AWS re:Invent

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ANT315

Using Amazon Redshift to directly query third-party data on AWS

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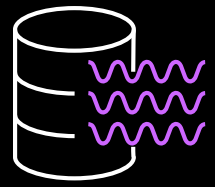
Agenda



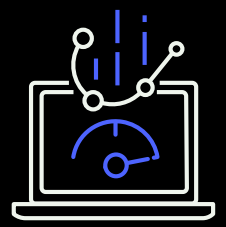
Overview: AWS Data Exchange and Amazon Redshift



Providing data: How to set up AWS Data Exchange for Amazon Redshift



Subscribing and querying: Find, subscribe to, and query third-party data directly in Amazon Redshift



Demo: Putting it all together

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Overview

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AWS Data Exchange: Cloud native marketplace

Helping customers find, subscribe to, and use third-party data in the cloud

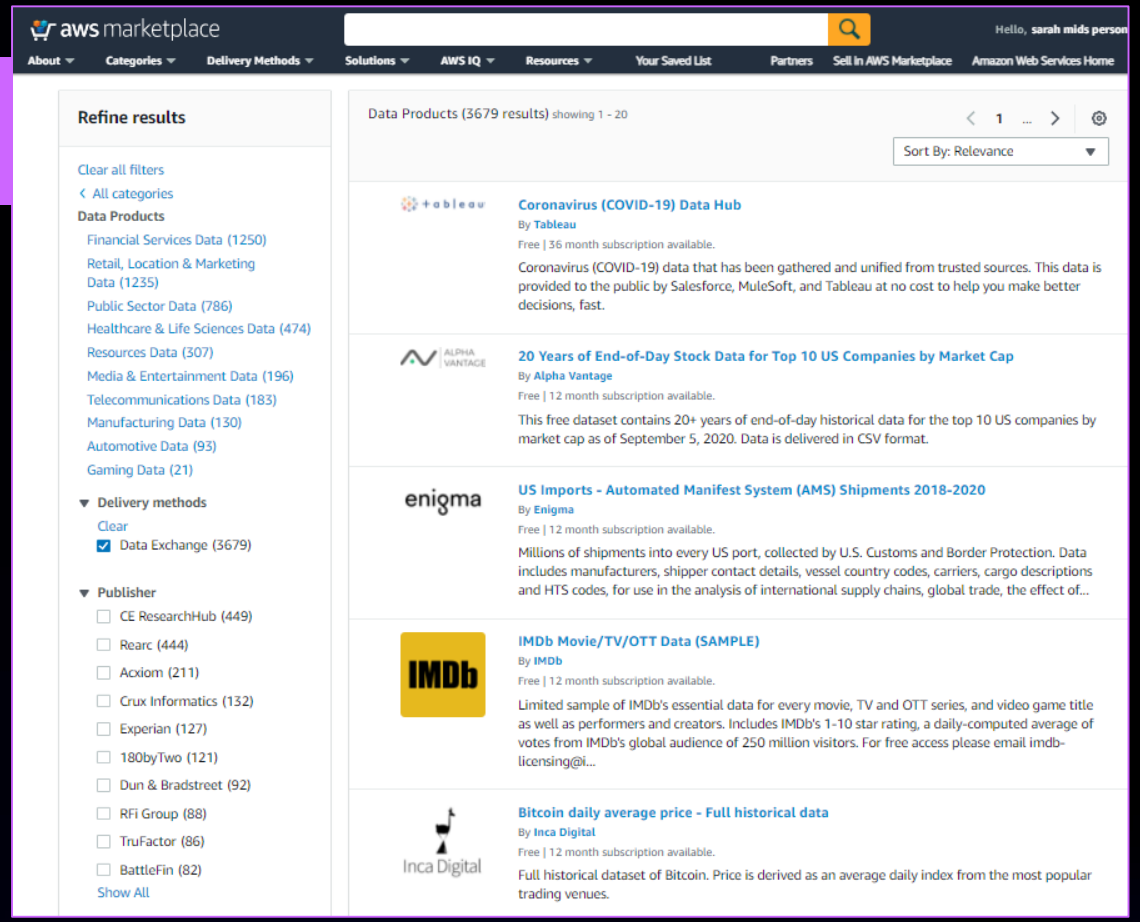
One place to exchange data publicly or privately

Easy subscription management

Simplified and secure billing and provisioning

Natively integrate data into AWS

- Access over 200 data providers and 3,000 data products
- Efficiently consume third-party data across data domains
- Easy subscription management for providers and subscribers
- Secure and compliant way to exchange data



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Data for all businesses and use cases

Places and venues | Consumer insights | Sustainability | Real estate



Financial services

Banks, insurers, and asset managers can subscribe to traditional and alternative data sources, including:

- Market
- News archives
- Compensation benchmarks
- Industry profiles
- Company sentiments data
- Places of interest visitation
- Aggregated demographics data

And extrapolate insights to better:

- Model a portfolio's risk
- Develop trading strategies

Healthcare

Pharmaceutical companies, healthcare providers, and health insurers can subscribe to data sources including:

- Drug-switching patterns
- Fitness benchmarks
- Life-expectancy benchmarks
- Aggregated claims data, and more

And extrapolate insights to better:

- Plan clinical trials
- Build insurance plans
- Research new drugs
- Improve patient lives

Retail and CPG

Consumer and retail companies can subscribe to data sources including:

- Location
- Movement
- Weather
- Industry profiling data

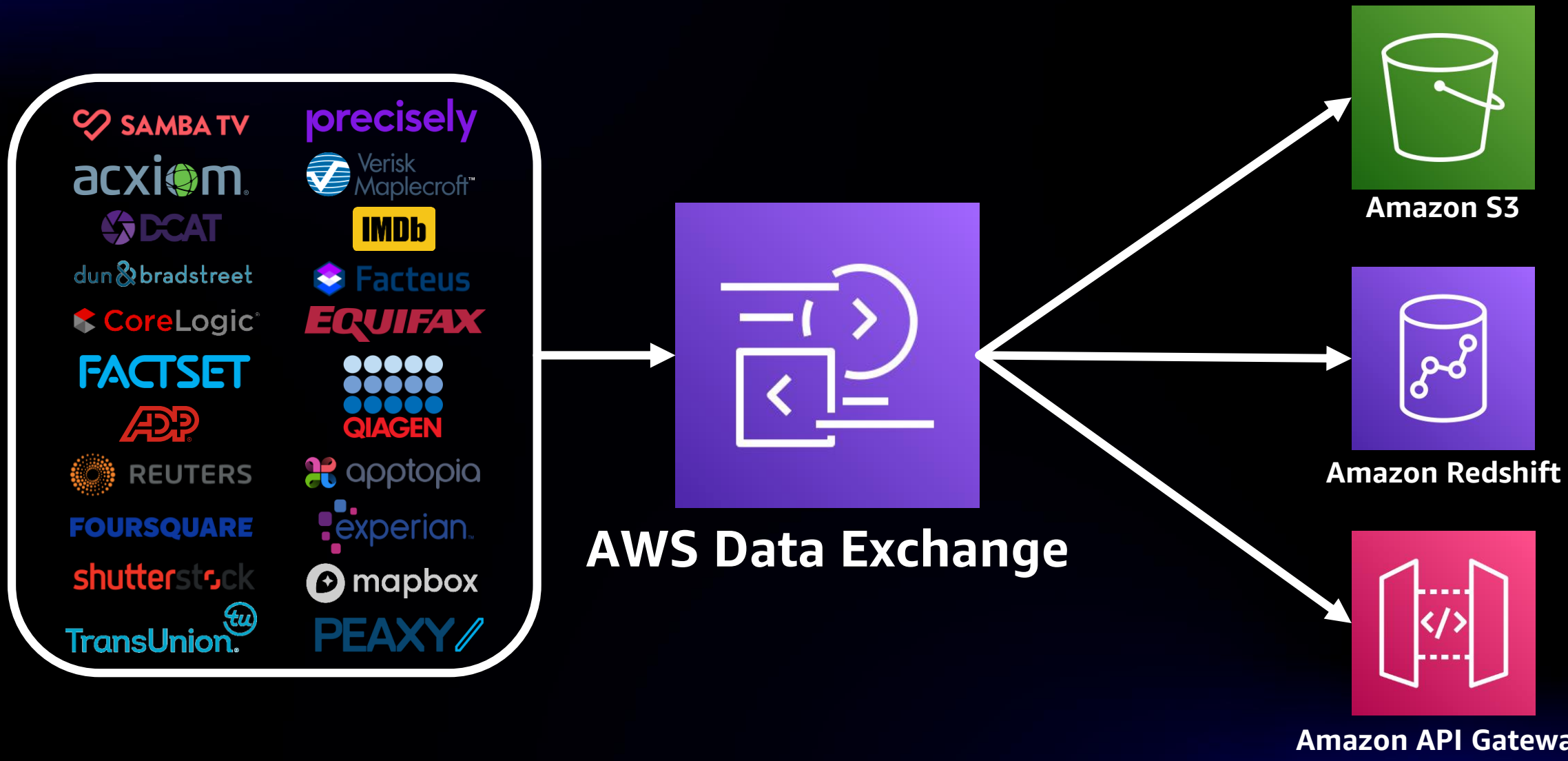
And extrapolate insights to better:

- Size target-market segments and identify where to invest in more retail locations
- Anticipate customer needs and optimize inventory planning, based on weather forecasts
- Adjust staffing levels to meet fluctuations in demand with visitation data

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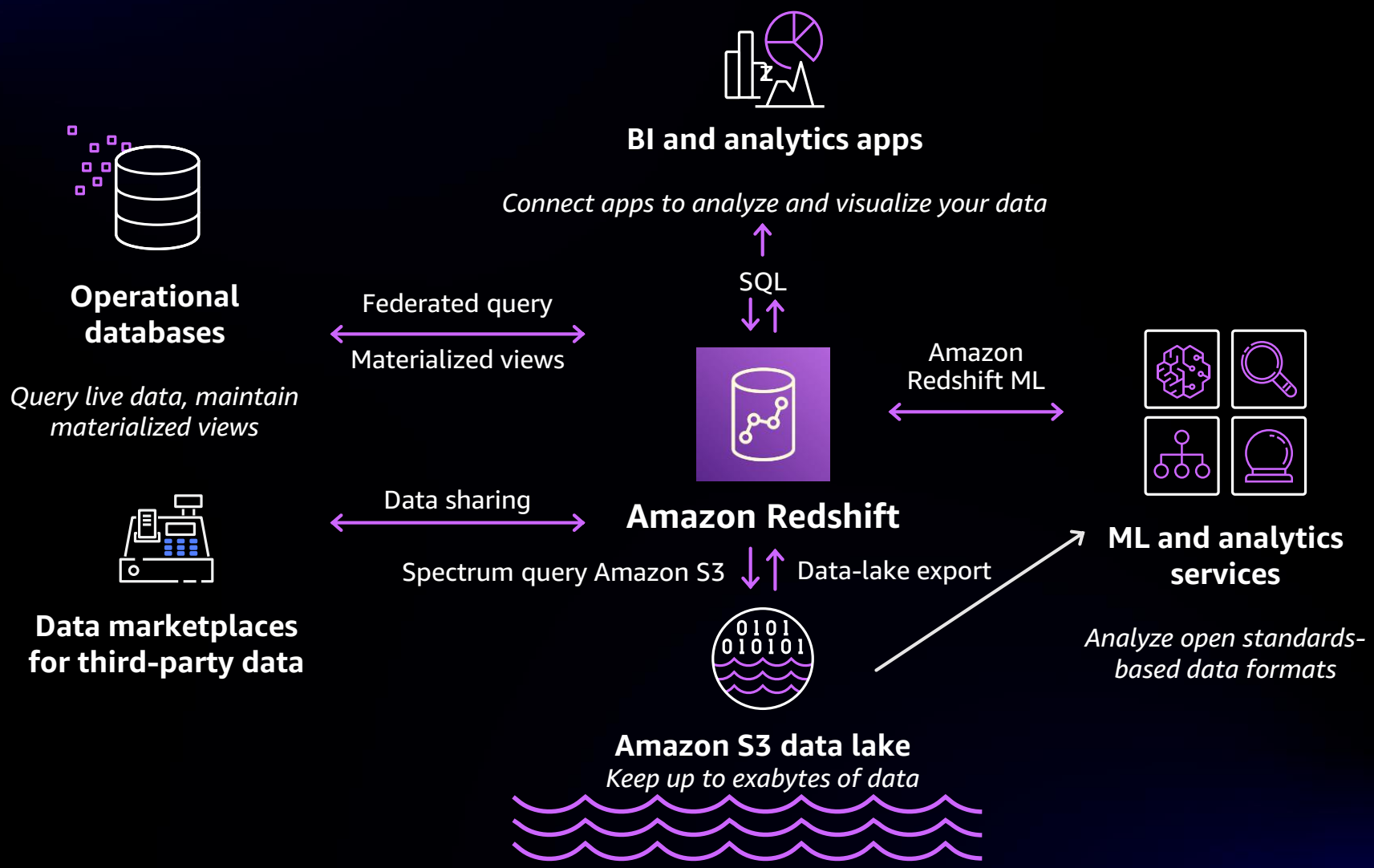
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Support for multiple data-delivery methods



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Warehouse your data with Amazon Redshift



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Query-ready third-party data

NEW



AWS Data Exchange

+



Amazon Redshift

=

No more



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Providing data

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Publish Amazon Redshift data products

Package data as Amazon Redshift data products with custom pricing terms and conditions

Update data directly at the source without ETL or generating new files



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Subscribing and querying

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Subscribe to and query Amazon Redshift data products

Search and subscribe to data products in the AWS Data Exchange catalog

No ETL or data ingestion: get automated “live access” in Amazon Redshift



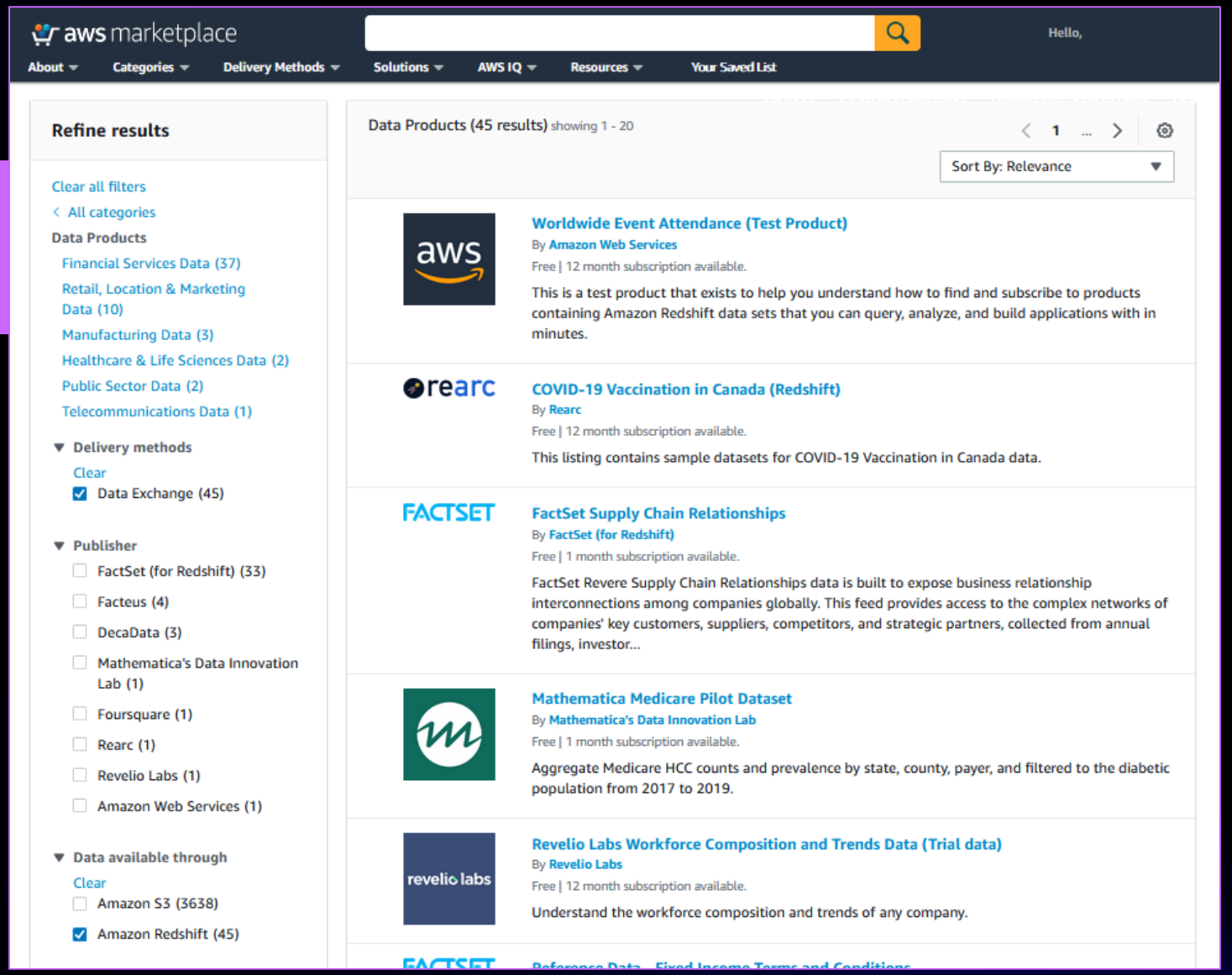
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Getting started

Visit **AWS Marketplace** and select "**Amazon Redshift**" under the "**Data available through**" filter

Try out the test product "Worldwide Event Attendance" or browse products from available data providers

Once subscribed to product, begin running queries and joins in Amazon Redshift



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STOP BY THE AWS MARKETPLACE PAVILION IN THE SANDS EXPO HALL

Session ID	Title
MKT301	Build secure and compliant ML and data-backed applications
MKT303-R1	Unlock value from AWS Control Tower Landing Zone using Flight Controller
MKT204	Learn how to drive deployment frequency through automation
KYN001	Global Partner Summit Keynote
MKT302-R1	Manage approvals and distribute entitlements using AWS Marketplace
GPS209	How to grow your SaaS business and drive revenue with AWS Marketplace
MKT201	Use AWS Data Exchange to streamline data processing and analytics
MKT302-R2	Manage approvals and distribute entitlements using AWS Marketplace
ANT315	Using Redshift to directly query third-party party data on AWS
MKT303-R2	Unlock value from AWS Control Tower Landing Zone using Flight Controller
MKT206	Quickly discover and use third-party data APIs in the cloud
ANT215	Introduction to AWS Data Exchange for Amazon Redshift
MKT202	Drive digital transformation and governance with AWS Marketplace
MKT205-L	Transform your digital supply chain and procurement with AWS Marketplace
MKT203	Supercharge your reseller pipeline
MKT304	Build end-to-end data pipelines with third-party data and AWS analytics stack

AWS Global Partner Summer Keynote with Doug Yeum, Stephen Orban, and Sandy Carter

AWS Marketplace Leadership Session with Stephen Orban

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Thank you!

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