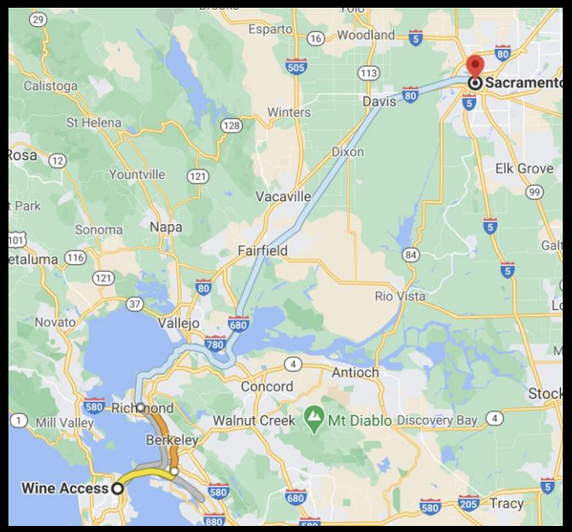
- Wine has to be delivered in a climate-controlled environment to preserve the quality
- Rapid temperature fluctuations – hot and cold – can damage a wine's aroma, flavor, and color in hours
- Need to be aware of weather along the entire delivery route to determine shipping date and packing method
- Weather intelligence leads to higher customer satisfaction and lower cost of damaged and returned wine



Wine Access data transformation

- Moving data fulfillment to AWS Data Exchange allowed Wine Access to optimize its in-house data transformation and analysis
- Daily updates of WeatherTrends360's forecast data allow it to process thousands of weekly orders and inform delivery decision-making
- Wine Access is working with AWS Data Exchange to incorporate the data into the checkout experience





Delivery route is mapped



“ By leveraging AWS Data Exchange and Weather Trends data, we can be confident that our wines will arrive in perfect condition, tasting no different to our customers than when our best-in-class wine team tasted it at the winery. ”

Andrew Walleck

COO
Wine Access

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Data-driven decision-making with AWS Data Exchange



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Data providers

Discover providers across industries catering to a multitude of use cases, including macroeconomic conditions and recovery

175+

AWS services

Easily subscribe with a few clicks in a cloud-native enviornment and integrate with other AWS services

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