AWS re:Invent

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

MKT201

Use AWS Data Exchange to streamline data processing and analytics

John Chappell
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VP, Cloud Strategy –
Content & Technology Solutions
FactSet

Chris Casey
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AWS Data Exchange
AWS

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Agenda

Dunkin’ and data

AWS Data Exchange

FactSet

Goldman Sachs

Getting started

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Dunkin’ (without data)

“Donuts… Is there anything they can’t do?”

Homer J. Simpson, *The Simpsons*



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Dunkin’ and data

AWS Data Exchange

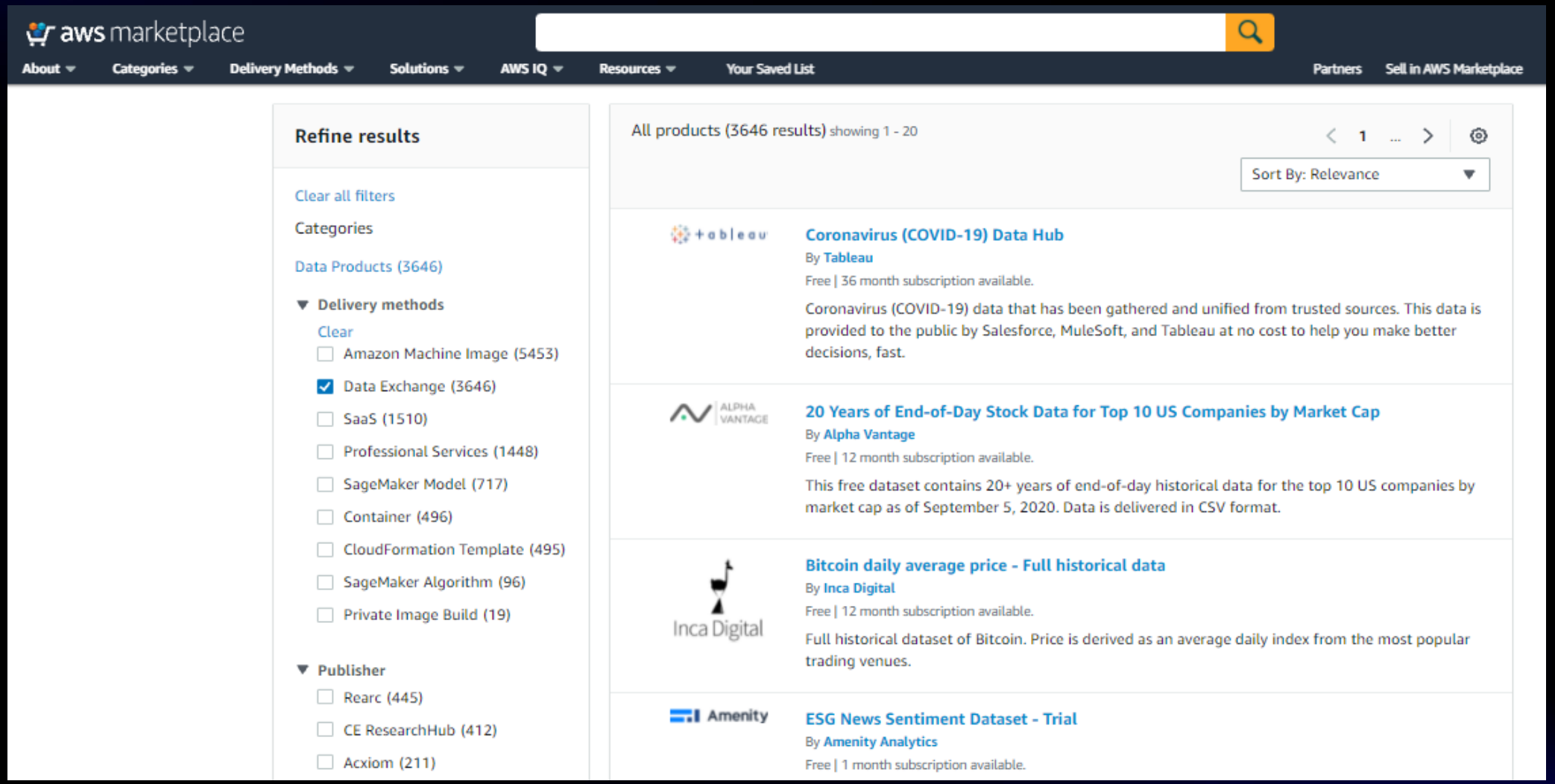
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AWS Data Exchange overview



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AWS Data Exchange overview



One place to exchange data publicly or privately



Natively integrate data on AWS



Easy subscription management

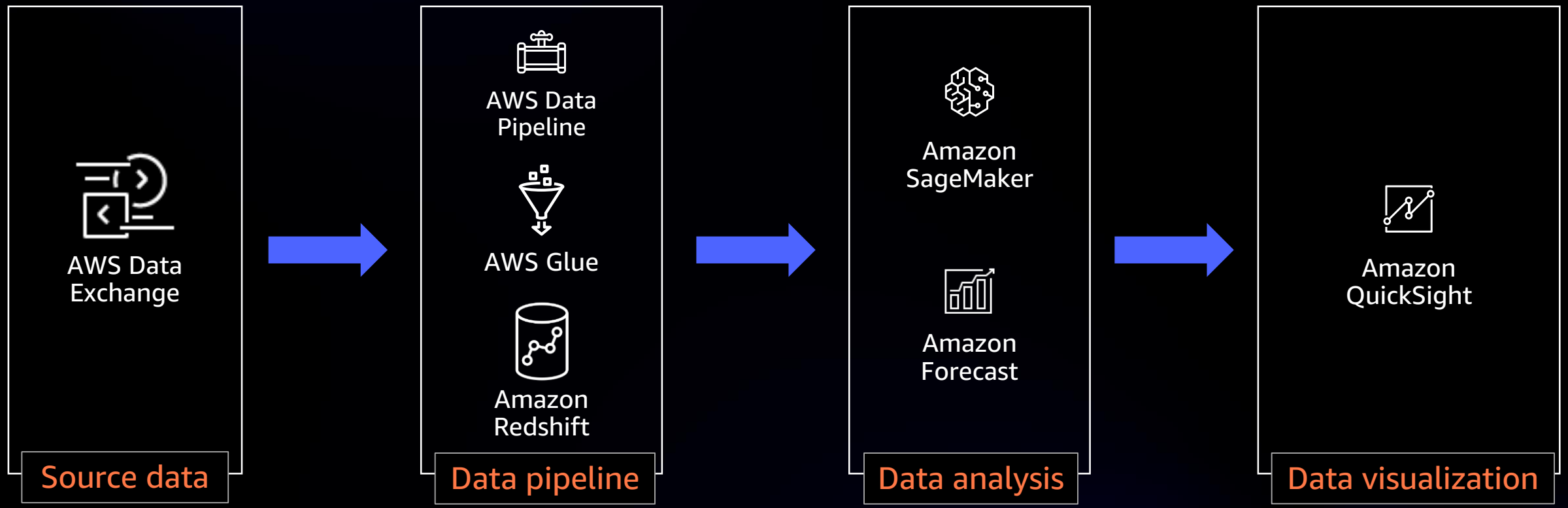


Simplified and secure billing and provisioning

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AWS Data Exchange overview

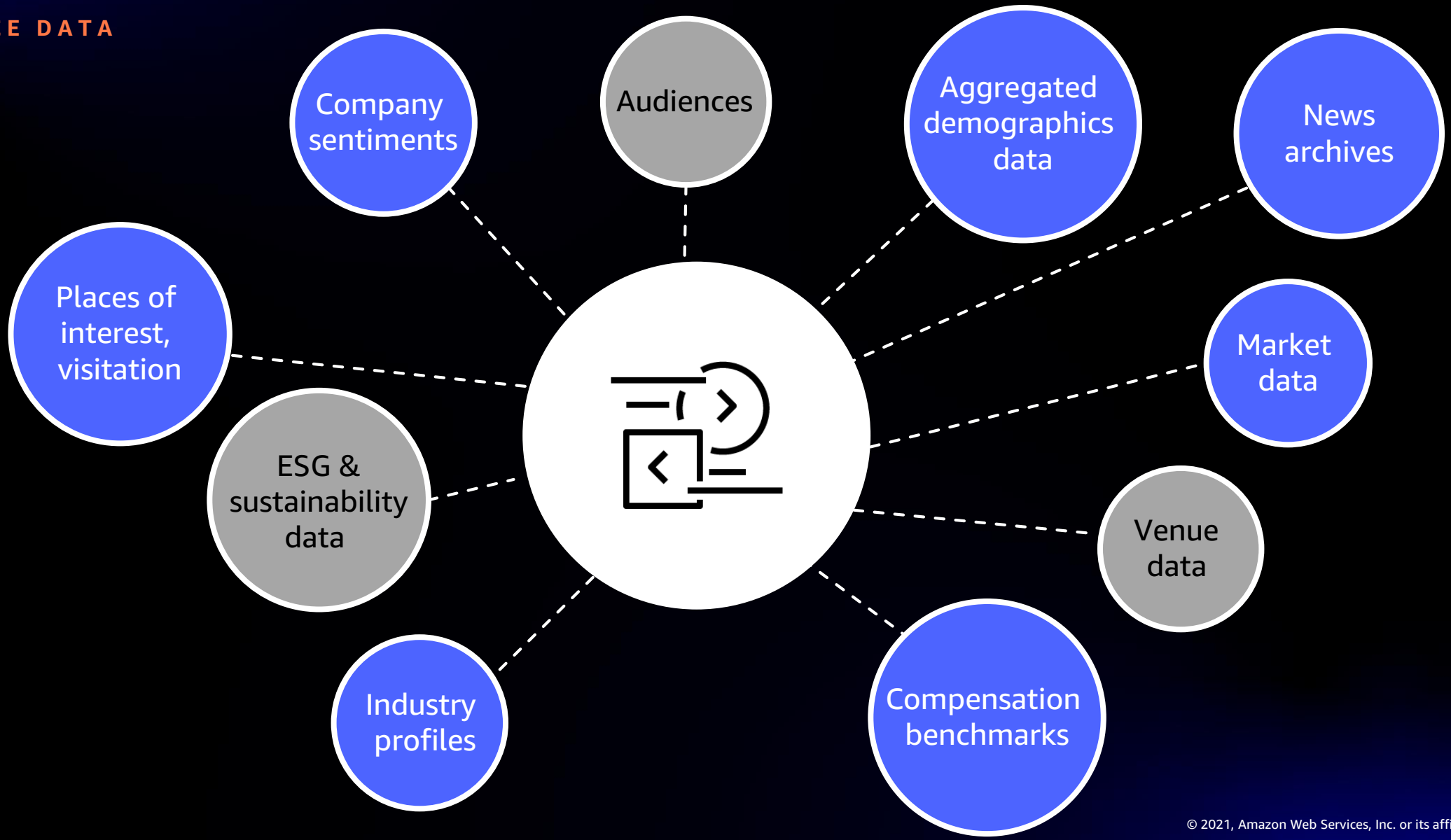
LIFECYCLE



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AWS Data Exchange overview

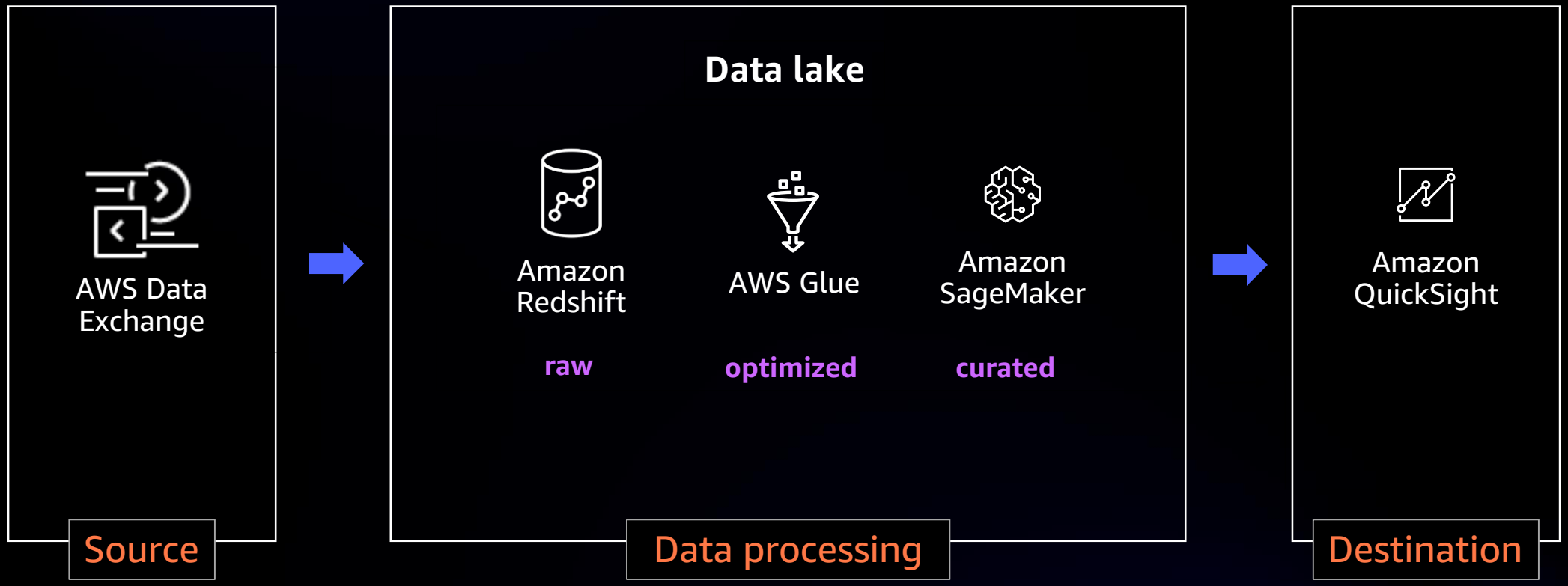
SOURCE DATA



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AWS Data Exchange overview

DATA PIPELINE



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AWS Data Exchange for APIs

Find, subscribe to, and use hundreds of third-party APIs in the cloud

Easily distribute and procure APIs via ADX

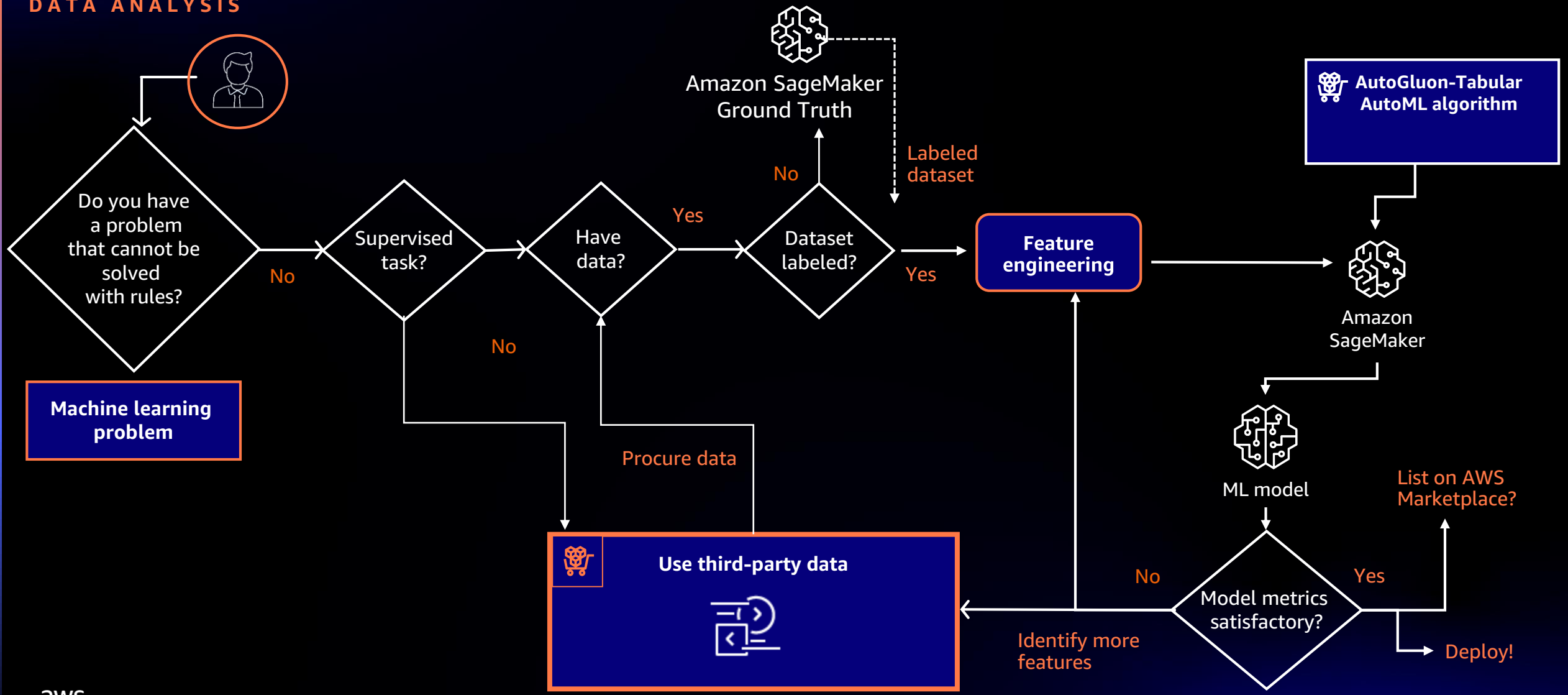
Explore consistent API documentation, utilize AWS SDK to make API calls, and leverage AWS native authentication and governance

Manage API subscriptions, subscriber authentication, and automated billing

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AWS Data Exchange overview

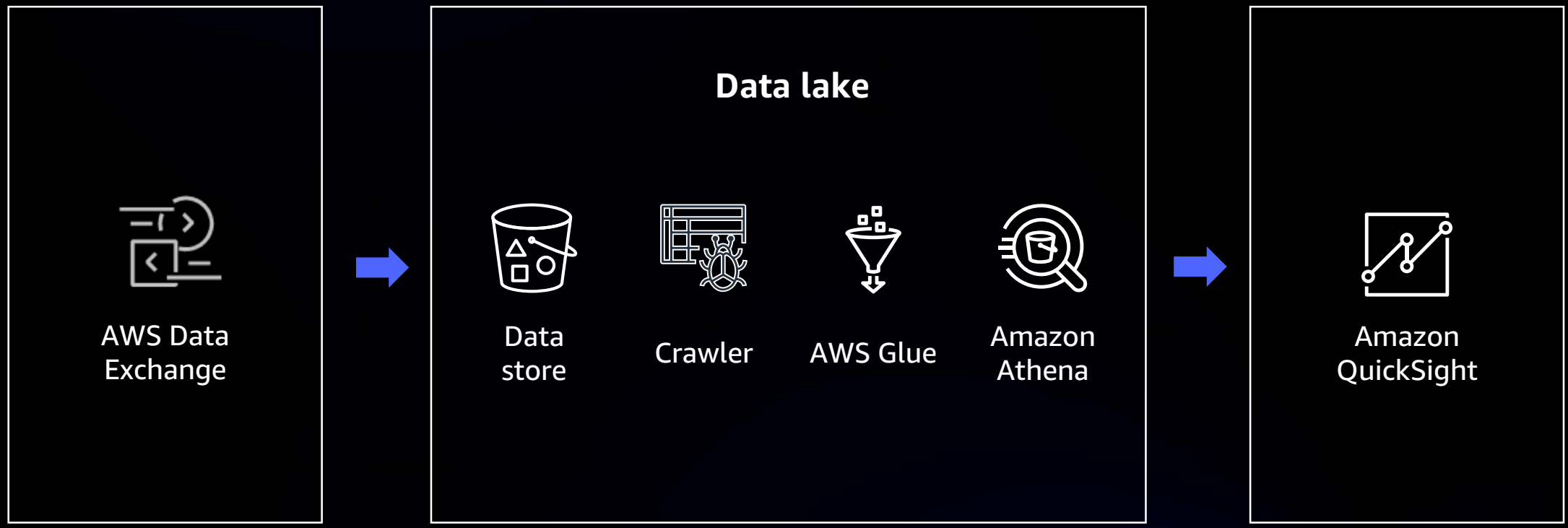
DATA ANALYSIS



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AWS Data Exchange overview

DATA VISUALIZATION



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AWS Data Exchange for Amazon Redshift

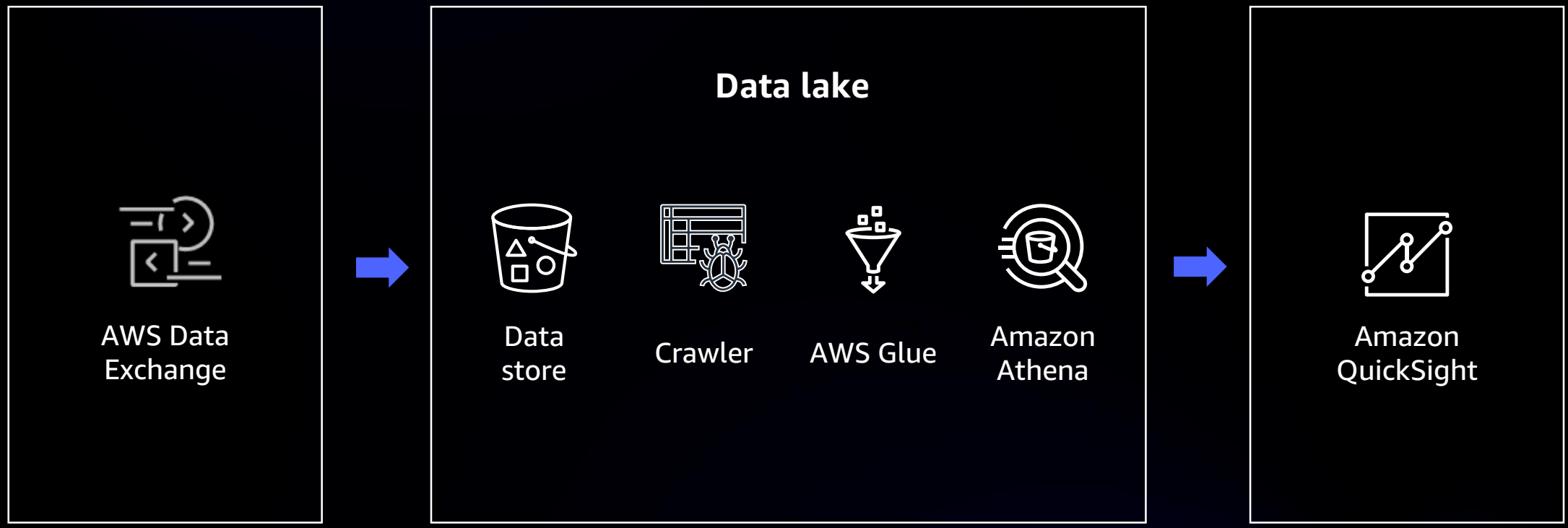
Integrate third-party data without extracting, transforming, and loading (ETL)

- Amazon Redshift datashares via ADX
- Find, subscribe to, and query third-party data in Amazon Redshift with no ETL
- Use the latest data as soon as it’s published
- Manage subscriptions, billing, and payments for datashares and files together in AWS Data Exchange

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DATA VISUALIZATION



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USE CASES

ESG data

Alternative data

Market data

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Streamlining and transforming data processing and analytics with AWS Data Exchange

Peter Dorsey, FDP

VP, Cloud Strategy – Content & Technology Solutions

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About FactSet

- Industry leaders in acquiring, integrating, and managing financial data
- Founded in 1978 and has 10,000 employees across 22 countries

FINANCIAL DATA

- 160,000 customers
- 3 million client portfolios
- 30+ FactSet-owned datasets
- 850 independent data providers



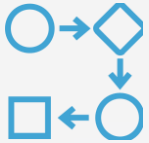
ANALYTICS

- Powerful, flexible analytics and trading solutions for data continuity
- Helping evaluate portfolios across asset classes and strategies



TECHNOLOGY

- Transforms the way to discover, decide on, and act on opportunity
- Comprehensive data marketplace
- Configurable mobile and desktop platform
- Digital portals, APIs, and more



SERVICES

Partner with FactSet to:

- Solve workflow challenges
- Implement solutions to help chart new territories and work more efficiently



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Operational Alpha leads to investment Alpha

Third-party data

FactSet core data

RT exchange data

ETF.com

REVERE™

Acquired content, alternative data

Expanded + connected provider & FactSet data

Content collection

Delivery

On-demand cornerstone

Workstation

Mobile

Open:FACTSET™

Open:FactSet Marketplace

Bike messenger

Standard DataFeeds, data exploration cloud



CLOUD

API

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FactSet on AWS Data Exchange

- The AWS Data Exchange catalog accelerates data discovery and vetting processes
- Easily discoverable data in all categories and file types
- Streamlined licensing and billing so our clients manage fewer contracts and invoices
- Data updates for clients in near real time for smooth production processes

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FactSet and AWS Data Exchange for Amazon Redshift

Analyze world-class data and symbology from FactSet with your own/first-party data in Amazon Redshift data warehouse

- 35+ industry-leading content sets
- One data model
- No ETL



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Streamlining and transforming data processing and analytics with AWS Data Exchange

John Chappell

Managing Director

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What does Goldman Sachs do?

- A leading global investment bank and financial services company
- Customers include institutions, corporations, consumers
- Technology is fundamental to everything we do

$1.4T
Assets

10,000
Engineers

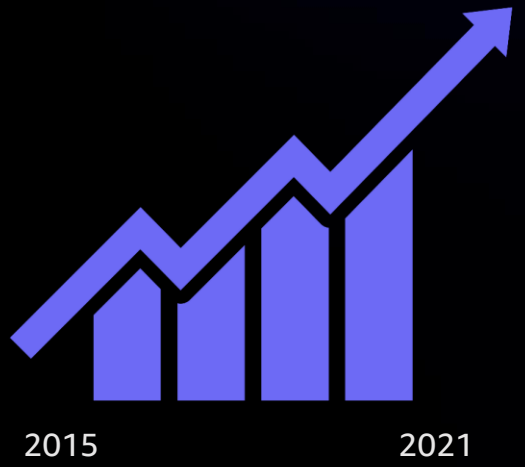
100
Locations

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Why do we care about cloud data exchanges?

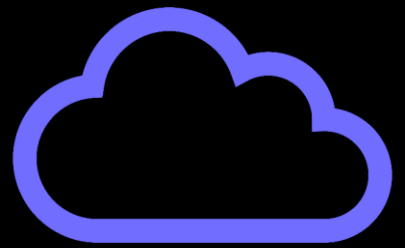
Vendor data acquisition is slow and expensive!



Demand for new vendor datasets is exponentially increasing



Discovering, licensing, pipelining, and governing data is cumbersome and complex



The developer experience is changing – building cloud-native applications is quicker and more scalable

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Where are we today?

Many bilateral vendor data sources + connections → many applications = complex and costly



- **Vendor data source**
- Licensing
- Custom pipeline
- Entitlement control
- Usage metering
- Vendor billing
- **Consuming application**

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Data acquisition tasks that create toil

#1. Source



- Search for available dataset options without a common data catalog
- Evaluate using limited samples
- Interpret esoteric licensing models
- Onerous vendor management processes



#2. Ingest



- Establish bilateral connectivity with many third-party vendors
- Ingest and parse hundreds of files
- Navigate inconsistent data dictionaries
- Remap historical format changes
- Overlay entitlement controls
- Report usage to data providers

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Our goal: Optimize commoditized data lifecycle management

Rearchitecting vendor data acquisition via AWS Data Exchange enables us to reduce friction and accelerate ROI

- **Discover:** Find vendor datasets quicker by using the central marketplace and common metadata model
- **License:** Maintain bilateral contract terms while streamlining licensing and vendor management administration
- **Source:** Source via cloud-native data stores to reduce the number of FTP/physical connections
- **Use:** Simplify our engineers' and quants' access to data so they can focus on differentiated tasks

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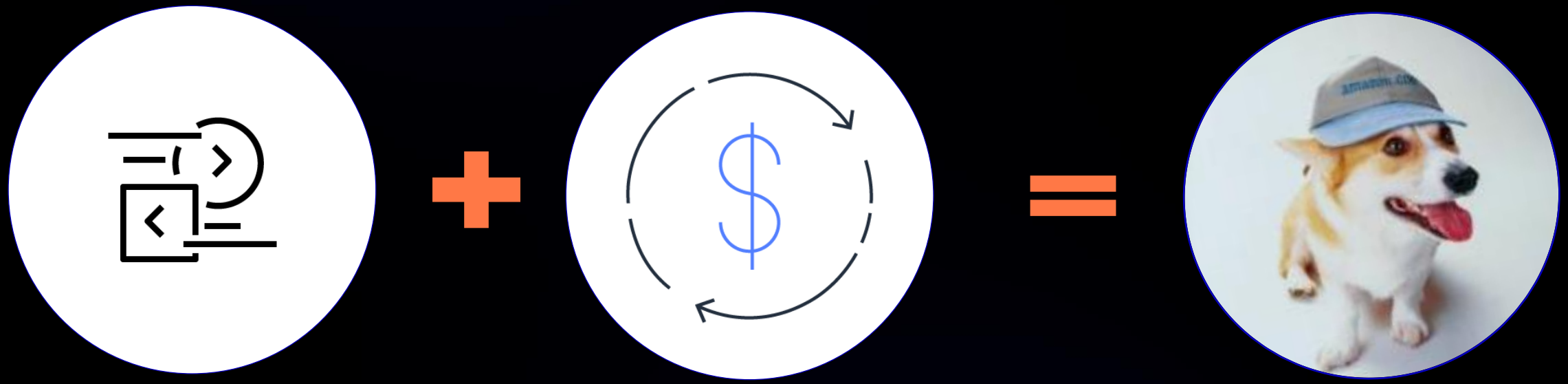
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Getting started

1. Small steps lead to big changes

2. Garbage in, garbage out

3. You’re not alone

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Get started today

aws.amazon.com/data-exchange

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Join us at re:Invent 2021

Nov. 29 – KYN001: Global Partner Summer Keynote with Doug Yeum, Stephen Orban, and Sandy Carter

Dec. 1 – MKT205-L: 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 in the Sands Expo hall

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Thank you!

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