Building a Big Data and Analytics Practice: From Zero to Hero in 5 Steps (Level 200)

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AWS Big Data and Analytic Services

Any analytic workload, any scale, at the lowest possible cost

Insights

Amazon QuickSight   Amazon SageMaker   Amazon Comprehend

Analytics

Data Warehouse   Big Data Processing   Interactive

Amazon Redshift
+Spectrum   Amazon EMR   Amazon Athena

Real-time

Elasticsearch service   Amazon Kinesis Analytics

Data Lake

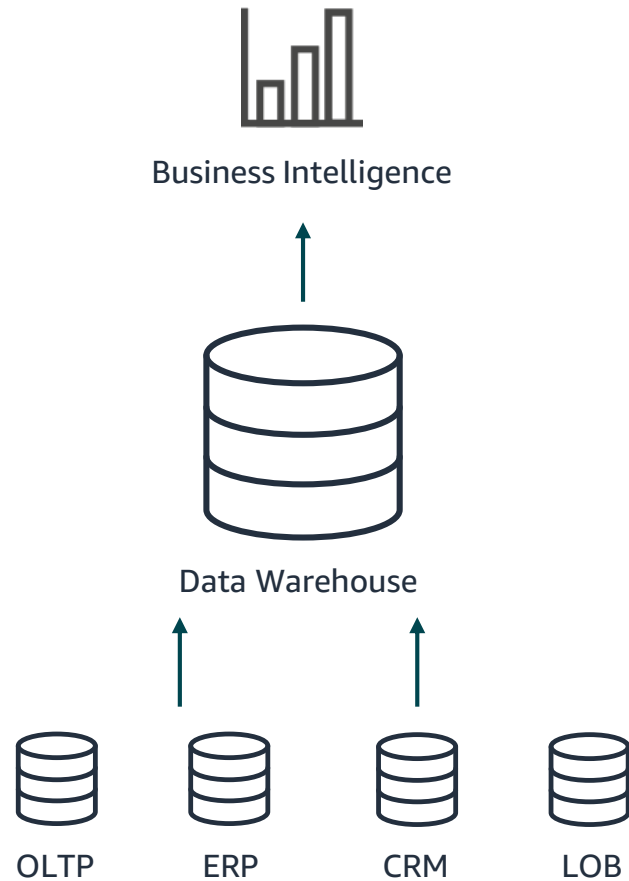Amazon S3 (Storage)   Amazon Glacier (Storage)   Amazon Glue (ETL & Data Catalog)

Data Movement

Database Migration Service | AWS Snowball | Amazon Snowmobile | Amazon Kinesis Firehose | Amazon Kinesis Streams

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Traditionally, Analytics Used to Look Like This

Business Intelligence

Data Warehouse

OLTP   ERP   CRM   LOB
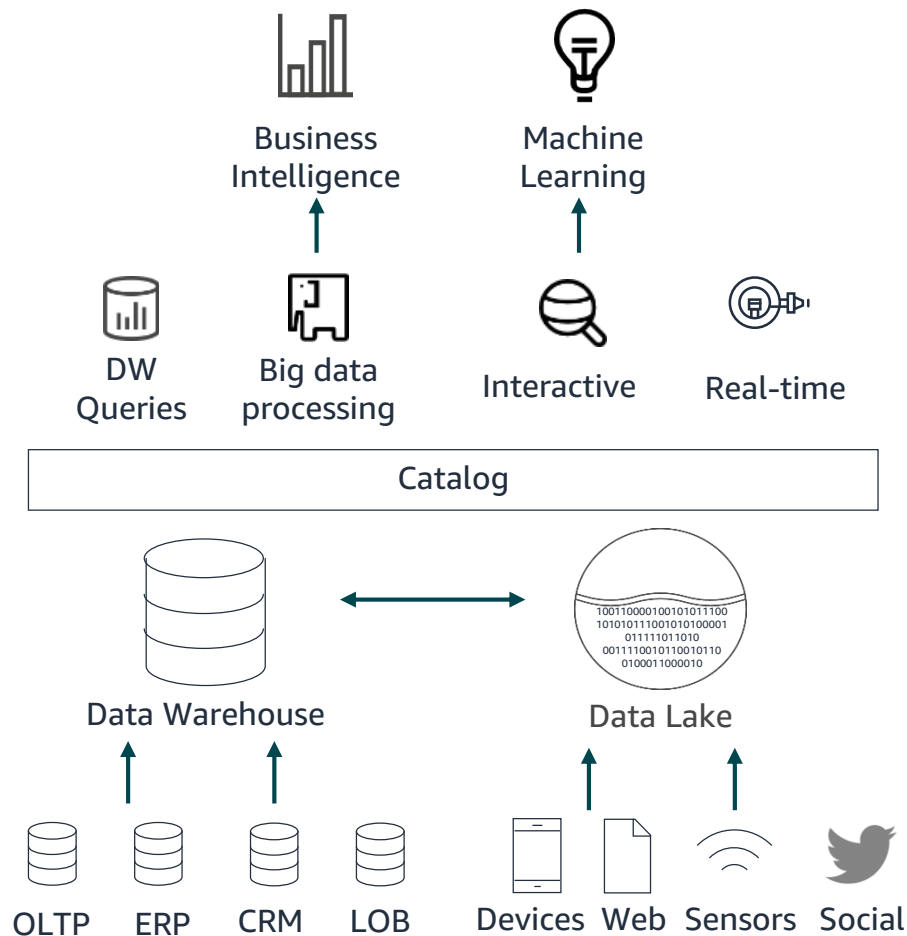
Relational data

TBs-PBs scale

Schema defined prior to data load

Operational reporting and ad hoc

Large initial capex + $10k-$50k / TB / Year

Data Lakes Extend the Traditional Approach

Business Intelligence

Machine Learning

DW Queries

Big data processing

Interactive

Real-time

Catalog

Data Warehouse

Data Lake

```
100110000100101011100
10101011100101010000
    011111011010
0011100101100101110
    0100011000010
```

OLTP   ERP   CRM   LOB   Devices   Web   Sensors   Social

Relational and non-relational data

TBs-EBs scale

Schema defined during analysis

Diverse analytical engines to gain insights

Designed for low-cost storage and analytics

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Data Lakes on AWS

Amazon EMR

Amazon Athena

Amazon Kinesis

Amazon Redshift

Elasticsearch Service

Amazon S3

AI Services

AWS Snowball

AWS Snowmobile

Amazon Kinesis Analytics

Amazon Kinesis Firehose

Amazon Kinesis Streams

Most ways to bring data in

Unmatched durability and availability at EB scale

Best security, compliance, and audit capabilities

Run any analytics on the same data without movement

Scale storage and compute independently

Store data at $0.023 / month; Query for $0.05/GB scanned

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The Partner Opportunity

Customers need technical assistance

System Architecture and Design	Troubleshooting and Performance Tuning	Data Warehouse Development	Big Data Platform Migration
Security, Compliance and Governance	Big Data Platform Builds	Data Pipeline / ETL Development	Machine Learning and AI Development
Data Warehouse Migrations	Visualisation and Dashboard Development	Advanced Analytics	Analytic Applications

Customers need advisory and managed services

Data and Analytics Strategy

Big Data Strategy

Project Planning and Management

Operating Model

Ongoing Managed Services

Staff Augmentation

We need partners…

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AWS Partners have the skills, expertise and industry knowledge required to accelerate a customer's journey to Big Data and Analytics in the cloud

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Seize the Opportunity!

Five steps to practice building

Ramp-up

Replicate

1   2   3   4   5

Planning

Lighthouse customers

Scale

Step 1: Develop and Commit to a Business Plan

Factors that will shape your plan:

- What are your existing strengths?

- How do you make profit?

- Who are your customers?

- What are your customers asking for?

- Where are your leads coming from?

- What are your gaps?

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Step 2: Ramp-up your skills and certifications

TECHNICAL TEAM

Core AWS Training

Big Data on AWS Training Course

Data Warehousing on AWS Training Course

AWS Certified Solutions Architect – Associate

AWS Certified Big Data Specialty Certification

SALES TEAM

AWS Solutions Training for Partners: Big Data and Analytics

Learn to identify and qualify big data & analytics opportunities

Conduct workshops and discovery engagements that will lead to successful POCs

MARKETING

Define and promote a packaged offering around your AWS Big Data & Analytics services

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Step 3: Win those lighthouse customers!

- Identify a customer with a high level of trust

- Pick a workload with a high chance of success

- Deliver an amazing result

- Ask for a public reference

- This will help you achieve the AWS Service Delivery Program and differentiate your business by demonstrating your AWS service expertise

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Step 4: Replicate and refine your plan and offering

- What is working and not working?

- Refine your offering

- Cross-sell into more customers

- Execute campaigns to drive more leads and opportunities

- Ask for and document more customer references

Step 5: Scale your consulting business

- Further develop practice through AWS Managed Service Provider (MSP) and Big Data Competency Programs

- Develop additional solutions in more focused areas, e.g. vertical industries, specific analytic problems, etc.

- Continual cycle of hiring and training

- Add new packaged offerings and associated marketing plans

- Drive more customer wins

How do I get started?

Getting Started

✓ **Plan:** Build your business plan and start to define your offering

✓ **Commit:** Assign resources and dates to ramping up your skills and certifications

✓ **Contact:** Reach out to the AWS partner team in your region if you're interested in building a Big Data & Analytics practice on AWS

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APN Consulting Partners who are skilled at cloud infrastructure and application migration, and offer proactive management of their customer's environment.

AWS Competency Partners

APN Partners who have demonstrated technical proficiency and proven customer success in specialized solution areas.

AWS Marketplace

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APN Partners with a track record of delivering specific AWS services to customers.

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