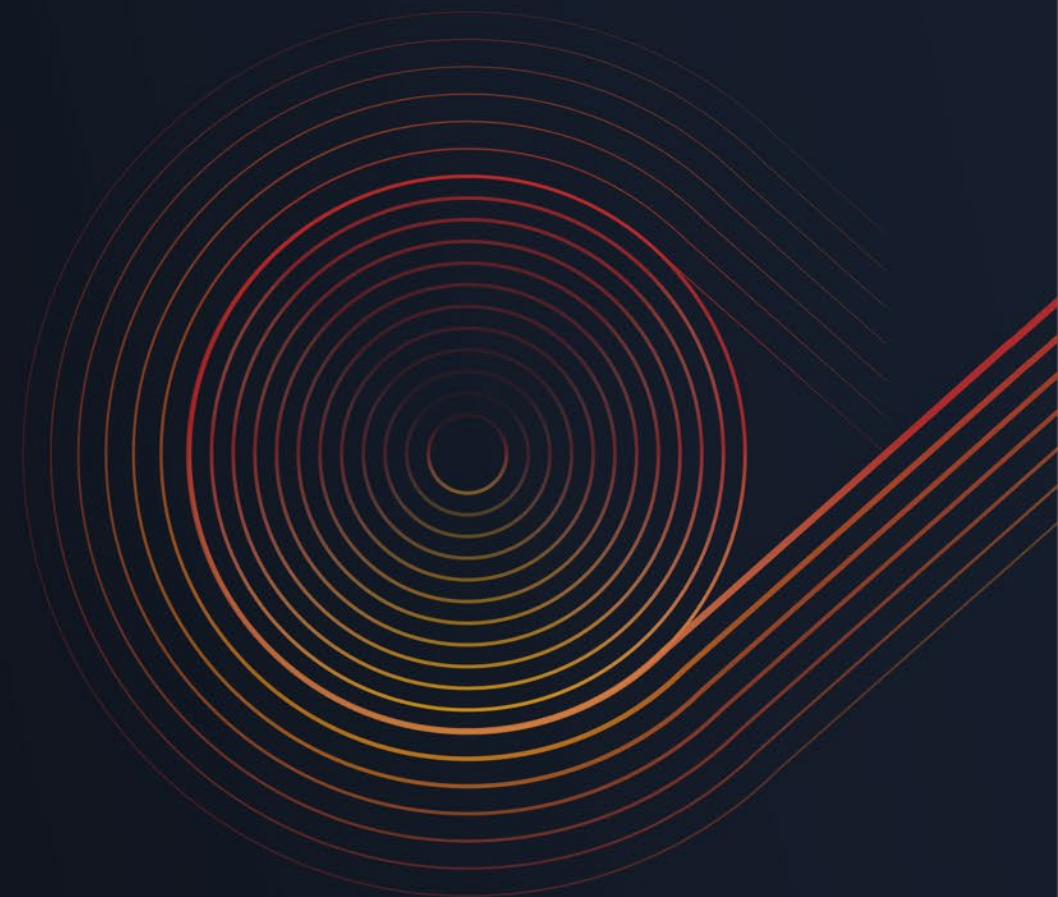




Building mobile and web applications with AWS Amplify

Matthew Coles
Principal Technical Account Manager,
Amazon Web Services



Agenda

- Mobile and web app landscape
- AWS Amplify use cases and features
- AWS Amplify demo
- Starting your journey

Mobile and web app landscape



Stay ahead with mobile first



**5B Mobile
internet users
by 2025**



**52% of overall web
traffic comes
through mobile
devices**



**3.7 hrs daily
avg time spent
on mobile
device**

Source

1. <https://www.bondcap.com/report/itr19/#view/2>
2. <https://www.appannie.com/en/about/press/releases/app-annie-unveils-the-state-of-mobile-for-2020-in-a-new-report/>

First impressions count

25% apps are abandoned after first use

61% expect apps to start in 4 seconds or less

1 in 3 users say mobile app crashes/errors make them think less of the brand

Source

1. <https://www.bondcap.com/report/itr19/#view/2>
2. <https://www.appannie.com/en/about/press/releases/app-annie-unveils-the-state-of-mobile-for-2020-in-a-new-report/>

How to simplify increased complexity?



Ride hailing

Media streaming

Social media

Dating

Security

Online/Offline access

Cost

Development time

Frameworks

Quality

Device fragmentation

Scale

Locality

Performance

And accomplish application objectives?



Speed to market



Innovation and differentiation



Highly performant/secure/global

AWS Amplify use cases and features



AWS Amplify

The fastest way to develop mobile and web apps that scale

Get to Market Faster

UI components

Libraries

Abstraction

Built-in back end code



Focus on Innovation

Multiple features

Feature rich

Integrate w/ existing data

Testing



Performance that Scales

Global

Reliable

Secure

Scalable



AWS Amplify

Designed for the development lifecycle

ENGAGE/MEASURE

- Multi-channel (push/sms/email/voice)
- Behavior-based and personalized audience segments
- Engagement performance measurements
- Real-time customer data for immediate optimization

DEPLOY/HOST

- AWS infrastructure
- Ease of deployment with CLI or hosting
- CI/CD capability
- Fully managed global hosting



DEVELOP

- Open source libraries
- iOS/Android Native
- Javascript/React/Vue/Angular
- UI components
- Escape hatches

TEST

- AWS Device Farm
- Test on real devices
- Test on real browsers
- Integrate testing with CI/CD

AWS Amplify Libraries: Use case features

Authentication

Authentication APIs with pre-built UI components for your app

Data Store

On-device persistent storage that automatically synchronizes data between your apps and the cloud

API

HTTP requests using REST and GraphQL with support for real-time data

Analytics

Track user sessions, custom user attributes and in-app metrics

PubSub

Connect your app to message-oriented middleware on the cloud

Predictions

Add ML capabilities to your app powered by cloud services

Interactions

Conversational bots powered by deep learning technologies

Notifications

Push notifications with campaign analytics and targeting

Storage

Manage user content securely in public, protected, and private storage

XR

Work with augmented reality and virtual reality content in your apps

AWS Amplify: Supports mobile and web frameworks



Android



iOS



React native



Ionic



Javascript



React



Angular



Vue



Flutter

AWS Amplify demo



Starting your journey



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¹ 451 Research, *Demystifying Cloud Transformation: Where Enterprises Should Start*, September 2019.

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Thank you!

