



Using AWS EMR, Redshift, and Spark to Power Your Analytics

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Agenda

- Different Types of Analytics
- Predictive Analytics – what is it?
- Use Cases
- Enabling Technologies
- Introduction to 47Lining
- Importance of AWS Technologies
- Demo
- Getting a Successful Predictive Analytics POC
- Next Steps
- Q&A



Different Types of Analytics

Different Types of Analytics

Descriptive Analytics



What just happened?

Diagnostic Analytics

Why did it happen?



What should I do about it?



What might happen?



Prescriptive Analytics

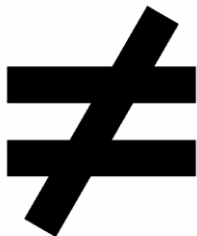
Predictive Analytics



Predictive Analytics – What is it?

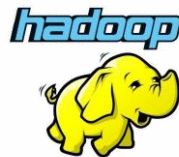
Predictive Analytics is NOT Just One Of These Areas

Predictive
Analytics

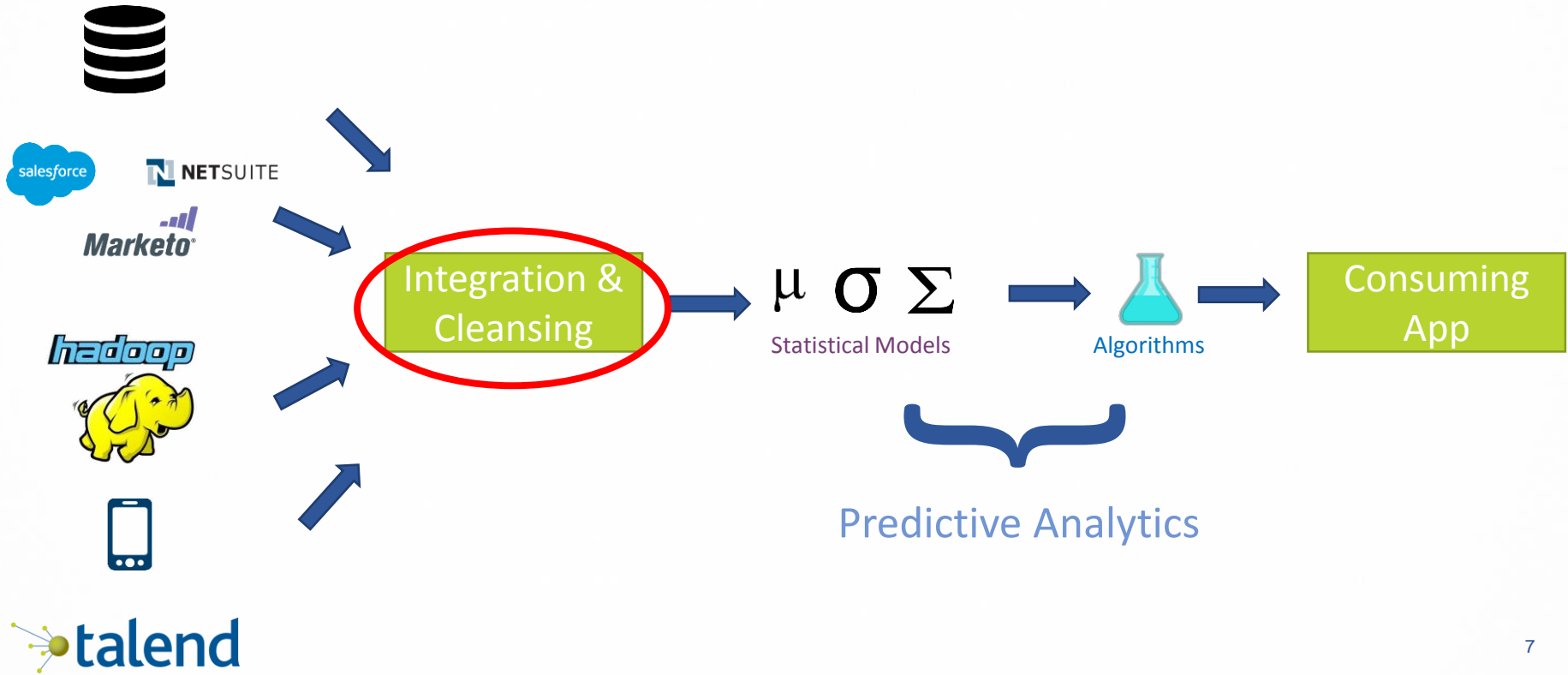


PREDICTING THE FUTURE

MACHINE LEARNING



Defining Predictive Analytics



Use Cases for Predictive Analytics



Preventative
Maintenance



Health Risk
Management



Customer Churn



Product
Recommendations



Fraud Detection

Key Enabling Technologies



Data Ingestion



Amazon S3



Data Storage



Amazon EMR



Data Processing



Amazon Redshift

Data Warehousing

Amazon Economics: 560% ROI Over 5 Years



IDC discovered that the five-year total cost of ownership (TCO) of developing, deploying, and managing critical applications in AWS delivered a 64.3% savings when compared with deploying the same resources on-premises or in hosted environments. The findings also showed a 560% ROI over five years and 81.7% less downtime.

IDC: Quantifying the Business Value of Amazon Web Services
May 2015

https://d0.awsstatic.com/analyst-reports/IDC_Business_Value_of_AWS_May_2015.pdf



Introduction to 47Lining

Mick Bass, Co-founder and AWS Professional
Certified Solutions Architect

Breathtaking Big Data Solutions in Amazon Web Services

47Lining is a Talend and AWS Advanced Consulting Partner with Big Data Competency designation. We develop big data solutions and deliver big data managed services built from underlying Talend and AWS big data building blocks like Talend Studio, Talend Integration Cloud, Amazon Redshift, Kinesis, S3, DynamoDB, Machine Learning and Elastic MapReduce (EMR). We help customers build, operate and manage breathtaking “Data Machines” for their data-driven businesses.

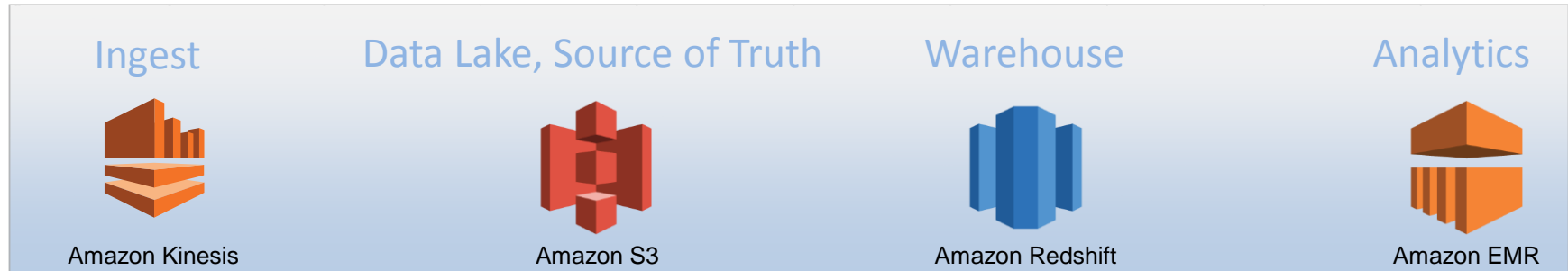
47Lining recently enabled a major gaming customer to ingest a billion rows a day into Redshift for a co-branded movie launch

Why AWS is So Important for Analytics and Which AWS Services Are Most Relevant?

AWS provides customers with:

- Business agility – zero lead time for establishment of resources
- Elastic Pricing – pay only for what you use
- Near-infinite Scalability with ability to Burst based on business demand
- Rich set of Big-Data ingest, storage and analytics services

The more relevant big data services include:





Demo

Mark Balkenende, Talend Product Team

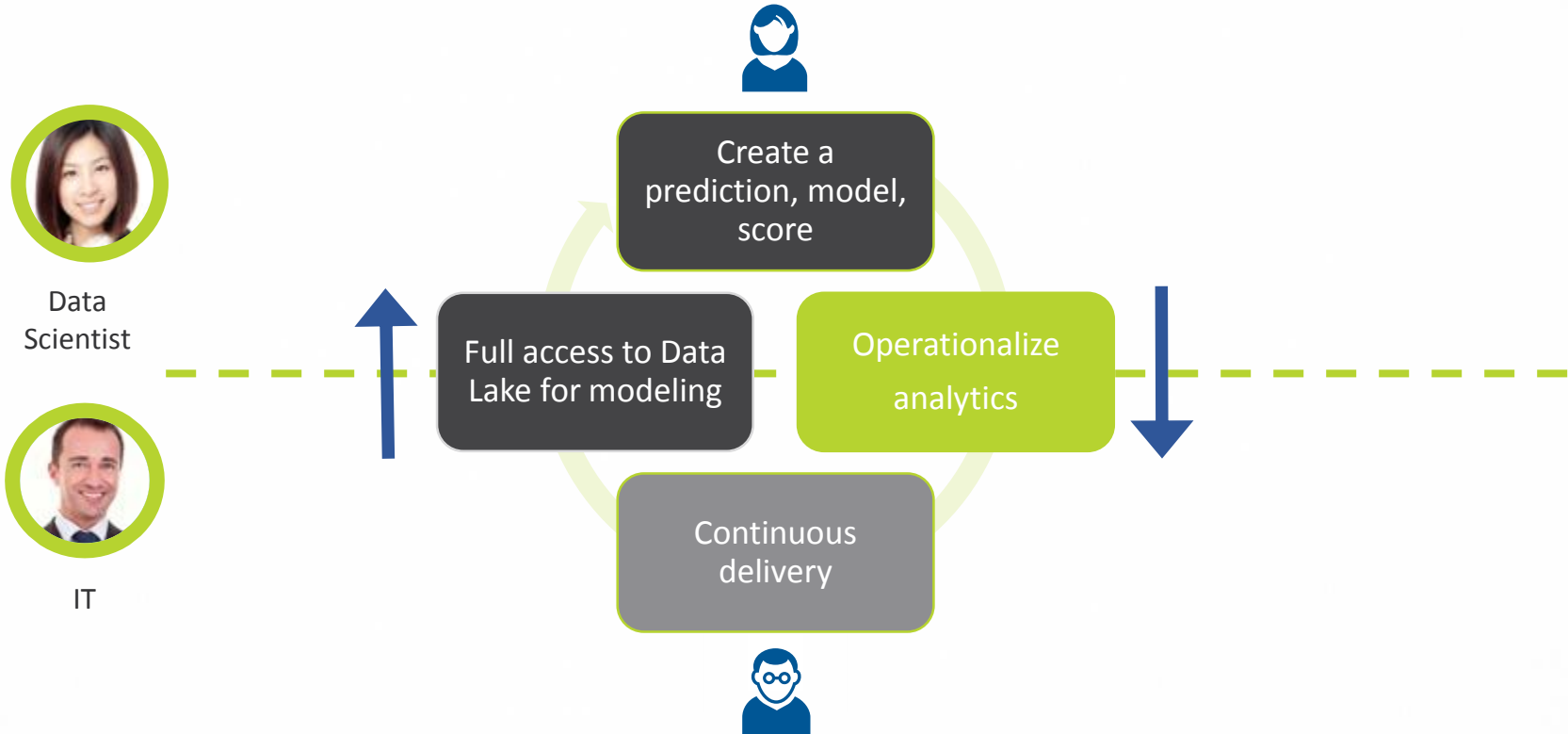
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1. Review a **Recommendation Pipeline** using **Elastic Cloud Services**
2. **Talend's Value** on **Cloud Services**
3. **Talend Spark** on **EMR** with **Machine Learning**

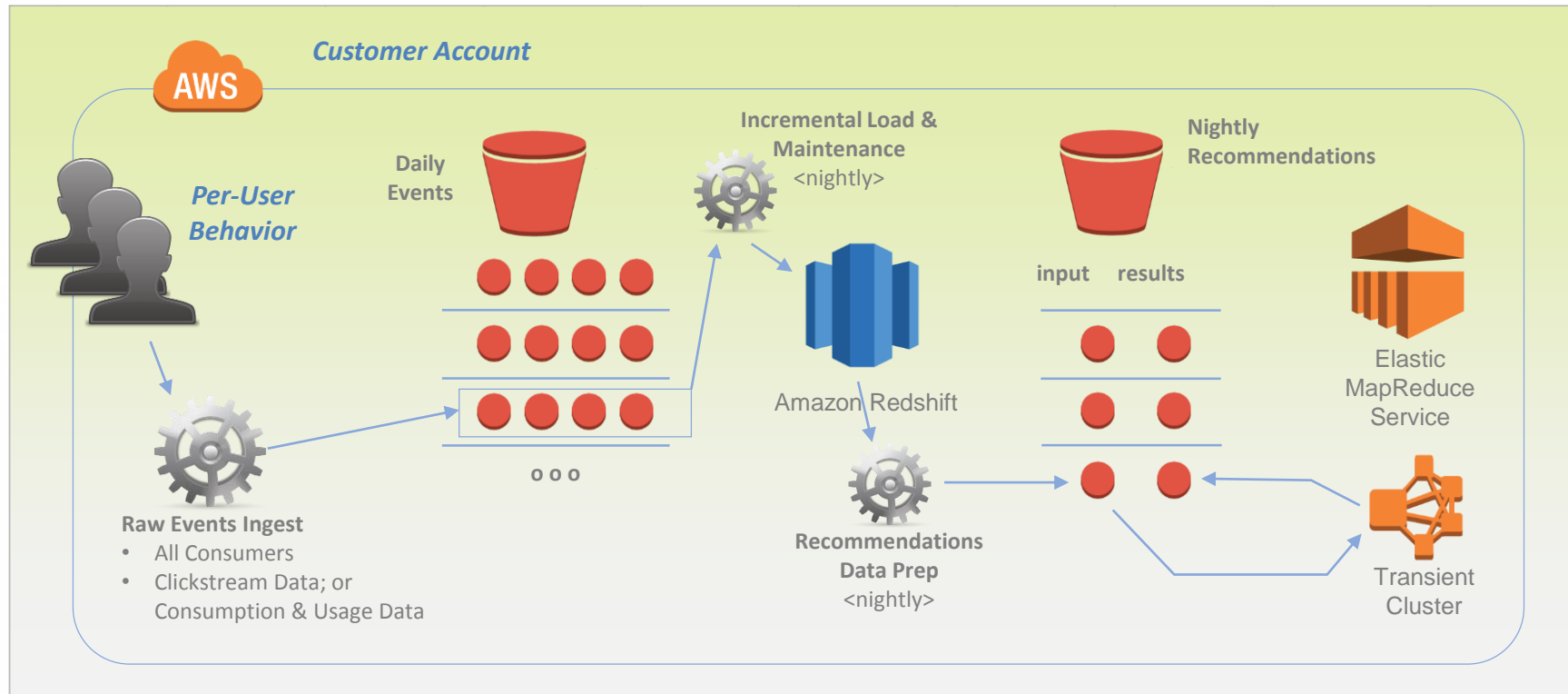
Continuous Delivery of Analytics

47 Lining

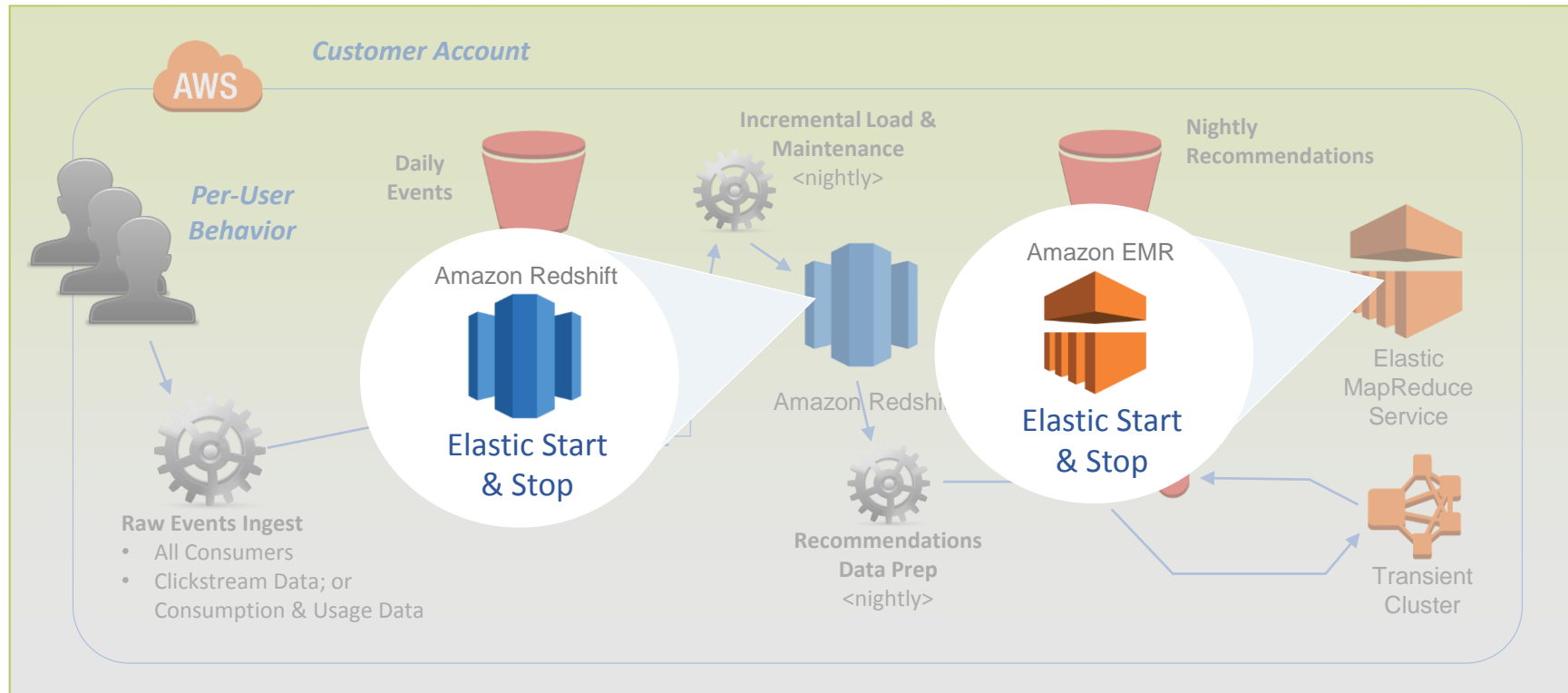


Data & Services Flow

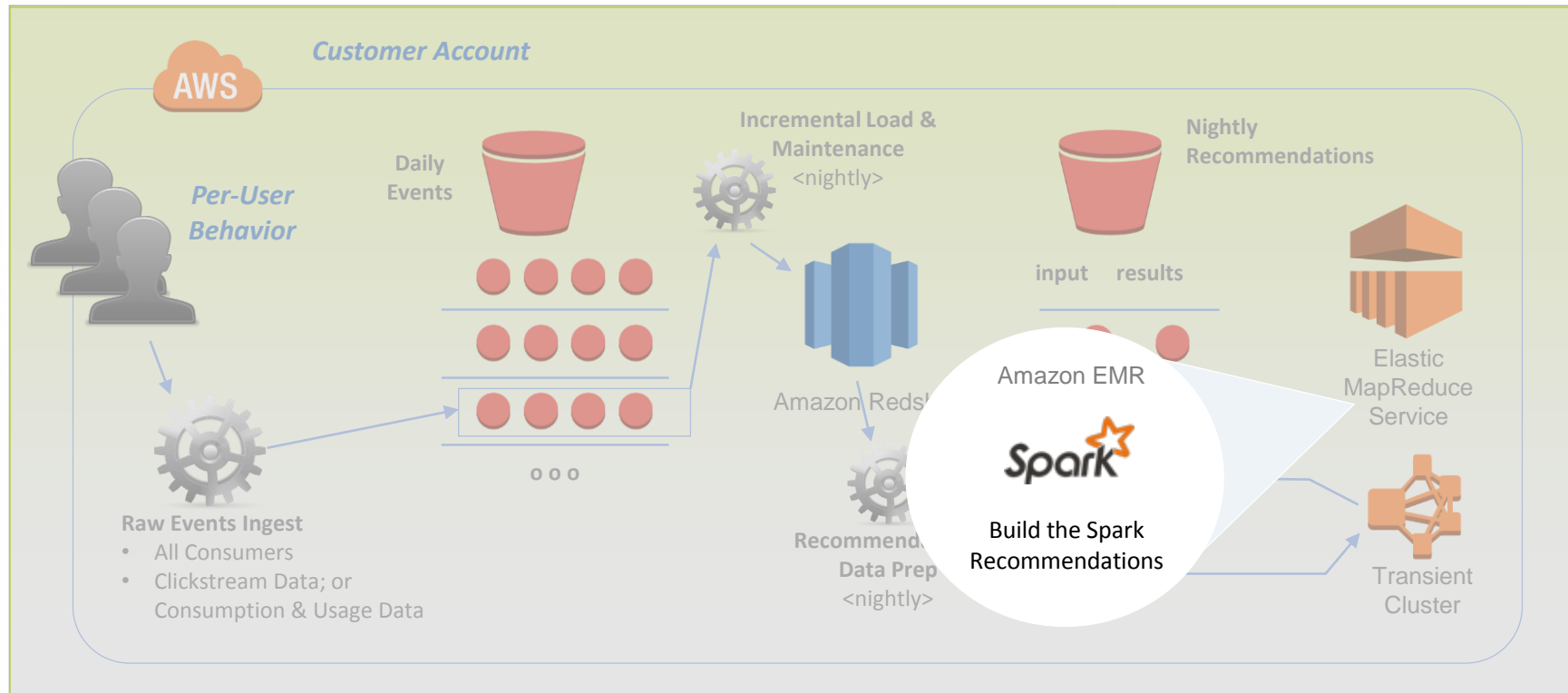
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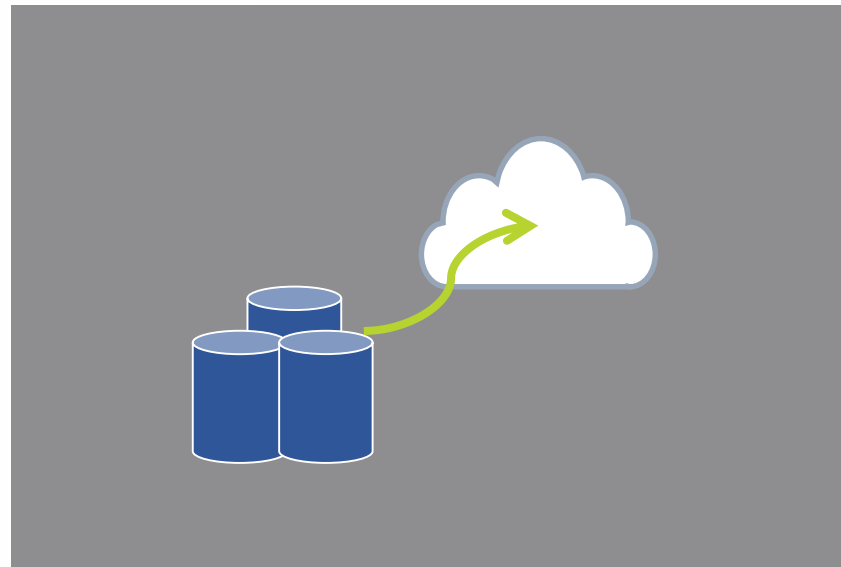
Data & Services Flow



Data & Services Flow



- Lower Costs
 - No large hardware, software investment
 - Fewer IT resources to manage
 - Buy capacity as you need it
- Faster Time-to-Market
 - Secure, hosted service
 - Up-and-running in minutes
 - Instant computing and DW Resources
- Improved Agility
 - Instant capacity
 - Quicker Iterative Cycles
 - Easier to access





Next Steps

Next Steps

- Download Talend Studio at <https://www.talend.com/download/talend-open-studio>
- Take a trial of Talend Integration Cloud at <https://www.talend.com/products/integration-cloud>
- Contact your Talend Account Manager
 - Free 47 Lining roadmap session on developing your first Predictive Analytics proof-of-concept (POC)

Getting Started with Your First Predictive Analytics PoC

47Lining can jumpstart your first predictive analytics PoC leveraging the combined power of Talend and AWS.

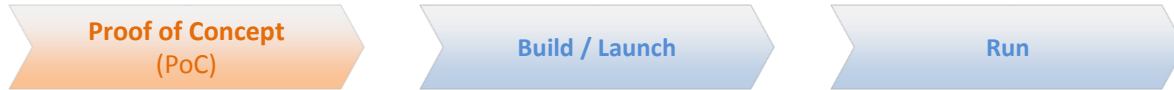


47Lining makes Talend shine in AWS. We enable customers to quickly reap elasticity and price / performance benefits of AWS for data warehousing & analytics in the Cloud at a fraction of the price of traditional solutions.

Getting Started with Your First Predictive Analytics PoC



47Lining can help you prove, launch and operate new capabilities in AWS or extend your existing capabilities to the Cloud



Do any of these statements ring true?

- My company runs large-scale processes that could benefit from predictive analytics, but I'm not sure how to start
- My company already runs big data workloads and would like to extend to AWS' on-demand capacity and elastic pricing
- My company would like to accelerate time to business benefit by working closely with AWS and Talend experts

If so, contact 47Lining for a free **Consultative Jumpstart Working Session** covering:

- Predictive Analytics Value Exploration, PoC Focus, Approach and Business Case, Strategic Roadmap



Q&A

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