

# Amazon Kinesis Data Firehose

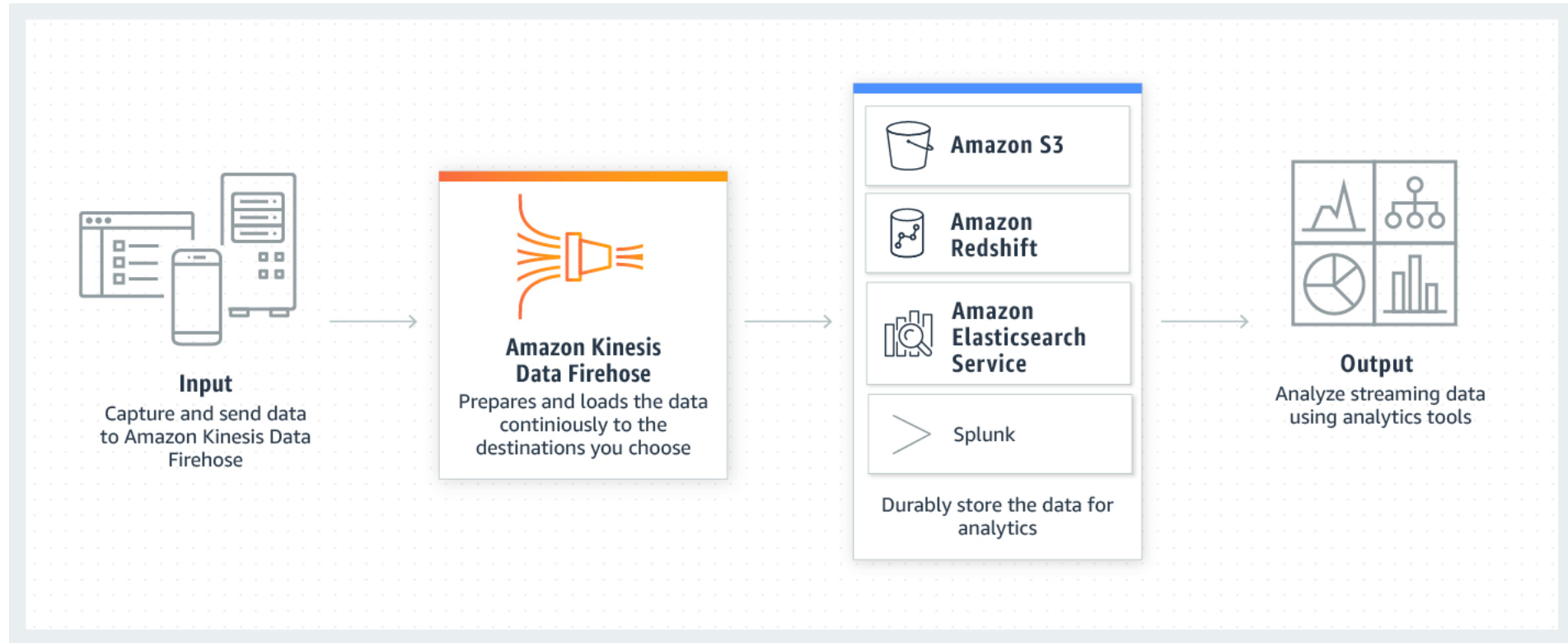
# Amazon Kinesis Data Firehose

- Amazon Kinesis Data Firehose is the easiest way to reliably load streaming data into data lakes, data stores and analytics tools.
- It can capture, transform, and load streaming data into Amazon S3, Amazon Redshift, Amazon Elasticsearch Service, and Splunk, enabling near real-time analytics with existing business intelligence tools and dashboards you're already using today.
- It is a fully managed service that automatically scales to match the throughput of your data and requires no ongoing administration.

# Amazon Kinesis Data Firehose

- It can also batch, compress, transform, and encrypt the data before loading it, minimizing the amount of storage used at the destination and increasing security.
- You can also configure your delivery stream to automatically convert the incoming data to columnar formats like Apache Parquet and Apache ORC, before the data is delivered to Amazon S3, for cost-effective storage and analytics.
- With Kinesis Data Firehose, you only pay for the amount of data you transmit through the service, and if applicable, for data format conversion. There is no minimum fee or setup cost.

# Amazon Kinesis Data Firehose



# Use Cases

- **IoT Analytics** – Loading the data into S3 and Redshift
- **Clickstream Analytics** - You can stream billions of small messages that are compressed, encrypted, and delivered to Amazon Elasticsearch Service and Amazon Redshift. From there, you can aggregate, filter, and process the data, and refresh content performance dashboards in near real-time.
- **Log Analytics** - You can easily install and configure the Amazon Kinesis Agent on your servers to automatically watch application and server log files and send the data to Kinesis Data Firehose. Kinesis Data Firehose continuously streams the log data to Amazon Elasticsearch Service, so you can visualize and analyze the data with Kibana.

# Use Cases

- **Security monitoring** - Kinesis Data Firehose supports Splunk as a destination. This means that you can capture and send network traffic flow logs to Kinesis Data Firehose, which can transform, enrich, and load the data into Splunk. With this solution, you can monitor network security in real-time and alert when a potential threat arises.

# Features

- Easy launch and configuration
- Load new data in near real-time
- Elastic scaling to handle varying data throughput
- Support for built-in data format conversion – Apache ORC or Parquet
- Integrated data transformations – Using Lambda
- Support for multiple data destinations
- Optional automatic encryption
- Metrics for monitoring performance
- Pay-as-you-go pricing