

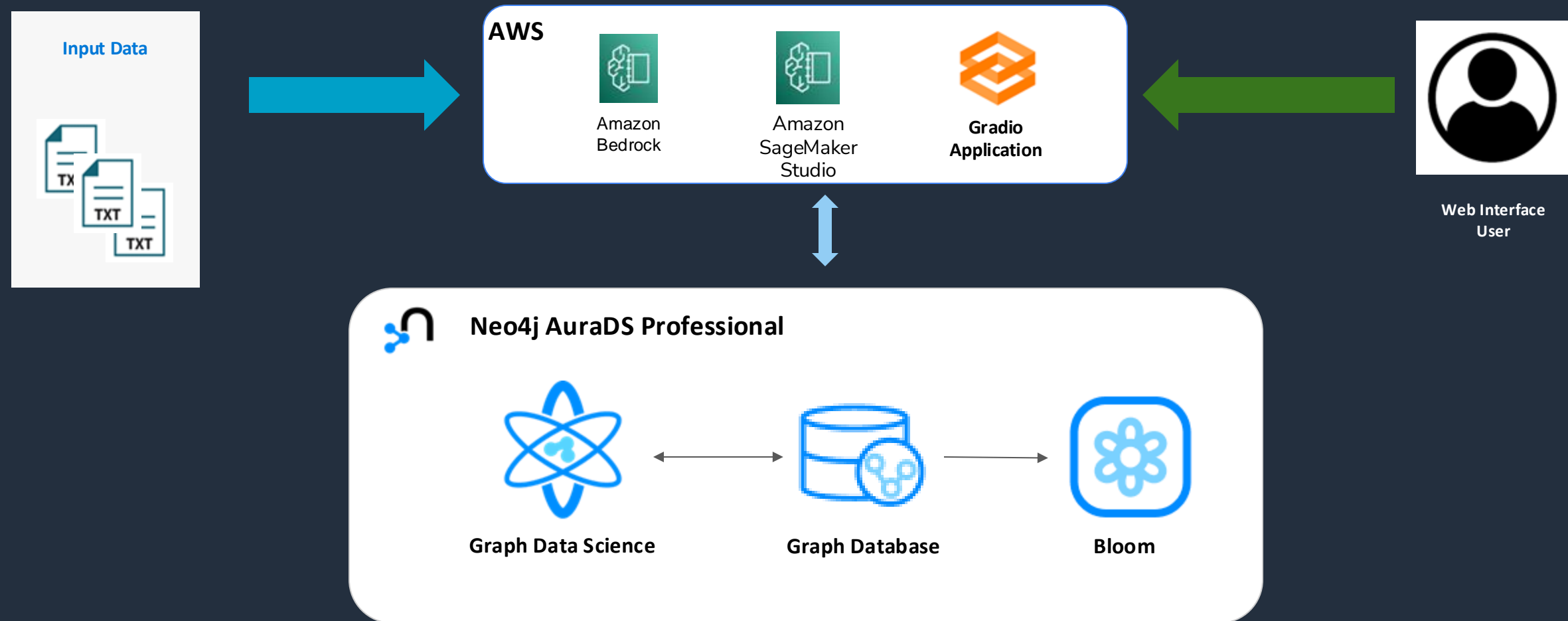


- Public Sector
- AWS PrivateLink Ready
- Amazon SageMaker Ready
- AWS Marketplace Seller

- ML Software Competency
- Data & Analytics Software Competency

Hands on Lab with Neo4j and Amazon Bedrock

Neo4j and Amazon Bedrock

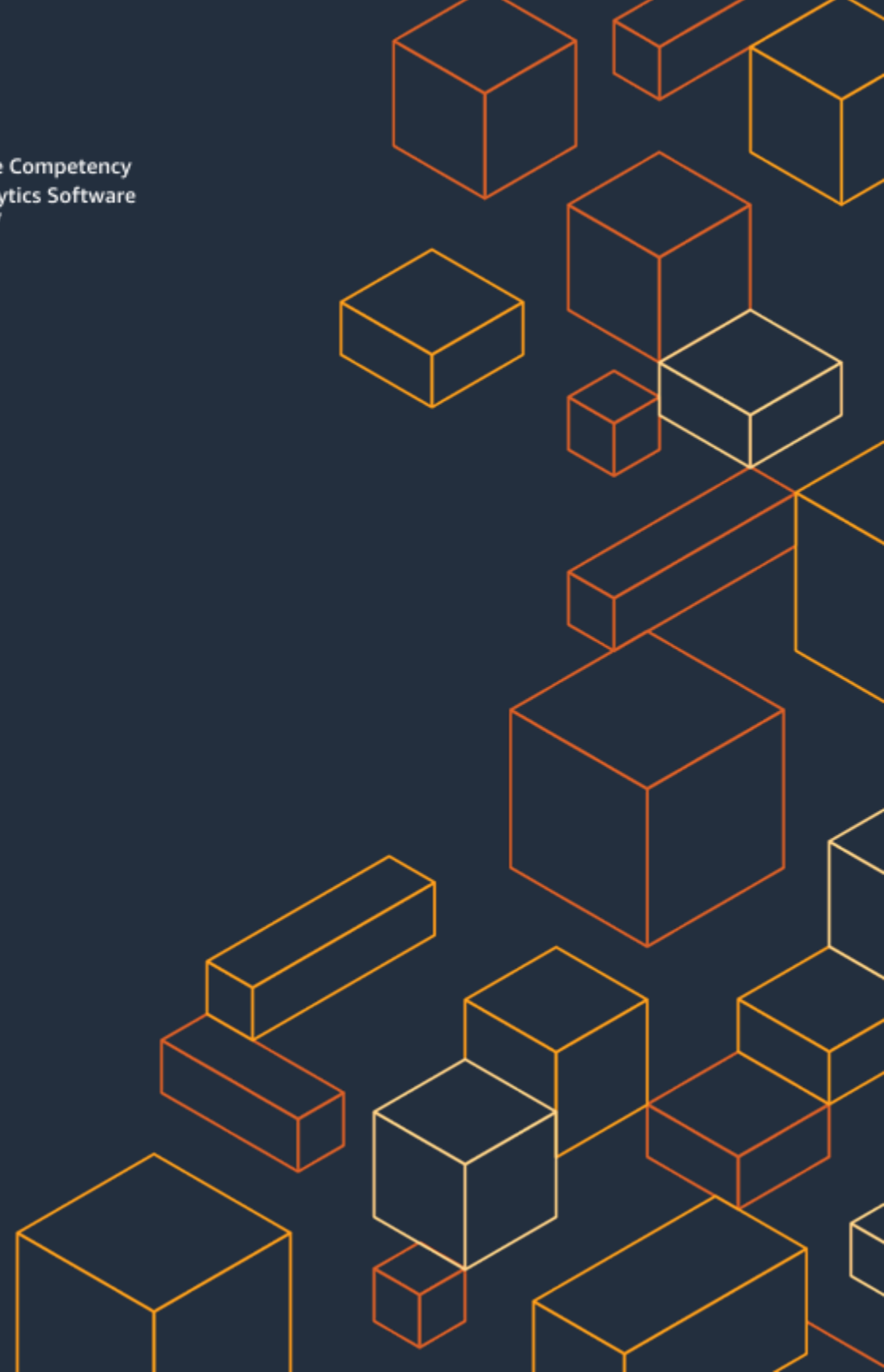




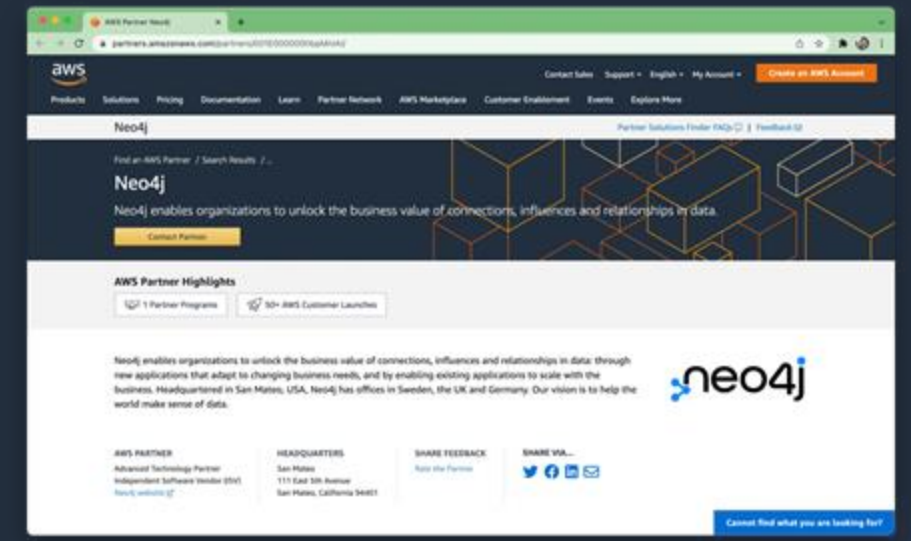
- Public Sector
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Introduction to Neo4j



Neo4j and AWS Partnership



- >40% of Neo4j customers run on AWS
- Member of AWS Partner Network since 2013
- Collaborative Joint Engineering

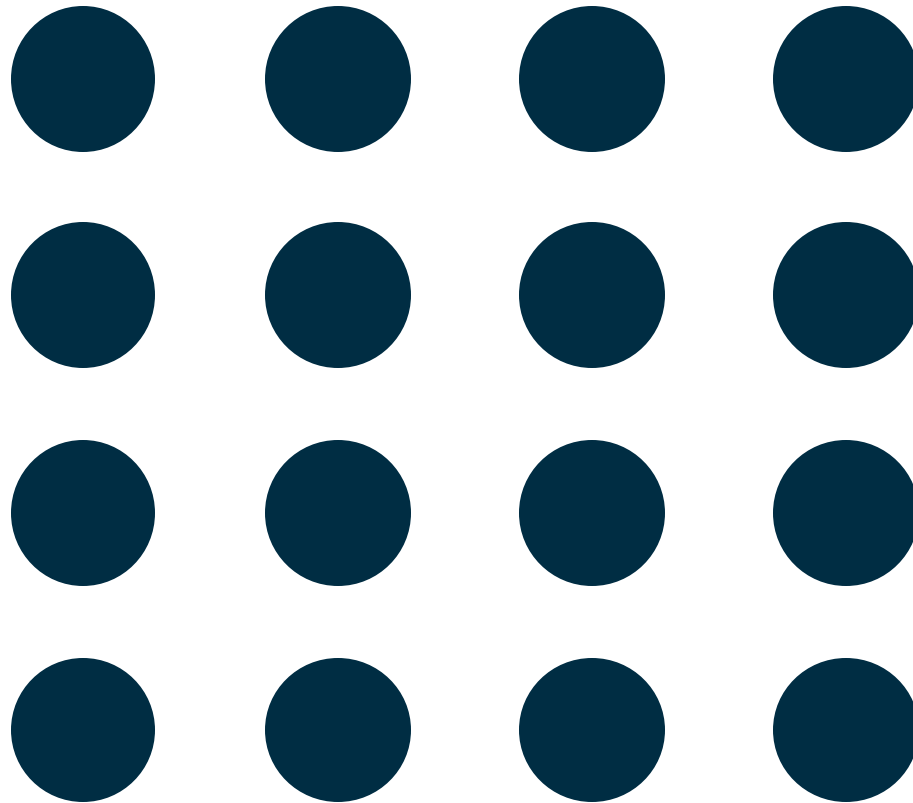
- APN Advanced Tier Partner
- AWS ISV Workload Migration
- APN Global Startup
- ISV Accelerate
- SRRP

- AWS Marketplace Seller
- AWS Public Sector Partner

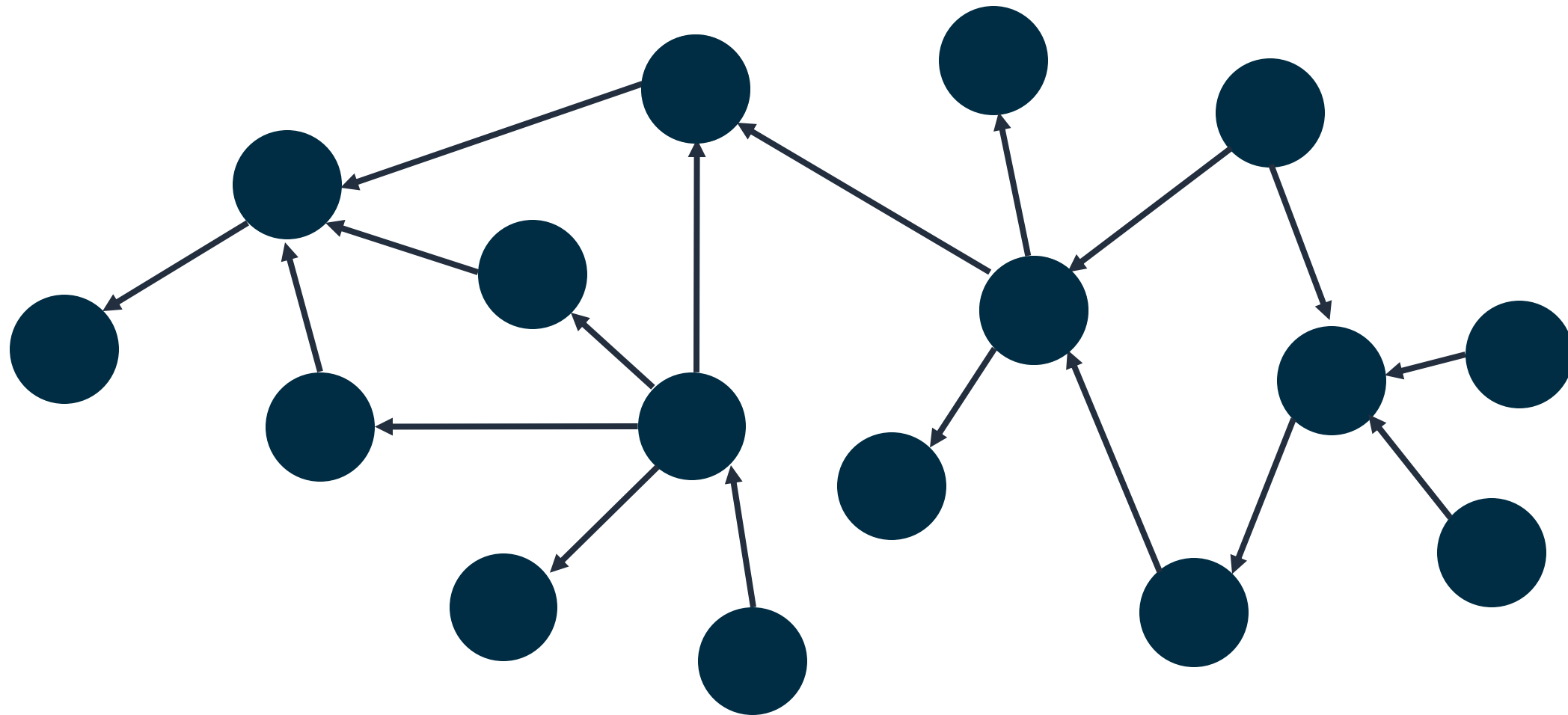
- ML Competency
- Data and Analytics Competency

- SageMaker Service Ready
- PrivateLink Service Ready

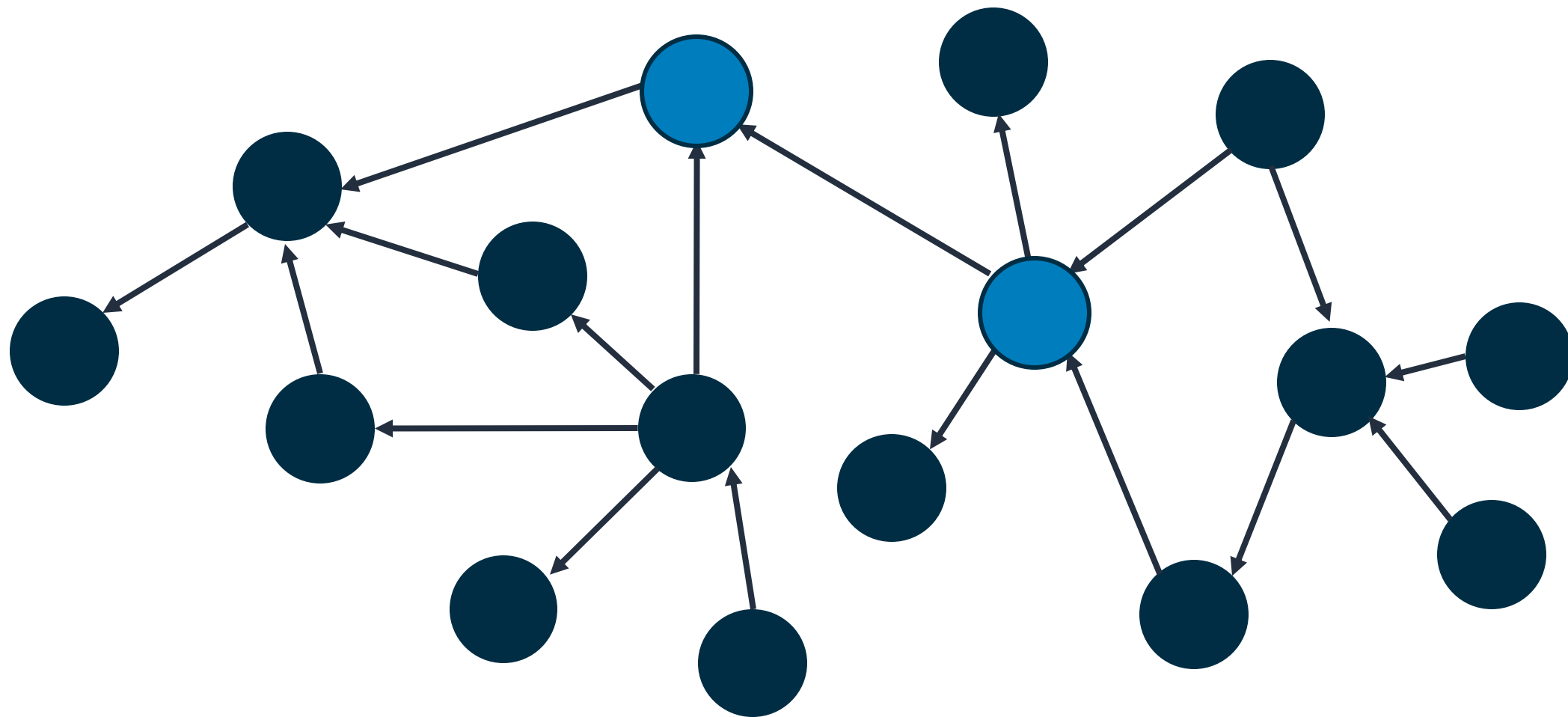
It's Not What You Know



It's Who You Know



It's Who You Know *And Where They Are*



Why use a graph database?

X360°

- Customer 360° ← most common 1st use case
- Product 360°
- Employee 360°

Enterprise Data Fabric (EDF)

- Data Unification
- Master Data Management

Process

- Customer Journey
- Lead to Order
- Order to Cash

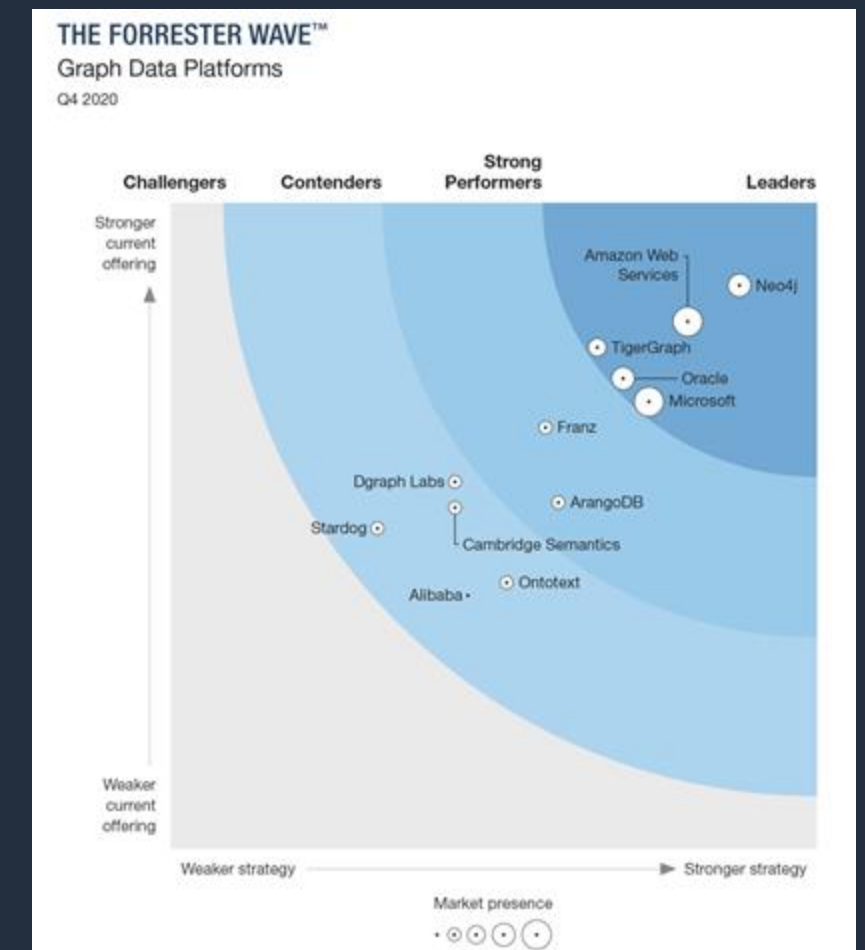
Risk

- IT Configuration Management
- Cybersecurity / Access Control
- Supply Chain / Vendor Management
- Internal Audit / Fraud Detection



Neo4j is the leading graph database.

- The first graph data science platform
- The most flexible graph data model
- The easiest-to-use graph query language



Thousands of organizations use Neo4j.

- 20 of the top 25 financial firms
- 7 of the top 10 retailers
- 7 of the top 10 software vendors



Select Neo4j and AWS Joint Customers



Adobe



FINANCIAL
TIMES



AstraZeneca



Vanguard®

dun & bradstreet



verizon



LendingClub



Airbus

CATERPILLAR®



LEVI STRAUSS & CO.

Neo4j is easy to use on AWS

The image displays two overlapping screenshots of the AWS Marketplace page for Neo4j Aura Professional. The background screenshot shows the 'About Neo4j' section, which includes the Neo4j logo and a description of the company's graph database technology. The foreground screenshot shows the 'Product Overview' section, which includes the Neo4j logo, a description of the product, and a 'Highlights' box.

Background Screenshot (About Neo4j):

- URL: aws.amazon.com/marketplace/seller-profile?id=23ec694a-d2af-4641-b4d3-b7201ab2
- Search bar: Search
- Navigation: About, Categories, Delivery Methods, Solutions, AWS IQ, Resources, Your Saved List
- Header: aws marketplace
- Section: About Neo4j
- Text: Neo4j is the leader in graph database technology. As the world's most widely deployed graph database, we help global brands reveal and predict how people, processes, and systems are interrelated. Using this relationships-first approach, applications built with Neo4j tackle connected data challenges such as analytics and artificial intelligence, fraud detection, real-time recommendations, and knowledge graphs. Find out more at neo4j.com.

Foreground Screenshot (Product Overview):

- URL: aws.amazon.com/marketplace/pp/prodview-2t3o7mnw5ypee?sr=0-4&ref_=beagle&applicationId=AWSMPContessa
- Search bar: Search
- Navigation: About, Categories, Delivery Methods, Solutions, AWS IQ, Resources, Your Saved List
- Header: aws marketplace
- Section: Neo4j Aura Professional
- Sold by: Neo4j
- Description: Fully-managed, always-on graph database as a service for intelligent, context-driven applications using connected data sets. Built on the battle-tested Neo4j graph platform.
- Buttons: View purchase options, Save to list
- Navigation: Overview, Pricing, Usage, Support, Reviews
- Section: Product Overview
- Text: Neo4j Aura Professional on Amazon Web Services (AWS) empowers developers and data scientists to quickly build scalable, AI-driven applications and analyze big data with algorithms. Neo4j stores and manages data in its more natural, connected state, maintaining data relationships that deliver lightning-fast queries, a deeper context for analytics, and an intuitive modifiable property graph data model.
- Text: Neo4j AuraDB is a fully managed graph database as a service for developers building graph-powered applications on AWS. Build intelligent, context-driven applications faster with lightning-fast queries, real-time insights, built-in developer tools, data visualization, and integrations supported by the largest graph developer community.
- Text: The Professional Edition of Neo4j AuraDB is optimized for small to medium scale applications in advanced development or production environments.
- Text: Learn more about Neo4j AuraDB - <https://neo4j.com/cloud/platform/aura-graph-database>
- Section: Highlights
- List: Fully-managed graph database-as-a-service supporting flexible property graph data model and Cypher query language

Wait... What is a (Property) Graph?!

Nodes

- Can have Labels to classify nodes
- Labels have native indexes

Relationships

- Relate nodes by type and direction

Properties

- Attributes of Nodes & Relationships
- Stored as Name/Value pairs
- Can have indexes and composite indexes
- Visibility security by user/role

name: "Dan"
born: May 29, 1970
twitter: "@dan"



name: "Ann"
born: Dec 5, 1975



MARRIED TO

LOVES

LOVES

DRIVES

OWNS

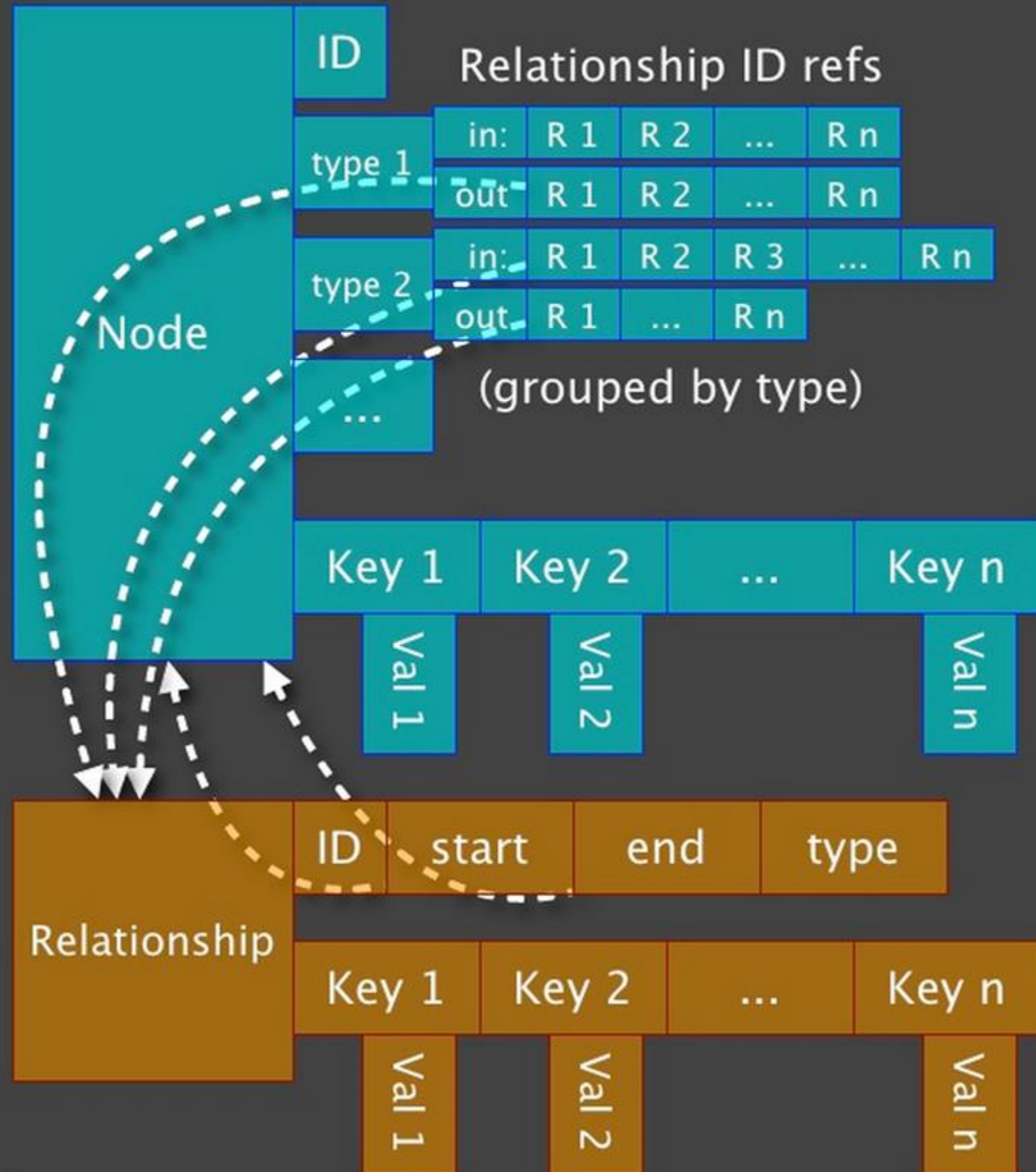
since:
Jan 10, 2011

since:
Dec 14, 2010

brand: "Volvo"
model: "V70"
Latitude: 37.5629900°
Longitude: -122.3255300°



What we put in cache



Neo4j Secret Sauce

1

Pointers instead of Lookups

2

Fixed Sized Records

3

“Joins” on Creation

4

Spin Spin Spin through this data structure

Now, let's get started with the lab...

<https://github.com/neo4j-partners>

<https://github.com/neo4j-partners/hands-on-lab-neo4j-and-bedrock>

Complete labs 0, 1 and 2.

