<https://www.youtube.com/watch?v=Wpdi47V5Kn0>

<https://www.youtube.com/watch?v=ZOIkOnW640A>

Why didn’t the AWS announce a blockchain service

last year at reinvent and even though we

have a lot of customers who run

blockchain services on top of AWS

we shared was that

we in talking to customers we just

hadn't seen that many blockchain

examples in production or they couldn't

pretty easily be solved by a database

we genuinely didn't

understand what the real customer unit

is

so we

spent the last part of 2017 in the first

half of 2018 talking to hundreds of

customers about what is it that you

really want when you say you like the

idea of blockchain and what we found was

that there were two jobs they were

trying to solve but they were each a

little bit different

the first was that

we had a significant number of customers

who effectively wanted a ledger with a

centralized trusted entry entity but

where that ledger served as a

transparent immutable cryptographically

verifiable transaction log for all the

parties that they needed to deal with and if you think about this this is

something that a lot of companies need

you think about all the supply chains

and wanting to have all your supply

chain partners aware you can see this in

almost every industry you mean on the

slide you can see healthcare and

manufacturing and government with the

DMV and HR

and the problem is that to solve

this really well and really scalable is

not so easy today again if you try and

solve it with a relational database it's

not really built to be immutable and there's no way

to cryptographically verify the changes

so the other way people think about

doing it is they say well maybe I'll use

the ledger and one of these blockchain

frameworks but the problem is that you

have to wade through so much muck and so

much functionality that you don't need

for this first use case to use the

ledger you've to set up a network

multiple nodes and configure and all the

certifications and all the members etc

and the reality is that that ledger

isn't that performant because it's built

for a use case where it needs to get

consensus across transactions of all the

parties and so that was the first

problem that we heard and these were the

challenges people were having and really

solving them

and then the second problem

we heard customers wanting to solve was

a little bit different these were

typically peer organizations that wanted

to do business together and where they

didn't want any centralized trusted

entity they wanted to have complete

decentralized trust and so all those

transactions and interactions everybody

would see and everybody would get to

approve by consensus before they happen

and again this was an interesting

problem most of them are trying to solve

this by using these blockchain framers

it was awfully difficult for them

and so that's because you know you have

to wade through all this functionality

you have to set up all the networks you

have to provision hardware and software

you have to setup the certifications

each member has to do their own part

we thought initially to build

that in a relational database but of

course doesn't scale for all the reasons

 and so we built this

service that we called QLD be inside of

Amazon to be an append-only immutable

transparent ledger and we said we could

probably externalize this

Amazon quantum ledger

database or QL DB which is a fully

managed letter ledger database with a

central trusted Authority and so what ql

DB gives you is it gives you that ledger

where you've got that central trust

entries are immutable they're all

cryptographically verified it's

transparent to everybody

it's

much more performant and fast and you'll

get in Ledger's in these blockchain

frameworks because we don't have to wait

for that consensus it'll be two to three

times faster it'll be really scalable

he'll have a much more flexible and

robust at API is for you to make any

kinds of changes or adjustments or to

use the ledger database

and then it'll

be easy to use it'll have sequel like

properties they'll make it easy for you

to operate so that's the solution to the

first problem

the second problem where

you want decentralized trust across a

group of people that needs to be solved

with blockchain

the launch of the Amazon

managed blockchain which is fully

managed blockchain service supporting

both hyper ledger fabric and Ethereum

this service is going to make it much

easier for you to use the two most

popular blockchain frameworks

so for

companies typically you know the number

of members that they want in their block

network and where they want some kind of

robust private operations and

capabilities people typically choose

hyperlink and for those who don't know

the number of members or want to allow

any number of members to join where it's

largely public they usually choose

aetherium

hypu Hydra fabric is available

for you to start using today aetherium

will be available in a couple months

scales to support thousands of

applications running millions of

transactions really the the most

exciting part of it

 just how

much easier it is to get started and to

get operating a blockchain with a few

clicks so in the console use choose your

preferred open-source framework you add

the network members you configure the

nodes of the members and you deploy

applications to the member nodes and

just saves a lot of time is much more

efficient

<https://gadgets.ndtv.com/internet/news/aws-enters-blockchain-market-with-2-dedicated-services-1955446>

<https://techcrunch.com/2018/11/28/aws-launches-a-managed-blockchain-service/>

<https://techcrunch.com/2018/11/28/amazon-gets-into-the-blockchain-with-quantum-ledger-database-managed-blockchain/>