



aws INNOVATE

DATA EDITION

AUGUST 30, 2023

Build an intelligent enterprise data platform

Unni Pillai

Head of Technology (FSI)
AWS

Matthew Worthy

Executive Director
DataFirst, Data Security Product Owner
DBS Bank

Put data to work



Make better
decisions



Improve
efficiencies

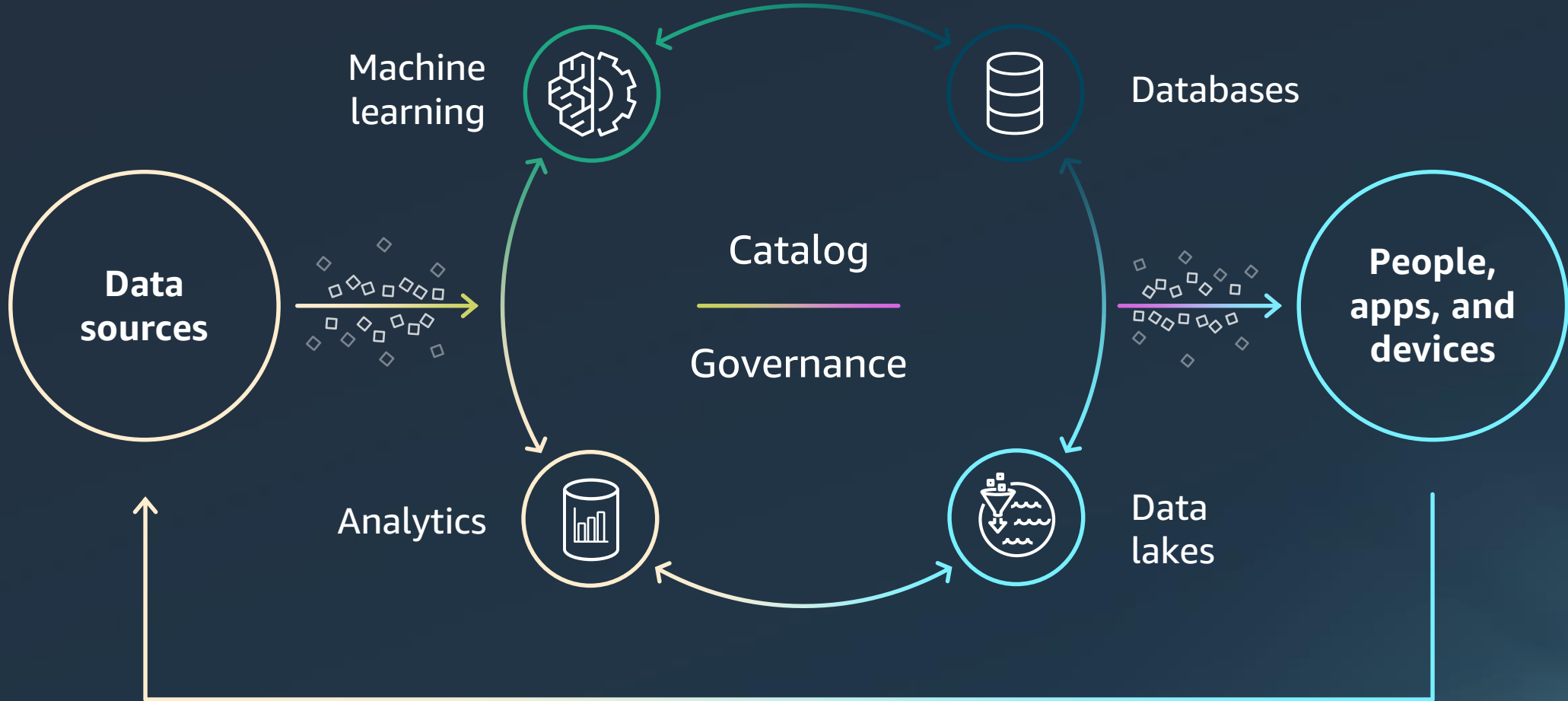


Respond
faster



Uncover
opportunities

Modern data strategy in action



AWS analytics pillars



Scalable
data lakes



Purpose-built
for performance
and cost



Serverless
and easy to
use



Unified data
access, security,
and governance



Built-in
machine
learning



Scalable data lakes

Broadest portfolio
of analytics tools

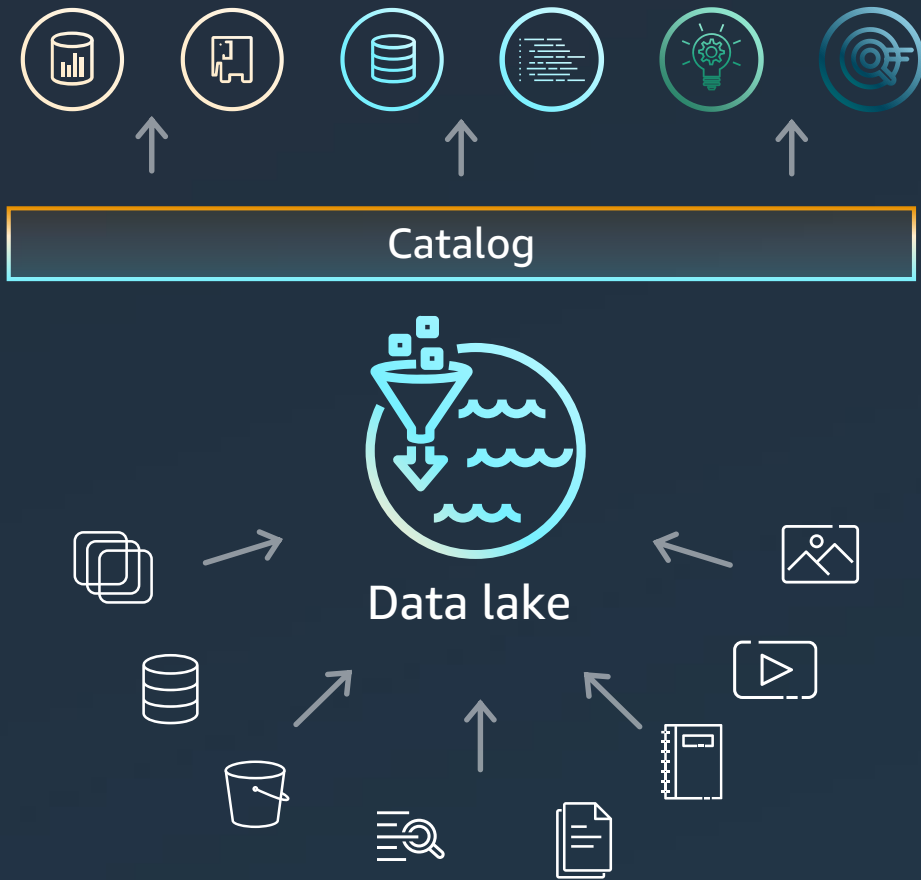


Amazon
S3

Unmatched durability,
availability, and scalability

Built to store and retrieve
any amount of data

The benefits of data lakes



Store all your data in open formats

Cost-effectively scale storage to exabytes

Decouple storage from compute

Choice of analytical and ML engines

Process data in place



Purpose-built for performance and cost



AMAZON
REDSHIFT

Data
warehousing



AMAZON
ATHENA

Query all your
data using SQL
or Python



AMAZON
EMR

Big data
processing



AMAZON
OPENSEARCH
SERVICE

Log and search
analytics



AMAZON
KINESIS &
AMAZON MSK

Real-time
analytics



Serverless
and easy to use

Serverless options for data analytics on AWS





Unified data access, security, and governance

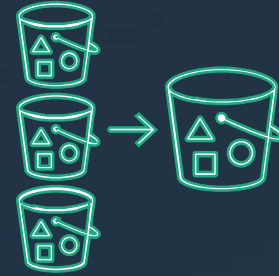
Challenges of building and securing modern data lakes



Support updates
and deletes



Row-level,
fine-grained,
secure sharing



Automatic storage
optimization



ML integration

AWS brings ML closer to data



Databases

+



Data warehouses
+ data lakes

+



Business
intelligence tools

AMAZON
AURORA ML



AMAZON
NEPTUNE ML



AMAZON
REDSHIFT ML



AMAZON
ATHENA ML



AMAZON
QUICKSIGHT
ML





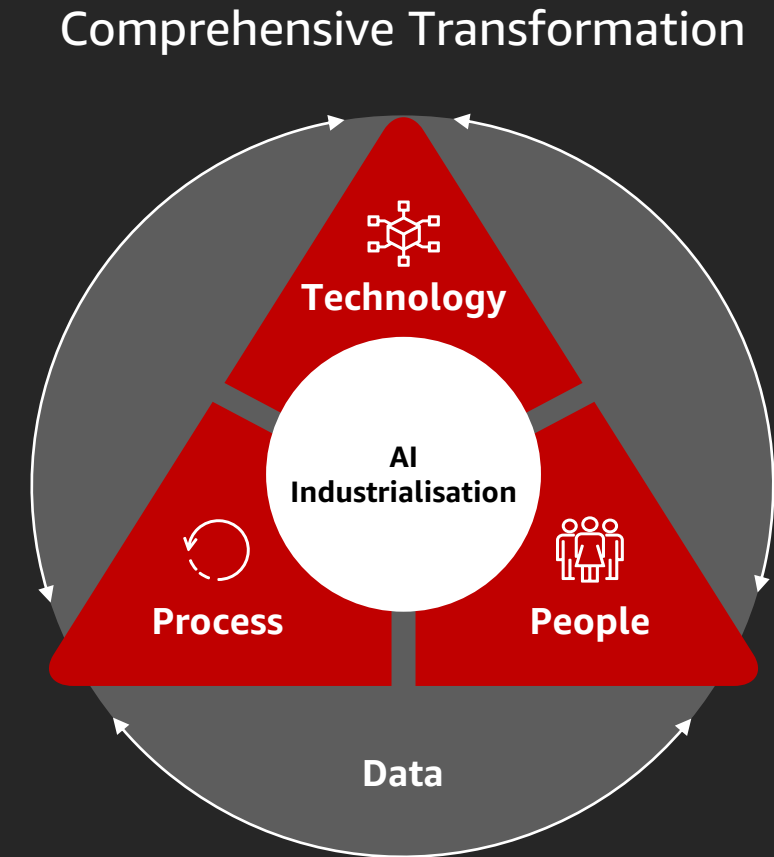
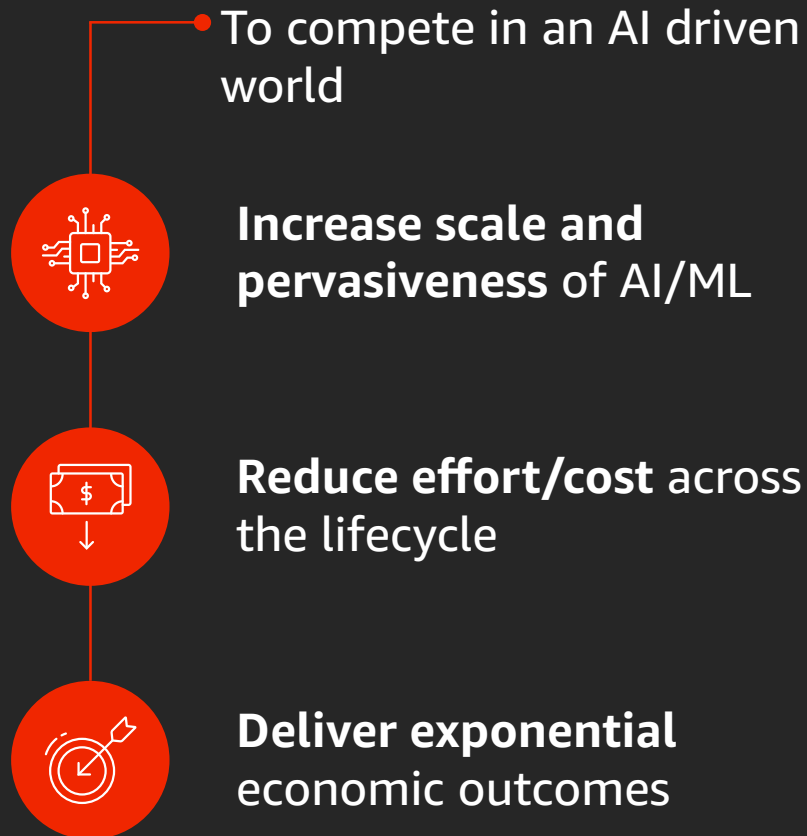
Live more,
Bank less

Case study: Bank-wide AI industrialisation with DBS

MATTHEW WORTHY

Executive Director,
DataFirst, Data Security Product Owner, DBS Bank

In 2018 we recognized AI Industrialisation would be a **defining competitive advantage** and scaled it bank-wide





Lady Ada Lovelace

The first computer programmer
published the first algorithm
intended to be carried out by a
computer



Alan Turing

**The father of theoretical
computer science and AI**

We have built key capabilities in ADA and ALAN, transforming the end-to-end AI/ML process




**DATA
ACQUISITION**

All data in a
Single Source
of Truth


**DATA
ACCESS & SECURITY**

Instant access
to permitted
data


**DATA DISCOVERY &
UNDERSTANDING**

Data discovery
and understanding
in minutes


**MODEL
DEVELOPMENT**

Highly scalable
compute


**MODEL
DEPLOYMENT**

Cutting edge
analytics
capabilities



**KNOWLEDGE
REPOSITORY**

Shortened
learning curve

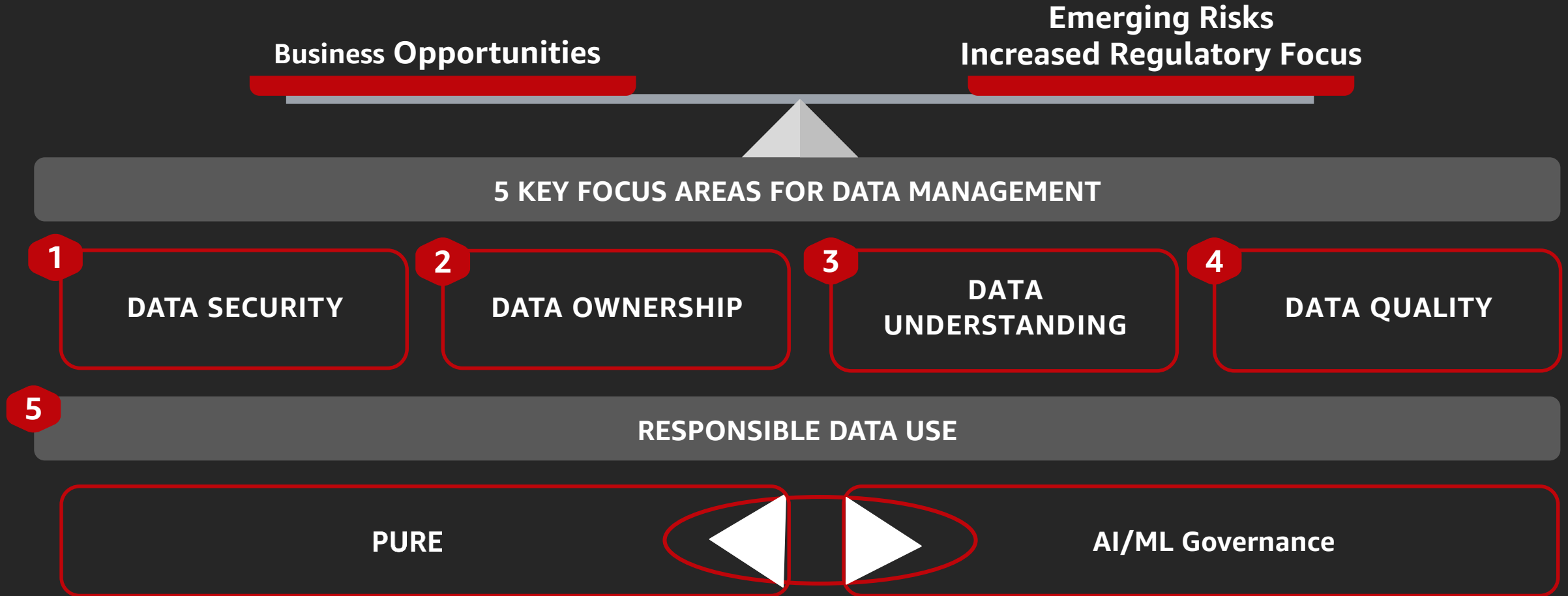
**REUSABLE
ASSETS**

End-to-end
acceleration

Knowledge repository: *use cases, data, models, best practices*

Common way of working with AI

We designed a Data Management framework to be outcome based, pragmatic and non-theoretical across 5 focus areas

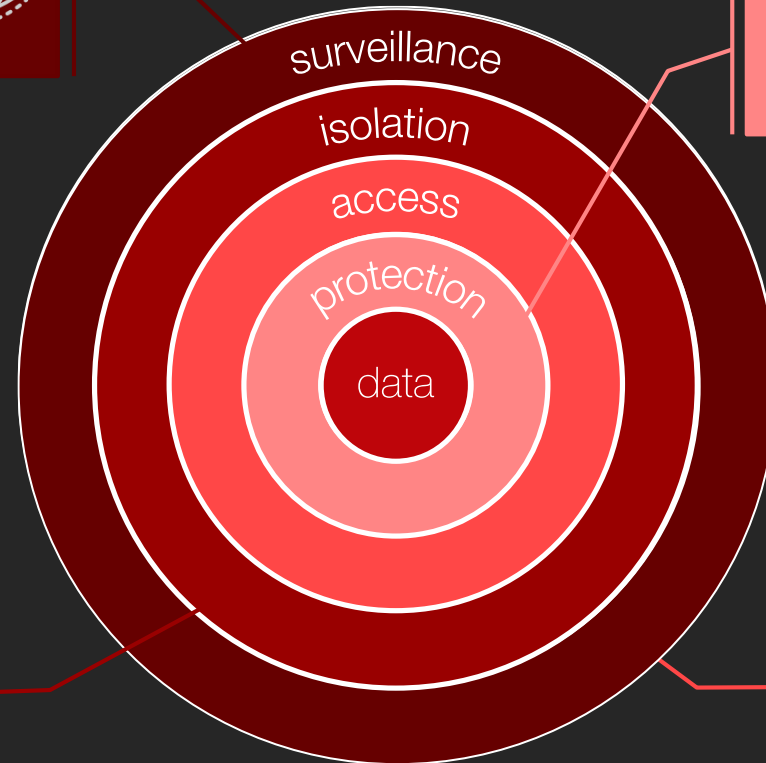


To reduce time to data whilst keeping it safe, we developed an industry leading holistic Enterprise Data Security Framework

Increasing data surveillance
allows for broader data access



Reduce risk with extra
protection of sensitive data



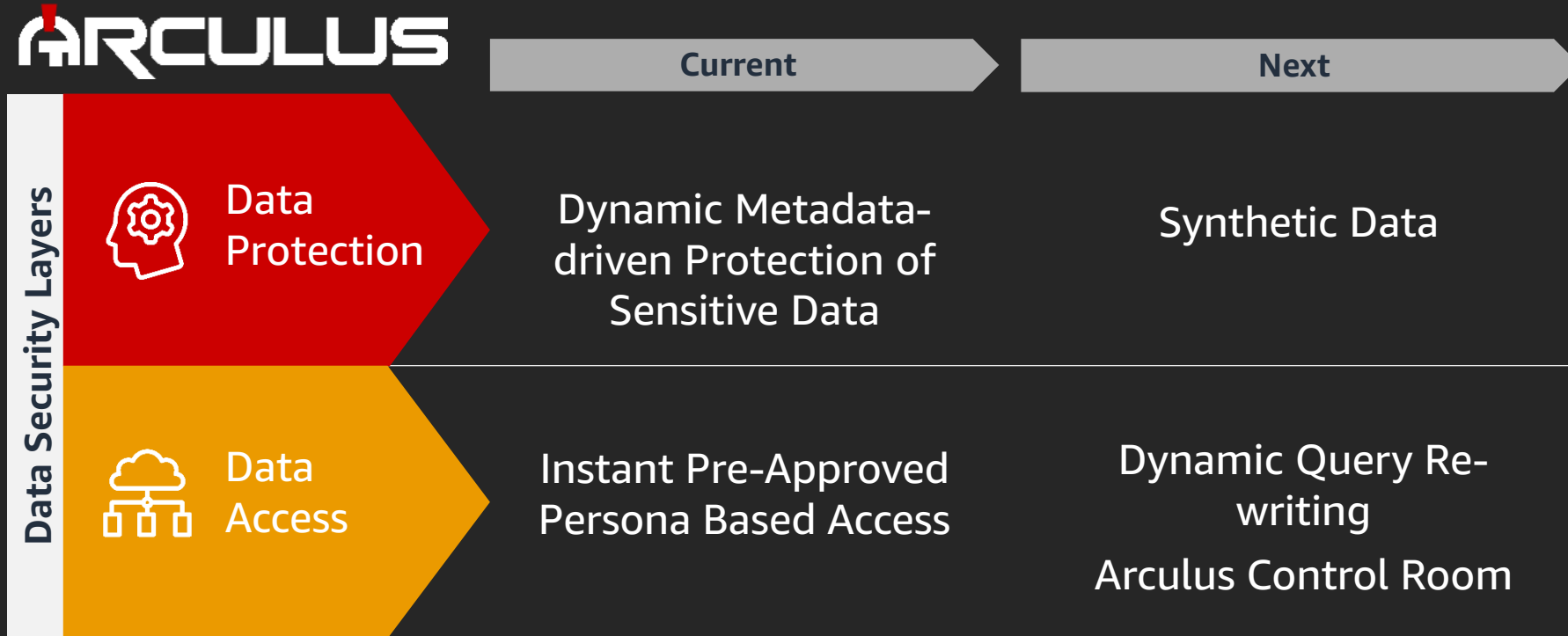
Isolating data within a
contained environment



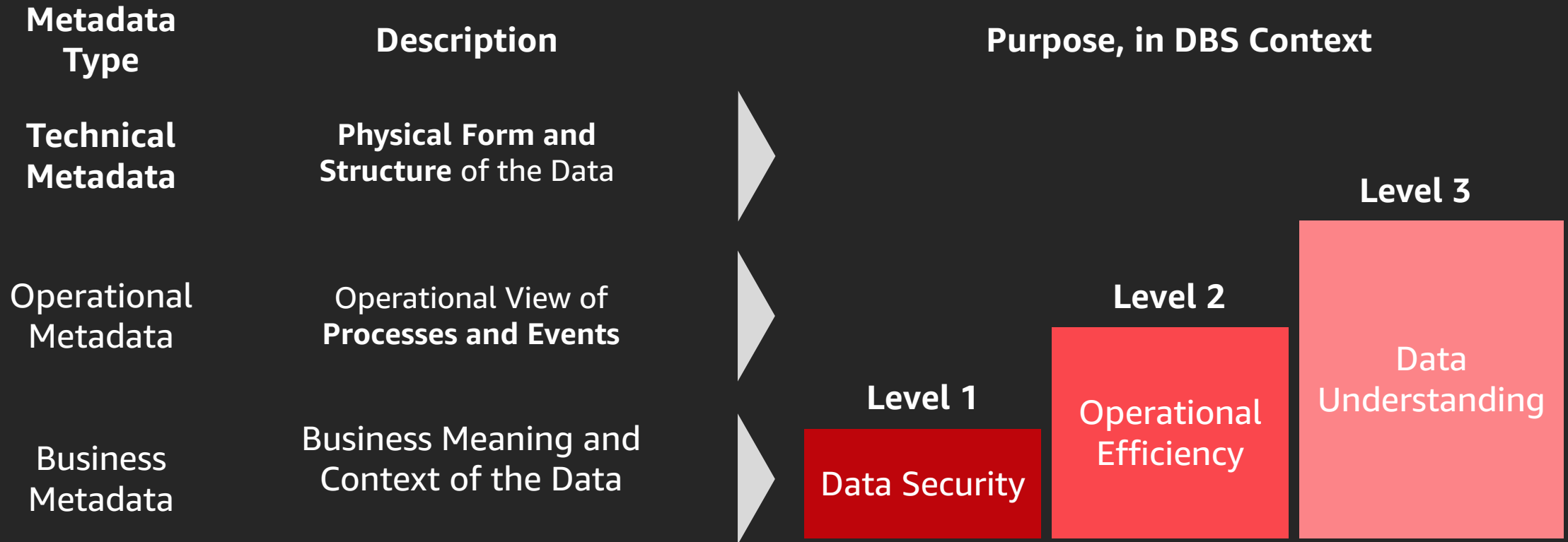
Pre-approved Persona Based
Access (PAPBA)



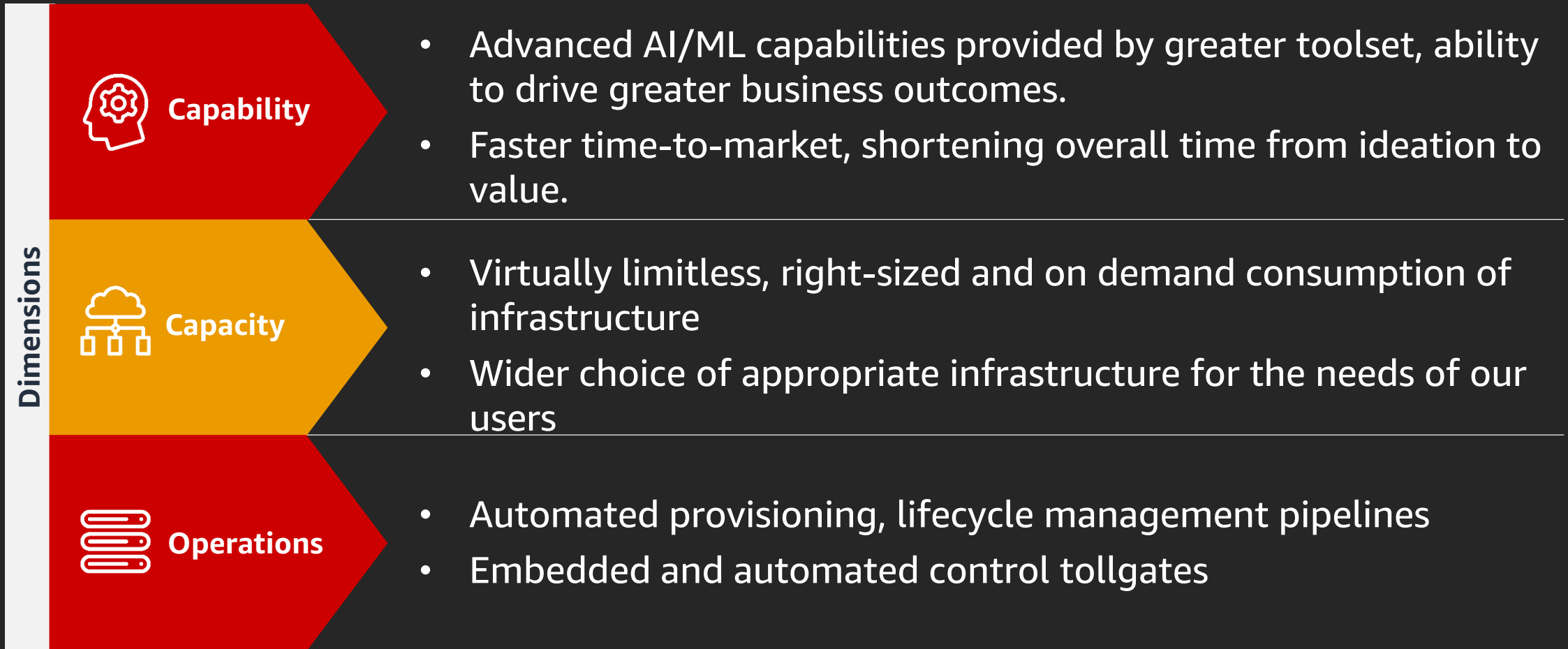
Our in-house next-gen platform, Arculus, provides the Data Security fabric throughout our analytics ecosystem



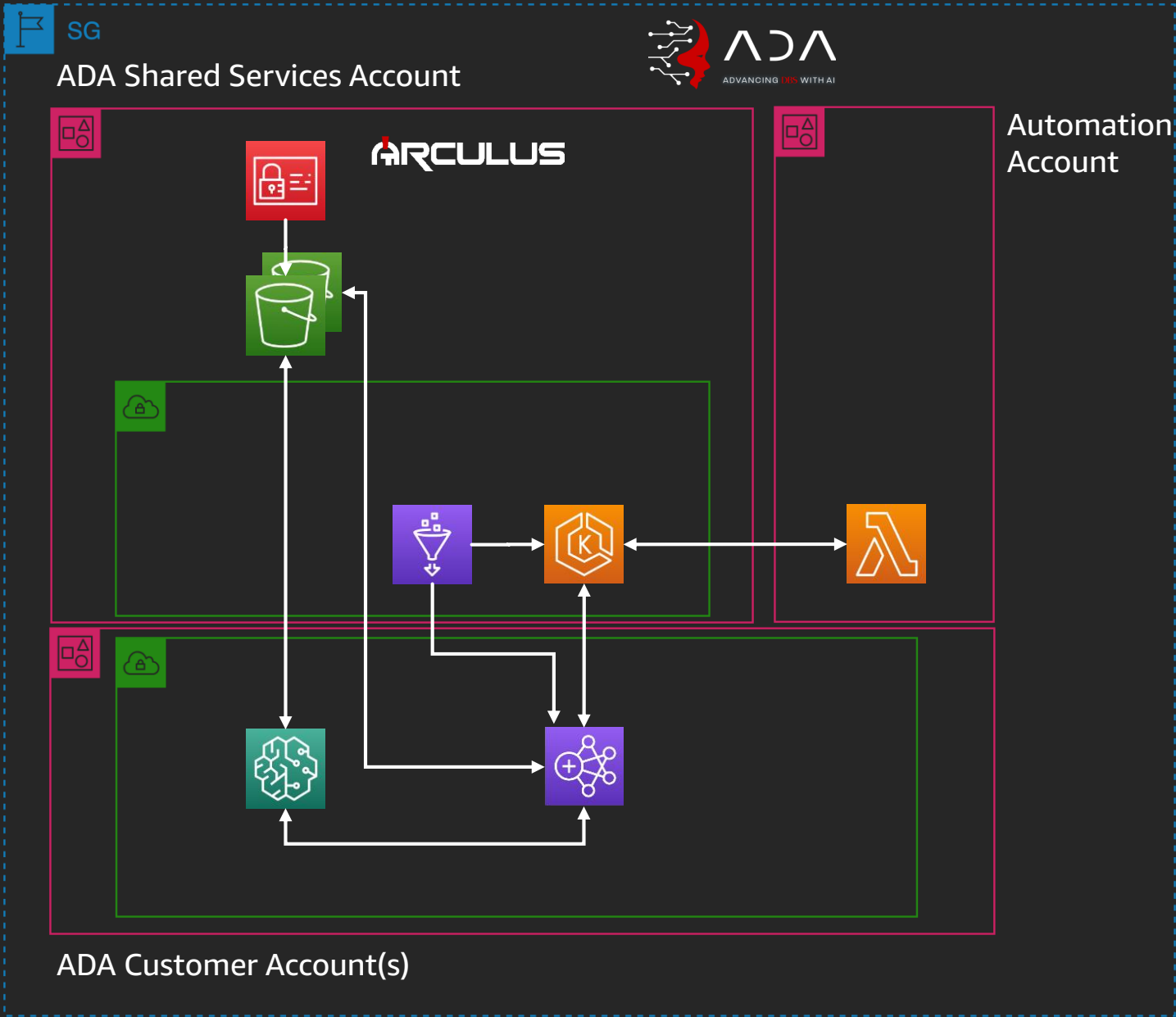
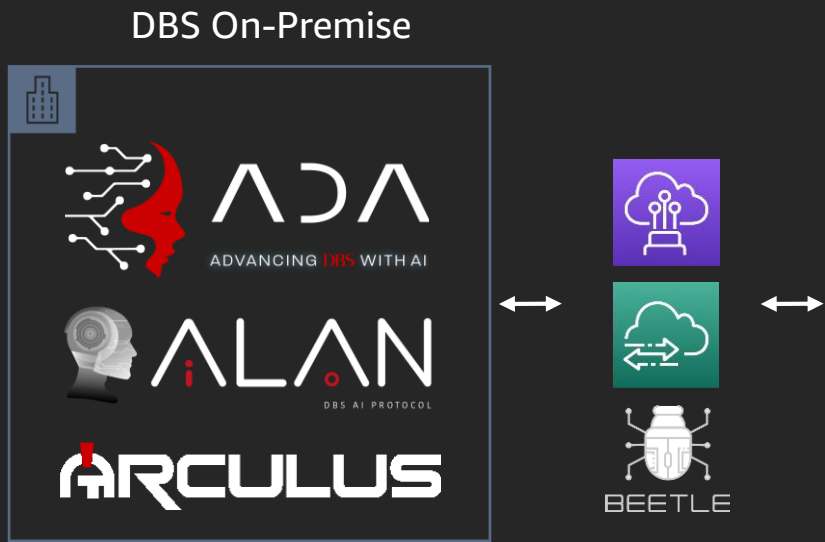
Data understanding is established with metadata, a cornerstone to enable data utility and manage it as a strategic asset.



A Hybrid Multi-Cloud infrastructure leveraging AWS is essential for ADA to succeed at scale, given the step change in capability, capacity and time to value that it enables



ADA AWS Architecture (Simplified)



Visit the AWS Data Resource Hub

A modern data strategy can help you manage, act on, and react to your data so you can make better decisions, respond faster, and uncover new opportunities. Dive deeper with these resources today.

- Maximizing business value with data: 6 essential data-driven use cases for leaders
- The ultimate guide to developing an end-to-end data strategy
- 5 key elements of a data-driven culture
- A builder's guide to AWS analytics services
- ... and more!



<https://tinyurl.com/data-hub-aws>

[Visit resource hub](#)



AWS Training and Certification

Access 600+ free digital courses with AWS Skill Builder

Focus on the cloud skills and services that are most relevant to you across 30+ AWS solutions, including digital self-paced learning plans and ramp-up guides

- Build your future in the AWS Cloud at your own pace
- Advance your skills and knowledge with learning plans
- Validate your cloud expertise with AWS Certification



LEARN YOUR WAY [SKILLBUILDER.AWS](https://skillbuilder.aws)



Working with AWS Partner Network

AWS Partners are uniquely positioned to help your organization at any stage of your cloud adoption journey.

- **Innovation** – innovative and cost-effective scalable cloud solutions and capabilities for your organization - helping you keep pace with cutting edge technology changes.
- **Expertise** – strategic experts and experienced builders, providing groundbreaking, relevant and reliable solutions to help your business grow.
- **Global Reach** - choose from the global community of trusted AWS Partners across software, hardware, and services.



[Find and connect
with AWS Partners](#)



[Explore partner
offerings on AWS
Marketplace](#)



Thank you for attending AWS Innovate – Data Edition

We hope you found it interesting! A kind reminder to **complete the survey**.
Let us know what you thought of today's event and how we can improve the event experience for you in the future.



aws-apj-marketing@amazon.com



twitter.com/AWSCloud



facebook.com/AmazonWebServices



youtube.com/user/AmazonWebServices



slideshare.net/AmazonWebServices



twitch.tv/aws

Thank you!

