

OPENING KEYNOTE

Reinvent your business with data



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Put data to work



Make better decisions



Improve efficiencies

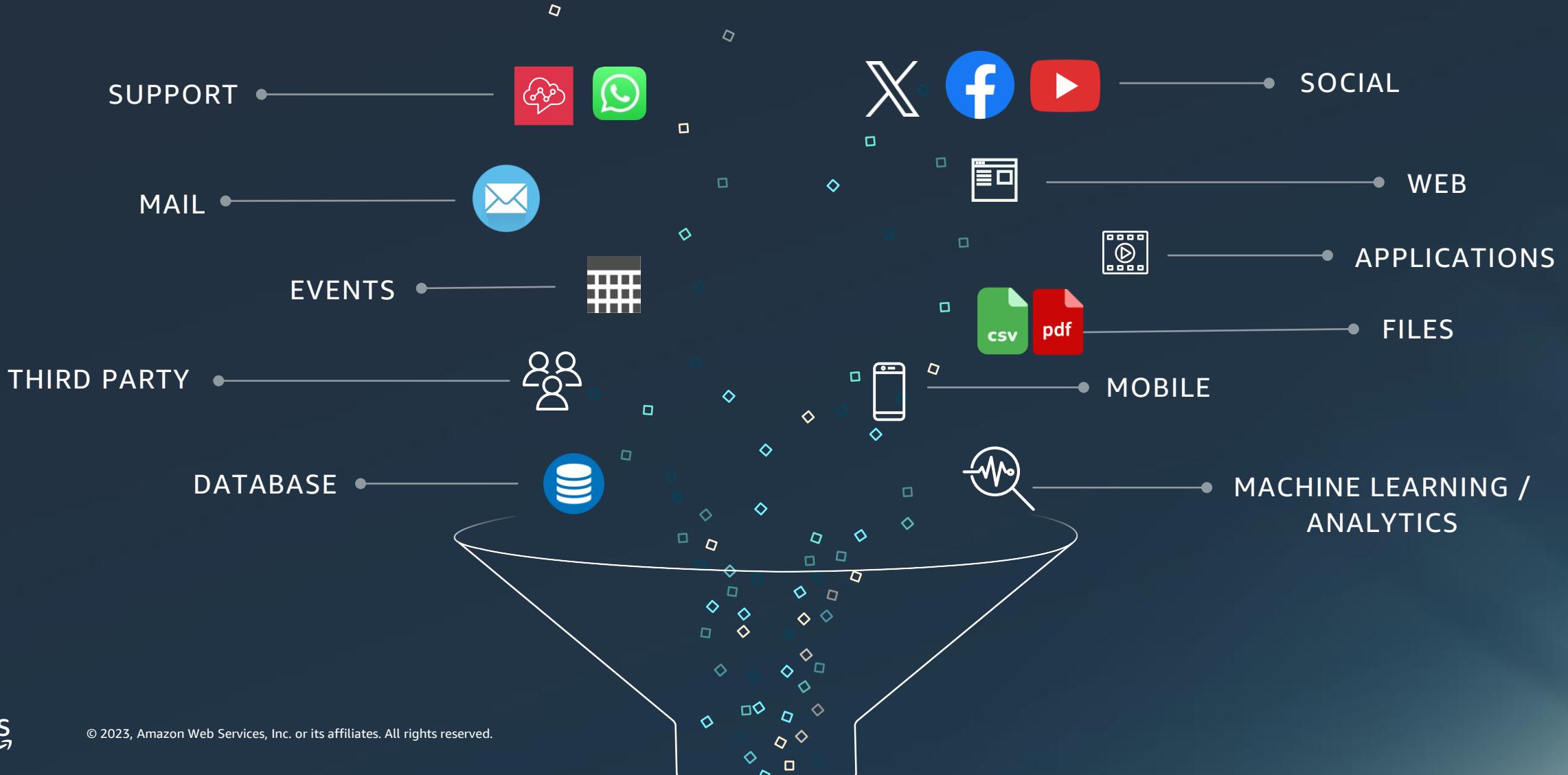


Respond faster



Uncover opportunities

Modern apps store massive data



Businesses want more value from their data

Growing exponentially



From new sources



Increasingly diverse



Used by many people



Multiple applications



 Andy Jassy  
@ajassy · Follow

Pretty amazing Prime Day. Big thank you to our Prime members and hope you enjoyed. This event is a massive team effort and I'm so thankful to each and every teammate, selling partner, and delivery partner who helped make this year special!



aboutamazon.com
The first day of Prime Day was the single largest sales day ever on Amazo...
Prime Day 2023 was also the biggest Prime Day event ever for independent sellers, whose sales growth in Amazon's store outpaced Amazon's retail ...

11:09 PM · Jul 13, 2023 

 208   Copy link

[Read 52 replies](#)

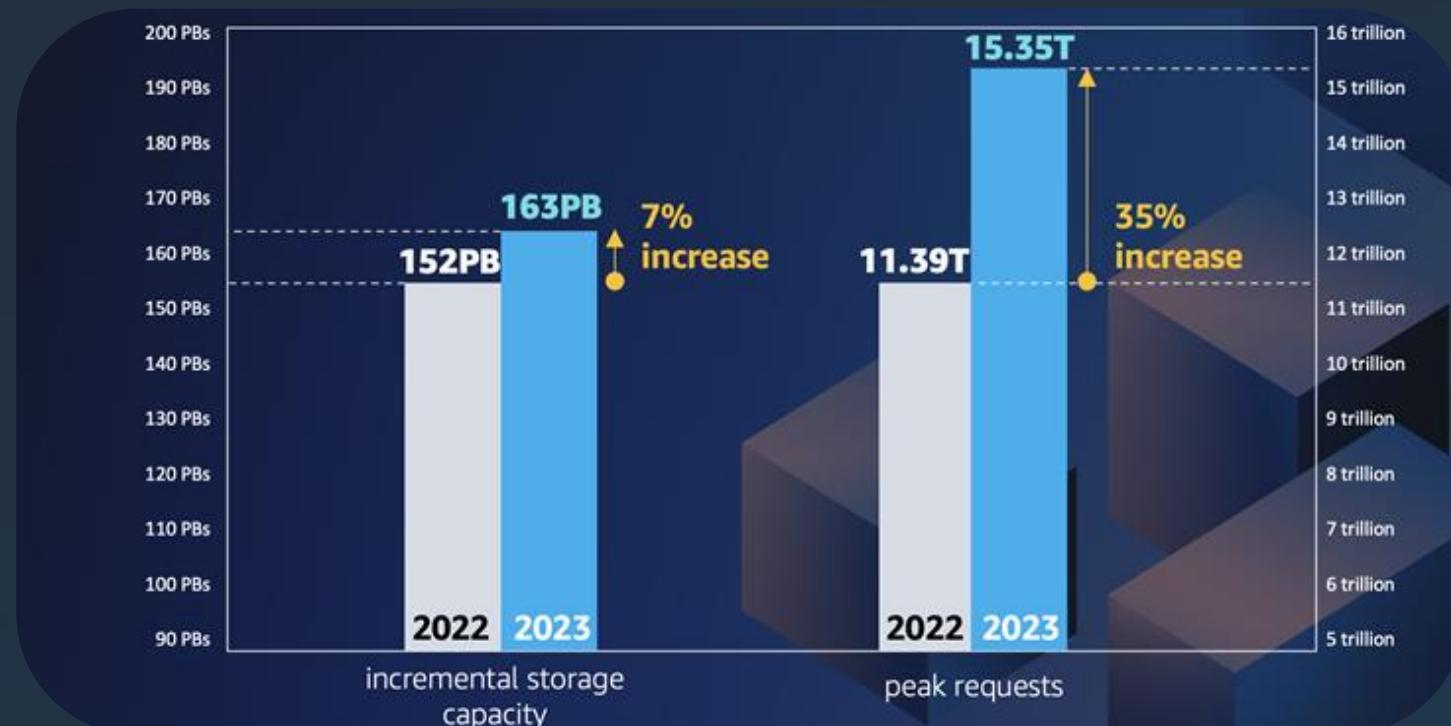
The first day of Prime Day 2023 was the **single largest sales day ever on Amazon**, helping make this the **biggest Prime Day event ever**

Amazon DynamoDB

126 million
requests/second (peak)

Amazon Aurora

318 billion transactions
2 petabytes data



Amazon EBS

163 petabytes
15 trillion
requests/second



Amazon Aurora Serverless v2

Scales to hundreds of thousands of transactions in a fraction of a second

Scale capacity up and down in fine-grained increments for just the right amount the application requires

Save up to 90% vs. provisioned capacity for peak load

Multi-AZ support, Global Database, read replicas

AWS data services help accelerate innovation

Price performance at scale



Secure and reliable



Remove heavy lifting



17+
years of innovation

The first purpose-built
database
in the cloud
with Amazon DynamoDB



First scalable object
storage in the cloud
with Amazon S3



The first
fully-managed
warehouse in the
cloud with
Amazon Redshift



First machine learning IDE
in the cloud with
Amazon SageMaker

Amazon Bedrock: The easiest
way to build and scale
generative AI applications with
foundation models

Building an end-to-end data strategy



More than 1.5 million AWS customers use database, analytics, or machine learning AWS services





Personalized user experience with **integrated data and analytics** using Amazon Redshift, AWS Glue and Amazon S3

Increased reliability and achieved **on-demand scaling** with Amazon RDS

Reduced cloud operations costs by **30%**

Customer 360





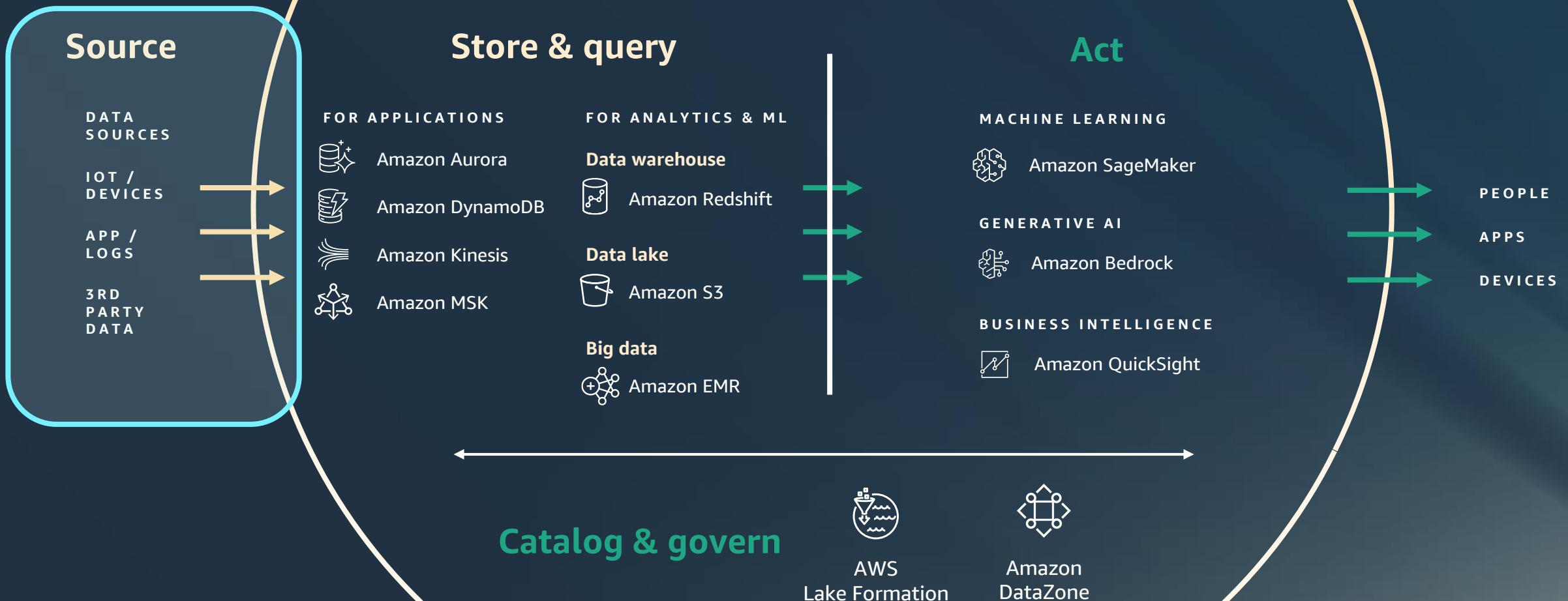
Globe

From customer data to
customer intelligence

360-degree customer view

Customer attributes drive
personalized product offerings

Building an end-to-end data strategy



Data protection



Data storage



Data in motion



Data at work

Move petabytes of data to and from AWS, or process data at the edge



AWS
Snowcone



AWS
Snowcone SSD



AWS
Snowball

<1TB •—————• 10s PB



AWS Database
Migration Service
(AWS DMS)

More than 1 million
databases migrated



Samsung migrated **1.1 billion users** across three continents from Oracle to Amazon Aurora with AWS DMS

"The scalability of Amazon Aurora is the best benefit - especially if we focus on cost."

Salva Jung
Principal Architect and Engineering Manager

What can you do with AWS DataSync?

Quickly, simply, and securely migrate your data to and from AWS Storage Services



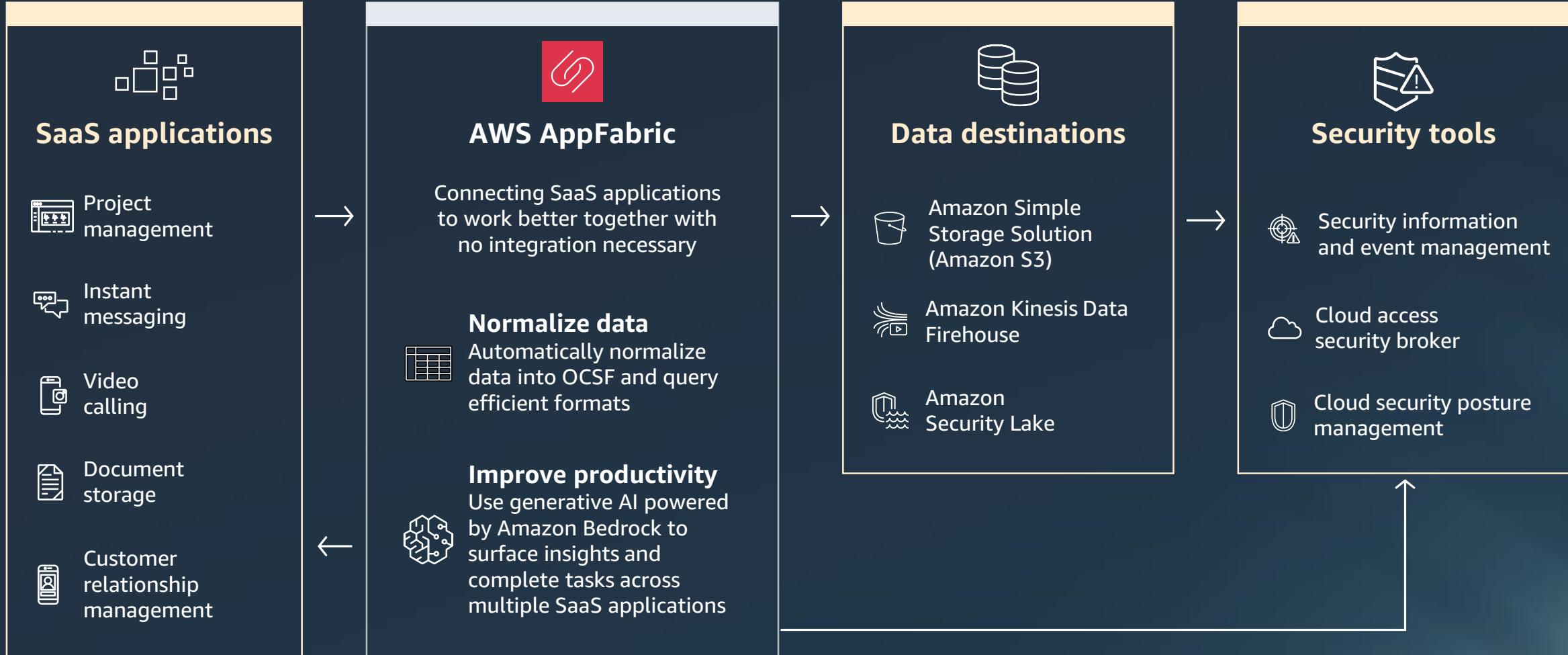
How about SaaS?

- Data silos
- Point-to-point integration management
- Gaps in observability and security posture management



AWS AppFabric

Connect SaaS applications for improved productivity and security



Applications integrated with AWS AppFabric

SaaS applications



Google Workspace

Microsoft 365



zendesk

zoom

Security tools



RAPID7

splunk>

Services for connecting to 100s of data sources

70+



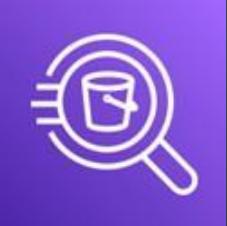
Amazon Appflow

30+



Amazon Kinesis Data Firehose

25+



Amazon Athena

40+



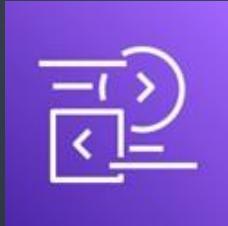
Amazon SageMaker

30+



Amazon QuickSight

300+



AWS Data Exchange

70+



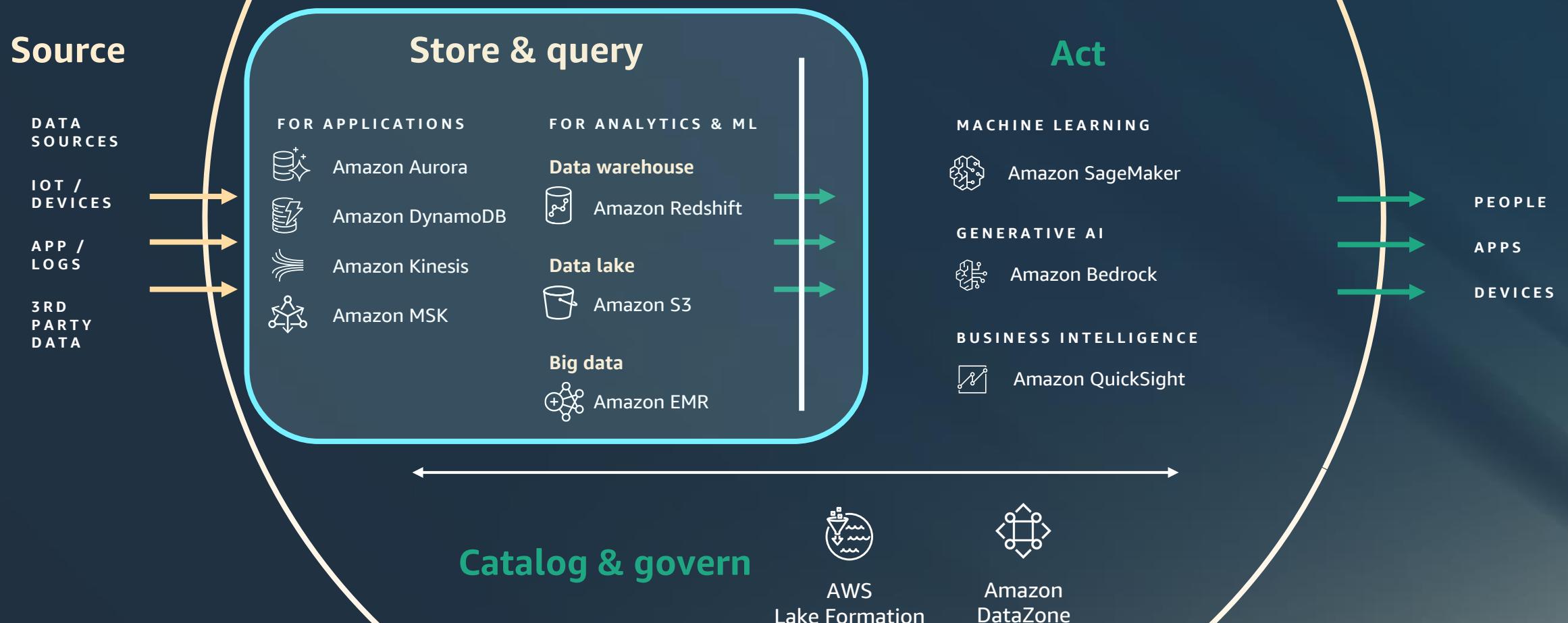
AWS Glue

70+



AWS AppFabric

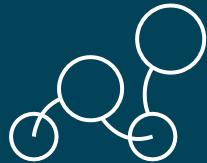
Building an end-to-end data strategy



Core elements of a **strong data strategy**



Comprehensive
set of tools for any use case



Integrated
easily connecting all your data



Governance
from end-to-end

Most complete set of relational and purpose-built databases



Amazon
RDS



Amazon
Aurora

KEY-VALUE



Amazon
DynamoDB

DOCUMENT



Amazon
DocumentDB

CACHING



Amazon
ElastiCache

GRAPH



Amazon
Neptune

TIME-SERIES



Amazon
Timestream

LEDGER



Amazon
QLDB

WIDE COLUMN



Amazon
Keyspaces

MEMORY



Amazon
MemoryDB



On demand processing of data on a massive scale to better manage market risks

100x improvement in query response time using Amazon ElastiCache for Redis

Integrate for a full picture of your business



EXTRACT. TRANSFORM. LOAD.

**Combining data from different
sources is deeply complex**

AWS Glue

Discover, prepare, and integrate all your data at any scale



All-in-one data integration service



Cost effective, serverless, and scalable



Tailored tools to support all data users



Support all workloads in one place



Scaled from **zero** to several million users

Delivers data **queries in seconds** using Amazon Athena

Optimized data and **reduced storage costs by 70%**

Manage data quality in your data lake

AWS Glue Data Quality

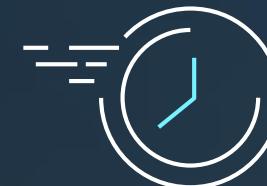
Automatically measure,
monitor, and manage data
quality in your data lake



Generate automatic
data quality rules



Enhance data quality for
better decision-making



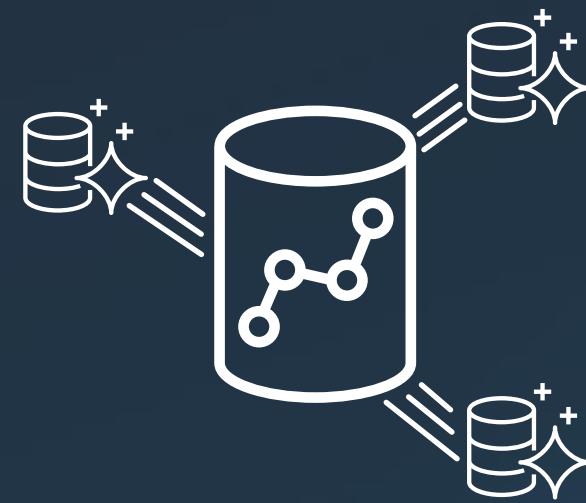
Reduce manual efforts
from days to hours

Deeper integrations between AWS services



Investing in a
Zero ETL future

Amazon Aurora **zero-ETL** integration with Amazon Redshift



PREVIEW

Amazon Aurora zero-ETL integration with Amazon Redshift

Boost analytical query
performance



No ETL pipelines



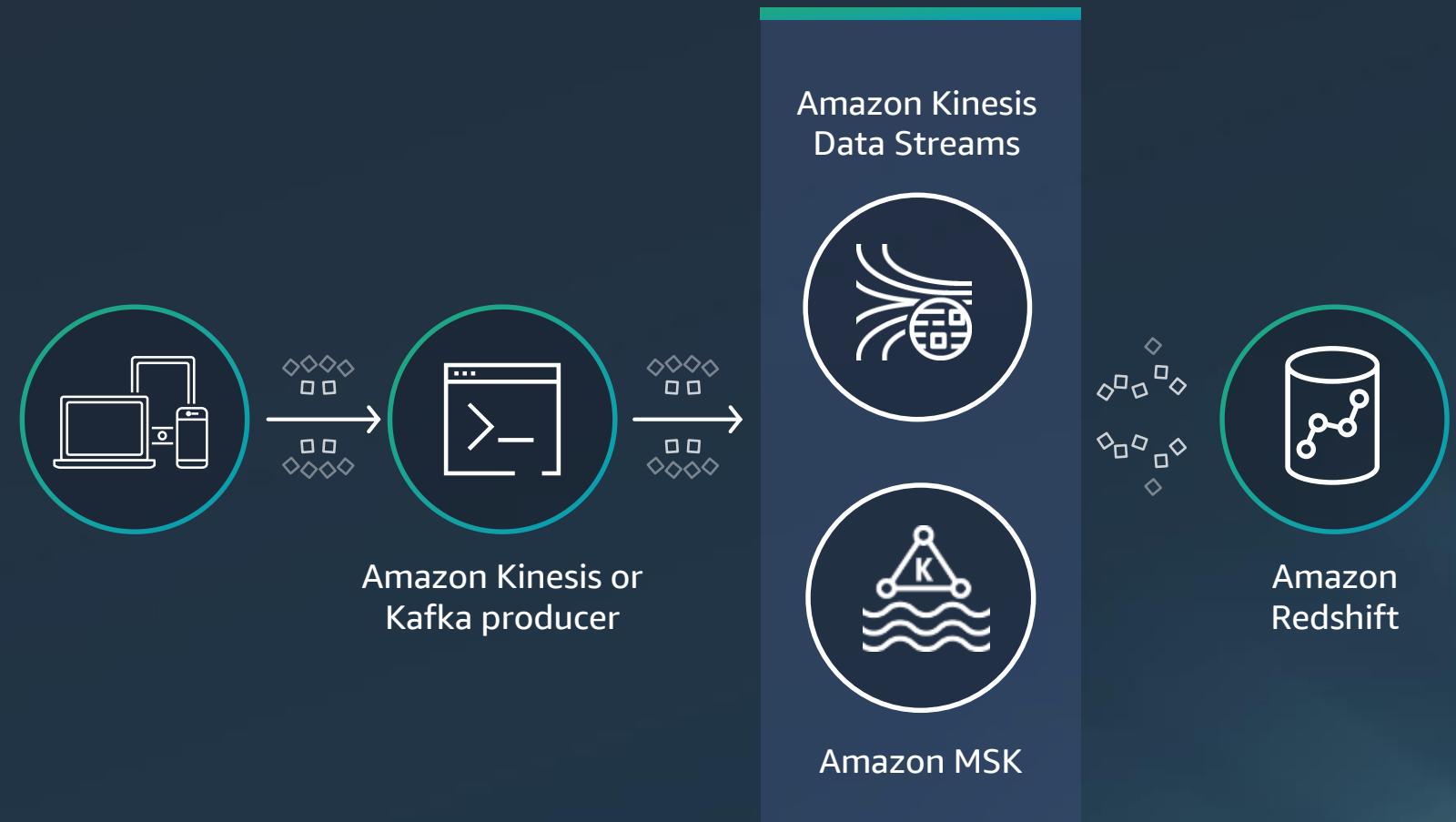
Real-time analytics and machine
learning on transactional data



Consolidated insights from
multiple Aurora databases

Amazon Redshift streaming ingestion

Ingest streaming data into your data warehouse for real-time analytics



Broadest and most cost-effective set of analytics services

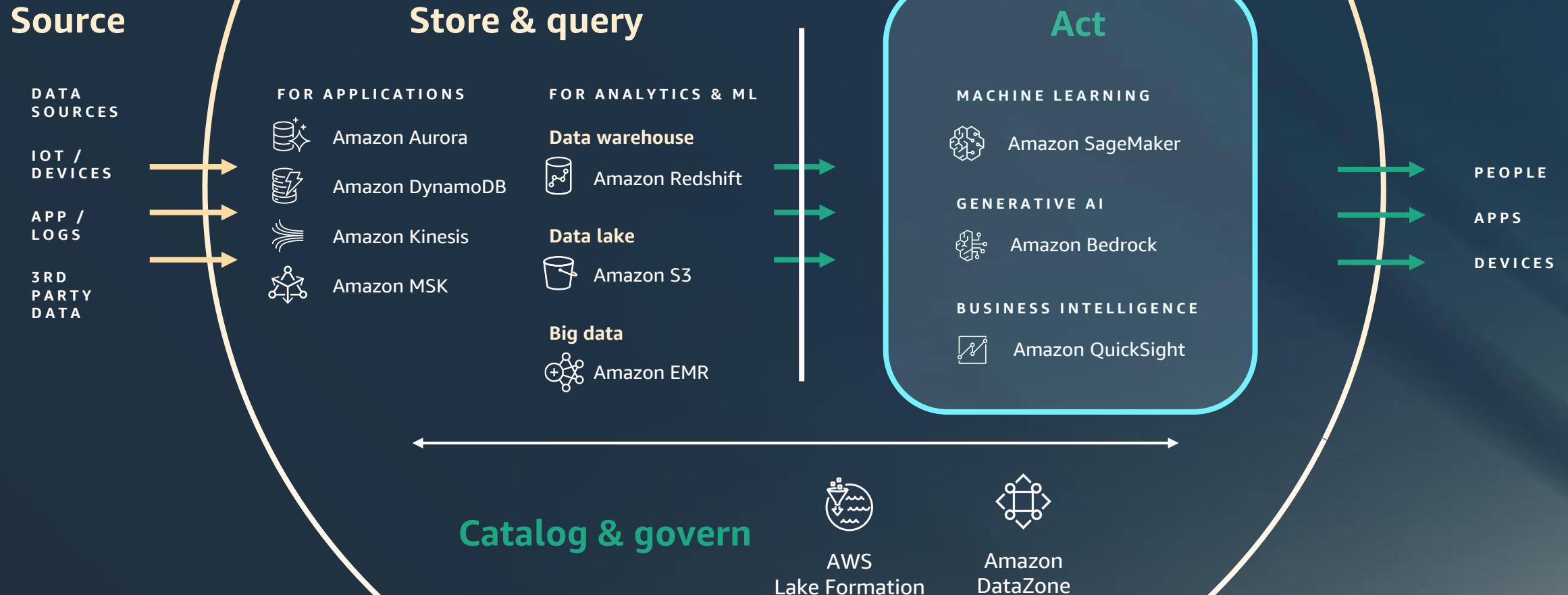




Now all serverless



Building an end-to-end data strategy

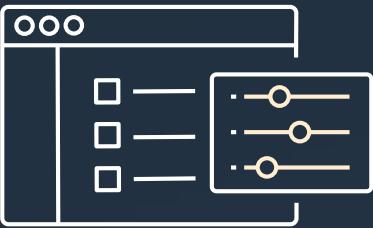


Amazon QuickSight

A scalable, embeddable
ML-powered business intelligence
service built for the cloud



Amazon Quicksight Q enables anyone to ask questions about their data in natural language and receive answers with relevant visualizations



Instead of this

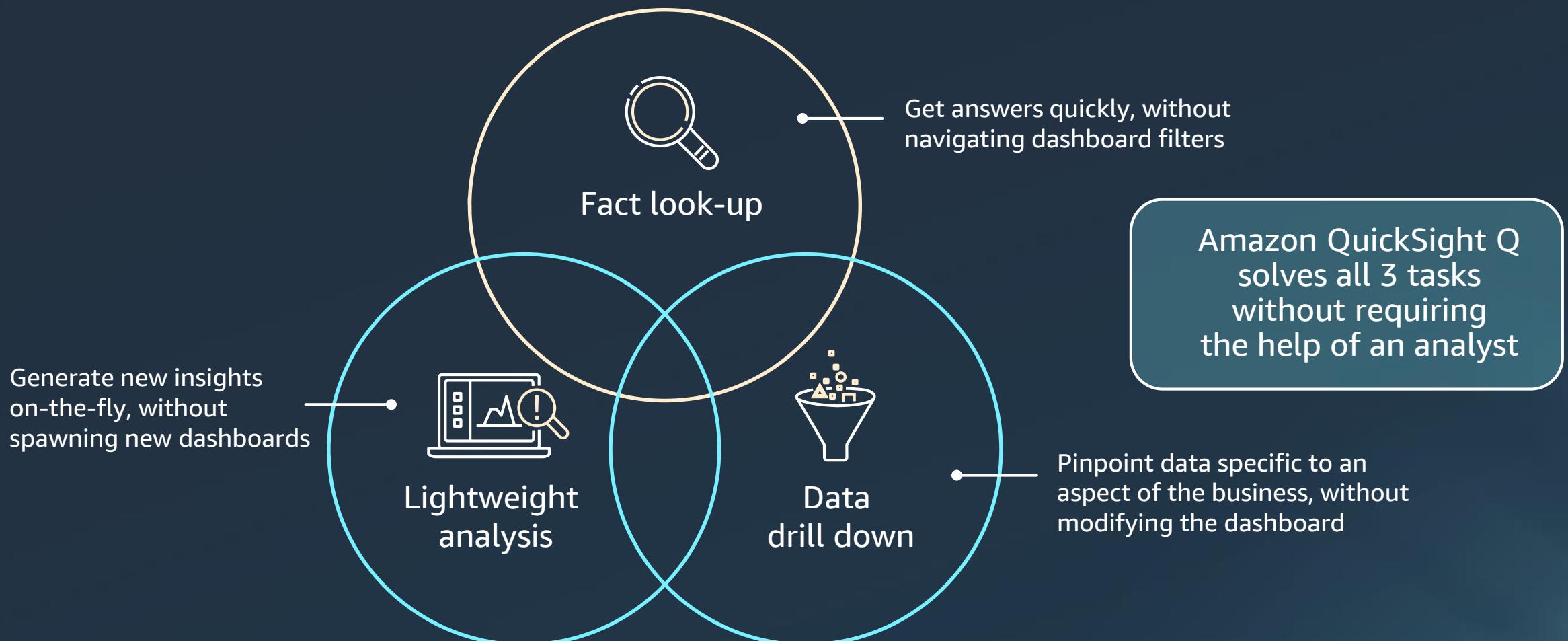
Put millions of filters on thousands of dashboards



To this

Design simple, focused dashboards and let Amazon QuickSight Q dig through the long-tail use cases

Common uses for Amazon QuickSight Q



Amazon Quicksight leveraging AI

Amazon QuickSight Q Natural Language Querying
Generating answers using LLMs since 2020

Built-in AI for dashboard
Anomaly detection, forecasting, contribution analysis, "why" questions



AI services

Core

TEXT VISION SPEECH

GENERATIVE AI

Specialized

BUSINESS PROCESSES CONVERSATION HEALTH

SEARCH

INDUSTRIAL

CODE & DEVOPS

ML services



Amazon
SageMaker

GROUND TRUTH

STUDIO

CANVAS

EDGE MANAGER

ML infrastructure

ML frameworks



PyTorch



TensorFlow



Hugging Face

ML silicon

AMAZON EC2

AWS TRAINIUM

AWS INFERENCE

HABANA GAUDI

Unlocking the value of Generative AI

- 1 Access to best-in-class models to build the best generative AI applications
- 2 Secure and private environment to customize these models with your data
- 3 Remove heavy lifting and increase productivity with generative AI services
- 4 Low cost and low latency with purpose-built ML infrastructure

Amazon Bedrock

The easiest way to build and scale generative AI applications with foundation models (FMs)

LIMITED PREVIEW



Amazon Titan

Text summarization, generation, classification, open-ended Q&A, information extraction, embeddings and search

ANTHROP\IC

Claude 2

LLM for conversations, question answering, and workflow automation

AI21labs

Jurassic-2

Multilingual LLMs for text generation

stability.ai

Stable Diffusion xl 1.0

Generation of unique, high-quality images, art, logos, and designs

cohere

Command + embed

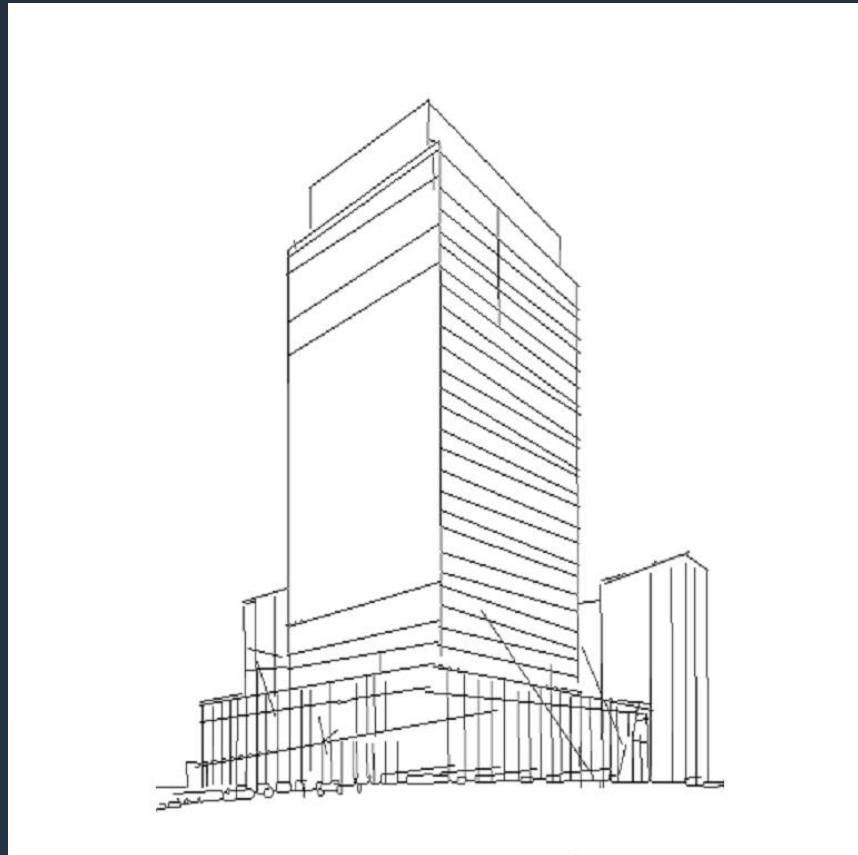
Text generation model and embeddings model for search, clustering, or classification in 100+ languages





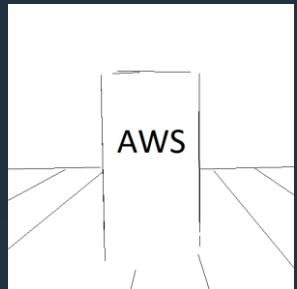
Generative AI – Stable Diffusion





Product design

Sketch



Control
Net
Canny
model

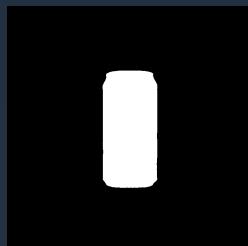
Designs



Product promotion



Mask



Inpaint +
ControlNet

Inpaint +
Canny model



Canny



Interior design: Modify image through segmentation



Segmentation



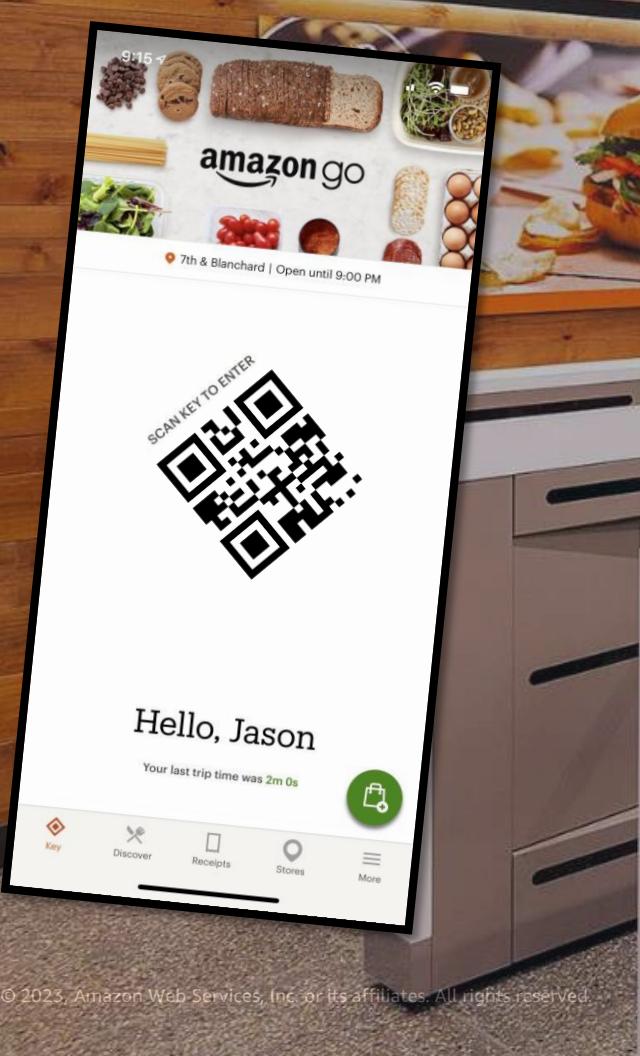
Add more
carpet & change
backgrounds

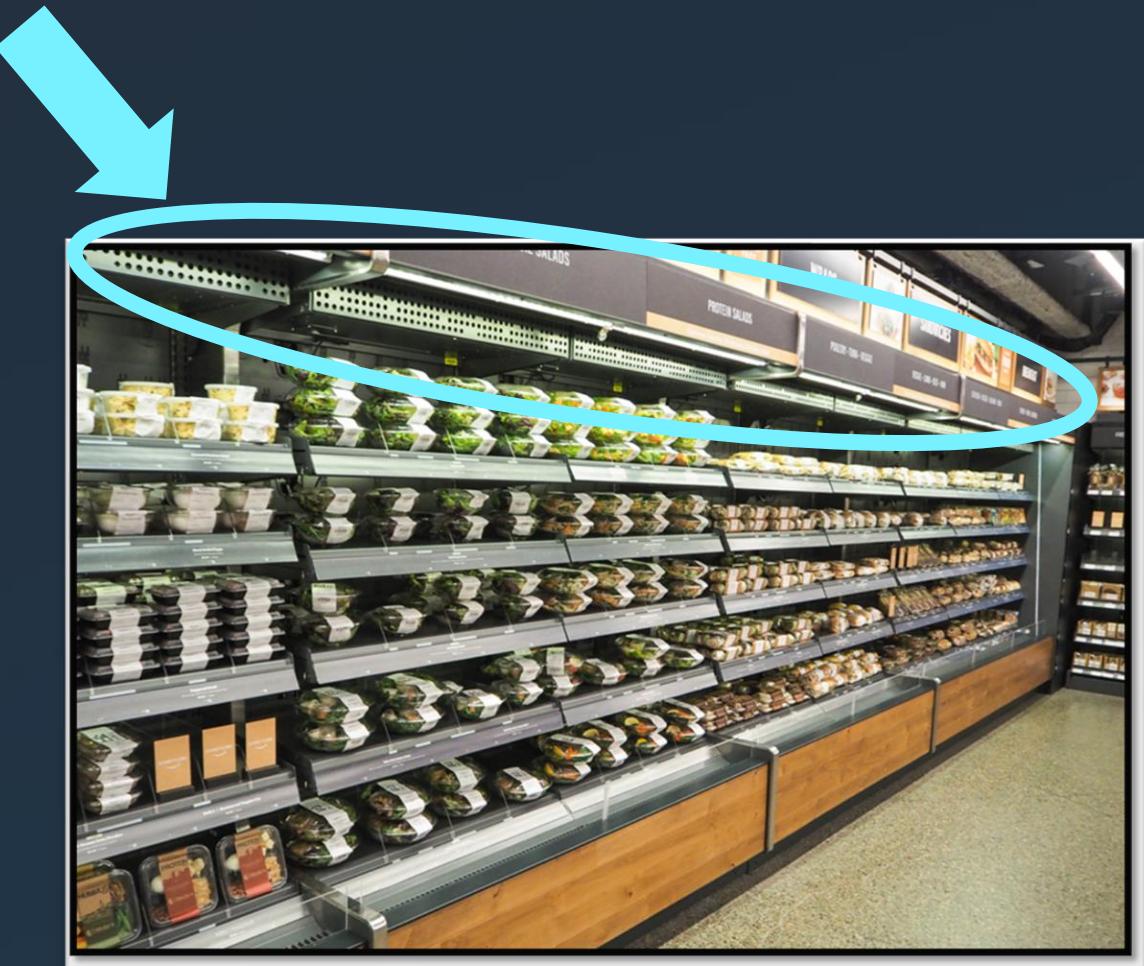
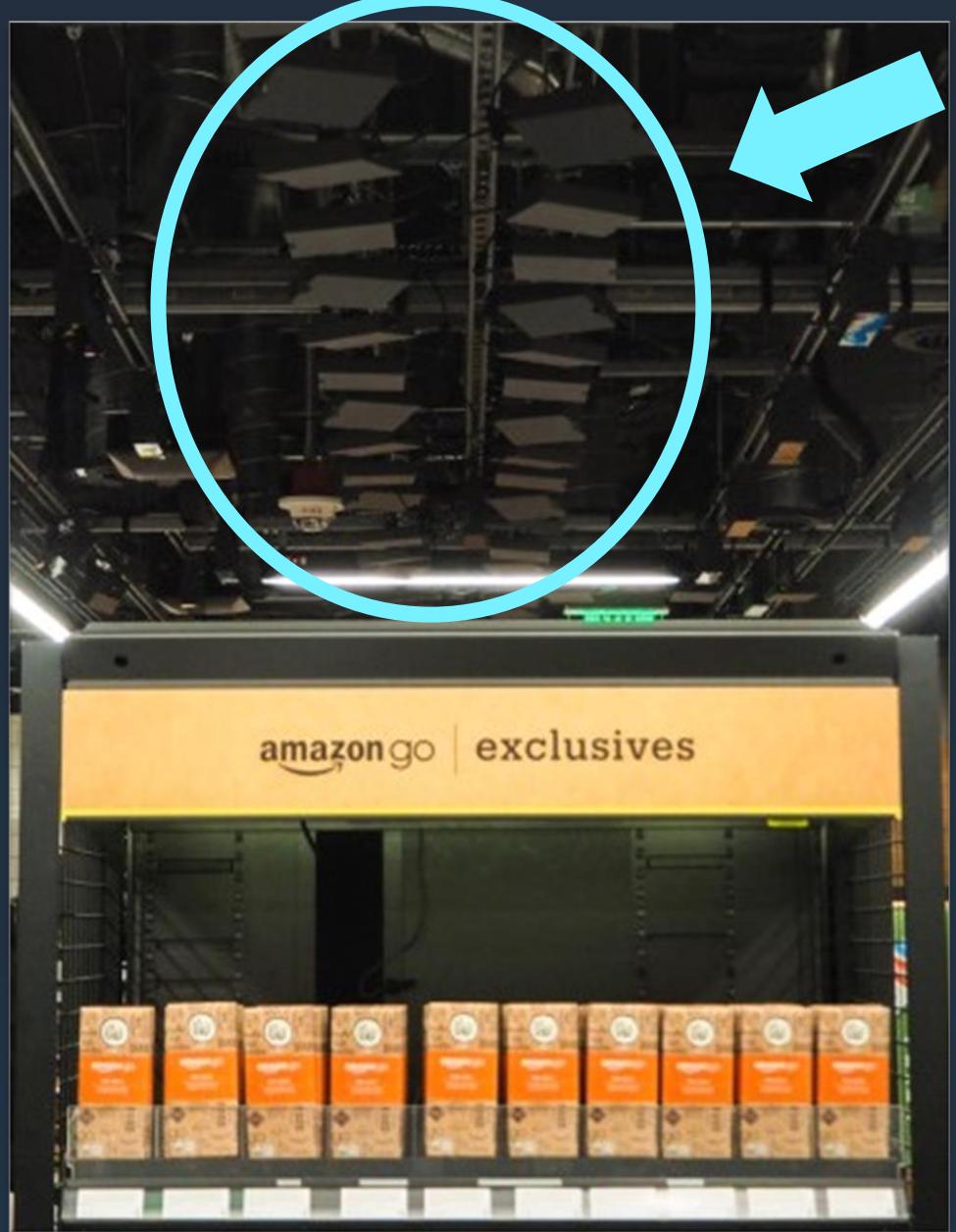


text2img &
ControlNet
Seg

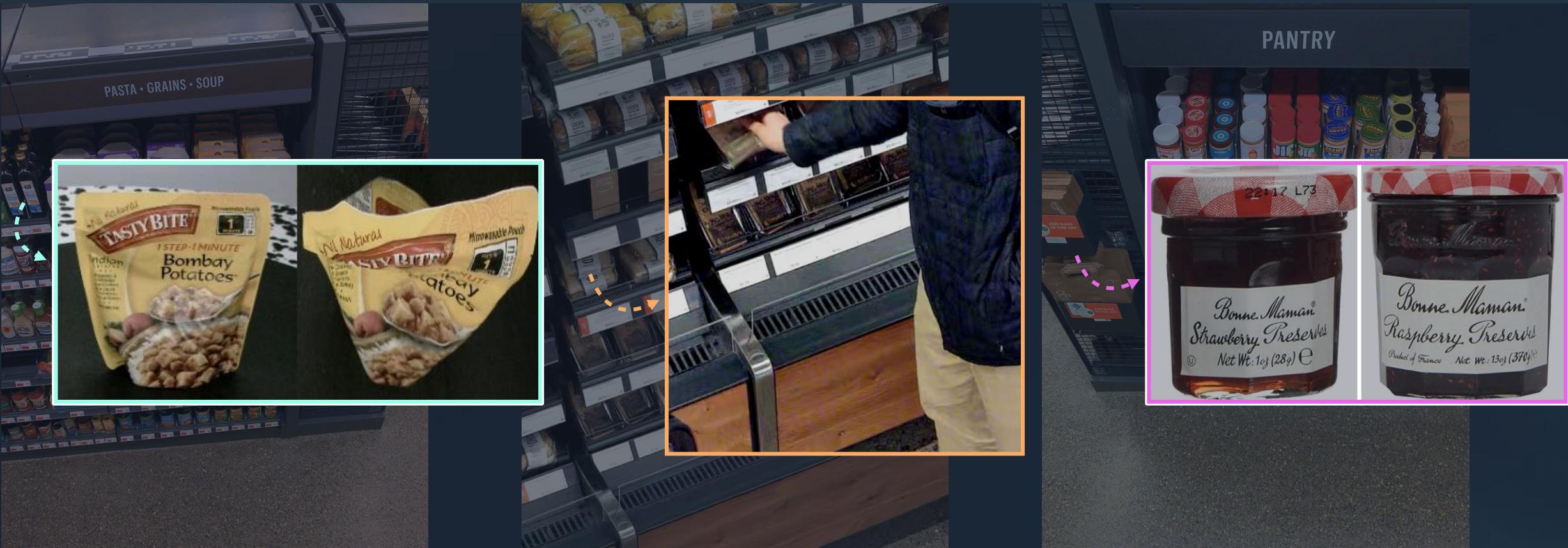


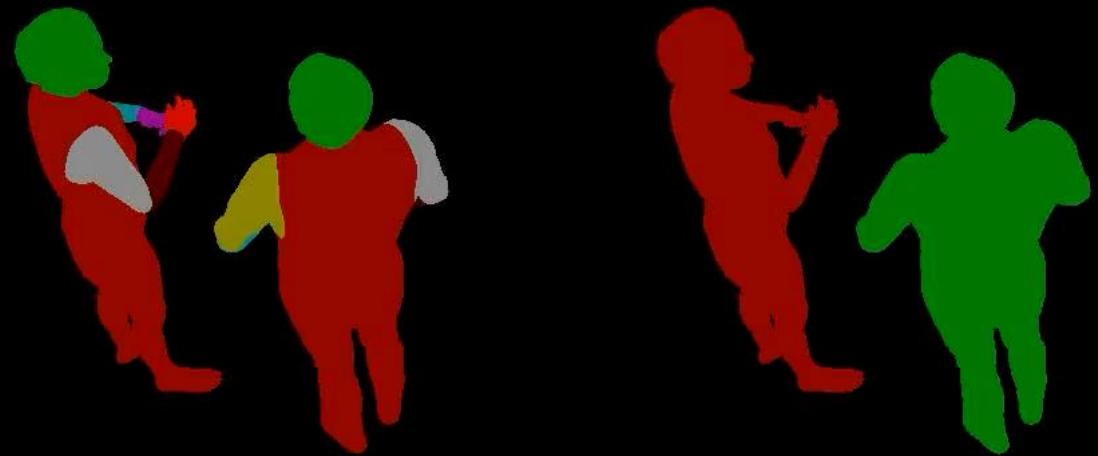
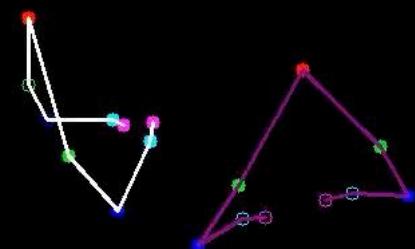
amazon go



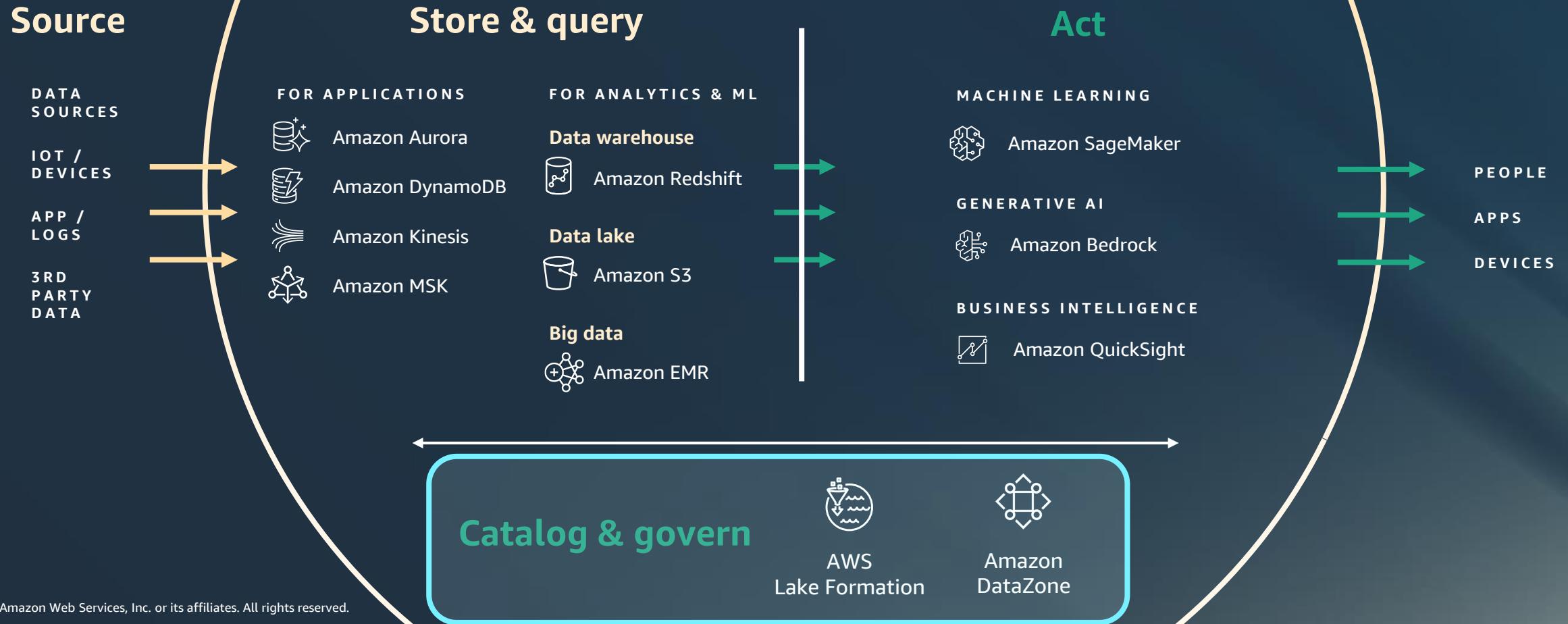




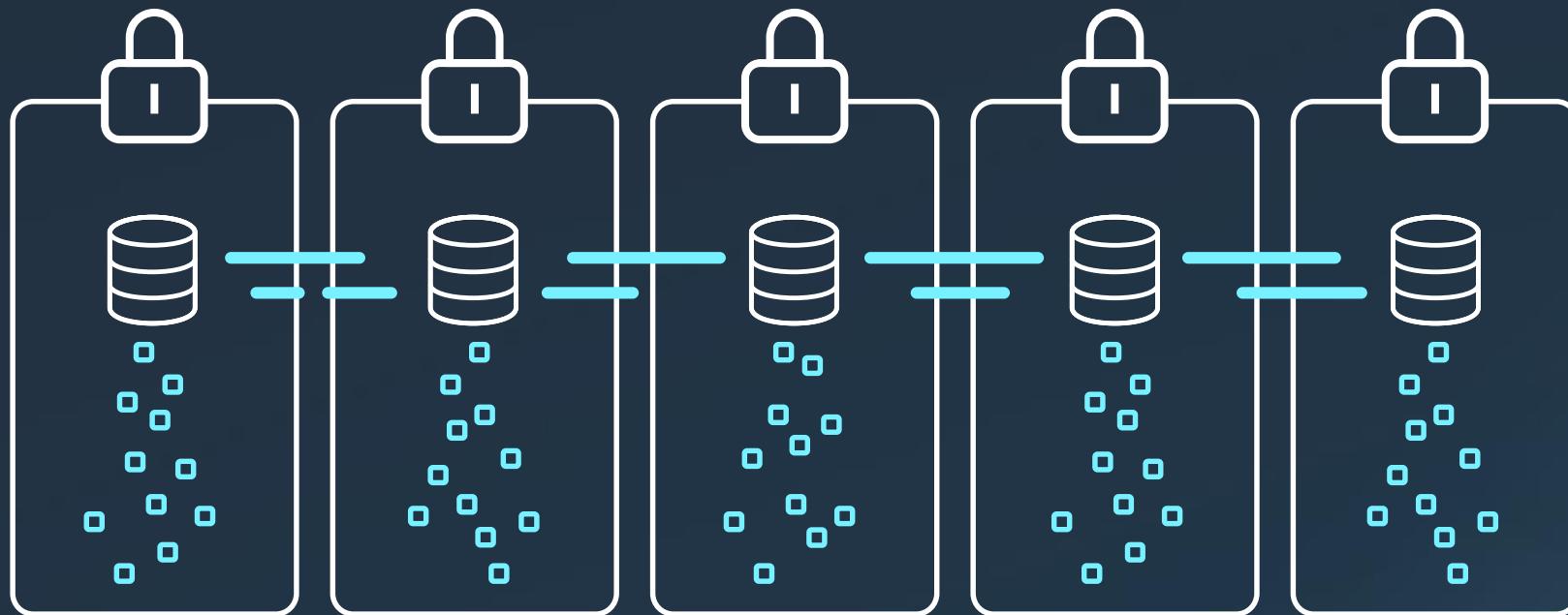




Building an end-to-end data strategy



Governance **helps you move faster**



Built-in governance tools



AWS Lake Formation

Govern data within your data lake on Amazon S3



Amazon SageMaker ML Governance

Governance and auditability for end-to-end ML development



Amazon DataZone

Catalog, discover, share, and govern data across the organization

AWS Lake Formation

Govern, secure, and share data in data lakes and data warehouses



Centralize access control policies



Enforce policies across all services



Define fine-grained access permissions



Simplify access management



Enhanced integrations with Amazon Redshift, Amazon EMR, Amazon SageMaker, & Amazon Athena

AWS Lake Formation

Centrally govern, secure, and share data for analytics and machine learning

Govern



Storage optimization



Centralized AWS
Glue Data
Catalog



DB-style
permissions



Fine-grained
catalog
permissions

Simplify data permissions
management

Secure



Tag-based access
control



ACID
transactions



S3 access managed by
resource permission



HMS catalog
federation

Share & monitor



Delegated
governance



Catalog
discoverability



Centralized
auditing w/ event
forwarding

Enable cross-account data
sharing

Data mesh

Producers
Teams that share data

Consumers
Teams that use data



Platform
Teams that provide data infrastructure



Governance and collaboration with Amazon DataZone

Unlock the power of all the data for all users with trusted autonomy



Data producers

Teams who want
to share data

Amazon DataZone

Team who runs
the data marketplace

Data consumers

Teams who want
to use data

PREVIEW

Amazon DataZone

Unlock data across
organizational
boundaries with built-in
governance



Manage organization-wide
governance in one place



Catalog your data with
business context

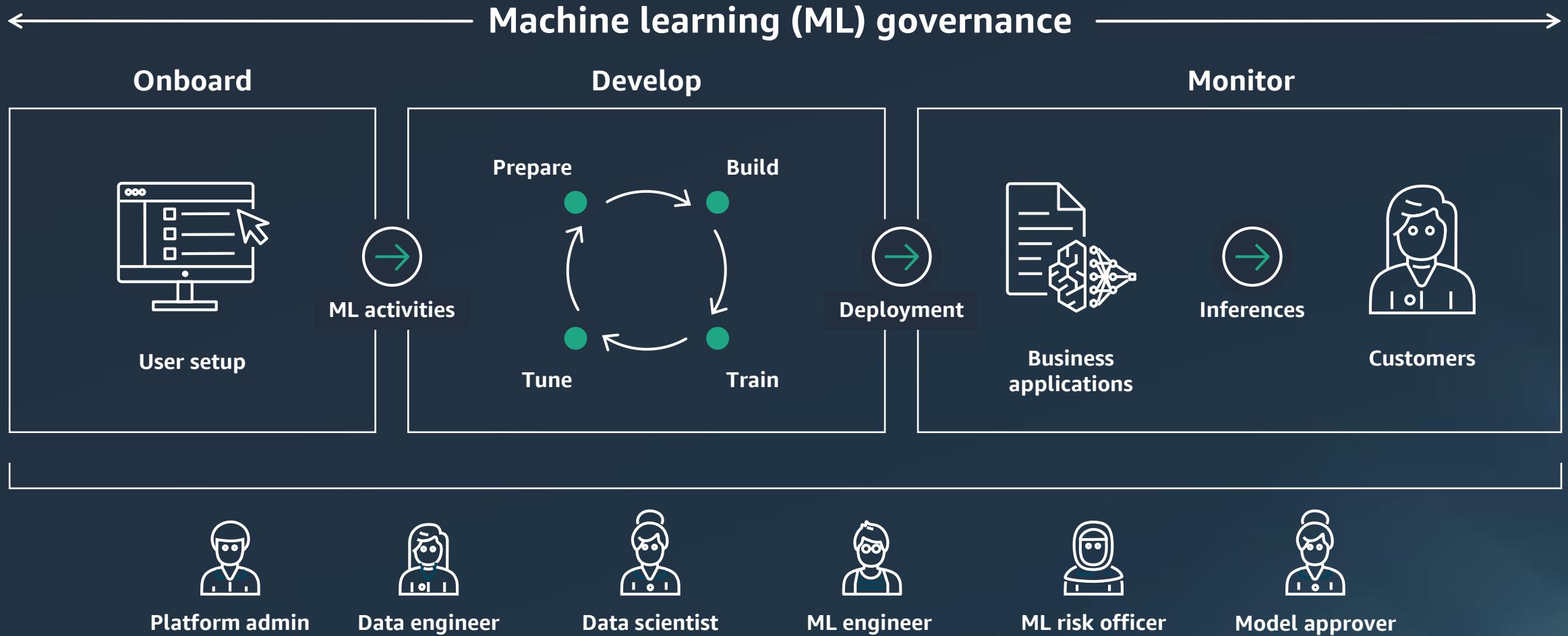


Simplify access to analytics for
everyone in your organization



Solve specific business use cases
through data projects

Why you need governance for machine learning



Introducing new ML governance features



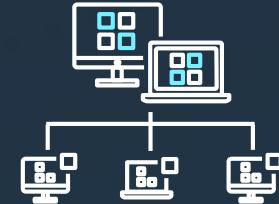
Amazon SageMaker Role Manager

Define minimum
permissions in minutes



Amazon SageMaker Model Cards

Document, retrieve,
and share the necessary
model information



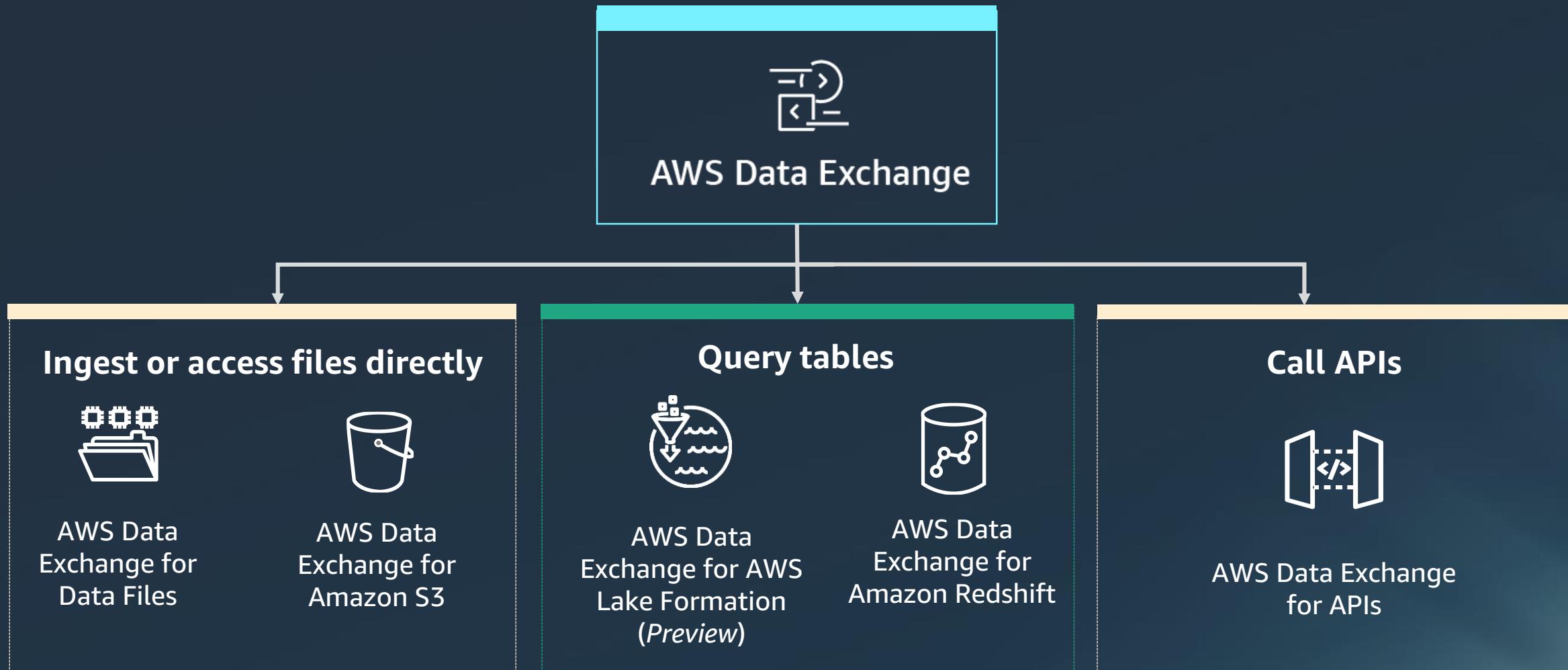
Amazon SageMaker Model Dashboard

Monitor model performance
through a unified view

Sharing data internally and externally

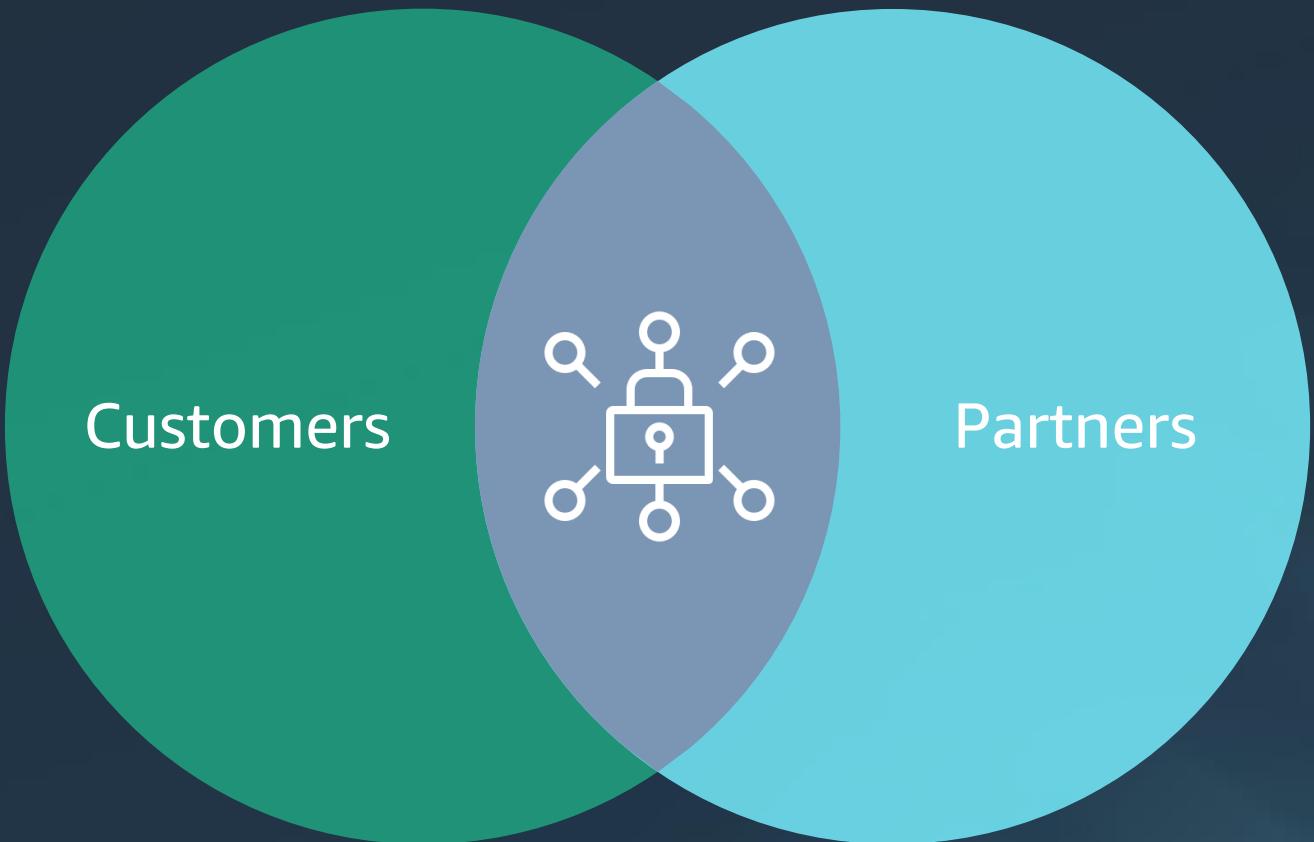


AWS Data Exchange now offers five ways to license third-party data faster and easier

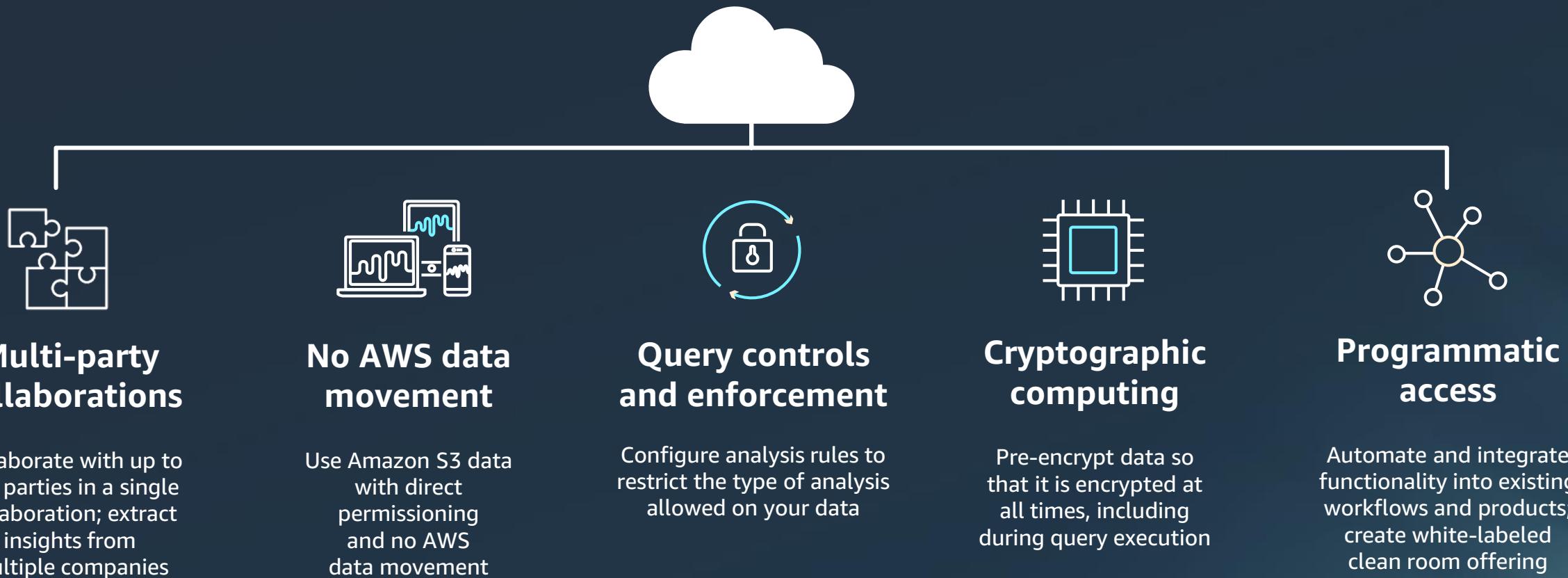


AWS Clean Rooms

Organizations can collaborate
with their partners without sharing
underlying data



AWS Clean Rooms helps companies and their business partners analyze and collaborate on datasets, without sharing or copying on another's underlying data



Control over the
location of your
data

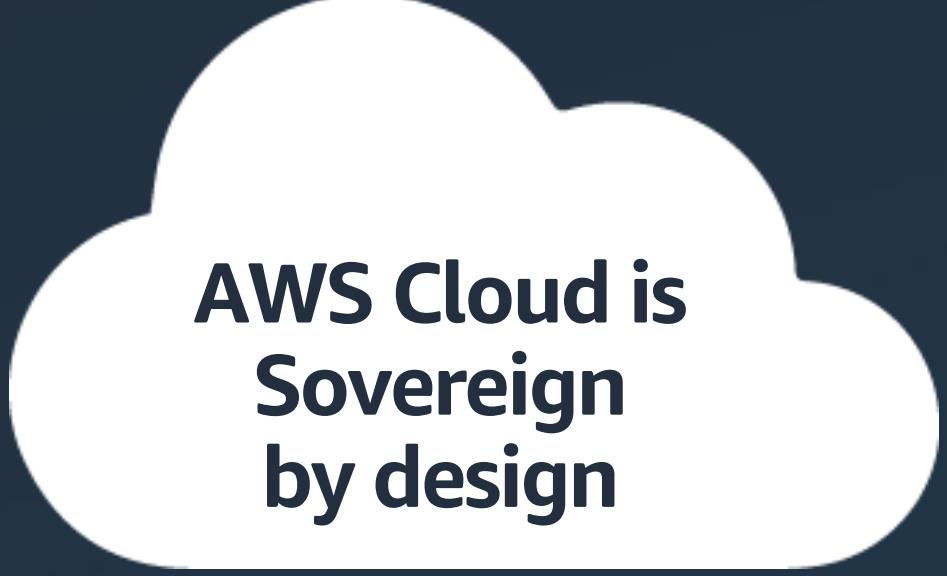
Verifiable control
over data access

The ability to
encrypt everything,
everywhere

Transparency and
assurance

Local trusted
partners

Resiliency in
the cloud



AWS Cloud is
Sovereign
by design

Keep data in the AWS Region you select

Number of Availability Zones (AZs)



United States

U.S. West
Oregon (4), Northern California (3)

U.S. East

N. Virginia (6), Ohio (3)

GovCloud (U.S.):

U.S.-East (3), US-West (3)



Europe

Frankfurt (3)
Ireland (3)
London (3)
Milan (3)
Paris (3)
Spain (3)
Stockholm (3)
Zurich (3)



Asia Pacific

Beijing (3)
Hong Kong SAR (3)
Hyderabad (3)
Jakarta (3)
Mumbai (3)
Ningxia (3)
Osaka (3)
Seoul (4)
Singapore (3)
Tokyo (4)



Canada

Central (3)

Africa

Cape Town (3)



Middle East

Bahrain (3)
UAE (3)
Tel Aviv (3)



Australia

Sydney (3)
Melbourne (3)

South America

São Paulo (3)

Announced Regions: 4 Regions in Canada, Malaysia, New Zealand, Thailand

Protect your data with AWS Backup

A fully managed, policy-based backup service that makes it easy to centrally manage and automate the backup of data across AWS services



Overview



Live keynote and closing



FOR BUSINESS
1 TRACK

Building a data-driven organization



FOR BUILDERS
7 TRACKS

Data movement, processing,
management and governance

Building future-proof applications

Deploy scalable cost-effective
analytics workloads

Data workloads on AWS

Generative AI

Innovate with data and machine
learning



**2 LOCALIZED
LANGUAGE
AGENDA**

Japanese

Korean



ACTIVITIES



80+ breakout
sessions



Builders
zone



Hands-on
demos & labs



AWS e-books
& guides



Training &
certification zone



Ask the
experts

Thank you for attending AWS Innovate Online Conference

We hope you found it interesting! A kind reminder to **complete the survey**. Let us know what you thought of today's event and how we can improve the event experience for you in the future.



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twitch.tv/aws

Thank you!



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