AWS re:Invent

NOV. 29 – DEC. 3, 2021 | LAS VEGAS, NV

MKT206

Quickly discover and use third-party data APIs in the cloud

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Agenda

- AWS Data Exchange overview
- Introducing AWS Data Exchange for APIs
- Demo by Rearc
- Customer story: Vyaire Medical
- Getting started

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AWS Data Exchange makes it easy to find, subscribe to, and use third-party data in the cloud



One place to exchange data



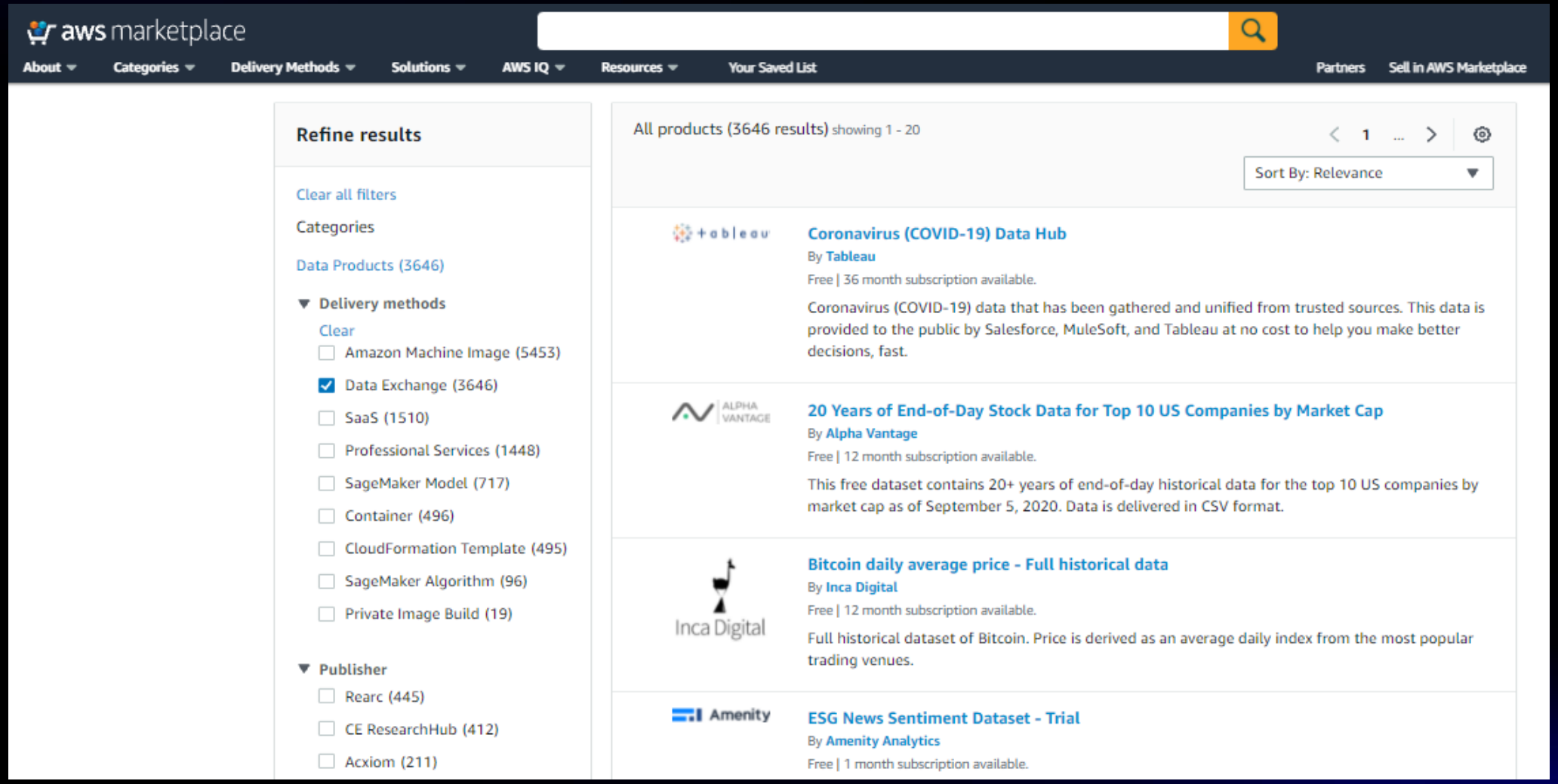
Simplified & secure billing & provisioning



Integrates with AWS

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Hundreds of data providers in one marketplace



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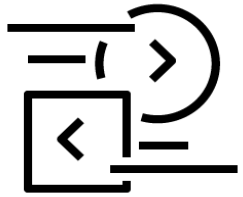
One place to exchange data with simplified and secure billing and provisioning



Bring your own subscription terms



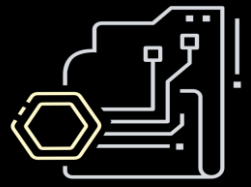
Single view of contracts



AWS Data Exchange



Create and manage revision access rules



Easy provisioning through AWS Data Exchange



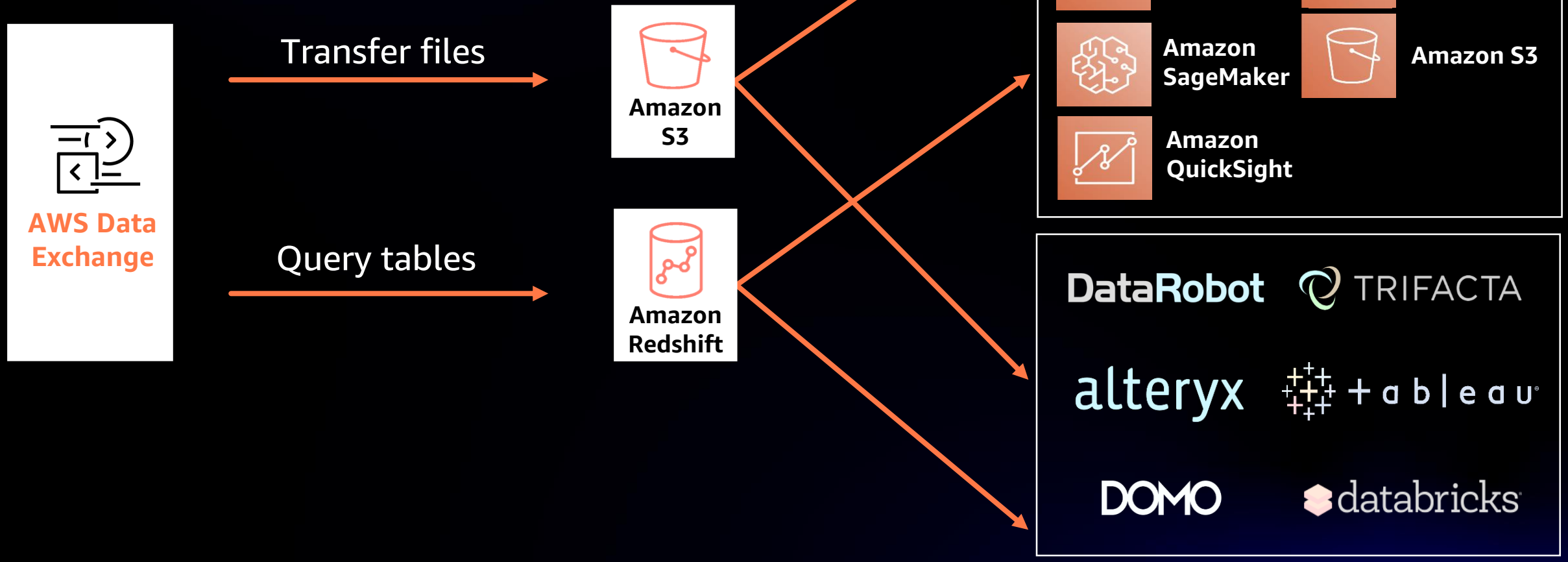
Automatically publish/consume new data and updates



Fees added to AWS bill

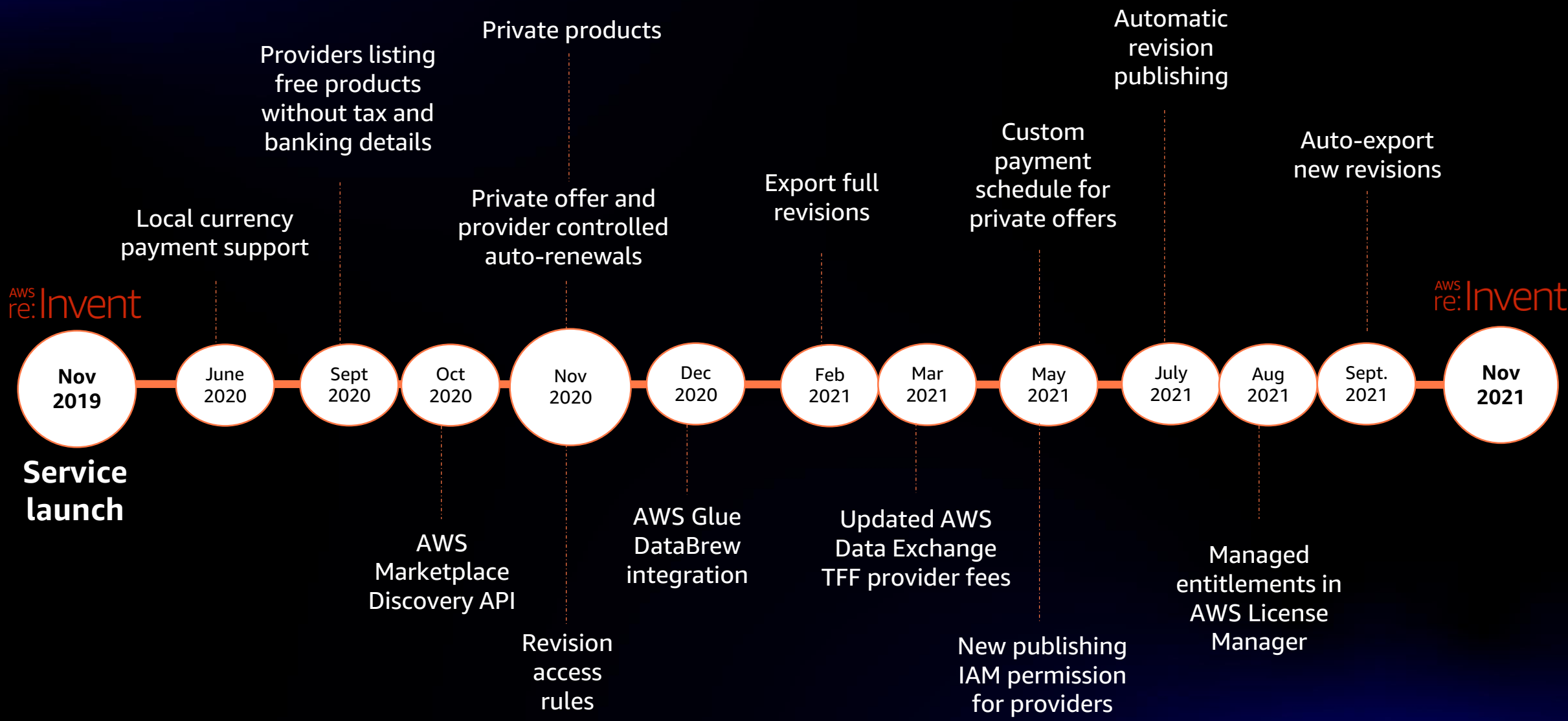
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Integrated with AWS services to enable downstream data analysis and use



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AWS Data Exchange overview



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Many companies use APIs from hundreds of sources

How do I manage and **subscribe** to APIs from various vendors?

How can I **find** the APIs my organization needs?

How can I easily **use** these APIs?

Subscribers

How do I reduce **subscription** and entitlement management overhead?

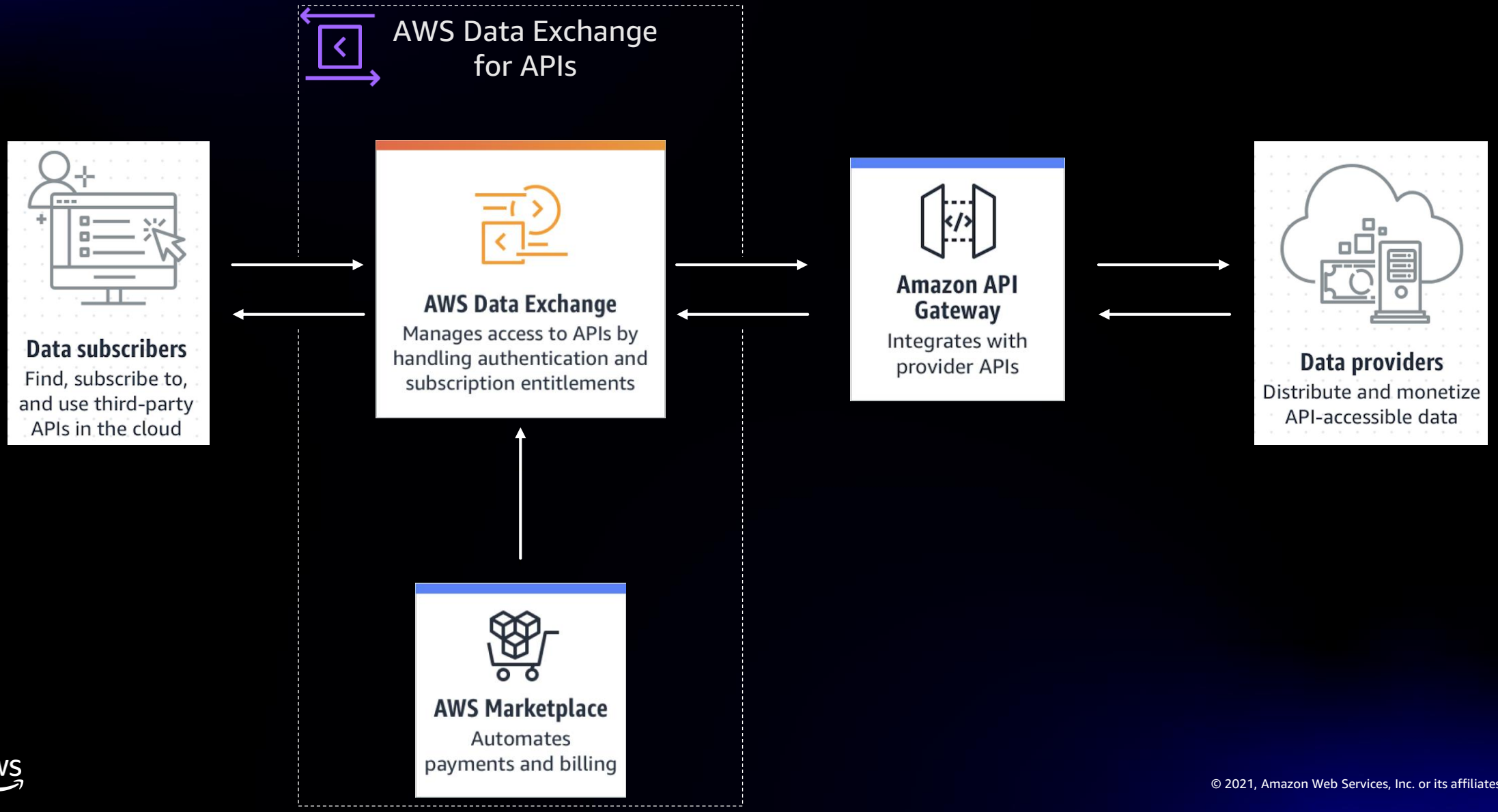
How can I **reach** AWS customers with my APIs?

How do I make my API easy to **use for** for subscribers?

Providers

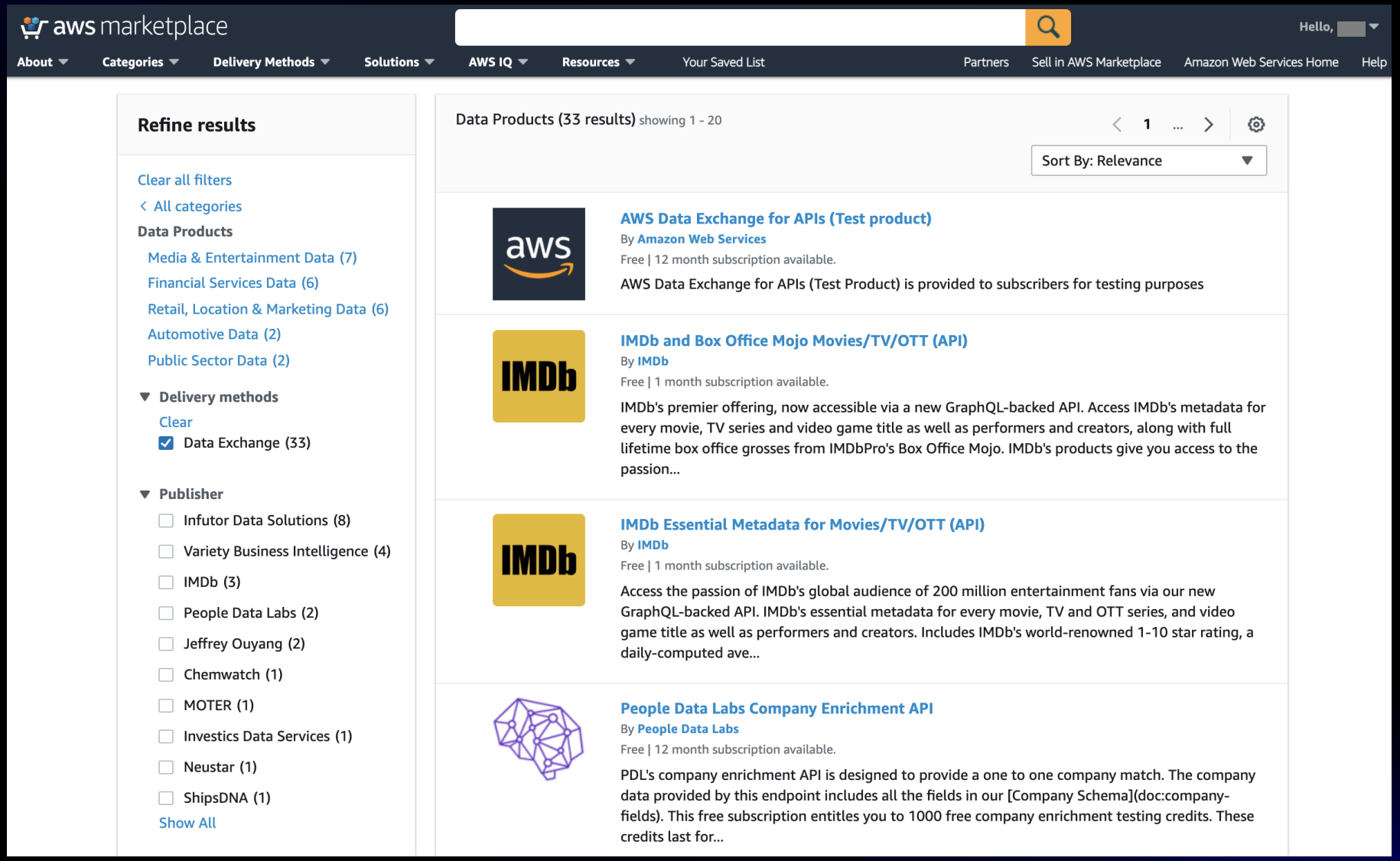
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AWS Data Exchange for APIs



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Discover APIs in the catalog



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View code structure on the API detail page

Integration notes

Base URL

All URLs referenced in the API documentation have the following base managed by AWS Data Exchange.

Copy

```
https://api-fulfill.dataexchange.us-east-1.amazonaws.com/v1
```

Authentication

When using AWS SDK or making calls from the AWS Data Exchange console, authentication is handled automatically with AWS IAM.

Code structure

To call this API, use the following code structure. Using the information in the specification documentation, replace the `sample values` with the parameter key value pairs you need.

Copy

```
aws dataexchange send-api-asset \
  --data-set-id 4b3fbabc31171662851531b8576a3411 \
  --revision-id e8e78e921af12c76499edc40f92e3082 \
  --asset-id 557d858c317efdfb5b6c9a2860ec4a03 \
  --method POST \
  --path "path-value" \
  --query-string-parameters 'param1=value1,param2=value2' \
  --request-headers 'header=header_value' \
  --body "{\"body_param\":\"body_param_value\"}"
```

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Subscriber benefits

How can I **find** the APIs my organization needs? → Browse the AWS Data Exchange catalog of products containing APIs and view relevant information on product detail pages

How do I manage and **subscribe** to APIs from various vendors? → Easily manage and govern your organization's subscriptions and entitlements through the AWS Data Exchange console, AWS License Manager, and AWS Identity and Access Management

How can I easily **use** these APIs? → Leverage supported AWS SDKs to make API calls using your AWS credentials

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Provider benefits

How can I **reach** AWS customers with my APIs? → Reach millions of AWS customers by listing your products containing APIs on the AWS Data Exchange catalog

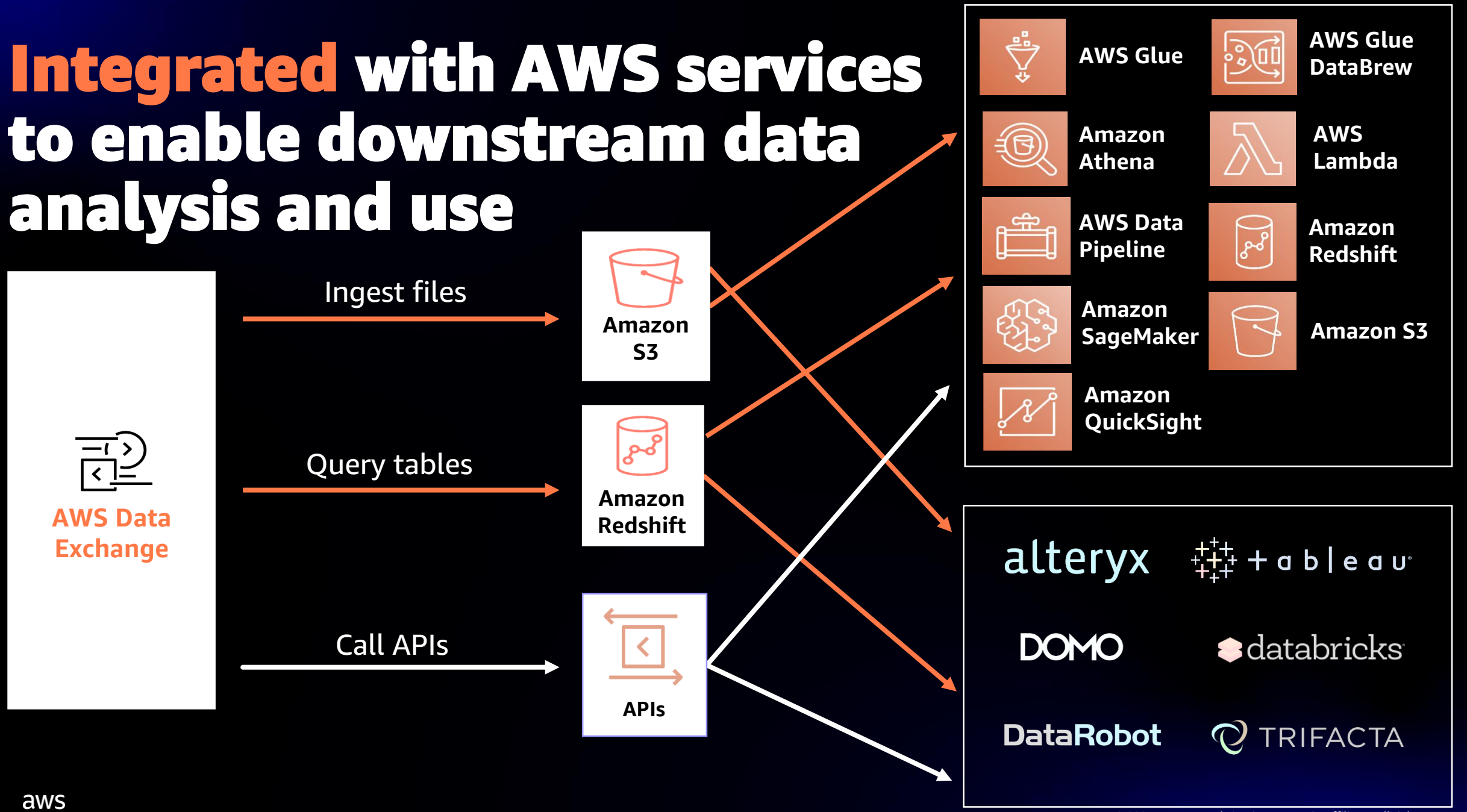
How do I reduce **subscription** and entitlement management overhead? → Leverage the automated subscription and entitlement capabilities of AWS Data Exchange and remove the need to distribute API keys

How do I make it easy for subscribers to **use** my API? → Subscribers can authenticate subscriptions automatically via IAM using their AWS credentials

aws

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Integrated with AWS services to enable downstream data analysis and use



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Rearc

- Founded in 2016 to empower engineers with the best tools possible to make an impact within their industry
- More than 400 offerings on AWS Data Exchange, including dozens of free and low-cost data sets on company filings, census data, Consumer Price Index, and more
- AWS Advanced Consulting Partner
- rearc.io



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Find data from providers today

"Customers use PredictHQ's intelligent event data to understand the impact of events for more accurate and profitable forecasting. AWS Data Exchange for APIs makes it quicker and easier to access data, which improves the customer experience and accelerates time-to-value."

Robert Kern, co-founder & CTO, PredictHQ



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Vyaire Medical

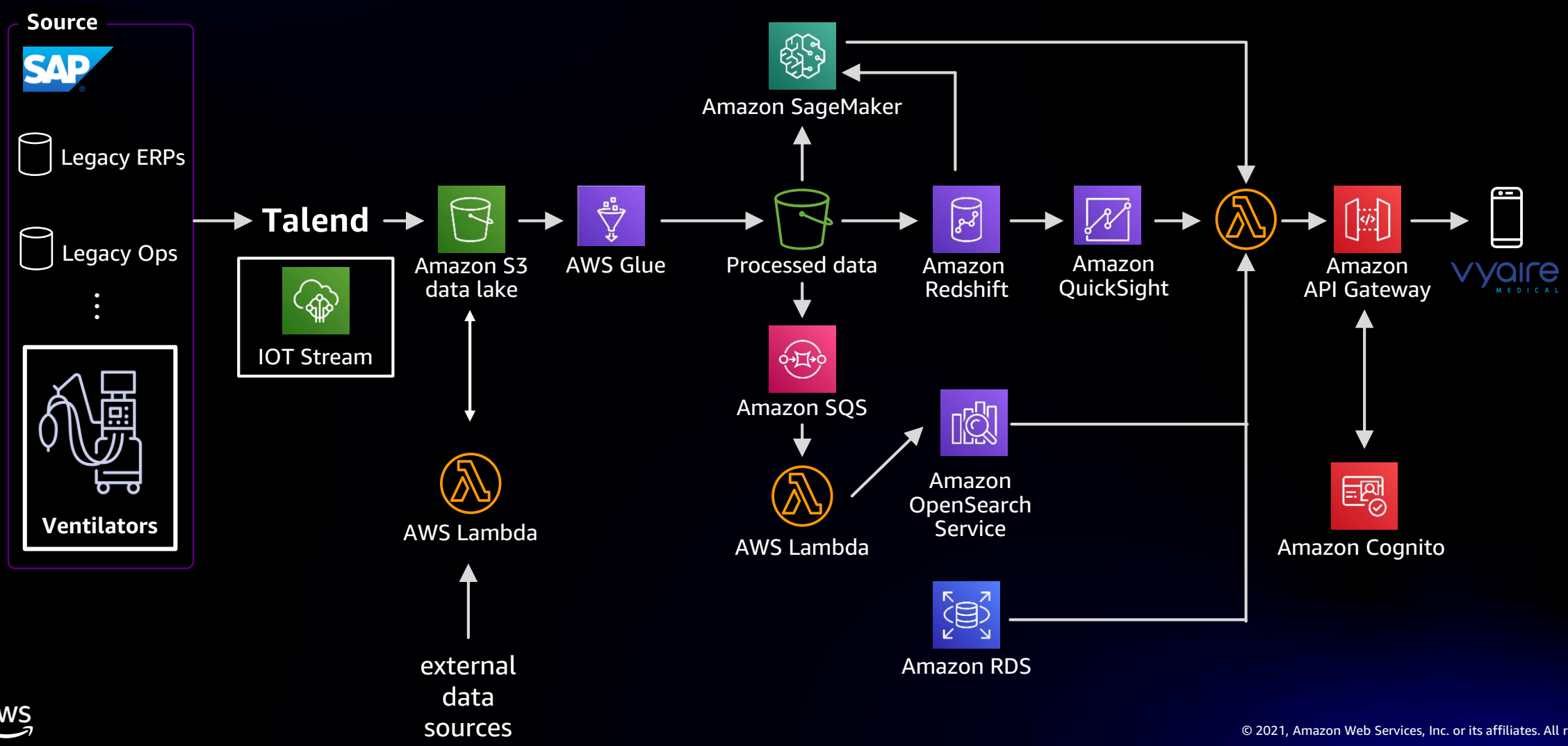
A NEW COMPANY WITH ESTABLISHED ROOTS

Largest company in the global healthcare ecosystem fully dedicated to respiratory care products for the diagnosis, treatment, and monitoring of respiratory conditions

- **65-year history** of clinical experience and leadership
- **27,000+ unique products** and over 370,000 customers
- **127 countries** with 4,000+ employees



Vyaire's data ecosystem serves teams throughout the organization



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Challenges with using 3P APIs due to growing complexity and multiple data sources



Security



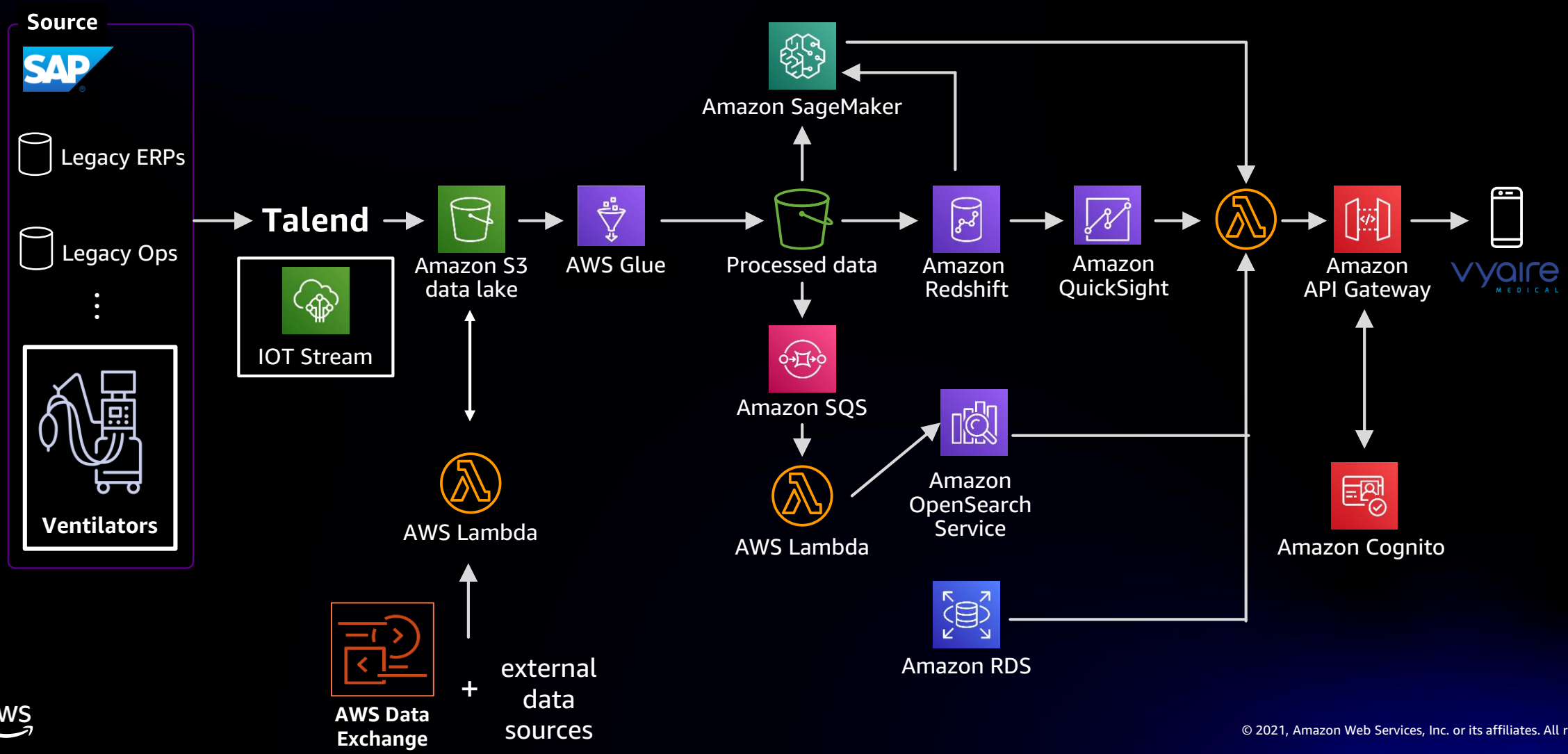
Engineering time and effort



Maintaining and sustaining

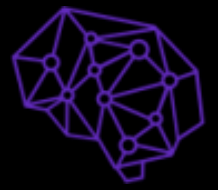
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Vyaire unifies data ingestion with AWS Data Exchange for APIs



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AWS for APIs in Vyaire data ecosystem

Use case	Objective	Data source
Customer data management	Consolidate vendor APIs used for customer data enrichment	 People Data Labs
Demand planning	Migrate from file-based data to API-based data	weathertrends360 better business in any weather®

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Outcomes



Financial



Analytics



Customer

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Getting started

Learn more:

aws.amazon.com/data-exchange/features/aws-data-exchange-for-apis/

Explore data products:

a.co/awsdataexchange4apis

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Join us at re:Invent 2021

MKT205-L (Dec. 1): Transform your digital supply chain & procurement with AWS Marketplace Leadership Session with Stephen Orban

Session ID	Title
MKT301	**Build secure and compliant ML and data-backed applications**
MKT303	**Unlock value from your AWS Control Tower landing zone using Flight Controller**
MKT204	**Learn how to drive deployment frequency through automation**
MKT302	**Manage approvals and distribute entitlements using AWS Marketplace**
GPS209	**How to grow your SaaS business and drive revenue with AWS Marketplace**
ANT315	**Using Redshift to directly query third-party party data on AWS**
MKT206	**Quickly discover and use third-party APIs in the cloud**
ANT215	**Introduction to AWS Data Exchange for Amazon Redshift**
MKT202	**Transformation, modernization, and governance with AWS Marketplace**
MKT203	**Supercharge your reseller pipeline**
MKT304	**Build end-to-end data pipelines with third-party data and AWS analytics**

Stop by the AWS Marketplace pavilion at Sands Expo hall

aws

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Thank you!

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