



Build Better Applications and Accelerate App Development with Amazon RDS



Whether you're migrating a database or building a new app, choosing the right database can have a significant impact on your development schedule and code quality. Amazon Relational Database Service (RDS) promotes faster development, scalable applications, and low administrative costs.

A survey conducted by IDC found Amazon RDS delivers:*

- 264% ROI compared to a non-managed database
- 86% faster deployment

Develop and Test Applications Quickly

Wherever you are in the build process, Amazon RDS helps to make informed decisions.

- Perform powerfully** with general-purpose **T Instances**

 - Choose the instance type most suited to your workload and networking needs
 - Experience cost savings and high bandwidth
- Rely on a balance of compute, memory, and network resources**
- Build better** by optimizing your SQL queries with **RDS Performance Insights**

 - Detect performance problems
 - Determine where and when to take action
- View performance metrics** on easy-to-use dashboard
- Test effectively** by creating quick, durable clones with **Aurora Fast Database Cloning**

 - Use production data to test the impact of changes
 - Lower costs by eliminating the need for third-party tools
- Clone databases in seconds, regardless of size**
- Develop efficiently** by undoing your changes with **Aurora Backtrack**

 - Restore the database between test runs
 - Achieve quick access and recovery time—in seconds
 - Integrate easily into test and query frameworks
- Jump back to previous points in time without having to restore from a backup**
- Manage development and test databases efficiently** with **Aurora Serverless**

 - Start automatically and scale as the load increases
 - Shut down automatically when no longer in use
 - Pay for active databases only

A fully serverless platform—no need to manage capacity

Scale Your Applications and Add New Functionality

- High availability and connectivity**

 - Distribute high-volume traffic across read replicas, which feature low latency and high scalability
 - Increase database availability with Multi-AZ deployments
 - Standby copy of the DB instance automatically created in another Availability Zone
 - RDS specific
 - Share infrastructure and connections with RDS Proxy
 - Failover time reduced by 66%
 - Increased scalability and security
 - Run SQL statements without managing connections, using RDS Data API

Great for production workloads and disaster recovery
- Analytics and machine learning**

 - Run faster analytical queries with Aurora Parallel Query
 - Add ML-based predictions to your applications with Aurora Machine Learning
 - Use available SQL Server BI tools
 - SSIS, SSRS, and SSAS
- Scalability, high availability, and cloud service integration**

 - Auto-scale compute and memory resources as needed
 - Automatic storage scaling up to 128 TB

Scale in the cloud with Amazon RDS

- Build globally distributed applications with fast local reads using Aurora Global Database
- Replicate data globally with cross-region read replicas
- Start, scale, and stop instances automatically with Aurora Serverless

Spend More Time Innovating on Behalf of Your Customers and Less Time Administrating

Amazon RDS makes it easy to go from application concept to deployment while lowering database administration costs.

Spend **less** time:

- Managing database operations
- Mitigating disasters
- Managing user access
- Retroactively tuning performance
- Monitoring and troubleshooting apps

As a fully managed database service, Amazon RDS automates routine tasks so you don't have to.

Spend **more** time:

- Thinking about data architecture
- Building new applications and features
- Adding analytics and machine learning capabilities

Application development shouldn't be a tradeoff with administration. With Amazon RDS, you can lower your administrative burden without compromising your creativity.

Learn More
aws.amazon.com/rds/

*Source: IDC White Paper, sponsored by AWS, Amazon Relational Database Service Delivers Enhanced Database Performance at Lower Total Cost, March 2020