


Building Business Data Lake on AWS


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1. Big data and Cloud
 2. AWS Big Data Customer Stories
 3. Some considerations for building Big Data solutions

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Big data and Cloud – No Brainer

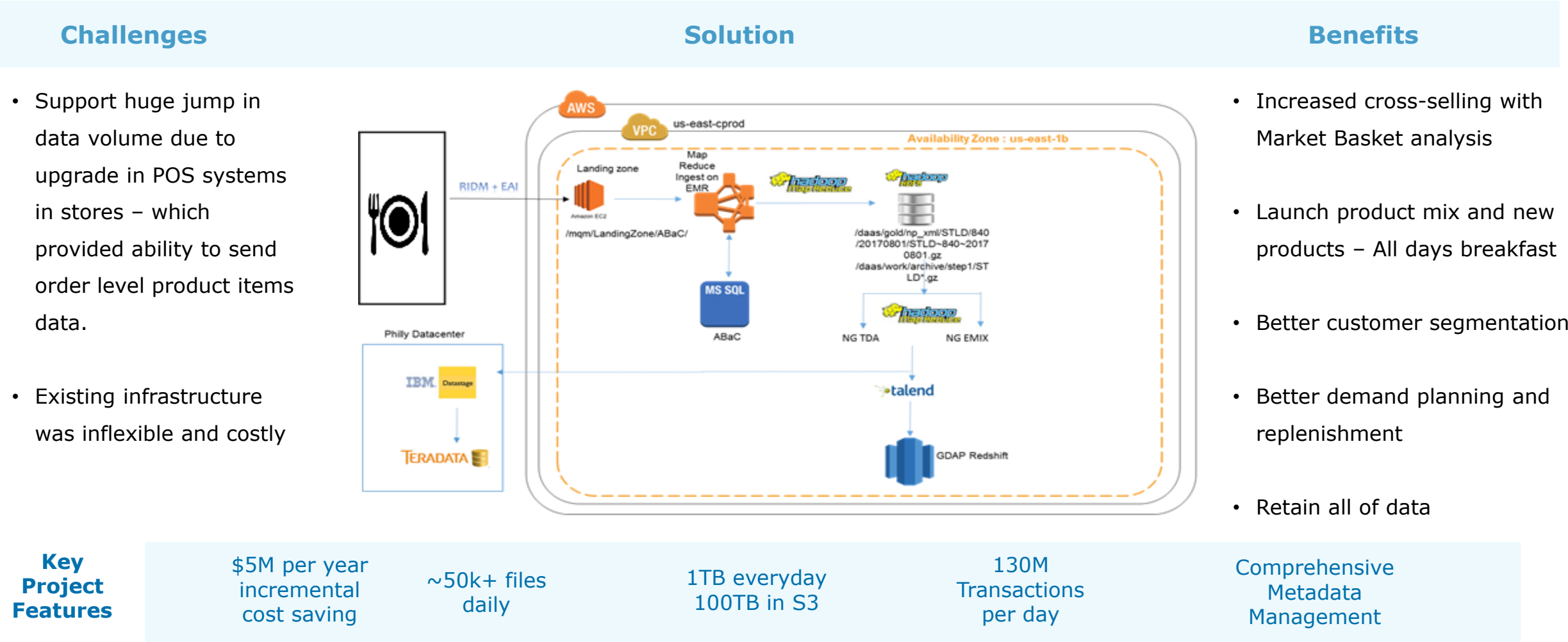
The Data Explosion is transformational – and can unlock answers to critical business needs and opportunities



"This one's a real no-brainer. That's why I asked for you specifically."

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Cloud Migration for a leading Quick Service Restaurant



Global Data Lake for a major life science firm

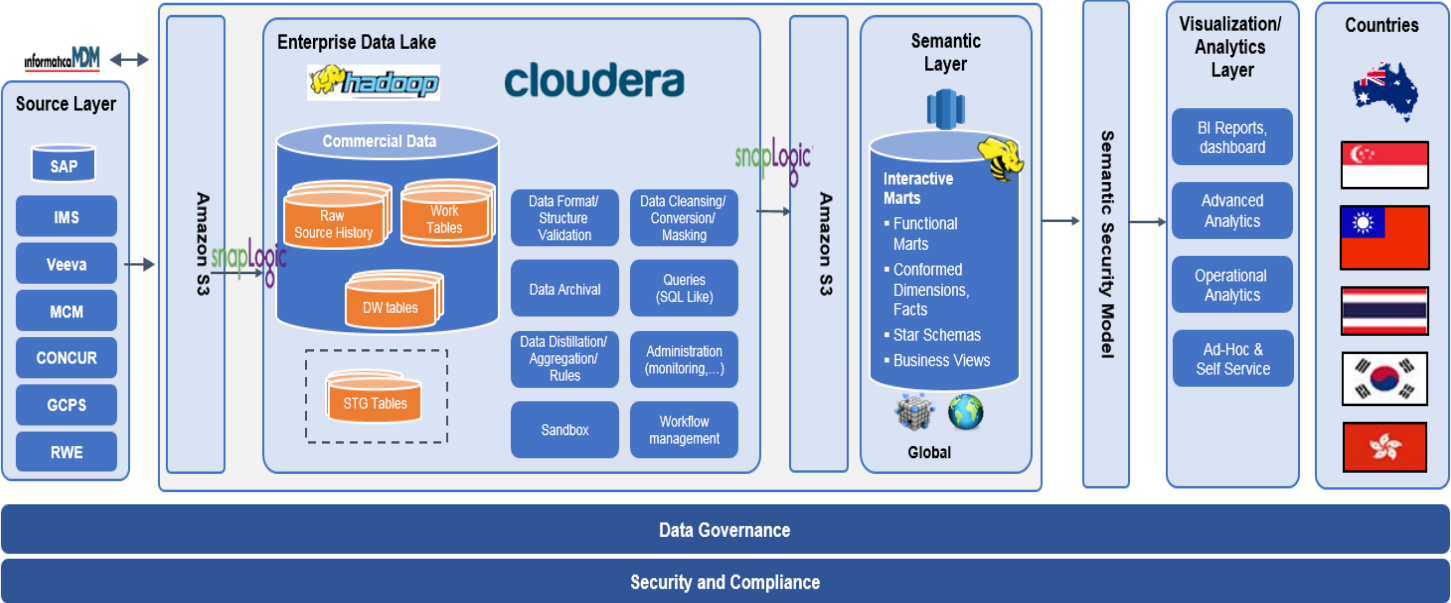


Challenges

Solution

Benefits

Build end-to-end solution that facilitates integration of data from various global regions and support self service capabilities, reporting and analytics on multichannel marketing and sales data.



- Build a single , consistent, and logical view of commercial data across JAPAC region
- Standardization of all KPI across regions
- More targeted marketing
- Lower cost

Key Project Features

Global Deployment

40+ Data sources

Standardization of all KPI across regions

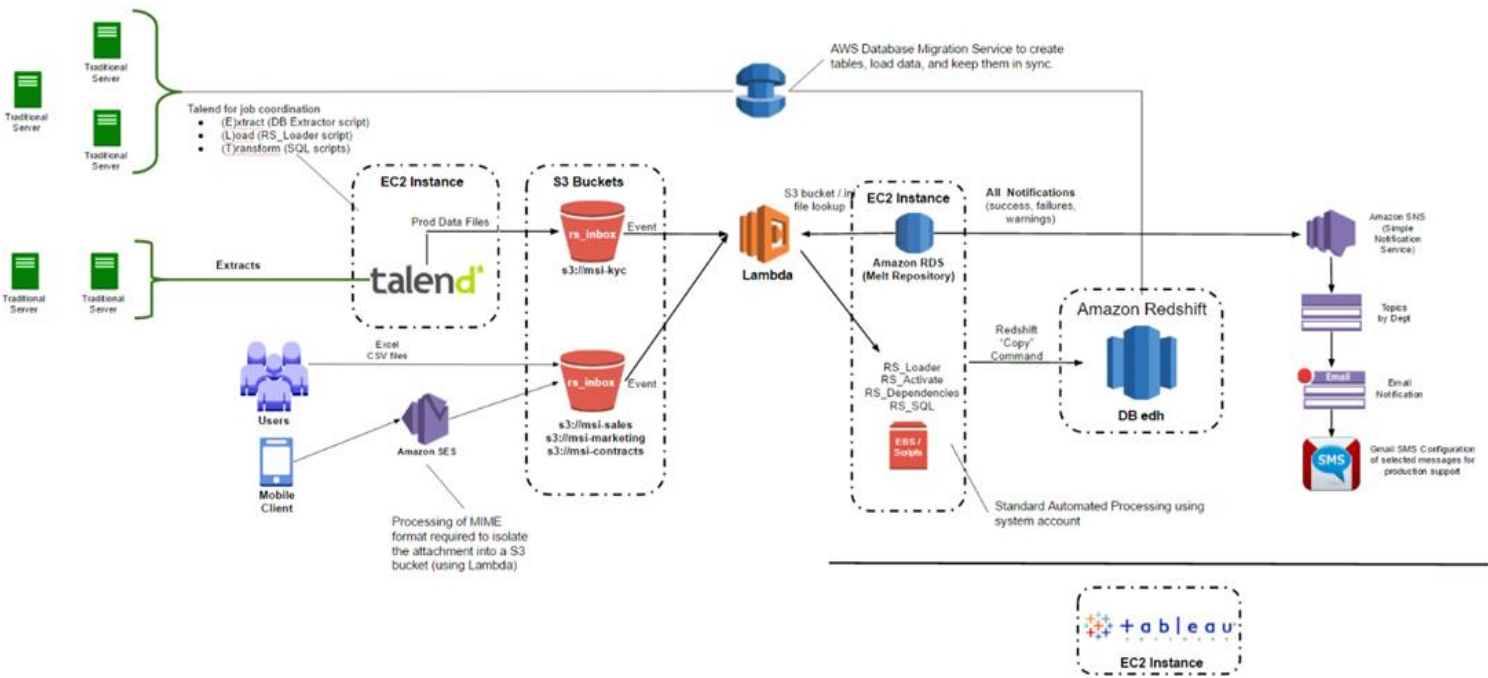
Self-service reporting DWH

Cloud Migration for a leading telecommunication company




Challenges	Solution	Benefits
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- Business was looking for an agile solution to reduce time for reporting and insight after a very long ERP implementation cycle store to provide one view of historical and new erp data
- Engage business in an agile information delivery system



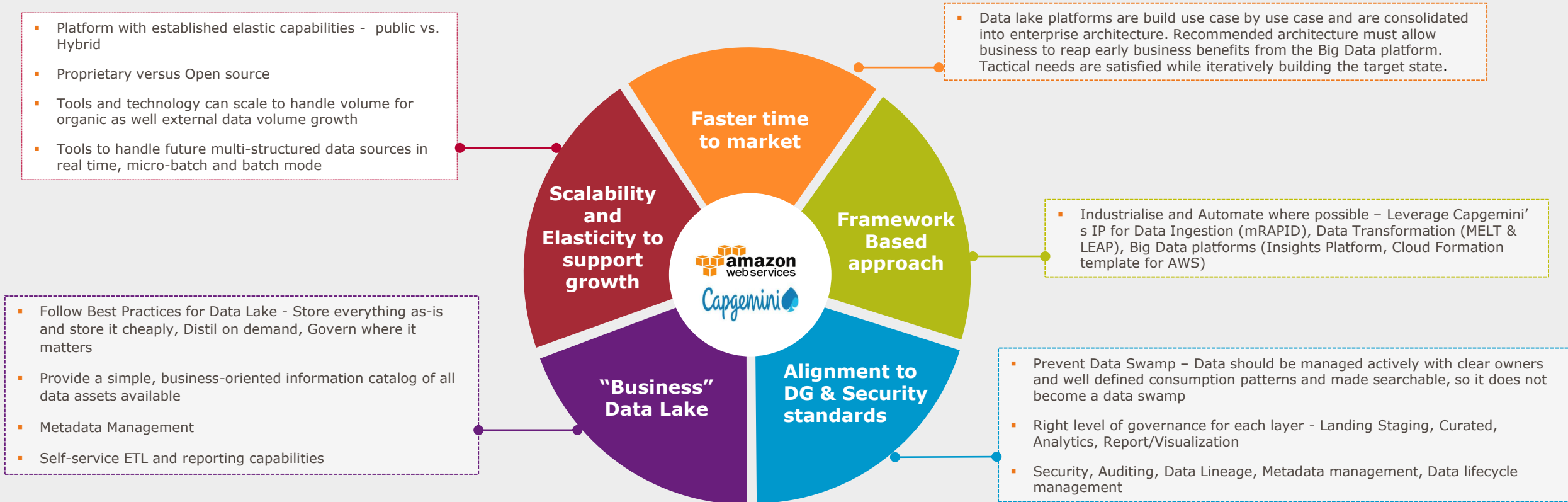
- Enterprise data store for business continuity which provided historical as well as new data
- Data as a service function
- Data driven campaigns, Install base analytics, Field inventory accuracy

Key Project Features	70 Oracle schemas migrated	8 TB Data in Redshift	Data as a service	Comprehensive Metadata Management
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Some considerations for building Big Data solutions





Innovation requires building and deploying new technologies



