GPSST304

Driving Innovation with Big Data and IoT

Joseph Zaloker, Global Segment Leader IoT

Ken Chestnut, Global Segment Leader Big Data

November 29, 2016

© 2016, Amazon Web Services, Inc. or its Affiliates. All rights reserved.

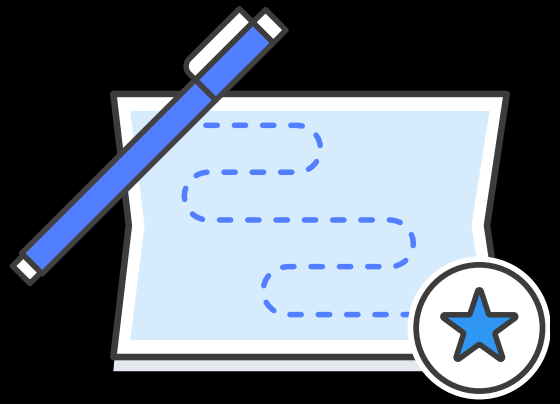
Agenda

Market trends and opportunities

AWS overview

Customer examples

Partner best practices



Market trends

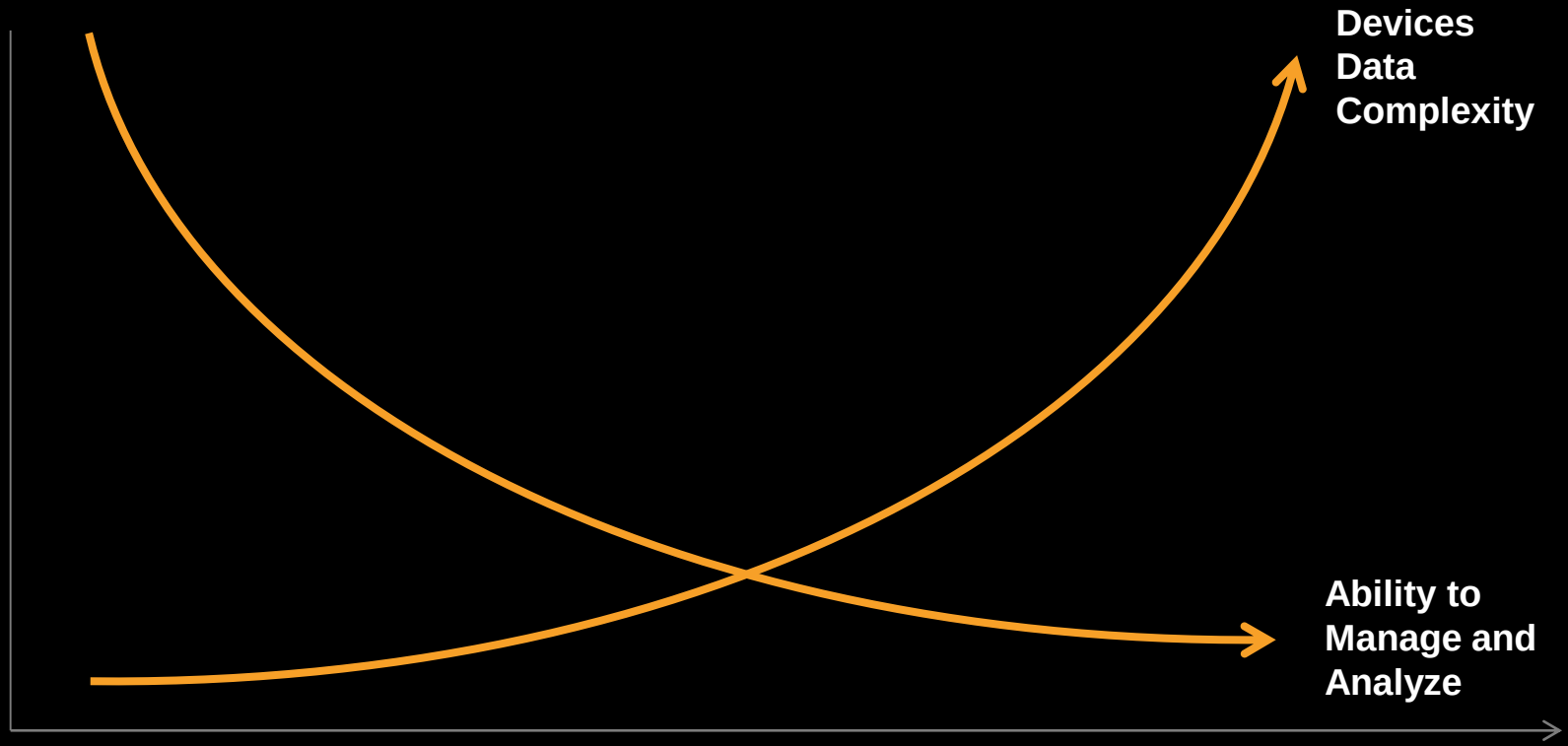
Previously

- Machines and intelligence centralized
- Limited connectivity
- Storage and compute expensive
- Cap ex

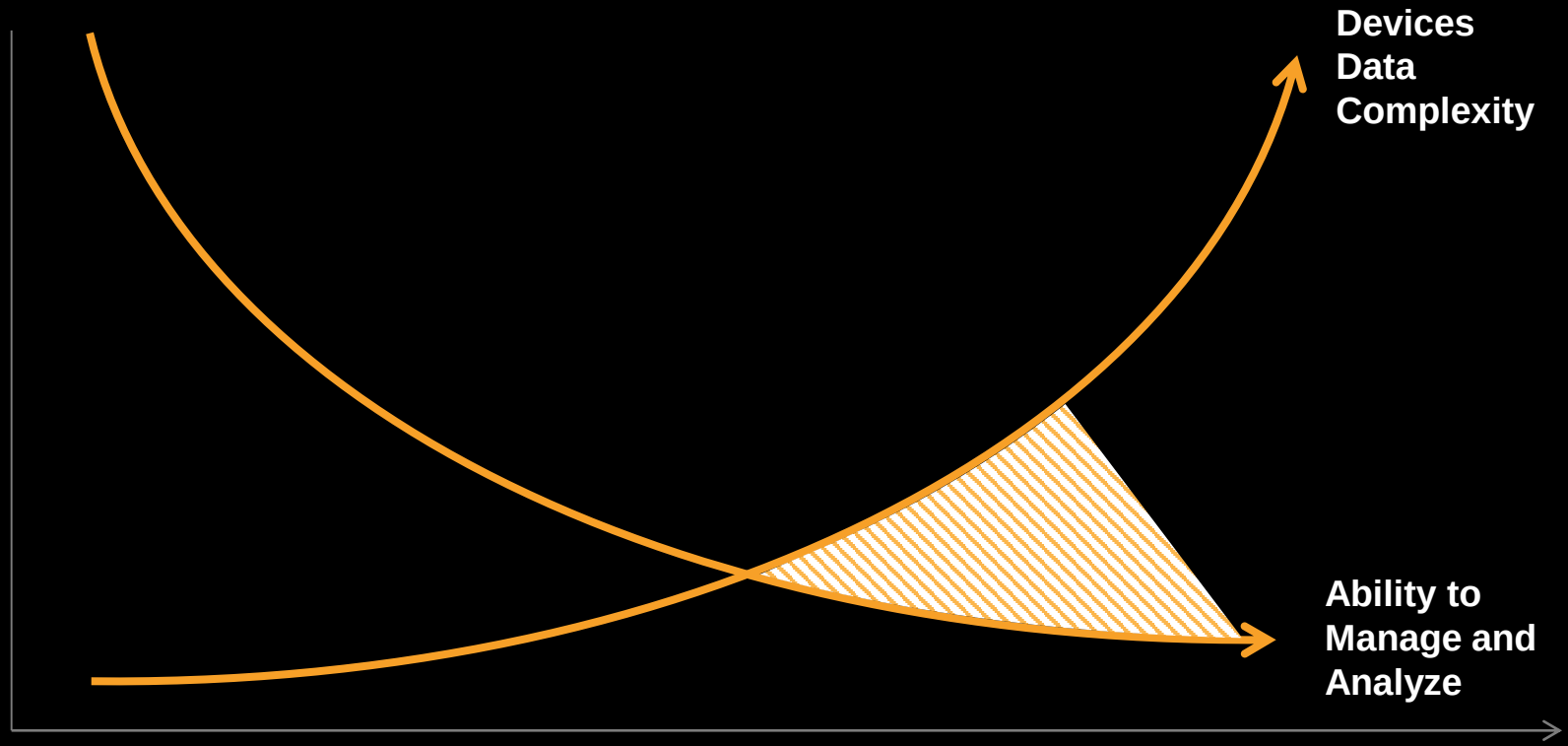
Now

- Machines and intelligence pushed to edges
- Ubiquitous connectivity
- Storage and compute inexpensive
- Op ex

Consequences



The market opportunity



Customer challenges

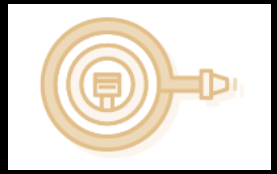
- Connecting machines and devices securely to the cloud
- Managing edge nodes and subscriptions
- Processing millions to billions of messages generated
- Storing machine data securely
- Analyzing machine data to drive business outcomes
- Combining Operations Technology (OT) and Information Technology (IT)

AWS Big Data and IoT overview

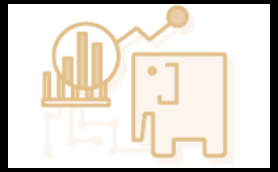
AWS provides the broadest platform for big data analytics in the market today.

Big Data Storage

Data Warehousing



Real-time Streaming



Distributed Analytics (Hadoop, Spark, Presto)

NoSQL Databases

Business Intelligence

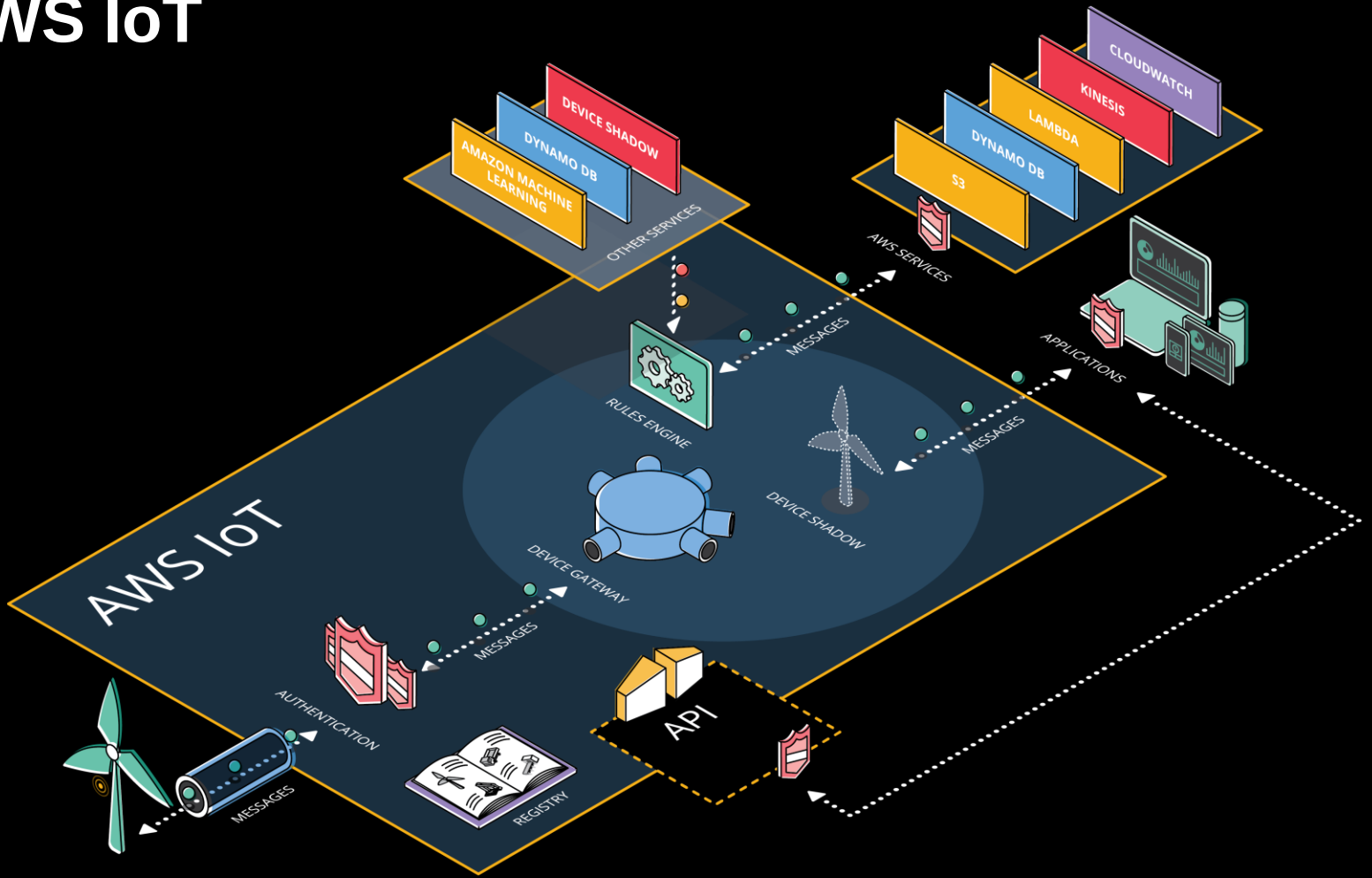
Relational Databases

Internet of Things (IoT)

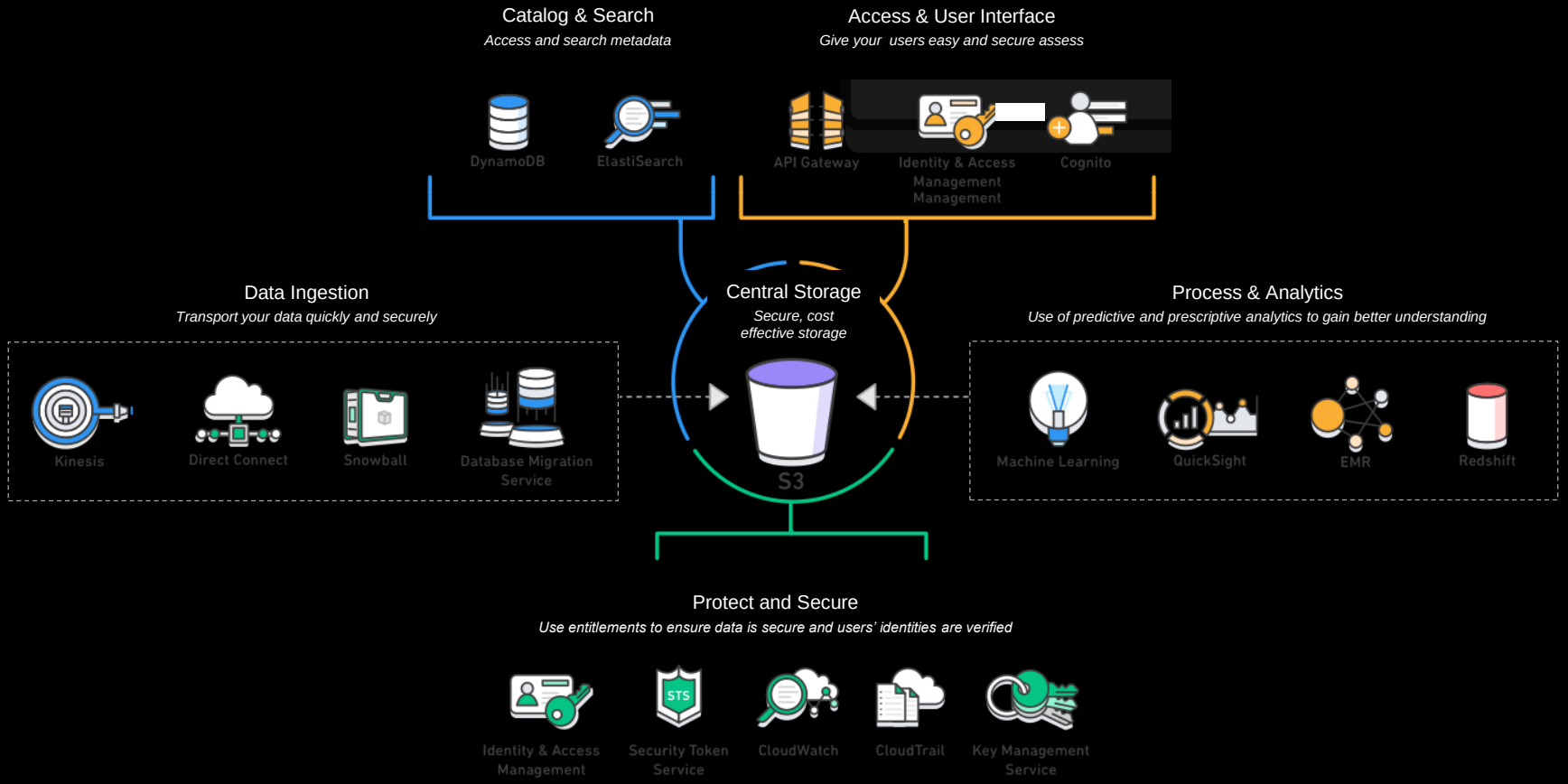
Machine Learning

Server-less Compute

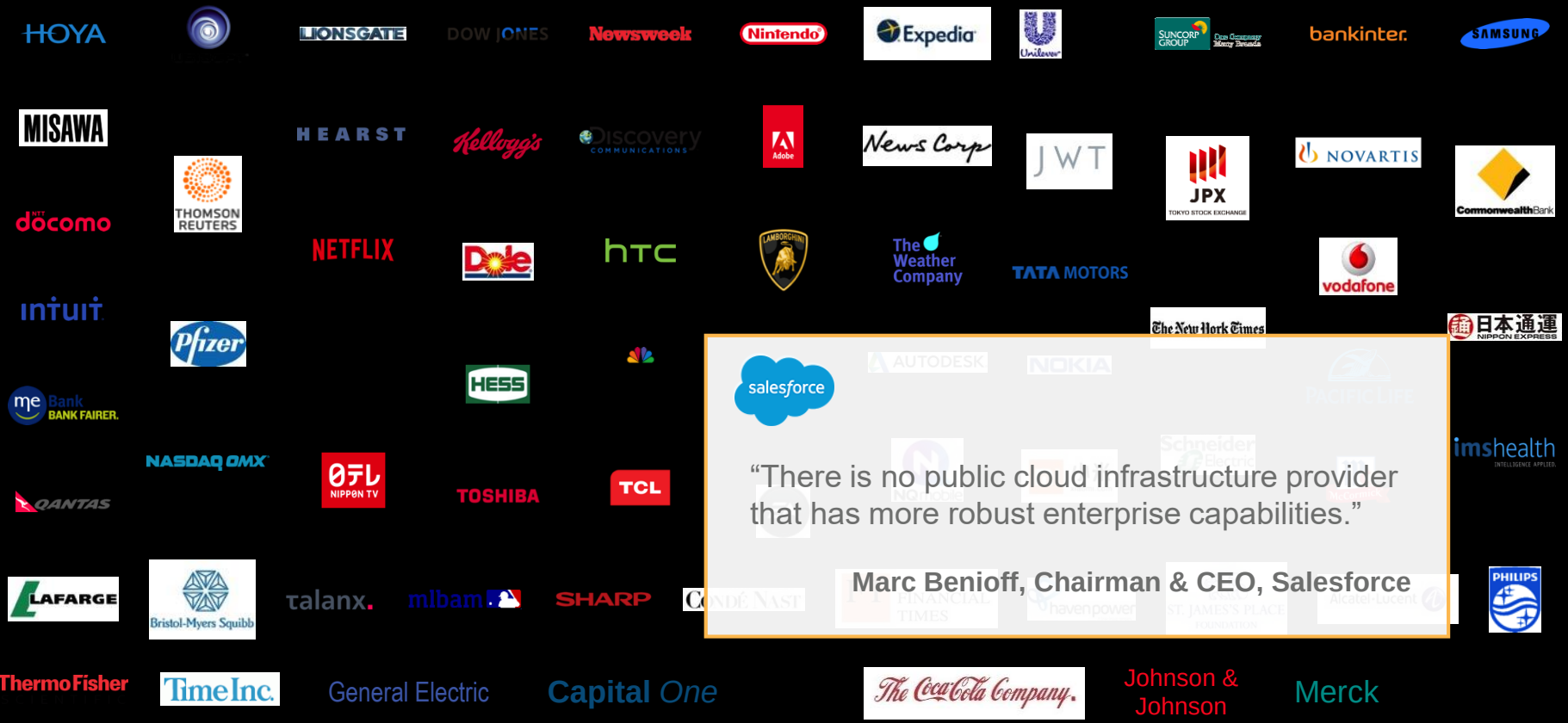
AWS IoT


DEVICE SHADOW
DYNAMO DB
AMAZON MACHINE LEARNING
OTHER SERVICES
CLOUDWATCH
KINESIS
LAMBDA
DYNAMO DB
S3
AWS SERVICES
APPLICATIONS
MESSAGES
MESSAGES
RULES ENGINE
DEVICE SHADOW
DEVICE GATEWAY
AWS IoT
MESSAGES
AUTHENTICATION
API
MESSAGES
REGISTRY

Building a data lake on AWS



Global enterprise customers



salesforce

"There is no public cloud infrastructure provider that has more robust enterprise capabilities."

Marc Benioff, Chairman & CEO, Salesforce

Why AWS?

Eliminate costly technical debt and reallocate resources so you can deliver high-value, revenue-generating projects faster.

Innovate faster and solidify your competitive advantage by merging startup agility with enterprise experience and resources.

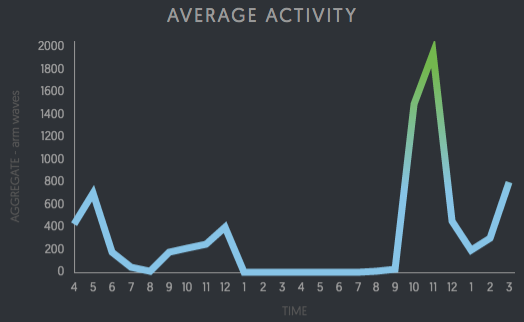
Reduce risk by focusing resources dedicated to security, compliance and availability to the most important areas of your business.

"AWS is our trusted partner that is going to run our company for the next 140 years."

Jim Fowler
CIO, General Electric

SOLSTICE THE PULSE
FOOD
ROCK STAR
PING PONG
ENTRANCE
REGISTRATION
SPONSORS
SPONSORS
SIENA 1
SIENA 2
HELP DESK
COAT CHECK
TWITTER FEED
THE PULSE
RECENT TEMPERATURE
76
75
74
73
72
71
70
69
KNIGHT
BELL
DESK
HUB EAST
HOPPER
LOCATION
WARMEST PLACE
COOPER
79.18°F
COOLEST PLACE
CURIE
65.37°F
Need to make a phone call? Try sneaking away to CARVER, currently the quietest place in the conference center.

solstice

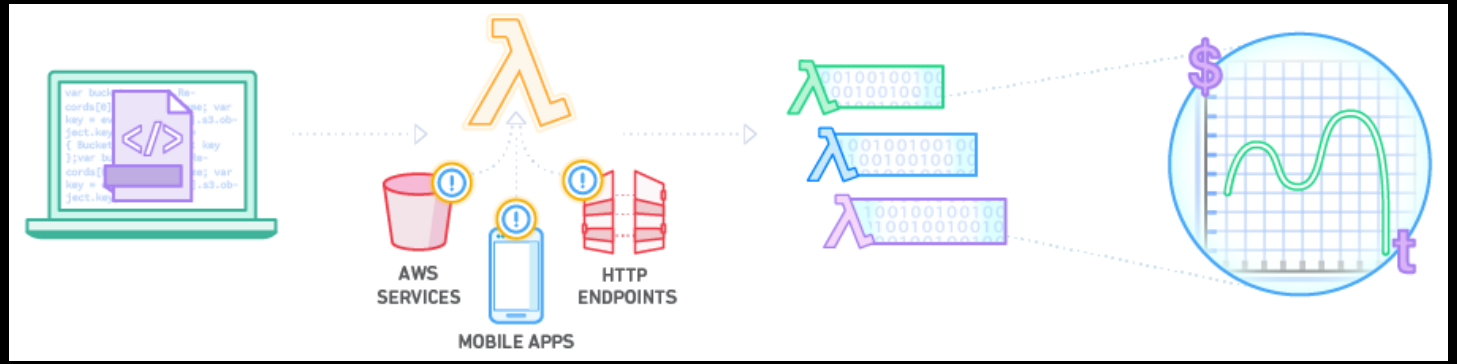


- AWS lets you pay for what you consume.
- Batching and local processing allows you to tailor the number of messages to your architecture use case, business need, etc.
- You can continue to process data in real-time without sending all the data to the cloud and paying for it.

solstice in partnership with amazon web services & QUALCOMM

Take advantage of new computing models

Serverless architectures free you from managing infrastructure



Develop without worrying about servers to manage

Set up your code to run in response to a variety of triggers

Code is executed on demand with continuous scaling

Pay only for the time used with sub-second metering

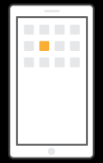
MLBAM uses AWS Lambda to support the analysis of data feeds in MLB Statcast's metrics engine. It takes the raw data, cleans it up, and conducts error detection, then creates the metrics that bring more insights into plays; all within 12 seconds of a play.

Successful AWS partners are credible and knowledgeable

- Provide an excellent customer experience
- Demonstrate expertise with training, certification, and experience
- Offer well-defined and well-architected solutions
- Provide software on AWS as SaaS, BYOL, or via AWS Marketplace
- Take advantage of the APN Portal
- Benefit from the AWS Competency Program

AWS Competency Programs

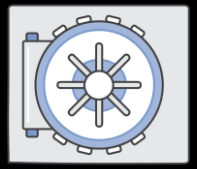
Big Data



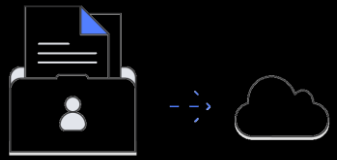
Mobile

Security

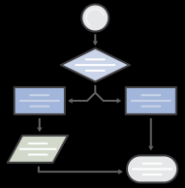
Digital Media



Storage



Cloud Migration



Marketing & Commerce

DevOps

IoT

Oracle

Life Sciences

Healthcare

FinServ

Microsoft

SAP

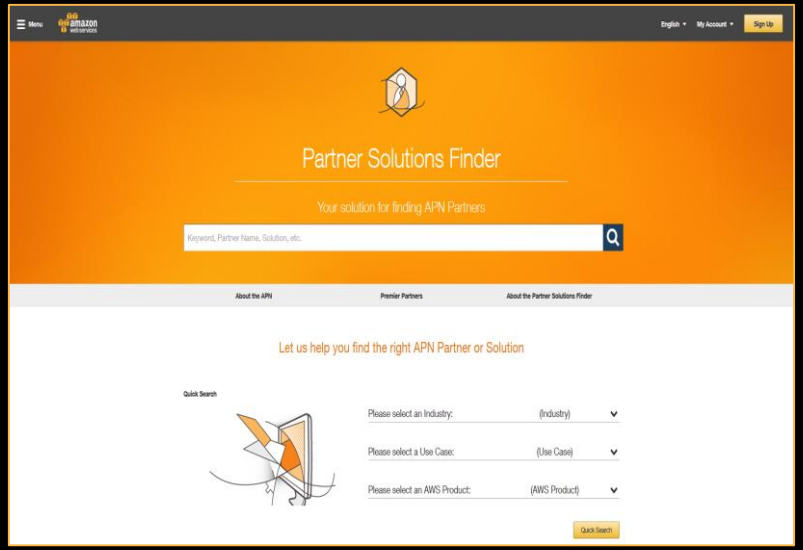
New AWS Partner Solutions Finder

Just launched - Partner Solutions Finder

A new platform that allows AWS customers to find the best APN partner to work with, based on customers' needs and partners' performance

Check your company's listing at **http://aws.amazon.com/partners/find** or visit our kiosks in **Sands Lower Lobby**, **Executive Summit** or the **AWS Booth**

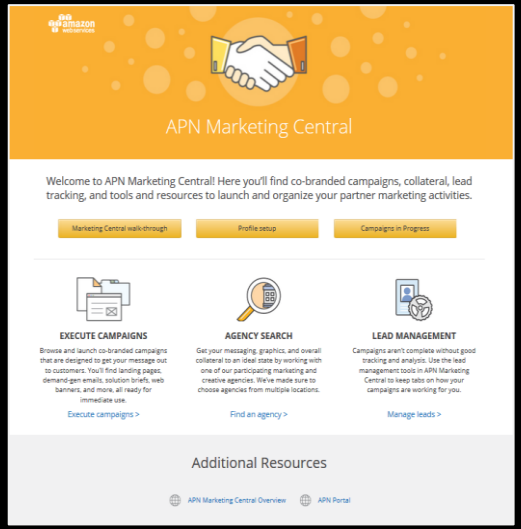
*Partner Solutions Finder will replace the existing APN Directory



APN Marketing Central

Self-service marketing tools & resources for APN Partners

- Leverage pre-made marketing assets to promote your solutions on AWS
- Search for an agency to help you execute your marketing
- Track the success of your campaigns with built-in tracking tools



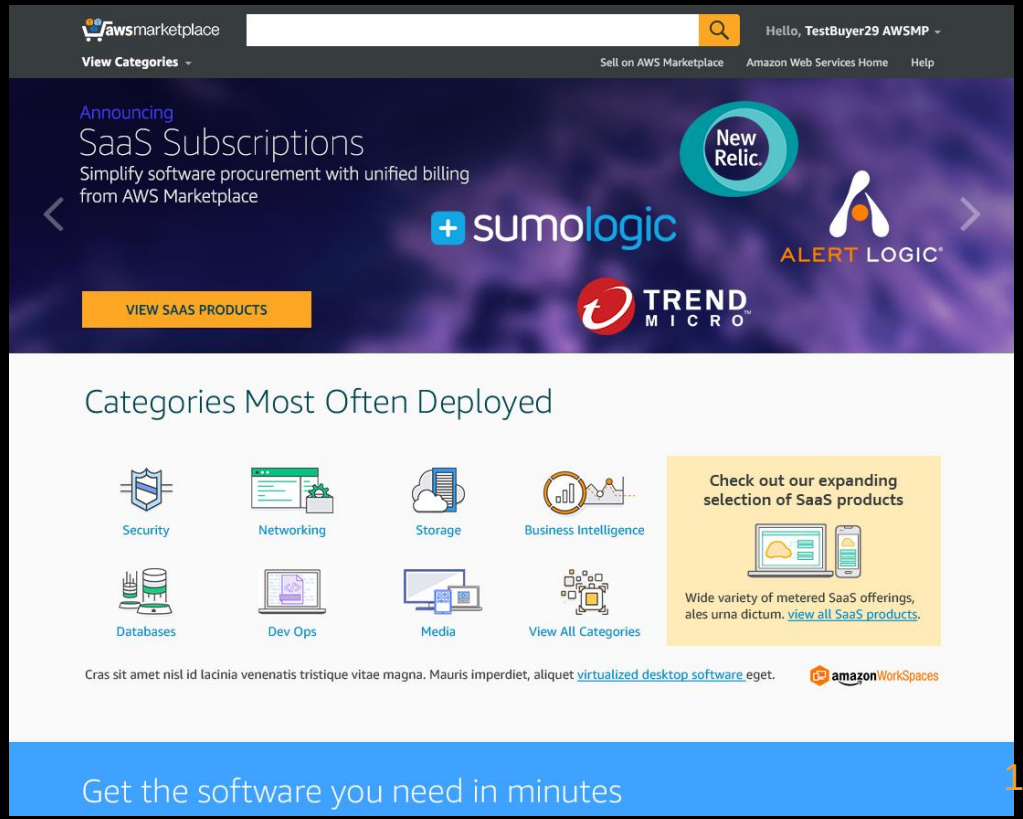
Available Campaigns

- Cloud Migration
- Big Data
- Security
- Mobile
- Websites
- DevOps
- IoT
- Amazon WorkSpaces
- Line-of-Business Applications
- Microsoft SharePoint
- Microsoft Windows Server
- Webinar-in-a-Box

APN Marketplace Update

Discover, Procure, Deploy, and Manage Software

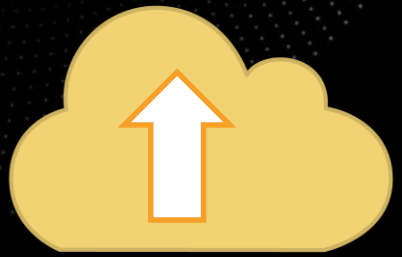
- Benefit from AWS brand recognition
- 3,500+ software listings
- Over 1100 participating ISVs
- Open source and commercial software
- Offer try-before-you-buy options
- Procure new or Bring Your Own License
- Deployed in 12 AWS Regions
- 100,000+ active customers



AWS re:Invent

Cloud computing has become the new normal

Deploying new applications to the cloud by default



Migrating existing applications as quickly as possible

AWS services more than **a million active customers** every month in 190 countries.

Through **customer obsession** and an **increasing pace of innovation**,
AWS is the **fastest technology vendor in history to reach a $10B run rate**.

© 2016, Amazon Web Services, Inc. or its Affiliates. All rights reserved.

Thank you!

Remember to complete your evaluations!