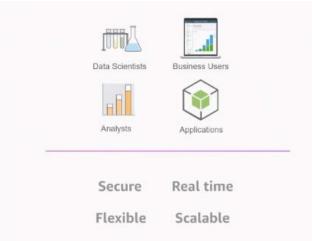


Setting up and managing data lakes today involves a lot of complicated and time-consuming tasks. **AWS Lake Formation** is a new service (coming soon) that will make it easy to set up a secure data lake in days. You will be able to **ingest**, **catalog**, **cleanse**, **transform**, and **secure** your data. Explore how AWS Lake Formation will make it easier to combine analytic tools, like **Amazon EMR**, **Redshift**, **Athena**, **Sagemaker**, and **QuickSight**, on data in your data lake.

Agenda

- · Why did we build AWS Lake Formation?
- · What is AWS Lake Formation?
- · How does AWS Lake Formation help you?



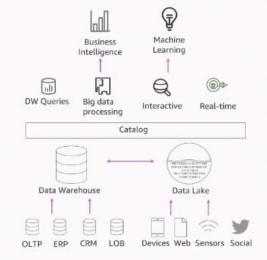


There are **more people** accessing data

And more requirements for making data available

A data lake is a centralized repository that allows you to store all your structured and unstructured data at any scale

Why data lakes?



Data Lakes provide:

Relational and non-relational data

Scale-out to EBs

Diverse set of analytics and machine learning tools

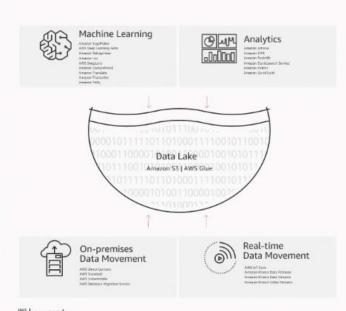
Work on data without any data movement

Designed for low cost storage and analytics

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Any **analytic workload**, any scale, at the lowest possible cost

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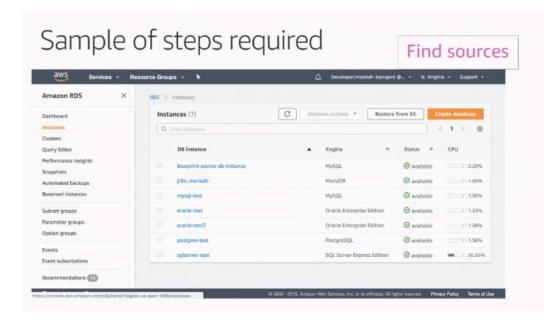
Make data available

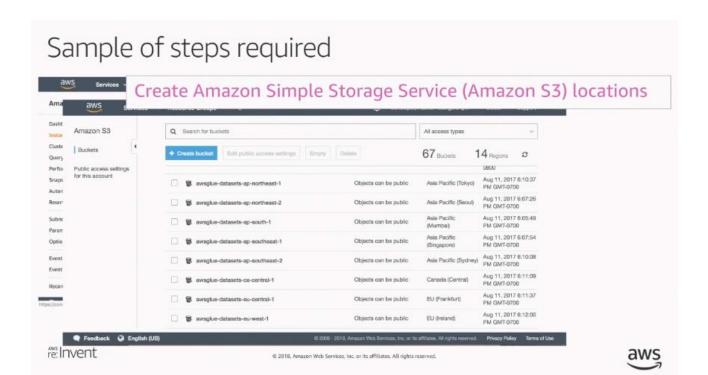
for analytics

Building data lakes can still take months

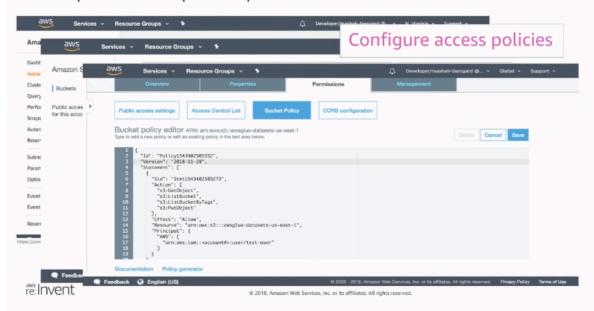
Cleanse, prep, and catalog data

Data preparation accounts for ~80% of the work Building training sets Cleaning and organizing data Collecting data sets Mining data for patterns Refining algorithms Other

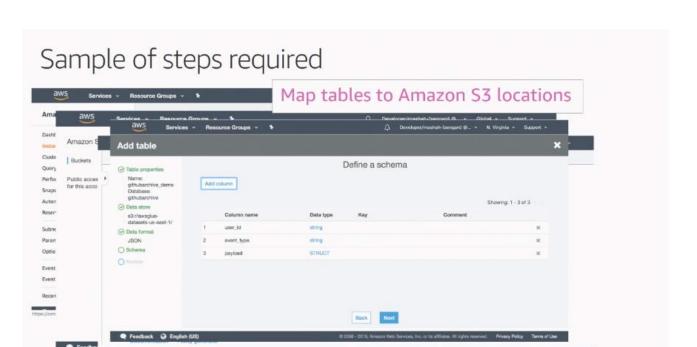




Sample of steps required

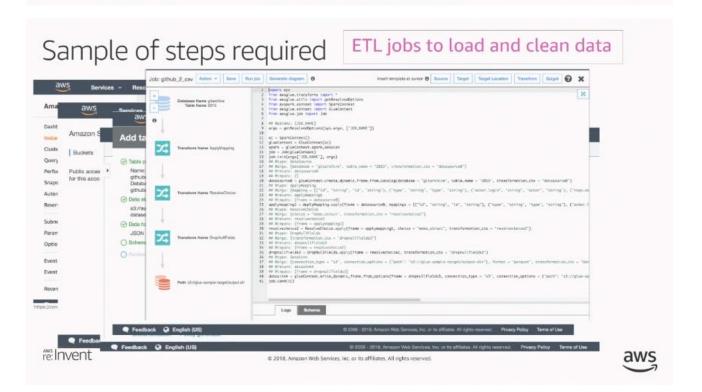


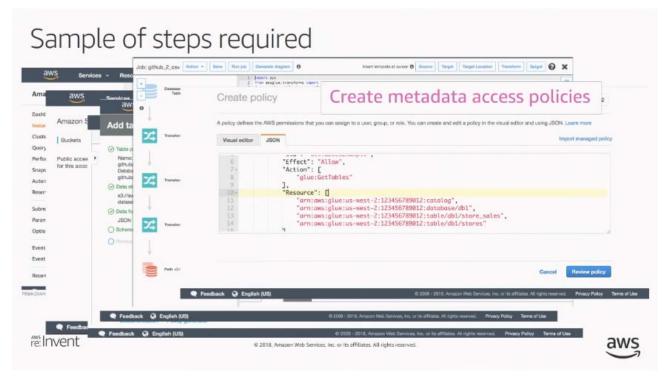


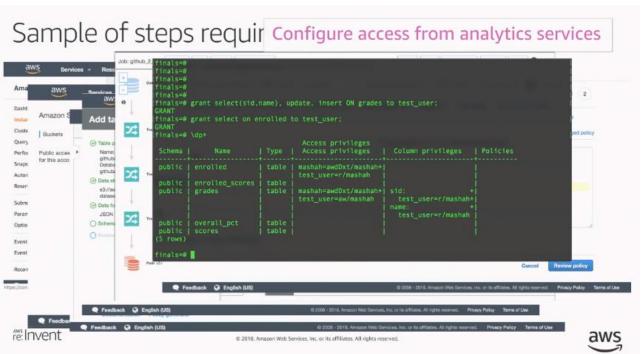


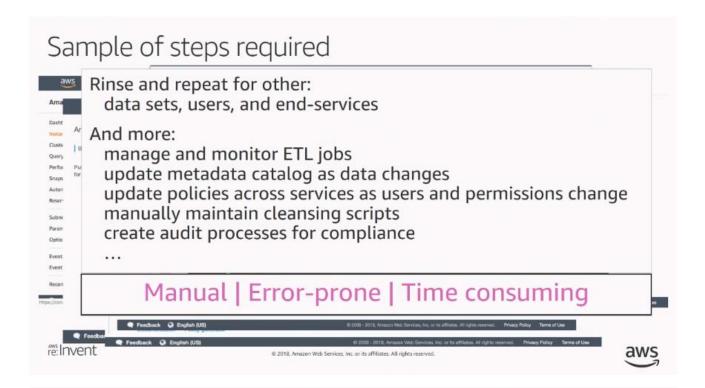
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AWS Lake Formation

Build a secure data lake in days



Identify, ingest, clean, and transform data



Enforce security policies across multiple services



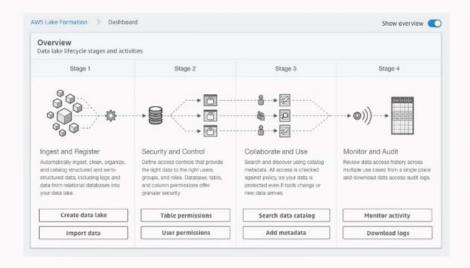
Gain and manage new insights

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How it works



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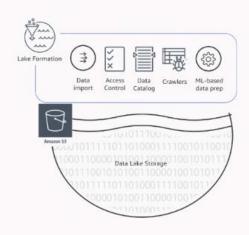
Register existing data or import new

Amazon S3 forms the storage layer for Lake Formation

Register existing S3 buckets that contain your data

Ask Lake Formation to create required S3 buckets and import data into them

Data is stored in your account. You have direct access to it. No lock-in.



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Easily load data to your data lake Blueprints DBs One-shot Data Access Data Crawlers Mt-based data prep Local Data Access Data Crawlers Mt-based data prep Local Data Access Data Crawlers Mt-based data prep Data Access Data Crawlers Mt-based data prep Data Access Data Crawlers Mt-based data prep

incremental

With blueprints

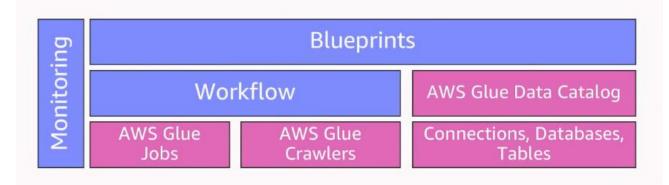
You

- 1. Point us to the source
- Tell us the location to load to in your data lake
- 3. Specify how often you want to load the data

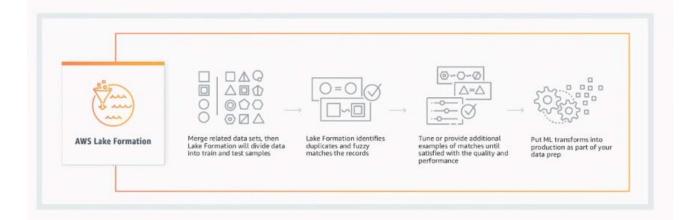
Blueprints

- Discover the source table(s) schema
- 2. Automatically convert to the target data format
- Automatically partition the data based on the partitioning schema
- Keep track of data that was already processed
- 5. You can customize any of the above

Blueprints build on AWS Glue

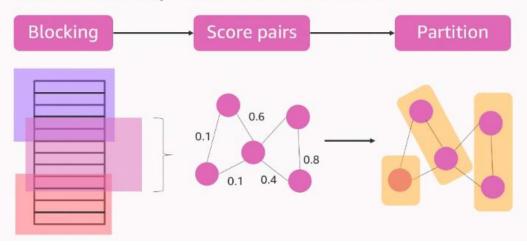


Easily de-duplicate your data with ML transforms



Fuzzy de-duplication – under the hood

Naïve: look at all pairs, N² – state-of-the-art:



Fuzzy de-duplication – Innovations

Intersection Dynamic Blocking (VLDB 2008)

parallelizable & performant blocks on dynamic mix of columns

400M+ rows
7.5B+ candidate pairs
2.5 hours

SuperPart

partitions based on customerprovided ground-truth

gives confidence of grouping

effective without tuning knobs

Secure once, access in multiple ways 1. Set up user access in Lake Formation Admin 1. Set up user access in Lake Formation Admin Access Data Catalog 3. Service sends user credentials to Lake Formation Access Control Catalog 4. Lake Formation returns temporary credentials allowing data access 4. Lake Formation returns temporary credentials allowing data access 4. Lake Formation returns temporary credentials allowing data access

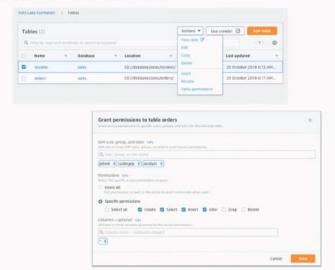
Security permissions in Lake Formation

Control data access with simple grant and revoke permissions

Specify permissions on tables and columns rather than on buckets and objects

Easily view policies granted to a particular user

Audit all data access at one place

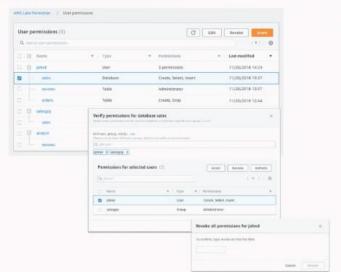


Security permissions in Lake Formation

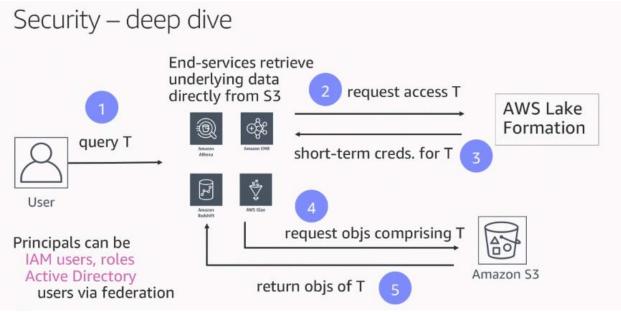
Search and view permissions granted to a user, role, or group in one place

Verify permissions granted to a user

Easily revoke policies for a user





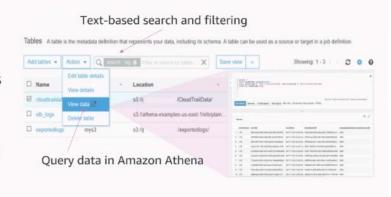


Search and collaborate across multiple users

Text-based, faceted search across all metadata

Add attributes like Data owners, stewards, and other as table properties

Add data sensitivity level, column definitions, and others as column properties

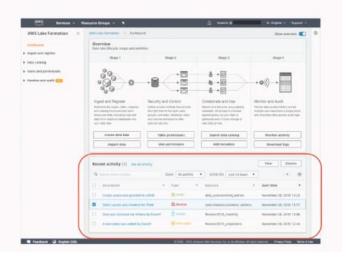


Audit and monitor in real time

See detailed alerts in the console

Download audit logs for further analytics

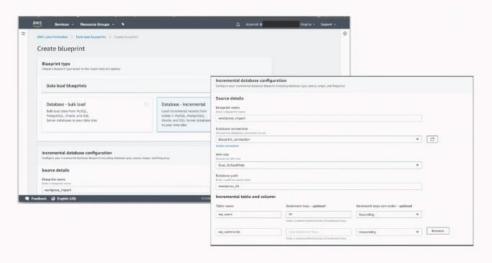
Data ingest and catalog notifications also published to Amazon CloudWatch events



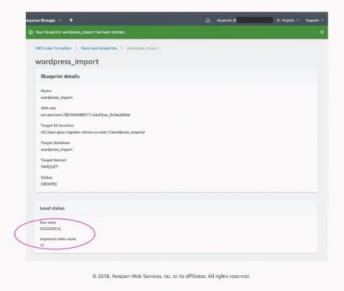
Example: a data lake in 3 easy steps

- 1. Use blueprints to ingest data
- 2. Grant permissions to securely share data
- 3. Query the data (Amazon Athena)

Step 1: Blueprints to ingest data

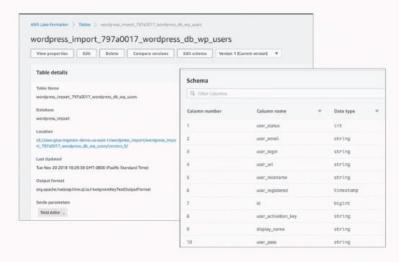


Monitor the import





Imported data as table in the data lake



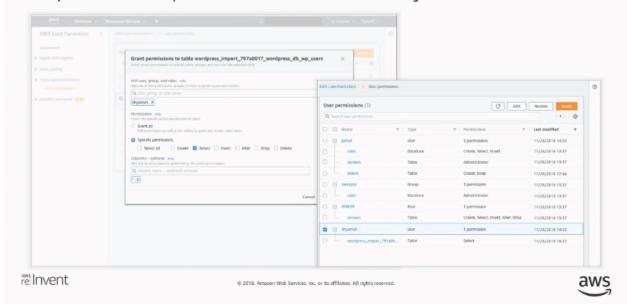
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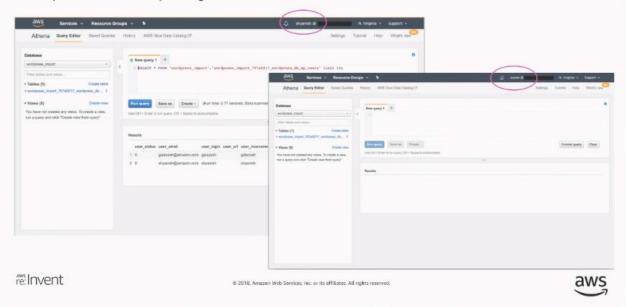
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Step 2: Grant permissions to securely share data



Step 3: Run query in Amazon Athena



AWS Lake Formation Pricing

No additional charges – Only pay for the underlying services used.

Customer interest



"We are very excited about the launch of AWS Lake Formation, which provides a **central point of control** to easily load, clean, secure, and catalog data from thousands of clients to our AWS-based data lake, **dramatically reducing our operational load**. ... Additionally, AWS Lake Formation will be HIPAA compliant from day one ..."

Aaron Symanski, CTO, Change Healthcare

"I can't wait for my team to get our hands on AWS Lake Formation. With an enterprise-ready option like Lake Formation, we will be able to spend more time deriving value from our data rather than doing the heavy lifting involved in manually setting up and managing our data lake."

Joshua Couch, VP Engineering, Fender Digital

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