Serverless map-reduce can be used to execute big data map-reduce jobs in a more tolerant and more cost-effective way. It is used to operating and running the backend code on serverless and persisting data in the cloud hosted database.( https://aws.amazon.com/blogs/compute/ad-hoc-big-data-processing-made-simple-with-serverless-mapreduce/)

Image processing for CDN. IOT devices will trigger the lambda function using a rule. For example, if cooling is down, it will have the mechanism of calling a lambda function which will contain the logic sending alert emails to the support team