

ANT336

# Building data mesh architectures on AWS

Ian Meyers

Director, Product Management  
AWS Analytics Service

Nivas Shankar

Principal Product Manager  
AWS Lake Formation

Travis Muhlestein

Chief Data & Analytics Officer  
GoDaddy

# ANT336

## Building data mesh architectures on AWS

### Speakers

- Travis Muhlestein, Chief Data & Analytics Officer, GoDaddy
- Nivas Shankar, Principal Product Manager, AWS
- Ian Meyers, Director of Product Management, Amazon Web Services

### Announcements

- ❖ None

### Takeaways

- ❖ Good overview of modern Data Mesh and how it might be realized on AWS
- ❖ In [2022 Data Management Hype Cycle](#) Gartner proclaims Data Management Obsolete before plateau.

### Azure

- ❖ You can build a Data Mesh architecture in Azure too.

[< Section Header](#)  
[< Table of Contents](#)

## Modern Data Strategy & Challenges

- See [ANT205](#) – Achieving your modern data architecture

## Why Data Mesh

- Acknowledges that data challenges exist and seeks to work within those constraints.
  - Use existing investments in data platforms and treat them as independent domains
  - Improve data governance by pushing policy down to data domains
  - Provides a clear mechanism for centralized data discovery
  - Provides self-service data sharing features to allow owners to grant access to consumers
  - Allows leaders to measure and invest in data products based on usage and business value.

## Design Goals & Core Principles - [Watch](#)

- Four core principles of a Data Mesh Architecture
  - Data domain ownership
  - Data as a Product
  - Federated computational governance
  - Self-serve Sharing
- Data Mesh Design Goals
  - Enable organizations to get value from data at scale
  - Create business-oriented data products that can support the top strategic goals
  - Allow business domains federated governance through lightweight centralized policy by removing bottlenecks
  - Encourage data-driven agility
  - Support the sharing of data products, with the goal of delighting the

### Favorite Quotes

- “Everyone wants to be a data consumer, no one wants to be a producer”

experience of data users

- Data Mesh Architecture – How it might [look in AWS](#)
  - Decentralized, lightweight federated governance across domain-oriented data systems to drive governed sharing.
  - Lake Formation and Data Zone allow for policies on what the data is and who can access it.

## Why GoDaddy built a Data Mesh

- [Watch](#)
- Business Outcomes of the Strategy
  - Created hierarchical views of data products at different levels so that business users can analyze information to make quicker business decisions
  - Automated access management framework to enable self-served access to data within and across lines of business
  - Accelerated the data platform adoption to 10+ LOBs and 300+ teams globally
  - Enabled data scientists to find and access data needed to generate ML models across LOBs
  - Achieved 10s of millions of dollars in cost savings from data reuse and better management of purchased datasets.

# Why data mesh?

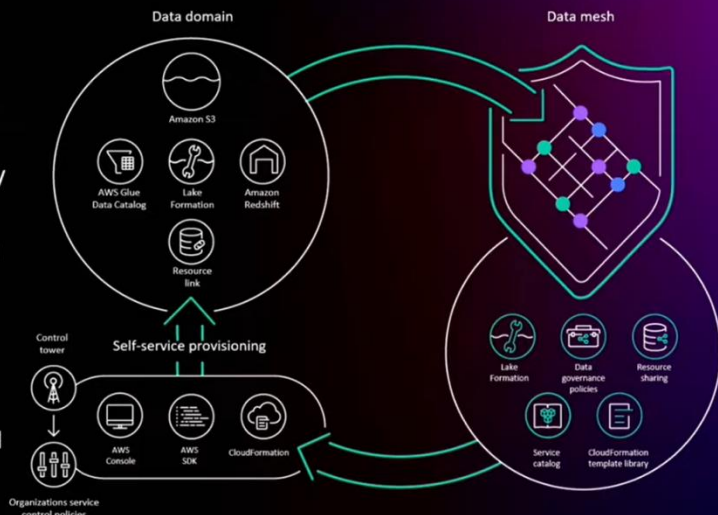
Use existing investments in data platforms and treat them as independent “domains”

Improve data governance by pushing policy down into data domains

Provides a clear mechanism for centralized data discovery

Provides self-service data sharing features to allow domain owners to grant access to consumers

Measure and invest in data products based on usage and business value



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# Data mesh: Four core principles



## Data owner

### Data domain ownership

A data mesh features data domains as nodes, which exist in data lake accounts; it is founded in decentralization and distribution of data responsibility to people closest to the data



## Data engineer

### Data as a product

A data producer contributes one or more data products to a central catalog in a data mesh account; DaaP must be autonomous, discoverable, secure, and correct, and useable



## Data steward

### Federated computational governance

Federated data governance is how data products are shared – delivering discoverable metadata auditability based on federated decision-making and accountability structures



## Data consumer

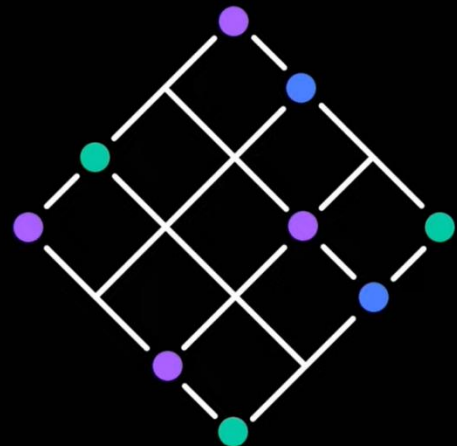
### Self-serve sharing

The platform streamlines the experience of data users to discover, access, and use data products; it streamlines the experience of data providers to build, deploy, and maintain data products



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# Data mesh design goals



Enable organizations to **get value from data** at scale

Create a **business-oriented data products** that can support the top strategic goals

Allow business domains **federated governance** through lightweight centralized policy by **removing bottlenecks**

Encourage **data-driven agility**

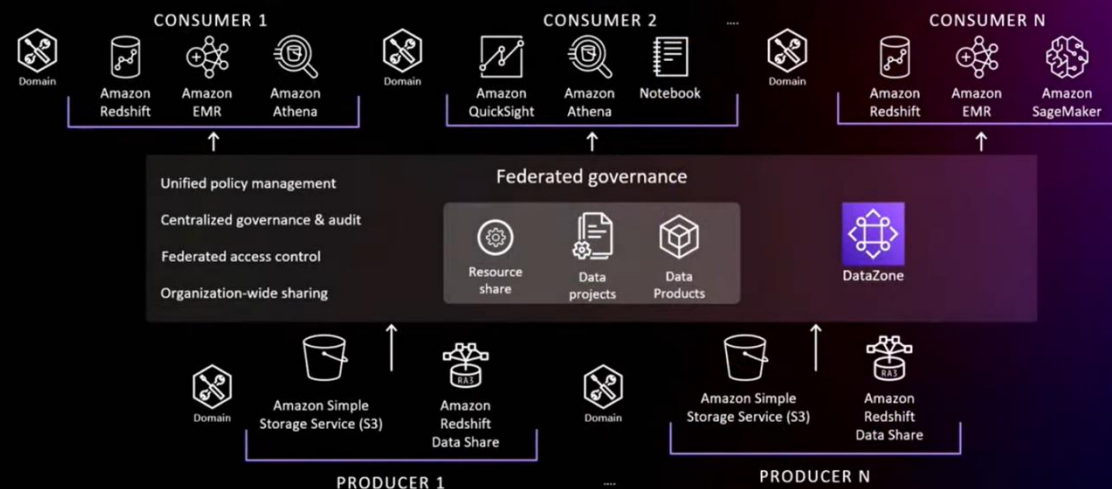
Support the **sharing of data products**, with the goal of **delighting the experience of data users**



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# Data mesh architecture

DECENTRALIZED, LIGHTWEIGHT FEDERATED GOVERNANCE ACROSS DOMAIN-ORIENTED DATA SYSTEMS TO DRIVE GOVERNED SHARING

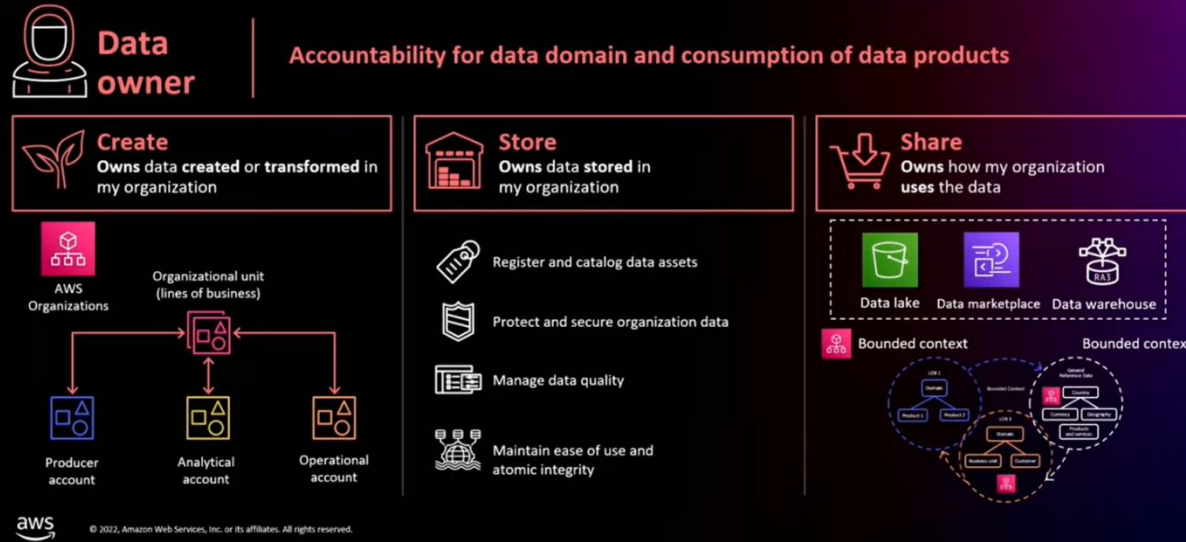


© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



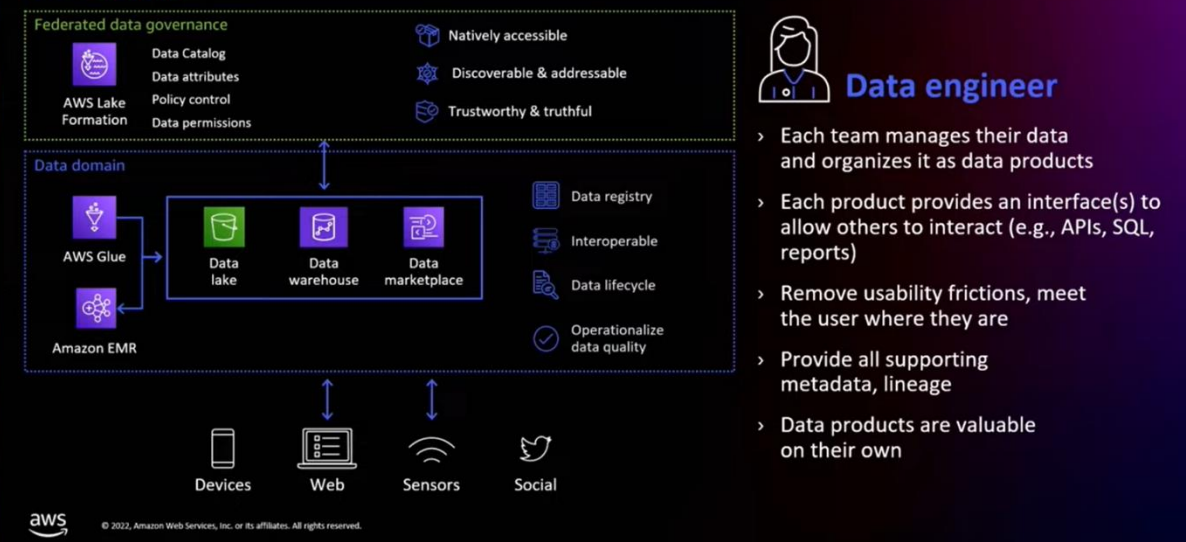
# Data mesh principle #1: Data domain ownership

DATA OWNERS ARE ACCOUNTABLE FOR THEIR DATA PRODUCTS TO BE RELIABLE, AVAILABLE, AND ACCURATE



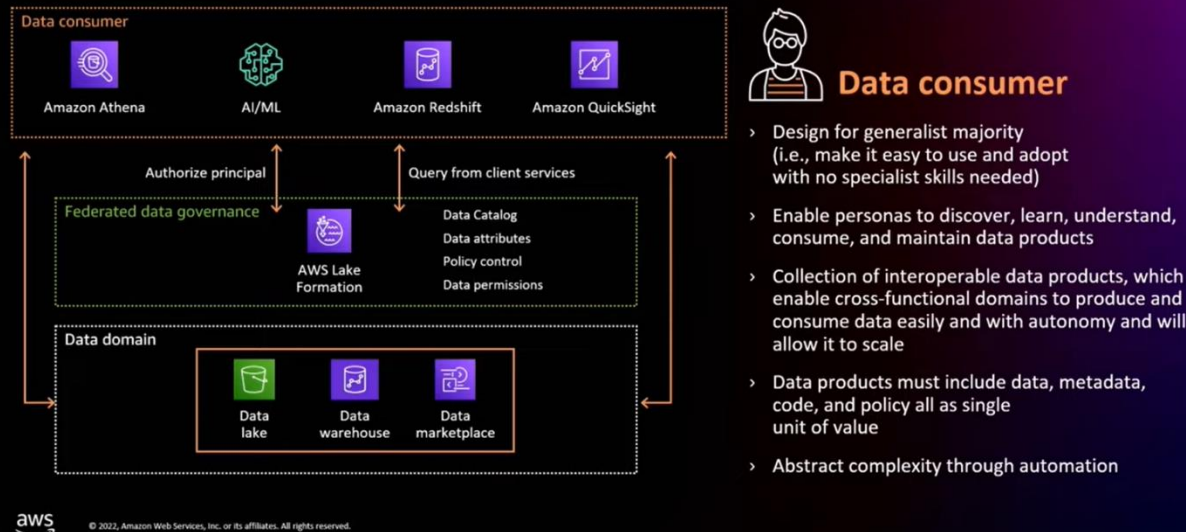
# Data mesh principle #2: Data as a product

DOMAIN-DRIVEN DESIGN TECHNIQUES TO FORMULATE AND ESTABLISH BOUNDED CONTEXTS FOR DATA PRODUCTS



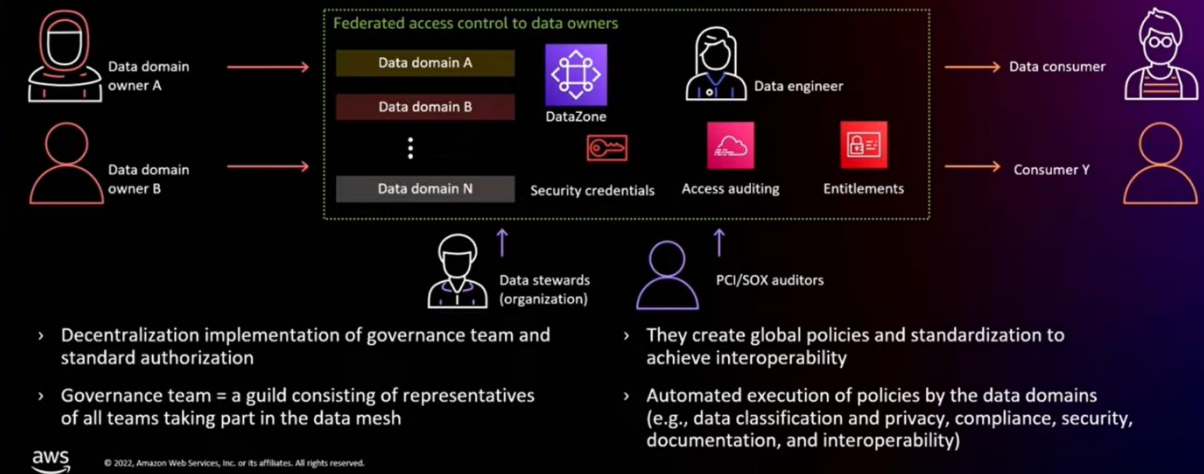
# Data mesh principle #3: Self-serve sharing

ECOSYSTEM OF SELF-SERVE DATA INFRASTRUCTURE WITH OPEN PROTOCOLS



# Data mesh principle #4: Federated data governance

GOVERNANCE MODEL THAT EMBRACES DECENTRALIZATION AND DOMAIN SELF-SOVEREIGNTY THROUGH DECISION-MAKING MODEL LED BY FEDERATION OF DATA PRODUCT OWNERS





The diagram illustrates the AWS Lake Formation federated governance architecture across multiple data domains. It shows a central organization managing multiple data domains.

**Data domain organization N** (Left):

- 1. Register data location
- 2. Grant share tables
- 3. Create local database
- 4. Create table resource link
- 5. Transform & enrich
- 6. Grant share tables

**Central organization – federated governance account** (Center):

- 7. Share assets collections
- 8. Subscribe and query shared data products
- 9. Grant consumer permission

**Data domain organization 1** (Right):

- 1. Register data location
- 2. Grant share tables
- 3. Create local database
- 4. Create table resource link
- 5. Transform & enrich
- 6. Grant share tables

The diagram also shows the following components and actions:

- Data Lake** (Green bucket icon)
- AWS Lake Formation** (Purple icon)
- Data Catalog** (Blue icon)
- Table column tags** (Blue icon)
- AWS Glue** (Blue icon)
- Amazon EMR** (Blue icon)
- AWS Data Exchange** (Blue icon)
- DataZone** (Blue icon)
- Data projects** (Blue icon)
- Data Products** (Blue icon)
- Populate metadata** (Blue icon)
- Table share tables** (Blue icon)
- Central catalog updated regularly from each data domain** (Text)

**Manage products: 11,202**

- Active users
- Entitlements: GoDaddy Payments, W+M, Office365
- Upcoming renewal: Web+New-Listing
- Upcoming renewal date: 10/2/2023
- Autopay: On

**Product engagement: 20,042**

- Product engagement
- Top prod name: WAM
- Total active time: 14hrs 22mins
- Websites published: 23
- Websites updated: 204

**First milestone use: 10,480**

The diagram illustrates the AWS Data Lake Architecture, showing the flow of data from various sources into a central data lake and then to various destinations.

**Self-service\***

**Systems of record**

**Producer domains**

**Utility domains**

**Consumer domains**

**1<sup>st</sup> party**  
**3<sup>rd</sup> party**  
**Services**  
**Products**

**Data ingress**

**Utility domains**

**Notebook**

**Machine learning, data tooling, and experimentation**

**Data processing (streaming & batch)**

**S3**

**Data lake (storage & metadata)**

**Data egress**

**Data products**

**Business insights**

**Enhanced governance**

**Data governance\* and the data interfaces**

**Self-service\***

**AWS native and third-party services**

Spark, Tecton, Tableau Cloud, Alation Searchability (Catalog)

**SageMaker**

**AWS Glue**

**AWS Lake Formation**

**Amazon Redshift**

**Amazon EMR**

**Amazon Athena**

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

GoData

The diagram illustrates a Data Mesh architecture. At the center is a **Core (Data/ML) Platform** and a **Data & Analytics Hub**. The Core platform includes components like Data Governance, QD Data, Usage, Quality & Trust, Control Plane/Data Plane, Data Discovery, Observability, Catalogs, and Compute as Service. The Data & Analytics Hub includes Operational Analytics, Analytics IDE, Data Products, and Best Practices, Patterns. Surrounding the core are four **Spoke** domains: **Marketing (Spoke)**, **USI (Spoke)**, **Care (Spoke)**, and **Business Unit (Spoke)**. Each spoke contains Operational Analytics, Analytics, and Data Products. The spokes are connected to the core and hub via bidirectional arrows. The entire architecture is supported by a cloud layer (AWS, GCP, Azure) and a management layer (Batch, Streaming, API, Events, Connectivity, Ingestion, Processing, Egress, GoData API Cloud, Service Catalog, CDM, Account Management, Public Cloud Portal).