



Gautham Shanmugam – GTM Specialist Pete Naylor – Tech Product Manager

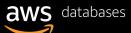




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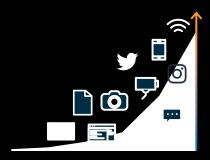


Pete Naylor Tech Product Manager



Data generation and consumption

Explosion of data



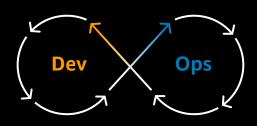
Data grows 10 times every 5 years driven by network-connected smart devices

Microservices change data and analytics requirements

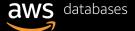


Microservices architecture decreases the need for one-sizefits-all databases and increases the need for real-time monitoring and analytics

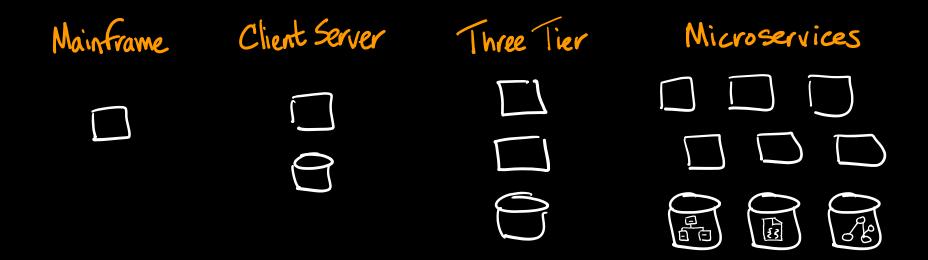
Rapid rate of change driven by DevOps



The transition from IT to DevOps increases the rate of change



Application architecture and patterns have evolved Microservices change how applications are built in the cloud

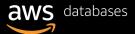




Build on a solid foundation A modern data platform

Technology – Choosing a flexible platform that gives you the right tool for the job, scales with your business, and will evolve over time

Culture – Upskilling the team



Technology

The outcomes customers achieve from a modern data platform

- Serve any scale and never run slowly again.
- Increase reliability and reduce risk.
- Flexibility Tools and use cases change. The platform also must change. Always have the right tool for the job.
- Unblock innovation Apply the right tool as soon as a use case emerges.

Move faster

Reduce risk

Reduce cost



Culture

The outcomes customers achieve from a modern data platform

- Spend time on more valuable work
- Move faster delivering your strategic projects
- Learn new data models and new capabilities
- Focus on the learning and not on managing the infrastructure

Challenges faced with traditional database infrastructure

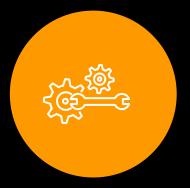
Lack of flexibility and high cost prevent business growth



Scalable elasticity



Performance



Developer efficiency





Scalable elasticity



Provisioned capacity mode: auto scaling, maintains performance



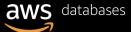
Automated scaling policies

Scales up when you need it

Scales down when you don't need it

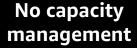
Scheduled auto scaling

PROVISIONED CAPACITY MODE



On-demand capacity mode: rapid, flexible scaling





No need to specify how much read/write throughput you expect to use



Ideal for unpredictable workloads

Ramp from zero to tens of thousands of requests per second on demand



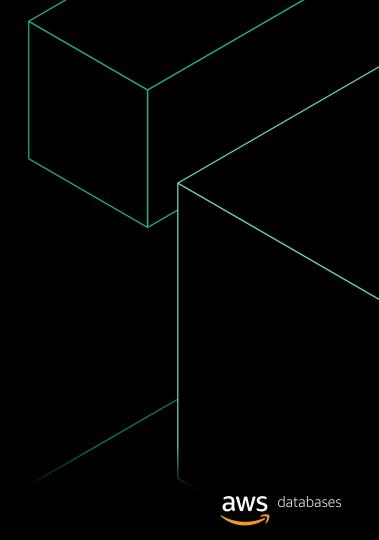
Pay only for what you use

Pay-per-request pricing

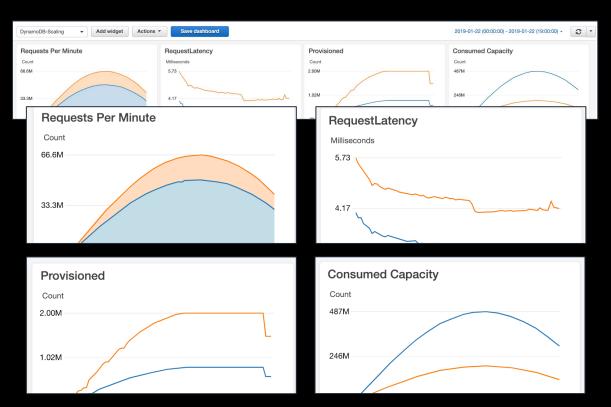




Performance



Single-digit-millisecond latency at petabytes of scale

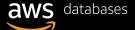


Millions of requests per second

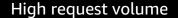
Trillions of items

Petabytes of storage

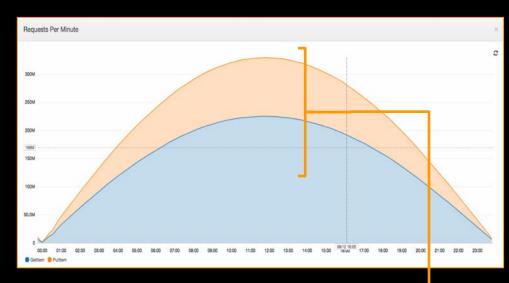
Single-digit-millisecond read and write latencies



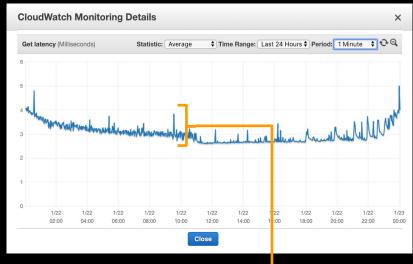
Consistent low latency, even during high request volume



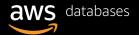
Consistently low latency



Millions of requests per second



Only **1 millisecond** variance





Developer efficiency



Getting back valuable time for your business

As fully managed database services, DynamoDB and Keyspaces do the heavy lifting for you:

Security

- Operating-system patching
- Database patching
- Access control
- Audit
- Encryption
- Compliance

Durability

- Sustain server, rack, and datacenter outages
- Re-replicate data quickly upon hardware failure
- Manage backup and restore

Availability

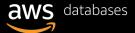
- High availability configuration
- Monitoring
- Cross-Region replication

Performance

- Performance tuning
- Indexing
- In-memory caching

Scalability

- Host provisioning
- Host repair and retirement



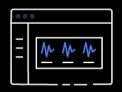
Highly available



Data is replicated automatically across multiple AWS Availability Zones using a replication factor of 3



99.99% availability SLA within an AWS Region



Monitor performance using Amazon CloudWatch



Built-in security



- Data is encrypted at rest using encryption keys stored in AWS Key Management Service (AWS KMS)
- Secure connectivity from clients using TLS
- Manage access to individual keyspaces and tables by using AWS Identity and Access Management (IAM)
- Connect Keyspaces to resource in Amazon Virtual Private Cloud (Amazon VPC) through VPC Endpoints
- Administrative DDL actions are logged in CloudTrail



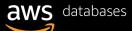
Point-in-time recovery (PITR)

Helps protect against accidental deletions and updates

Table data is backed up continuously

Table data can be restored to any second in time in the previous 35 days

No impact on table performance or availability



"Why build Keyspaces?"



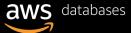
Apache Cassandra

- Wide-column data store
- Designed for large-scale applications that need fast read and write performance
- SQL "Like" Interface (CQL)
- Common use cases
 - User profiles
 - Device metadata
 - Event logging



Challenges of managing Cassandra

- Specialized expertise to deploy, configure, and manage software
- Scaling clusters down to optimize resources is complex
- Version upgrades are difficult due to clunky rollback features
- Restoring data is error prone
- No built-in encryption support to protect data
- Patching, updating, and maintaining cluster infrastructure



"Can you help us run Cassandra workloads more easily?"



Amazon Keyspaces (for Apache Cassandra)

A *scalable*, *highly available*, and *fully managed* Apache Cassandra–compatible database service





Compatible with Apache Cassandra

Use your existing Cassandra Query Language (CQL) code

- Create and manage keyspaces and tables
- Read and write data

Works with most open-source Cassandra drivers and tools

- Step-by-step instructions for Java, Node.js, Python, Go, .NET, and Perl Cassandra drivers
- Read, write, and copy data to / from existing clusters by using cqlsh

Amazon Keyspaces appears to be 9-node, 3.11.2 cluster

- Drivers and clients must be compatible with 3.11.2
- Amazon Keyspaces offers same backwards compatibility as 3.11.2



When should you consider Amazon DynamoDB?

 Want innovative features such as atomic multi-item transactions, multi-region active-active storage, DynamoDB streams, and API-compatible, write-through, in-memory caching

 Want an operational database that offers the deepest integration with other AWS services: API Gateway, Amplify, triggered Lambda functions

When should you consider Amazon Keyspaces?

 Want to migrate existing CQL applications to a fully managed solution

 Want a highly scalable and serverless data store that supports an open-source API



Pace of innovation

DynamoDB

CloudTrail logging of data-plane API activity

Amazon Kinesis Data Streams for DynamoDB

AWS Glue Elastic Views support for DynamoDB

AWS Pricing Calculator

CloudWatch Contributor Insights for DynamoDB

Convert single-Region tables to global tables

Cross-Region table restore

Data export to Amazon S3

Global table replicas

Global tables 2019.11.21

Instant adaptive capacity (and isolation of frequently accessed keys)

NoSQL Workbench for DynamoDB (with support added for Linux and DynamoDB local)

PartiQL (a SQL-compatible language) support for DynamoDB



Pace of innovation

Keyspaces

Ordering clauses

Provisioned capacity with auto scaling

Altering tables

Service Quotas support

Authentication plugins for Java, Go, Python, and Node.js drivers

Availability in 20 AWS Regions

AWS CloudFormation support

Tagging and tag-based access management

Counters, Static Types

AWS PrivateLink support

Point-in-time recovery (PITR)

NoSQL Workbench support

JSON Support

Supports PCI DSS compliance

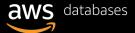


Ready to get started?

- 1. New workloads for modern applications
- 2. Existing workloads on relational or NoSQL databases

- ✓ single-digit-millisecond latency performance
- ✓ 99.99%+ availability
- ✓ virtually unlimited scalability
- ✓ pay based on consumption
- ✓ serverless architecture

Amazon DynamoDB & Amazon Keyspaces



Q&A



Resources

Product-specific pages
aws.amazon.com/dynamodb
aws.amazon.com/keyspaces

Documentation Guides

docs.aws.amazon.com/dynamodb

docs.aws.amazon.com/keyspaces

Developer Forums

forums.aws.amazon.com
Search by AWS Forum, then Databases category for each forum.

AWS What's New Announcements: aws.amazon.com/new

filter by "Database," then select DynamoDB or Keyspaces

AWS Databases Blog aws.amazon.com/blogs/database

Search by tag for DynamoDB and Keyspaces – https://aws.amazon.com/blogs/database/category/database/amazon-dynamodb/

