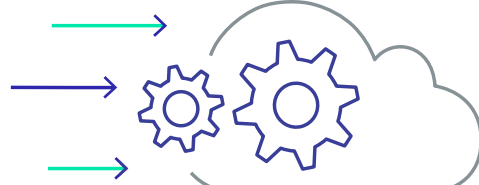


5 Steps to Modernize Your Data Strategy

The flywheel is a self-reinforcing loop made up of initiatives that feed into and are driven by each other. Recently, AWS unveiled the Data Flywheel: a framework that applies this strategy to help you derive maximum value from your data. As you build out your Data Flywheel, you're sure to encounter challenges. But AWS offers solutions that ease the process at every phase.



1 Move data and workloads to the cloud



PROBLEM:

Hundreds of thousands of businesses are moving their data to the cloud, but data migration presents its own unique problems.

44%

of businesses say they can't afford any downtime during cloud migration—or, at most, under an hour¹

To avoid bottlenecks, you'll need to consider your unique requirements for storage, preparation, validation, transfer marshaling, scale, etc.²

SOLUTION:

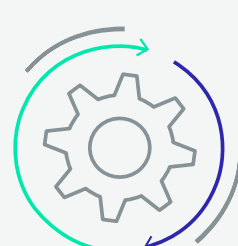
Smooth transition: Migrate data with virtually zero downtime using [AWS Database Migration Service](#)

Wide selection: Find the right cloud path for your data needs with a variety of AWS [cloud data migration services](#)

¹ <https://info.cloudendure.com/rs/094-DCS-290/images/2016%20Cloud%20Migration%20Survey.pdf>

² <https://www.infoworld.com/article/3268954/6-hidden-bottlenecks-in-cloud-data-migration.html>

2 Run fully managed databases, store all your data



PROBLEM:

Managing databases on your own is expensive, time-consuming, and complex.

31%

of businesses cite "lack of the right skill sets to manage and derive maximum value from cloud investments" as one of their top three cloud challenges³

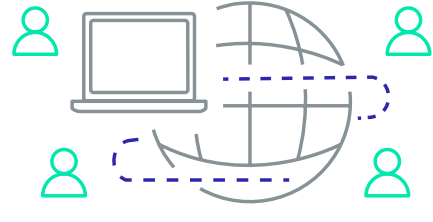
SOLUTION:

Minimum OpEx, maximum value: [Fully managed AWS databases](#) drive down operational expenses (OpEx) while delivering high availability, scalability, and efficiency, freeing your staff to focus on innovation.

Save, grow, and innovate faster: Learn how others are using [AWS databases](#)

³ <https://cdn2.hubspot.net/hubfs/1624046/2018%20Cloud%20Computing%20Executive%20Summary.pdf>

3 Build data-driven applications



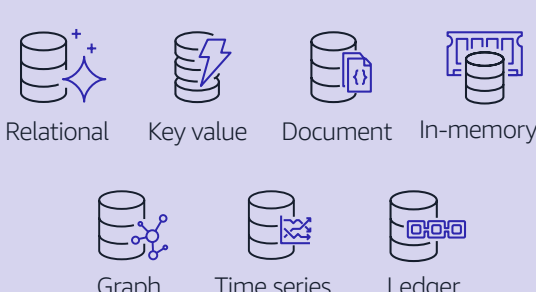
PROBLEM:

Requirements for data-driven applications are growing fast—a one size fits all monolithic approach doesn't work anymore.

USERS	LOCALITY
1K → 1M+	Local → Global
PERFORMANCE	VOLUME
Seconds → sub-milliseconds	GB → PB+

SOLUTION:

Purpose built: Equip your developers to use the [right database for the right job](#), so they can build use-case driven, highly scalable, distributed applications—faster and more efficiently.



4 Analyze data in your data lake



PROBLEM:

Performing critical analytics across all of your data is next to impossible using legacy models of siloed data.

60%

of businesses say "finding correlations across multiple disparate data sources" is the #1 challenge in their data-driven initiatives⁴

\$3.1T

Poor quality data costs the U.S. \$3.1 trillion annually⁵

SOLUTION:

No silos: [Building data lakes on AWS](#) using [Amazon S3](#) and [AWS Lake Formation](#) allows you to collect and store data once in standards-based-formats, in one centralized repository.

Faster, smarter: With AWS data lakes, analyze all of your data with the right tools to get deeper insights—no need to wait for data to be copied into multiple analytics engines.

⁴ https://cdn2.hubspot.net/hubfs/1624046/IDGE_Data_Analysis_2016_final.pdf

⁵ <https://www.ciodive.com/news/the-organizational-costs-of-data-thats-hidden-in-plain-sight/516405/>

5 Innovate with machine learning and blockchain



PROBLEM:

Getting started with Machine Learning and Blockchain technologies can be challenging.

Only 18% of companies have a clear strategy in place for sourcing the data that makes AI/ML work⁶

Less than 5% of organizations have incorporated ML extensively into their processes⁷

On average, **blockchain application developers charge \$81-\$100/hr⁸**, and demand for blockchain specialists far outweighs supply⁹

SOLUTION:

Trusted: More than 10,000 customers worldwide utilize [AWS for ML use cases](#)

ML-enabled: Through [Amazon SageMaker](#), you can:

Reduce data labeling costs by **up to 70%**

Built-in algorithms with **10x performance**

Reduce inference costs by **up to 75%**

Centralized and decentralized workloads: Leverage [Amazon Managed Blockchain](#) for building decentralized applications, or use [Amazon QLDB](#) for centralized applications that need to store data in an immutable and verifiable way

⁶ <https://www.mckinsey.com/featured-insights/artificial-intelligence/ai-adoption-advances-but-foundational-barriers-remain>

⁷ <https://www.informationweek.com/strategic-cio/executive-insights-and-innovation/most-ceos-dont-know-where-to-deploy-ai-within-their-business/a/d-id/1333603>

⁸ <https://www.codementor.io/freelance-rates/blockchain-developers>

⁹ <https://www.n-ix.com/outsourcing-blockchain-development-how-to-make-it-work/>

Ready to spin up perpetual momentum for your business?

Dig into the Data Flywheel >