

The background features a vibrant blue gradient with subtle, wavy horizontal lines. In the bottom right corner, there is a colorful abstract shape with shades of purple, pink, orange, and red.

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ANA006

How PayU Finance re:invented the data platform for FinTech

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Agenda

- Why modernize data platform
- Modern data architecture on AWS
- AWS services used in Payu finance's modern data platform
- Payu finance – Modern data platform
- Payu finance – Outcome
- Takeaways

Why modernize data platform?



**Growing
exponentially**



**From new
sources**



**Increasingly
diverse**

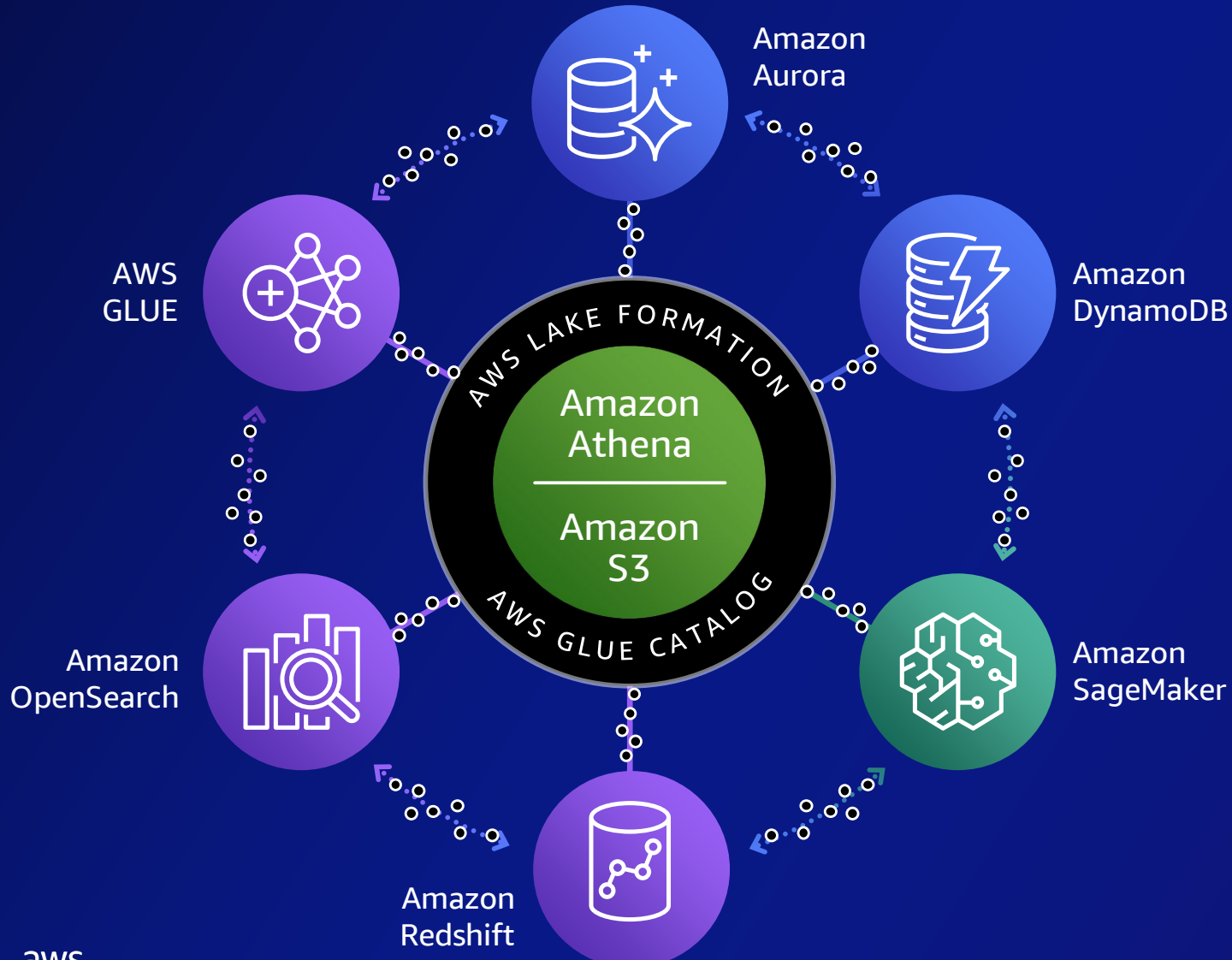


**Used by
many people**



**Analyzed by
many applications**

Modern data architecture on AWS



SCALABLE DATA LAKES

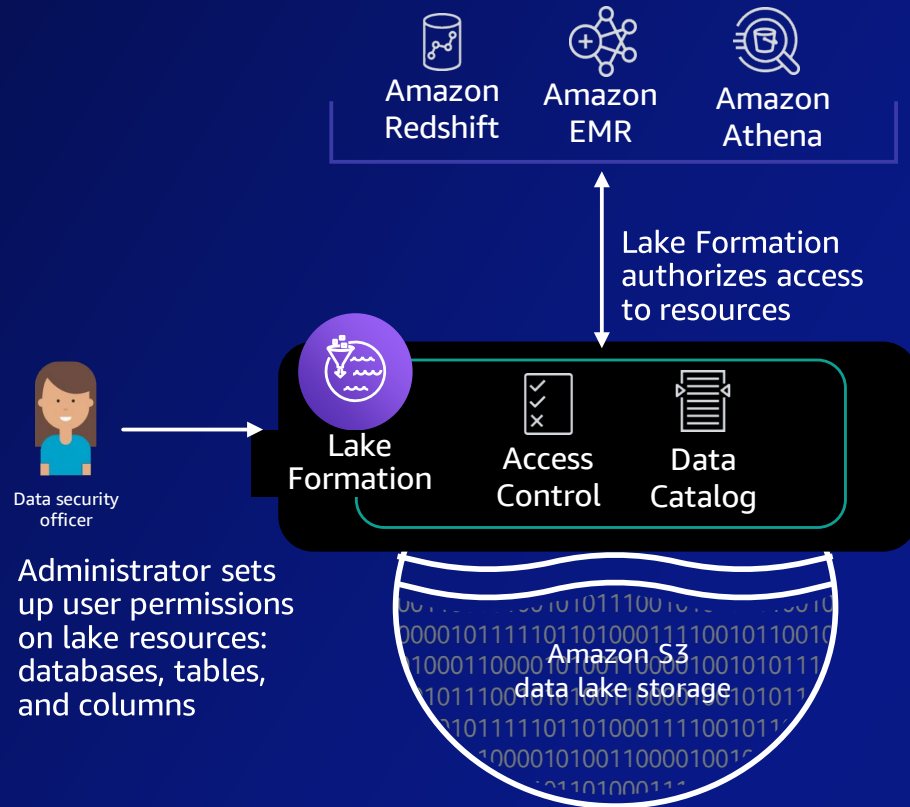
PURPOSE-BUILT
DATA SERVICES

SEAMLESS
DATA MOVEMENT

UNIFIED GOVERNANCE

PERFORMANT AND
COST-EFFECTIVE

Unified data governance with Lake Formation



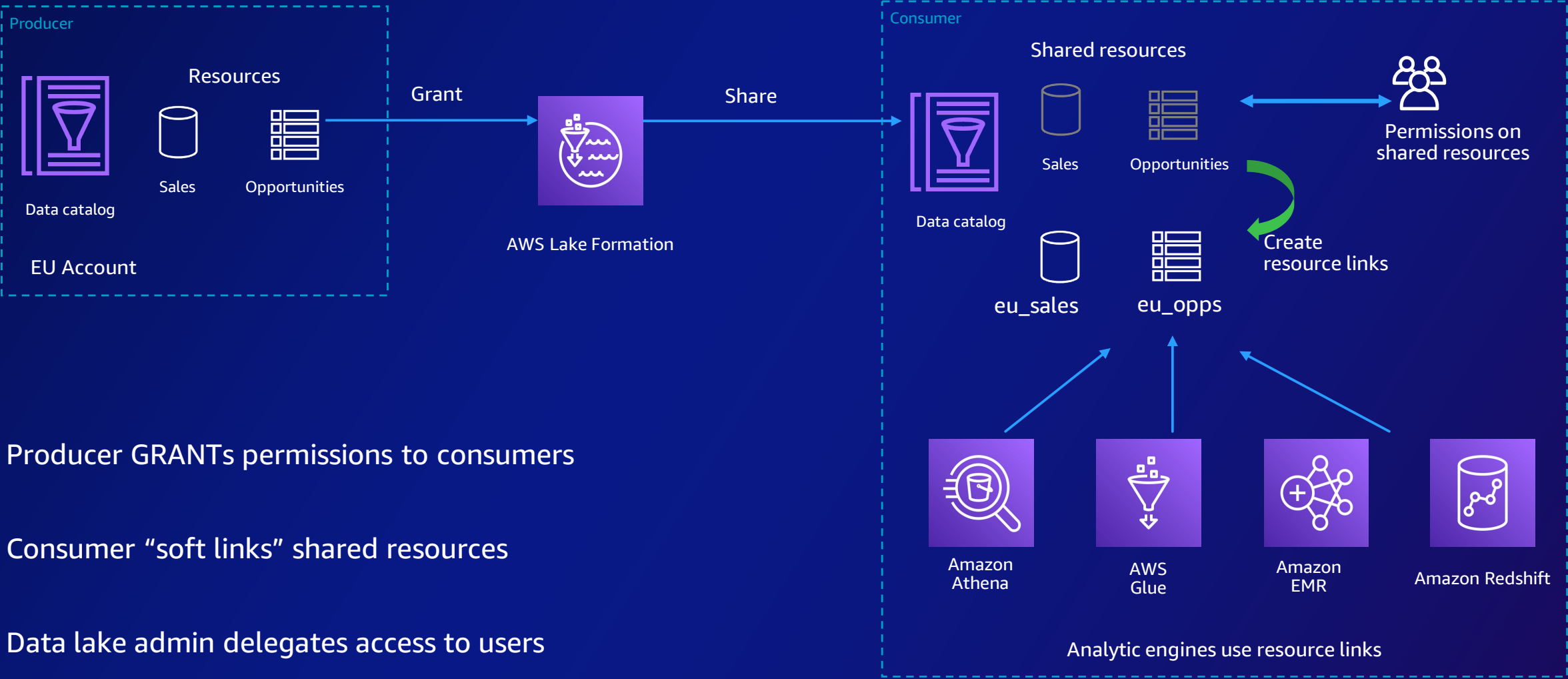
Centrally define security, governance, and auditing

Policies are consistently enforced

Integrated with security, storage, analytics, and machine learning services

Permissions on databases, tables, and columns

AWS Lake Formation cross-account sharing



Producer GRANTS permissions to consumers

Consumer “soft links” shared resources

Data lake admin delegates access to users

Introducing Amazon DataZone (Preview)

DISCOVER, SHARE, AND GOVERN DATA AT SCALE ACROSS ORGANIZATIONAL BOUNDARIES



Enterprise-wide business data catalog

Make **data visible with context** for all your users to find and understand data quickly and more easily

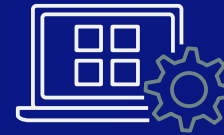
Catalog **any data type** across the organization, in the cloud, on premises, or in SaaS applications with rich metadata and **business context**



Self-service portal

Experience an integrated data environment to **promote exploration** and **drive innovation** with a personalized homepage

Facilitate **streamlined cross-functional collaboration** while working with data and tools in a **self-service** fashion



Simplified access to analytics

Create business use case-based **data projects to group teams, tools, and data**

Work with the **tool of your choice seamlessly** without the undifferentiated heavy lifting needed when switching between services



Governed data sharing

Automate workflows to facilitate sharing of data more securely between producers and consumers to make sure that the right data is accessed by the right users for the right purpose

Efficiently **audit** who is using which datasets for what business use case, and **monitor usage and costs** across projects and lines of business (LOBs).

**“Empower all the stakeholders
to make data driven decisions”**

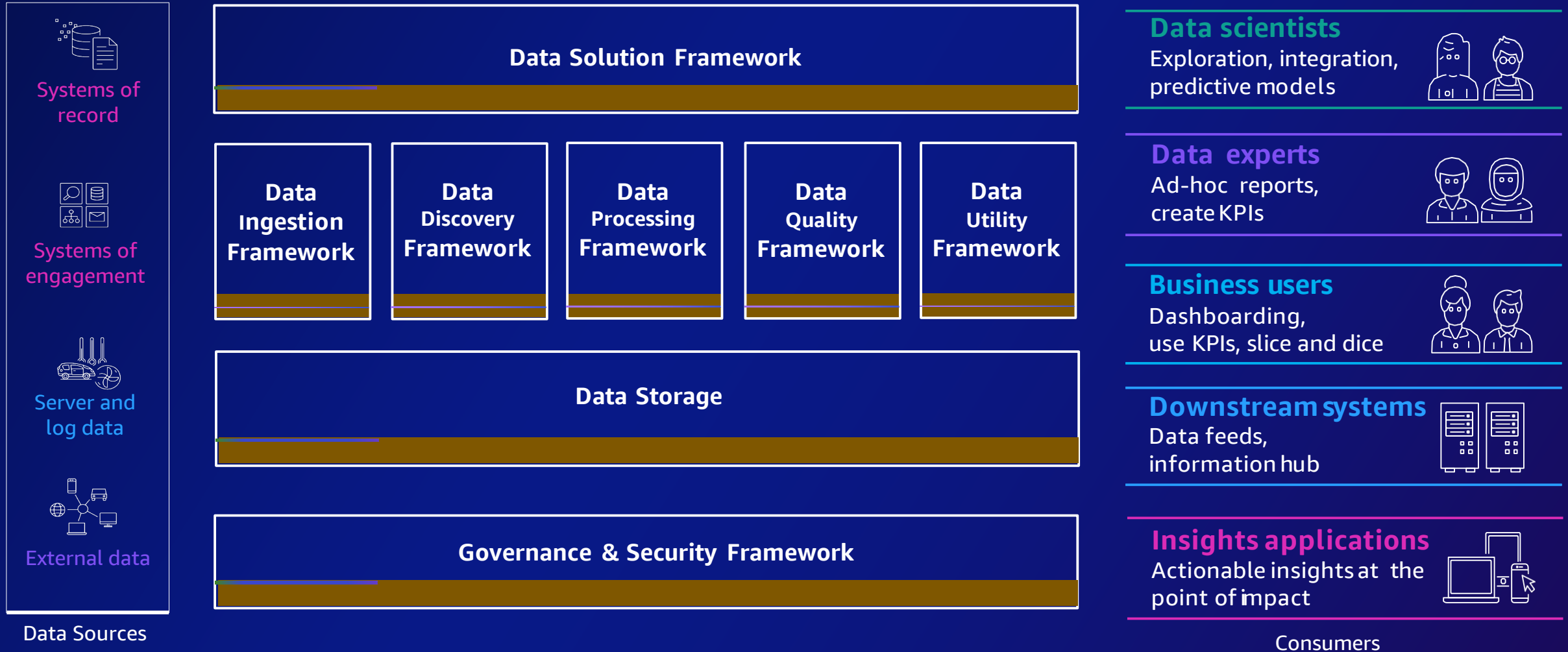
PayU Finance's Vision

Piyush Gupta

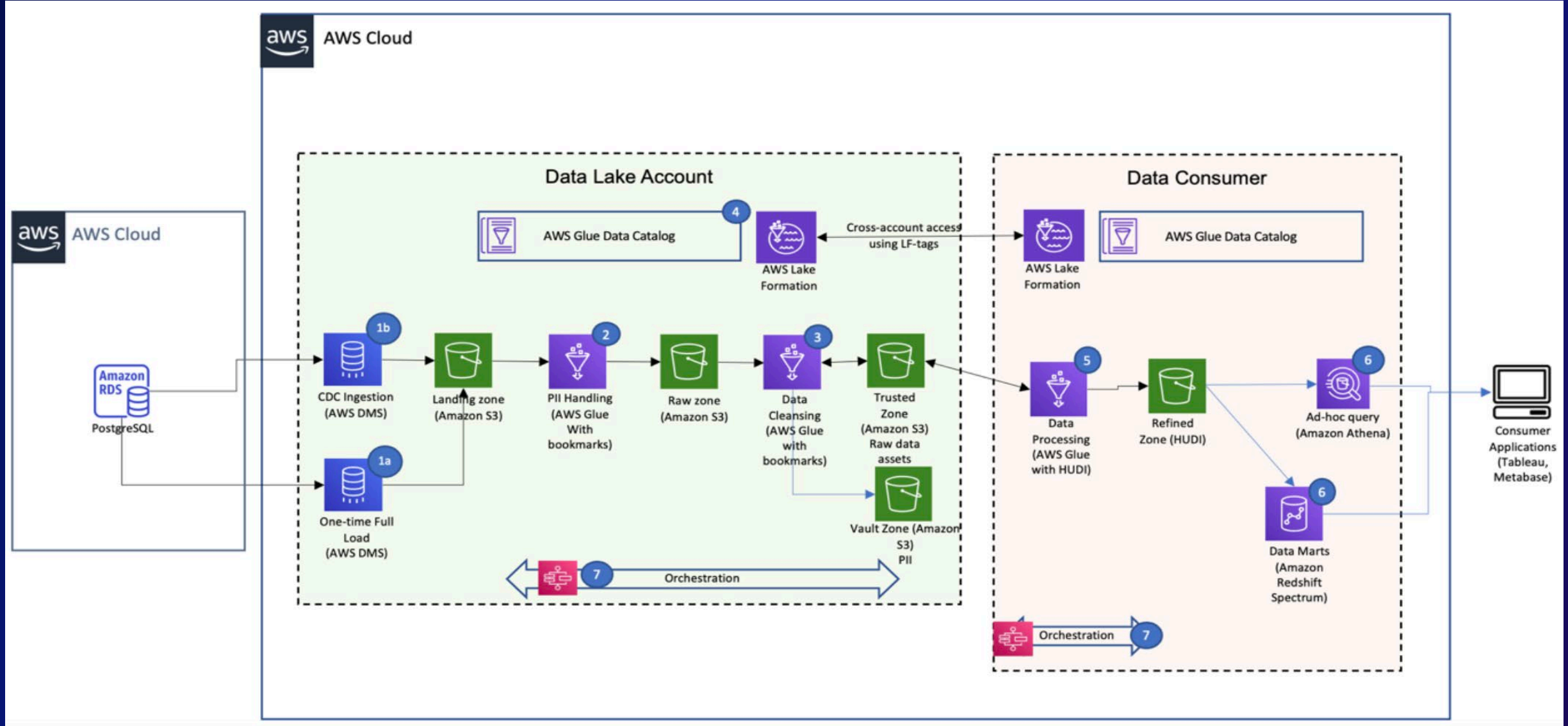
PayU Finance data platform – Tenets

- Central repository of all the data
- Single source of truth for all raw and processed data
- Tools and technologies to support analytics and data science programs
- Utilities to enable any department (internal or external) to consume data

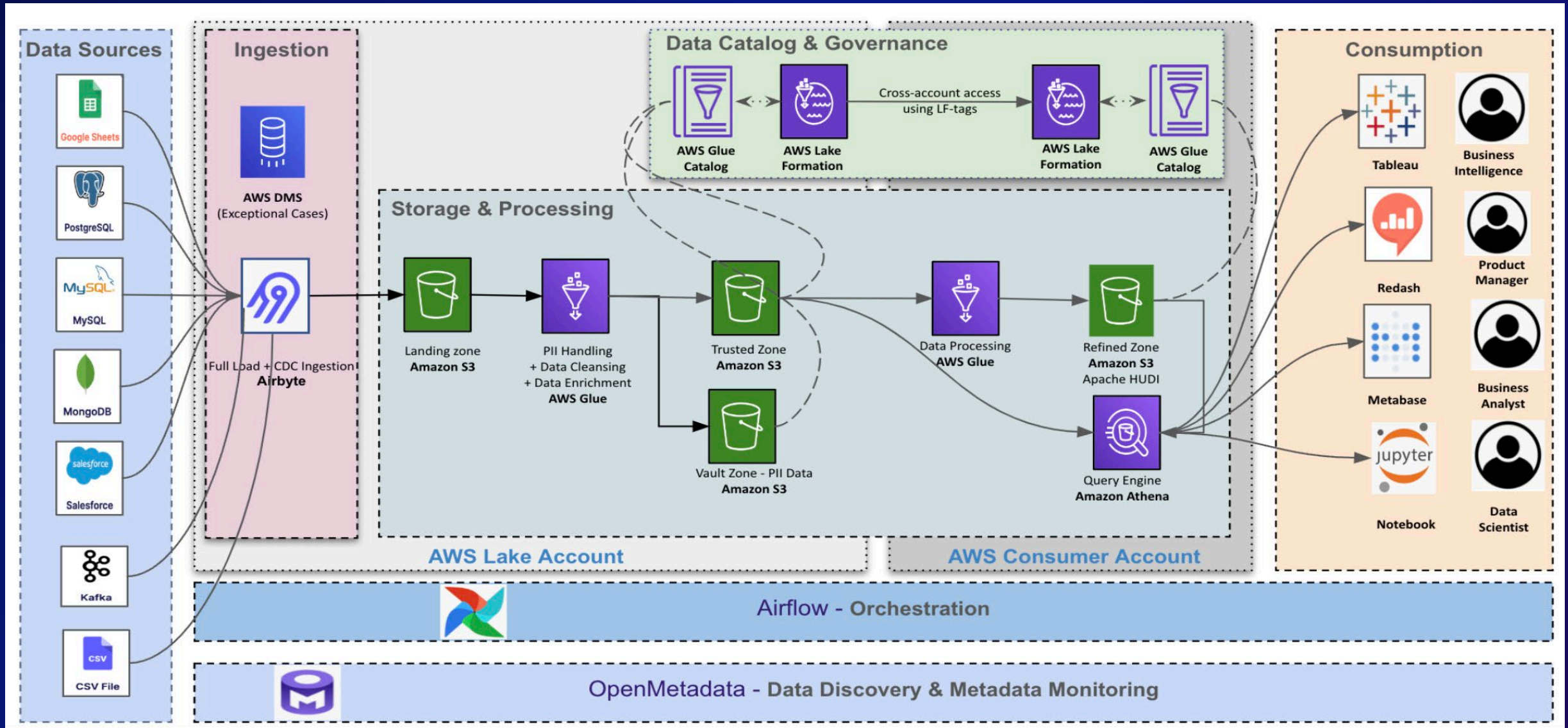
PayU Finance data platform – Building blocks



Foundational architecture by Data Lab



PayU Finance – Evolved architecture



Outcome

- Highly Scalable: 10+ million Customers, 20+ Data Sources, 10+ Consumers
- Faster: from days to hours (full load) and from hours to minutes (incremental)
- Cost Optimized: 50% reduced cost
- Secured & Compliant: PII handling, Data Privacy and Access controls
- Agility: new business use cases in days

Call to action

- Read more about – **Modern Data Architecture on AWS**
 - <https://aws.amazon.com/big-data/datalakes-and-analytics/modern-data-architecture/>
- Review the blog - **How PayU Finance Built a Modern Data Platform with AWS Data Lab**
 - <https://aws.amazon.com/aws-data-lab/payufinance-aws-data-lab/>
- **Accelerate your data and analytics modernisation initiatives with [AWS Data Lab](https://aws.amazon.com/aws-data-lab/)**
 - <https://aws.amazon.com/aws-data-lab/>

Now go build!



Have a strategy and need help executing it?



Joint engineering engagements between customers and AWS technical resources



Create tangible deliverables to accelerate strategic databases, analytics, and ML initiatives



Leave with an architecture, working prototype, path to production, and deeper knowledge of AWS services

Come with an idea, leave with a solution



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The AWS Data Lab collaborated with us and helped us create the architecture and foundation for a data platform that is custom-fit to our needs and has scaled to meet our growing customer base."

Piyush Gupta, Chief Data Scientist, PayU Finance

Learn more: <https://aws.amazon.com/aws-data-lab/>
or email: awsdatalab-prodmgrs@amazon.com

skillbuilder.aws 

Your time is now

Build in-demand cloud skills *your way*

Thank you!

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