



The image shows the AWS Marketplace landing page. It features the AWS logo at the top left, followed by the text "AWS Marketplace". Below this, there's a call-to-action button with the text "Find Software". To the right, there's a large image of a bald man in a black t-shirt with the text "DANGER AIN'T THE HELL" printed on it. The main content area includes statistics: "135,000+ active customers", "3,800+ software listings", and "Over 1,200 participating ISVs".



The image shows two screenshots from the AWS Marketplace. The left screenshot displays the product page for 'Splunk Enterprise'. It includes a logo, a brief description, and several tabs: 'Customer Rating' (4.5 stars), 'Customer Support' (21 days), 'Customer Questions' (0), 'Customer Reviews' (0), 'Pricing Information' (USD 1,000 per month), 'Support' (AWS Support), and 'AWS Services Required' (Amazon S3, Amazon EBS). The right screenshot shows the product page for 'Alert Logic Cloud Insight'. It features a logo, a brief description, and tabs for 'Customer Rating' (4.5 stars), 'Customer Support' (21 days), 'Customer Questions' (0), 'Customer Reviews' (0), 'Pricing Details' (USD 1,000 per month), and 'Support' (AWS Support).

New For AWS Marketplace: SaaS Contracts

Greater flexibility for SaaS subscriptions (1, 2, 3 years)

Upgrade or expand contracts at any time

Simple APIs make on-boarding easy for ISVs

View charges on your AWS bill

20 ISVs launching SaaS contracts today

AWS SUMMIT

Doug Merritt
CEO SPLUNK

MACHINE DATA
is the secret sauce of every company's digital transformation.

Using tools like Splunk allows you to derive operational intelligence from your machine generated data in real time.

Procure, Deploy and Innovate Faster Using AWS Marketplace

Easier to Find Easier to Buy Term-based Pricing Ecosystem

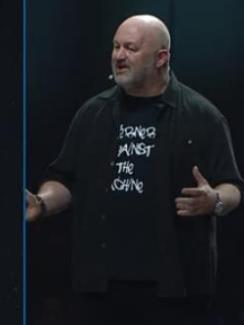
splunk>

GET STARTED TODAY
splunk.com/awsmarketplace

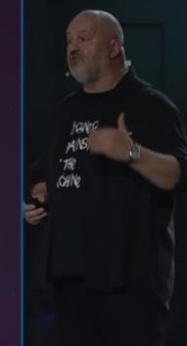
splunk>



With AWS, it can feel like you have been given
SUPER POWERS



SUPersonic SPEED

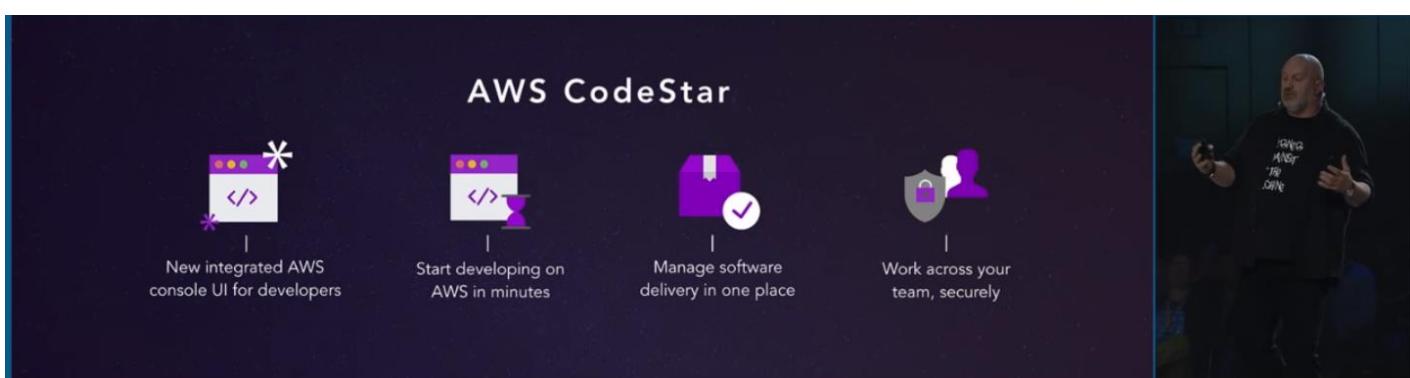
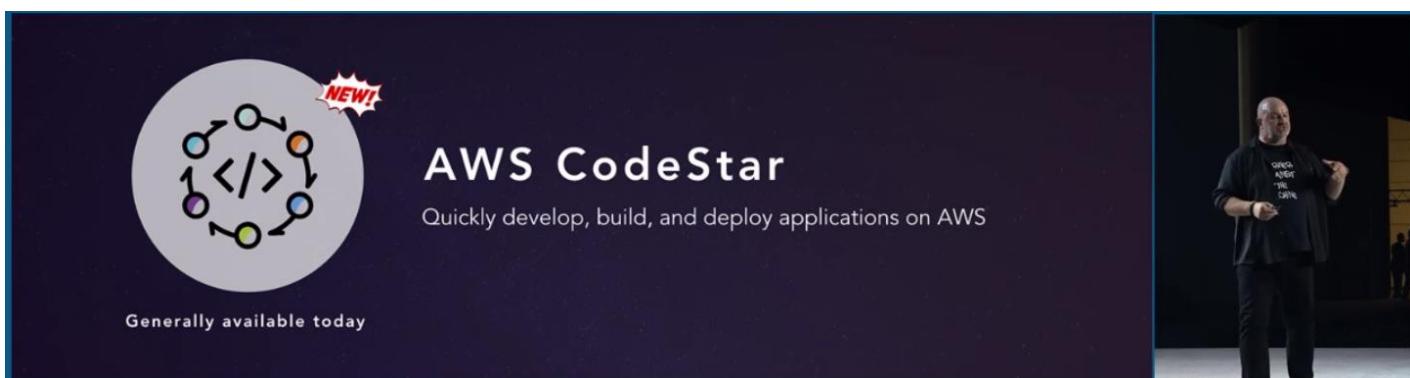
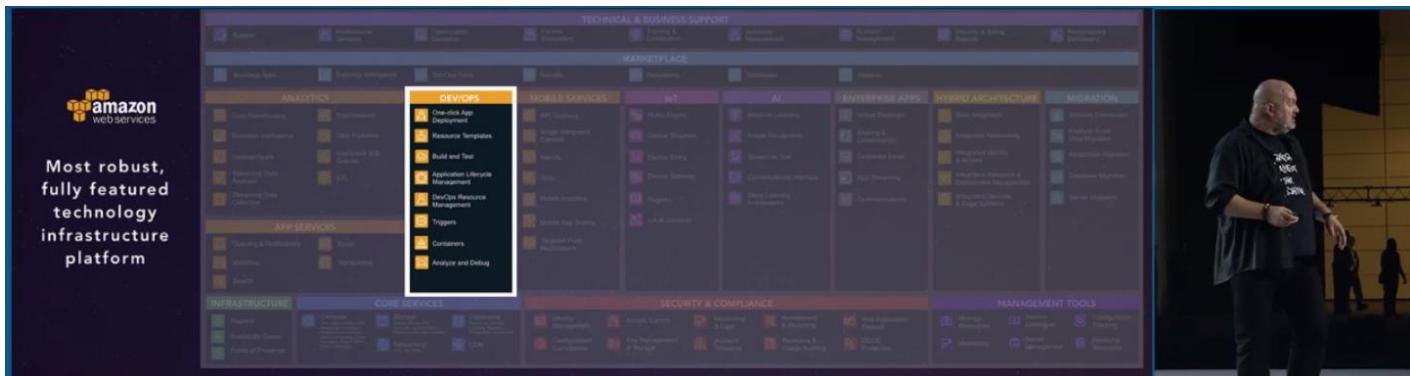


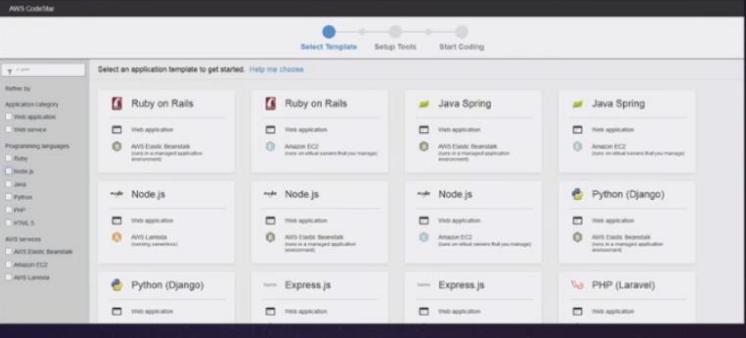

Most robust,
fully featured
technology
infrastructure
platform



The screenshot shows the AWS Management Console homepage. At the top, there are links for Support, Professional Services, Optimization Guidance, Partner Ecosystem, Training & Certification, Solutions Management, Account Management, Security & Billing Reports, and Personalized Dashboard. Below this is a navigation bar with tabs for MARKETPLACE, BUSINESS APPS, BUSINESS INTELLIGENCE, DEV OPS TOOLS, SECURITY, NETWORKING, DATABASES, and STORAGE. The main content area is divided into several sections: ANALYTICS (Data Warehousing, Business Intelligence, Hadoop/Spark, Streaming Data Analytics, Big Data Data Collection), APP SERVICES (Queueing & Notifications, Workflow, Search, Email, Transcoding, Analytics and Debugging), INFRASTRUCTURE (Regions, Availability Zones, Points of Presence), CORE SERVICES (Compute, Storage, Databases, Networking, CDN), SECURITY & COMPLIANCE (Identity Management, Configuration Compliance, Access Control, Key Management & Storage, Monitoring & Logs, Account Governance, Resource & Usage Auditing, Assessment & Reporting, Web Application Firewall, DOCS Protection), MANAGEMENT TOOLS (Manage Resources, Monitoring, Service Catalogue, Server Management, Configuration Tracking, Resource Templates), and a sidebar listing various services under TECHNICAL & BUSINESS SUPPORT.





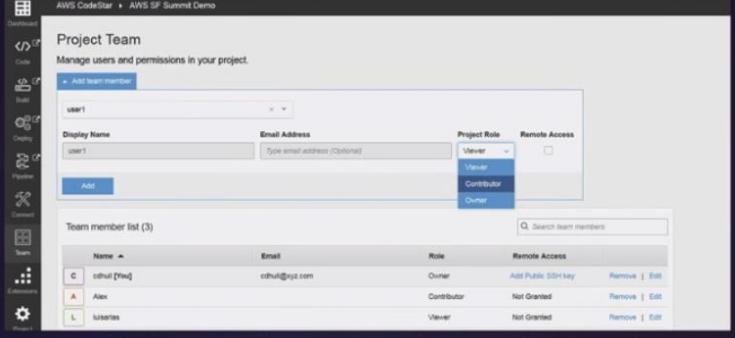


Start projects quickly with templates

The screenshot shows the AWS CodeStar console's "Select an application template to get started" page. It displays a grid of 16 templates categorized by programming language and deployment target. The categories include Ruby, Node.js, Python, PHP, Java, and various AWS services like Lambda, Step Functions, and CloudWatch Events.

Templates shown include:

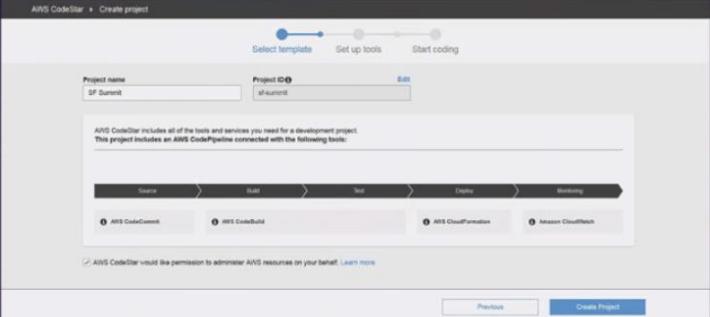
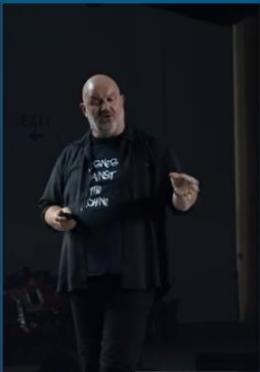
- Ruby on Rails (Web application, AWS Lambda, Amazon EC2)
- Ruby on Rails (Web application, AWS Lambda, Amazon EC2)
- Java Spring (Web application, AWS Lambda, Amazon EC2)
- Java Spring (Web application, AWS Lambda, Amazon EC2)
- Node.js (Web application, AWS Lambda, Amazon EC2)
- Node.js (Web application, AWS Lambda, Amazon EC2)
- Node.js (Web application, AWS Lambda, Amazon EC2)
- Python (Django) (Web application, AWS Lambda, Amazon EC2)
- Express.js (Web application, AWS Lambda, Amazon EC2)
- Express.js (Web application, AWS Lambda, Amazon EC2)
- PHP (Laravel) (Web application, AWS Lambda, Amazon EC2)



Set up secure team access

The screenshot shows the AWS CodeStar console's "Project Team" management interface. It allows users to add team members and manage their roles and access rights. The current user is listed as "user1" with "Viewer" role and "Not Granted" remote access.

Name	Email	Role	Remote Access
coldulf [View]	coldulf@yjz.com	Owner	Add Public SSH key Remove Edit
Alex		Contributor	Not Granted Remove Edit
Iuriasis		Viewer	Not Granted Remove Edit



Configure projects with continuous delivery toolchain

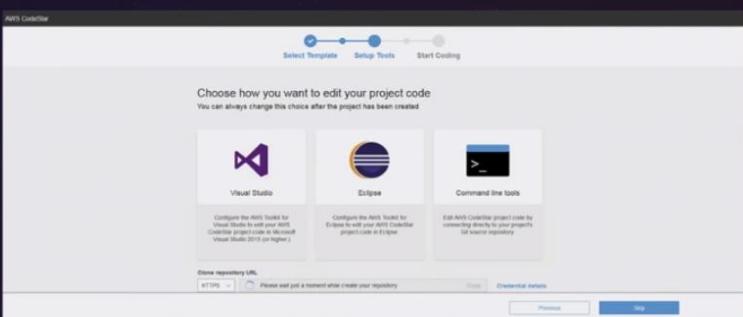
The screenshot shows the AWS CodeStar console's "Create project" step. It allows users to select a project template and configure a CI/CD pipeline. The pipeline includes steps for Source (GitHub), Build (AWS CodeBuild), Deploy (AWS CloudFormation), and Monitoring (Amazon CloudWatch Metrics).

Project name: SF_Summit

Project ID: sfsummit

Toolchain steps:

- Source: GitHub
- Build: AWS CodeBuild
- Deploy: AWS CloudFormation
- Monitoring: Amazon CloudWatch Metrics



Connect your IDE

The screenshot shows the AWS CodeStar console's "Edit your project code" step. It provides options to connect the IDE to the repository. It supports Visual Studio, Eclipse, and Command line tools.

Choose how you want to edit your project code

You can always change this choice after the project has been created.

IDE options:

- Visual Studio
- Eclipse
- Command line tools



Manage delivery pipeline and track issues

The screenshot shows the AWS CodeCommit interface. At the top, there's a message: "First time? Try pull requests. See how they work." Below it, a "Team code site" section with instructions to "Edit this file to save your own project links, code samples and notes to share with your team. You can use markdown to format your text." A list of "Some other things to try in your project:" includes: 1. Activate your repository, 2. Create a new branch, 3. Add build events, 4. Set up issue tracking (Jira), 5. Create a new project dashboard, 6. View metrics for the repository, and 7. Use the AWS Lambda trigger feature. Below this is a JIRA integration section with a dropdown menu set to "Open pull requests". The main content area displays a table of JIRA issues:

Key	Type	Assignee	Priority	Issue Summary
MR-4	Bug	jane_doe	Medium	Build version presentation
MR-1	Bug	bob_dole	Medium	Placeholder items for the second
MR-2	Bug	tom_wopat	Medium	Build order
MR-3	Bug	Unassigned	Medium	Build Rights to SPIC

At the bottom right, there's a button labeled "Create pull request" and a note "Open as issue 12".

A man with a beard and balding head, wearing a black t-shirt with the text "GANG AGAINST THE STATE", is standing on a stage and speaking to an audience.



Broad Services With Deep Functionality			
Compute	Databases	Security and access	Network availability
Burstable (T2)	RDS for MySQL	Fully-managed DDoS protection	Availability zone architecture for high operational resiliency
General purpose (M4)	RDS for PostgreSQL	WAF with instant threat mitigation	Synchronous data replication between AZs within a region
Dense storage (D2)	RDS for MariaDB	Dedicated HSMs	Visibility into real-time network performance
Memory intensive (R4)	RDS for Oracle	Graphic policy simulator	Broad IPv6 support
Large memory (X1)	RDS for SQL server	Identify, location, and time policies	Multiple NICs per VM
High I/O (I3)	RDS for Aurora	Individual API call policies	
Compute intensive (C5)	Heterogeneous migrations with no downtime	Key usage auditing	
Graphics intensive (G2)			
General purpose GPU (P2)			
FPGAs (F1)			
Simple VPS (Lightsail)			



Broad Services With Deep Functionality

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FPGAs (F1)			
Simple VPS (Lightsail)			

We Love Ourselves Some Compute

Elastic GPUs on EC2

F1 Instances

New instance family with customizable field programmable gate arrays

Run your custom logic on EC2

Generally available today

F1 Instances

Bringing hardware acceleration to all

Develop, simulate, debug, and compile your code

Package as FPGA images

F1 Instance
With your custom logic running on an FPGA

FPGA images available in AWS Marketplace

Example Use Cases For F1 Instances



Genomics
research



Financial
analytics



Real time
video processing



Big data search
and analytics



There are currently FPGA images available from the AWS Marketplace that will speed up your image processing tasks by 30X using an F1 instance

INVISIBILITY



Microservices: Small, Independent Building Blocks



Independent
scaling



Independent
deployments



Independent security
and permissions



Improved
fault isolation



The Rise Of Microservices Has Been Enabled By Containers



Monolithic application



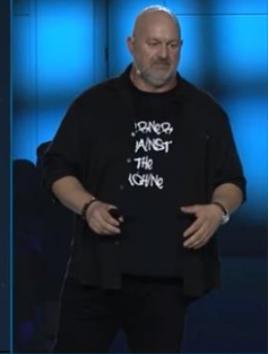
Services



Microservices



Challenges With Running Containers Today



Amazon EC2 Container Service (ECS)

The best way to run your containers in production



AWS has the complete container platform to build and operate microservices at scale



Customer Success Examples With ECS

airtime

CapitalOne

coursera

DATADOG

edmunds.com

METEOR

Expedia

Nextdoor

Trimble

Instacart

Xmytaxi

Segment

okta

Blackboard

slack

Upserve

shippable

remind

UNIVERSITY OF CALIFORNIA SANTA CRUZ

HALLIBURTON

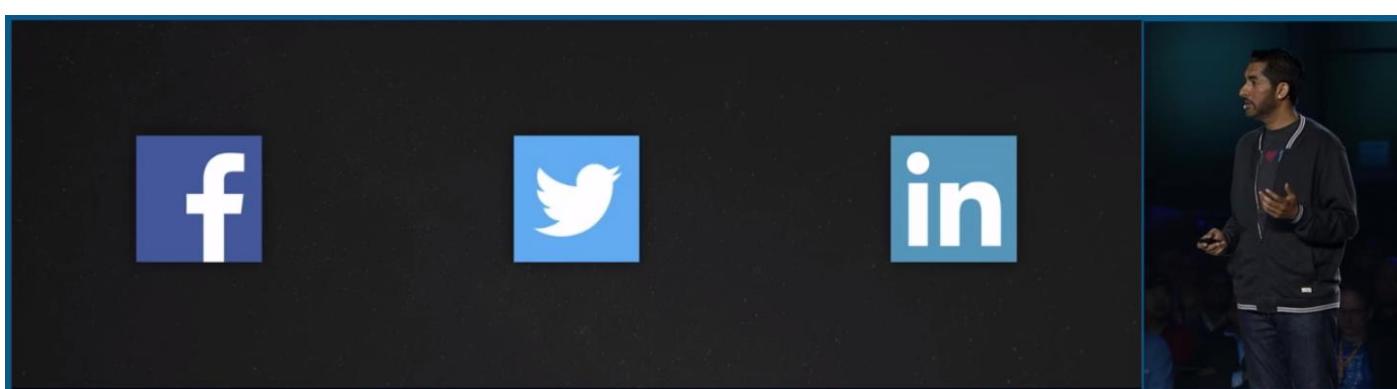
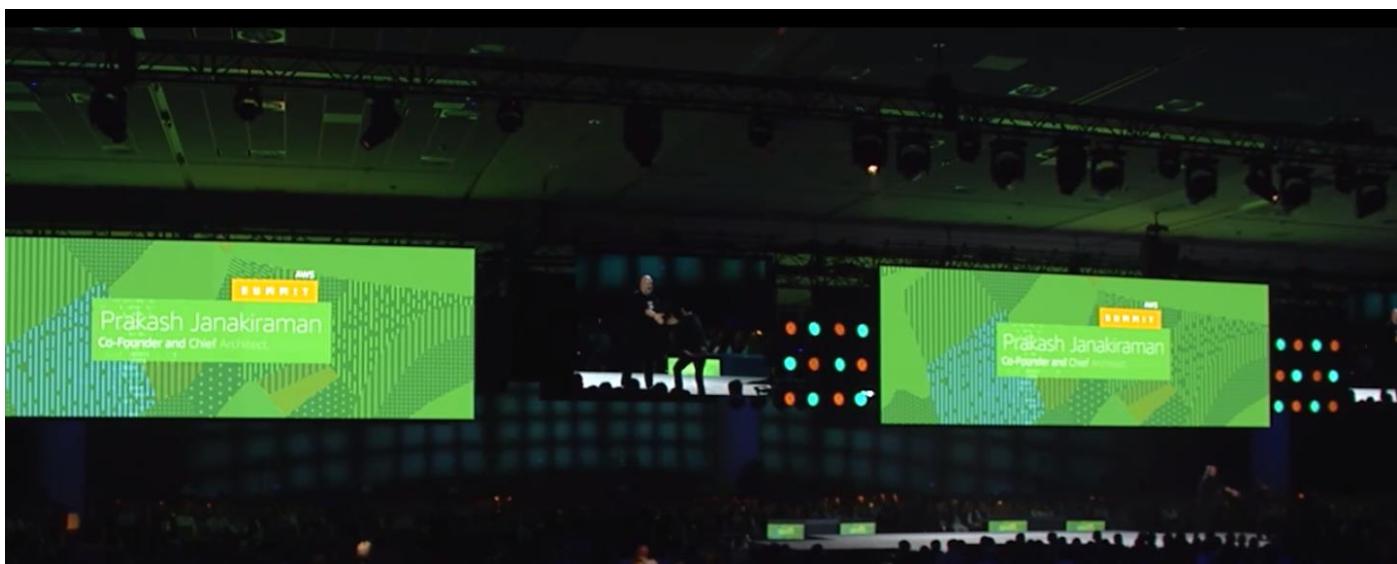
Prezi

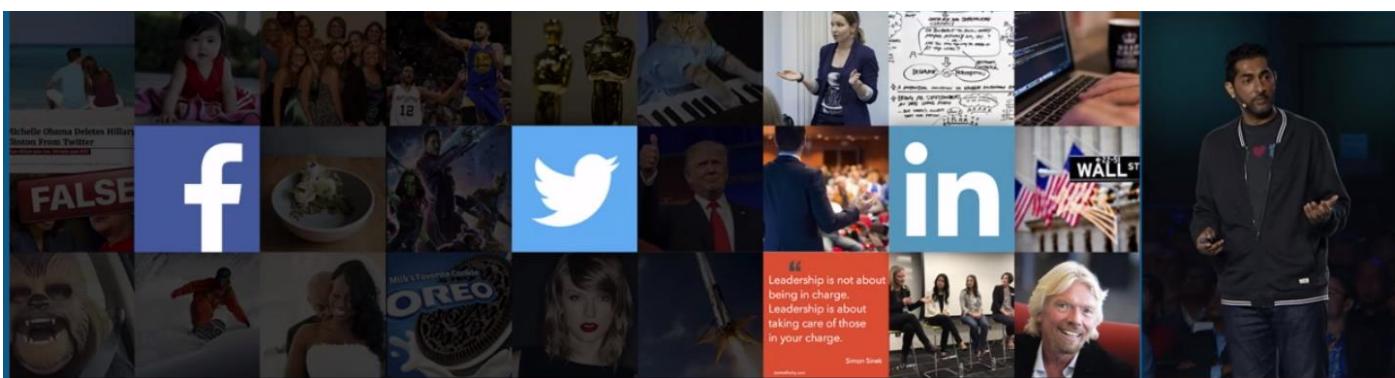
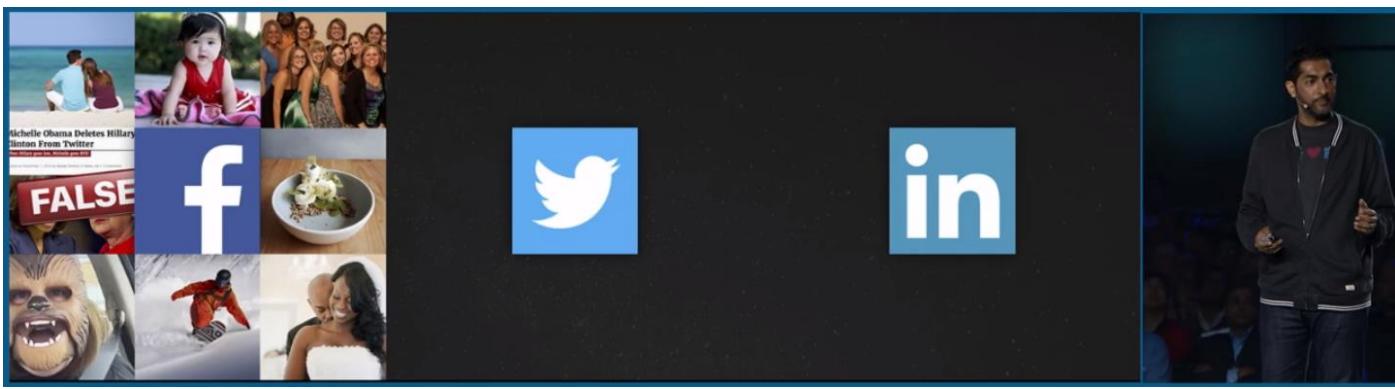
here

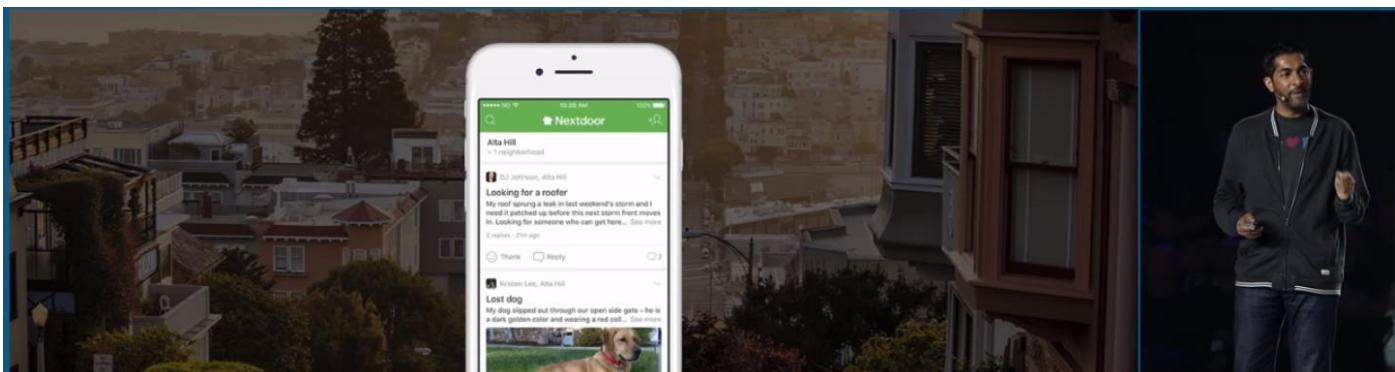
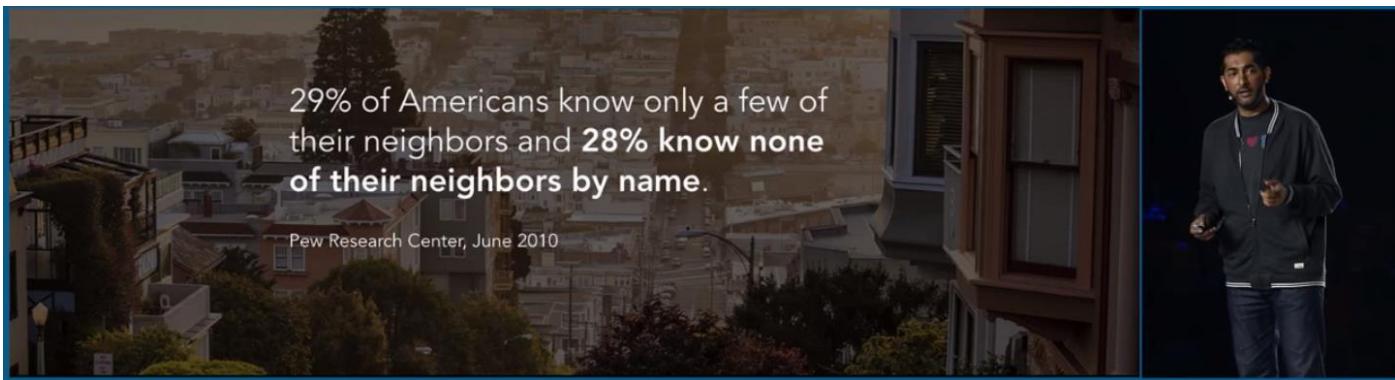
MORNINSTAR

GAIAM

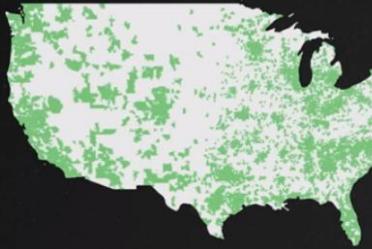








Nextdoor at Scale



~100

new neighborhoods
per day

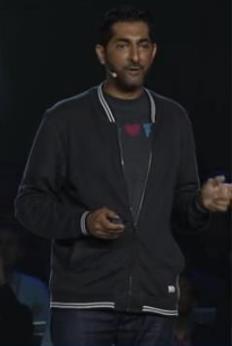
135k

US neighborhoods
today

70%

US neighborhoods
on Nextdoor

Nextdoor



Native on AWS from Day 1

- API Gateway
- Athena
- CloudFront
- CloudTrail
- CloudWatch
- Data Pipeline
- DynamoDB
- EC2 Container Registry
- EC2 Container Service

- Elastic Compute Cloud
- Elastic MapReduce
- ElastiCache
- Elasticsearch Service
- Glacier
- Key Management Service
- Kinesis
- Kinesis Firehose
- Lambda

- QuickSight
- RDS
- Redshift
- Route 53
- Simple Notification Service
- Simple Queue Service
- Simple Storage Service
- SimpleDB
- Virtual Private Cloud

Nextdoor



Moving from Weekly Releases to Continuous Deployment

Weekly Releases



Daily bug fixes and minor updates

Continuous Deployment

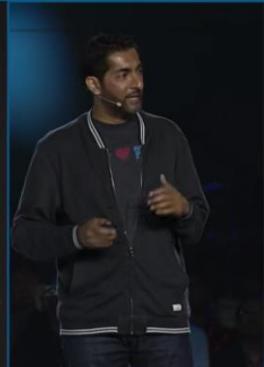


Incremental changes



Democratized and
automated deployments

Nextdoor



Zero Downtime Deployments Using Red/Black

Elastic Load Balancer



→



Build X

Nextdoor



Zero Downtime Deployments Using Red/Black



In the Red/Black deployment paradigm, we simply launch new EC2 instances every time we want to deploy a new version of service. We configure them, install our software, and once they are ready, we simply switch over the traffic

Zero Downtime Deployments Using Red/Black



We switch the traffic over to the new instances through ELB

Zero Downtime Deployments Using Red/Black



We then terminate the old instances. The only flaw is that it is too slow

Using Containers Helped Us Build Faster



Simplicity

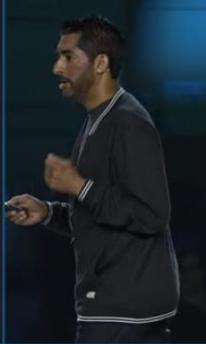


Portability



Speed

Nextdoor



Simplified Container Management with ECS



Shared responsibility
model with AWS



Native integrations
with ELB, IAM, etc.

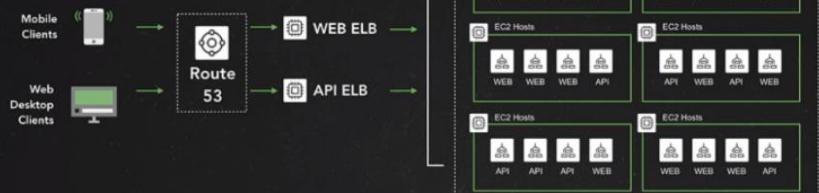


Zero downtime
deployments



Single container
deployment, local or remote

Nextdoor

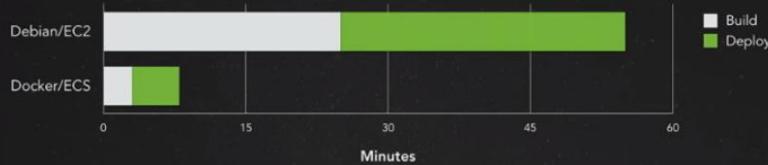


Nextdoor

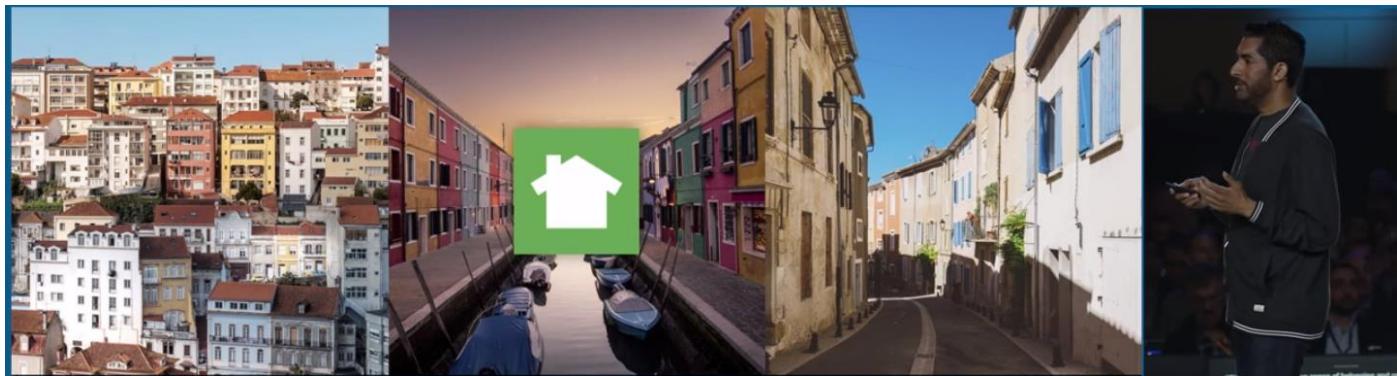


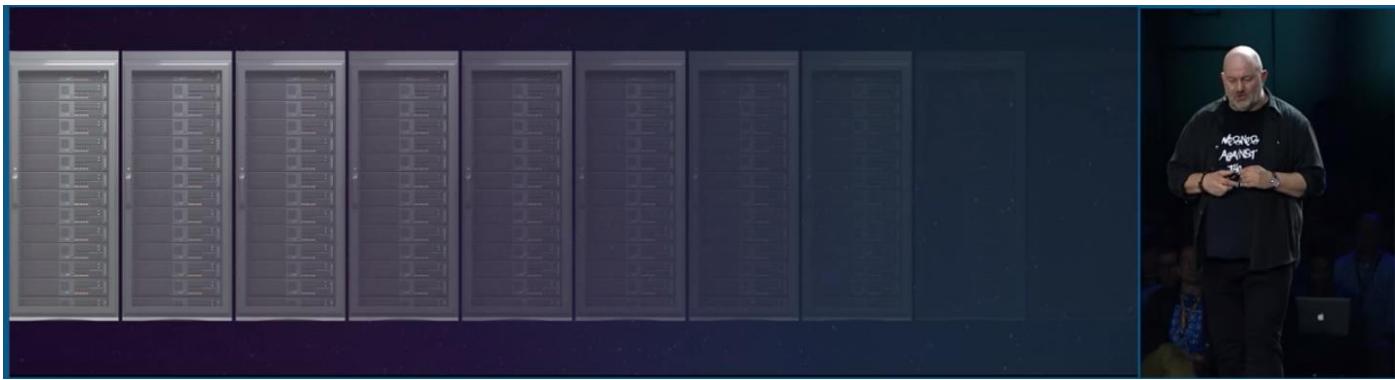
Our web services now run as tasks packed into containers that are packed into the ECS cluster. We also have 40+ backend services running on ECS today.

Nearly 10x Improvement in Build and Deploy Time



Nextdoor





Servers are like pets, you give them names and you nurse them back to life it sick. You really need to start thinking in terms of the herd.

What Do Serverless Applications Look Like?

The slide features four icons with corresponding text descriptions:

- No provisioning or management: An icon of a checkmark inside a blue circle with arrows pointing left and right.
- Scales with usage: An icon of a square with a purple and white design.
- Never pay for idle: An icon of a clock with a dollar sign inside.
- Fault tolerance built in: An icon of three overlapping squares with a checkmark inside.

A man in a black t-shirt with the text "MENARDS AGAINST THE MACHINE" is visible on the right side of the slide.

AWS Lambda

Serverless compute

The slide features four icons with corresponding text descriptions:

- Run code without thinking about servers: An icon of a computer monitor with a slash through it.
- Integrated with 12 services: An icon of a whiteboard with code and a pen.
- Run your code based on API calls or triggers from AWS services: An icon of a whiteboard with code and a bell.
- Pay only for the compute time you consume: An icon of a clock with a dollar sign inside.

A man in a black t-shirt with the text "MENARDS AGAINST THE MACHINE" is visible on the right side of the slide.

Customer Success With AWS Lambda

A grid of company logos demonstrating customer success with AWS Lambda, including:

- Pearson
- Experian
- NETFLIX
- Zillow.com
- CMPLY
- The Seattle Times
- Hulu
- News Corp.
- vevo
- ZAPPROVED
- Localytics
- BUSTLE
- ConnectWise
- LexisNexis
- HEARST
- mlbam
- iRobot

A man in a black t-shirt with the text "MENARDS AGAINST THE MACHINE" is visible on the right side of the slide.

The Pains Of Coordination



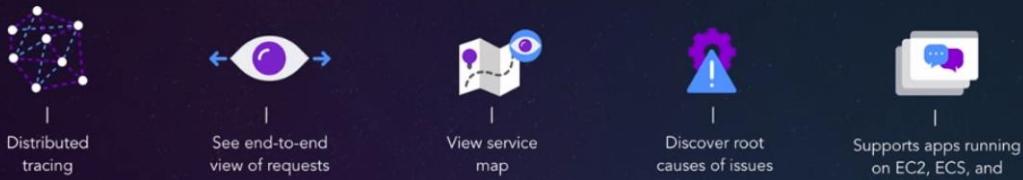
AWS Step Functions

Coordinate the components of distributed applications using visual workflows

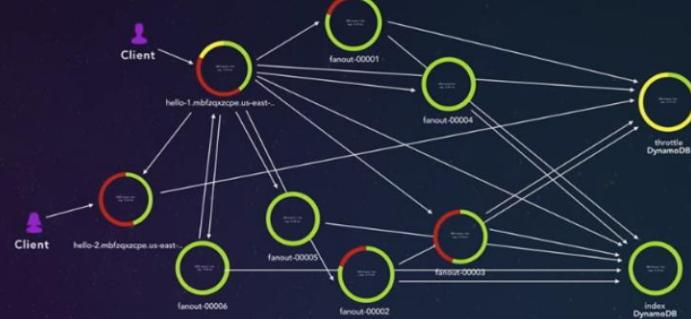


AWS X-Ray

Analyze and debug distributed applications in production



AWS X-Ray



Amazon DynamoDB: A Database For Your Serverless Applications



Highly available



Consistent performance



Proven scale



VPC endpoints



You can now use DynamoDB from inside your VPC with VPC endpoints

High-Velocity Use Cases

Mobile



lyft

REDFIN

duolingo



Web



Expedia

JustGiving

jobandtalent



Gaming



FanDuel

NEXON

FRONTIER

IoT



canary

dropcam

ACTi

MEDATEK

Royale International

Ad Tech



ABRAIN

jamp

VidRoll



Reducing Response Time To Microseconds



Deploy and operate
caches



Specialized
skills



Complex
application logic



Scale and
availability



Amazon DynamoDB Accelerator (DAX)

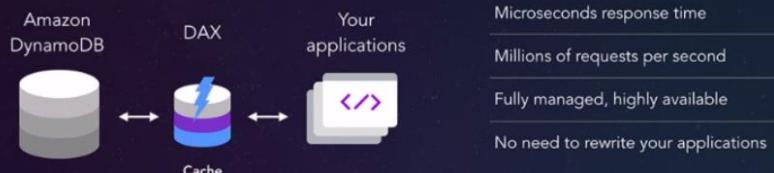
A fully managed, in-memory cache delivering 10x faster query performance

Preview available today



You can use this an in-memory cache in front of DynamoDB using the same APIs you are familiar with

Amazon DynamoDB Accelerator (DAX): 10x Faster



FLIGHT



Old World Databases



Very expensive



Proprietary



Lock-in



Punitive
licensing



You've got
mail!

Oracle Database Vendors
Includes, and subject to penalties, if
using their name. ©2016 Amazon.com, Inc.

Customers Are Moving

It's Why Customers Are Moving To Open Database Engines



Migrating Databases To AWS



Migrate between
on-prem and AWS



Migrate between
databases



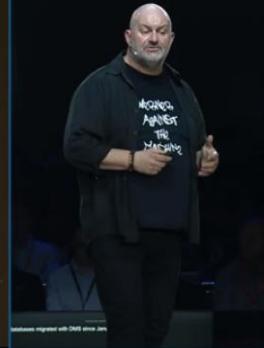
Automated schema
conversion



Data replication for
zero downtime
migrations

23,000+

databases migrated



Amazon Aurora

Speed and availability of commercial databases with cost-effectiveness of open source



MySQL
compatible



Up to 5x
performance
of high-end MySQL



Highly available
and durable



1/10th the cost of
commercial grade
databases



Fastest growing
AWS service, ever



Amazon Aurora PostgreSQL-Compatible Edition



Fully PostgreSQL
compatible



Several times better
performance than
typical PostgreSQL
database



Scalable,
durable and secure



Migrate from
RDS for
PostgreSQL



1/10th the cost of
commercial grade databases



Examples Of Customer Success Using Aurora



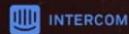
Lodging inventory
system



Scale for large
events



Billions of financial
transactions



>2 billion
rows



Petabytes of streams
and playback artifacts



Millions of
transactions per day



Reduced
operational burden



X-RAY VISION



You want to get deeper insights into the data that you have.

AWS Has Made Petabyte-scale Analytics Accessible To Companies Of All Sizes



Interactive query service
Amazon Athena



Hadoop, Spark and Presto
Amazon EMR



Data warehousing
Amazon Redshift



Amazon Athena

Interactive query service that makes it easy to analyze data in Amazon S3 using standard SQL

Query S3 directly and right away

News Corp

slack

stripe

HBO®

No infrastructure or clusters to setup and manage

Gunosy

ROVIO

TAXI

INRIX

Fast results within seconds

Atlassian

mparticle

DataXU

Pay for just the queries you run



Amazon EMR

Analyze large data sets using popular big data processing frameworks



Hadoop, Spark, Presto,
HBase



Fully customizable
clusters



Code your own
applications



Amazon Redshift

Petabyte-scale data warehousing for complex queries and super-fast performance



Pull together data from different sources



Highly structured



Complex queries across very large databases



20x faster than ad-hoc query services



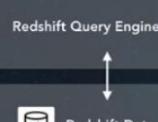
Customers Love Redshift



But Customers Are Storing Even More Data In Amazon S3

Petabytes

Amazon Redshift



Amazon S3

Exabytes



Introducing

Redshift Spectrum

Run queries directly on exabytes of data in Amazon S3

Generally available today



Redshift Spectrum: Extend Redshift Queries To Data In Amazon S3

Amazon Redshift



Amazon S3

Query S3 directly or join data across Redshift and S3

Support for CSV, JSON, ORC, and Parquet data formats

Scale Redshift compute and storage separately



You would typically keep your dimensional data and facts table in RedShift and use them to read data that lives in S3 directly.

Redshift Spectrum Performance

Complex query against exabyte dataset

4 tables (1 S3, 3 local), 8 filters,
3 joins, 4 group by columns,
1 order by, 1 limit, 1 aggregation,
1 function and 2 casts



Hive (1000 node clusters):

5 years



Spectrum:

155 seconds



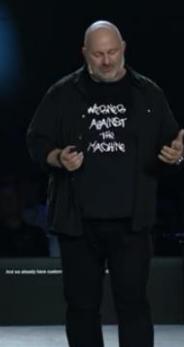
Customers Already Using Redshift Spectrum



TIME



REDFIN



PRECognition



Building Smarter Applications



Predict



See



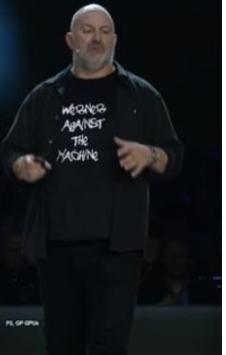
Speak



Hear



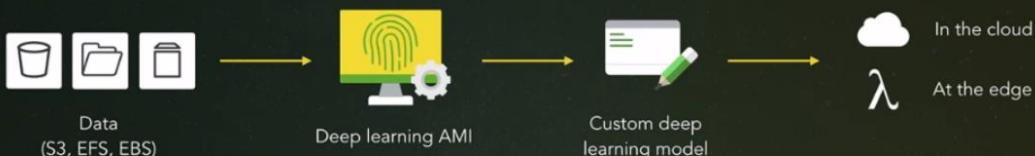
Understand



Train Custom Predictive Models With Amazon Machine Learning



Train Custom Deep Learning Models With Amazon Deep Learning AMI



This Ubuntu or Linux AMI has all the modern ML frameworks like MxNet, Torch, TensorFlow, Caffe, Theano, etc all inside it that you can use along with some datasets like ImageNet inside it that you can use to build your own deep learning networks intelligently and fast. The arrival of GPU boards with memory is also allowing us to build much bigger models for our ML deep learning networks that we can then take and run at the edge.

Building Smarter Applications

Amazon ML Deep learning AMI



Predict



Deep learning AMI



See



Speak

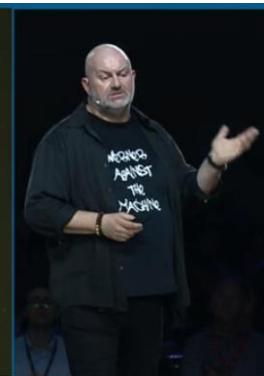
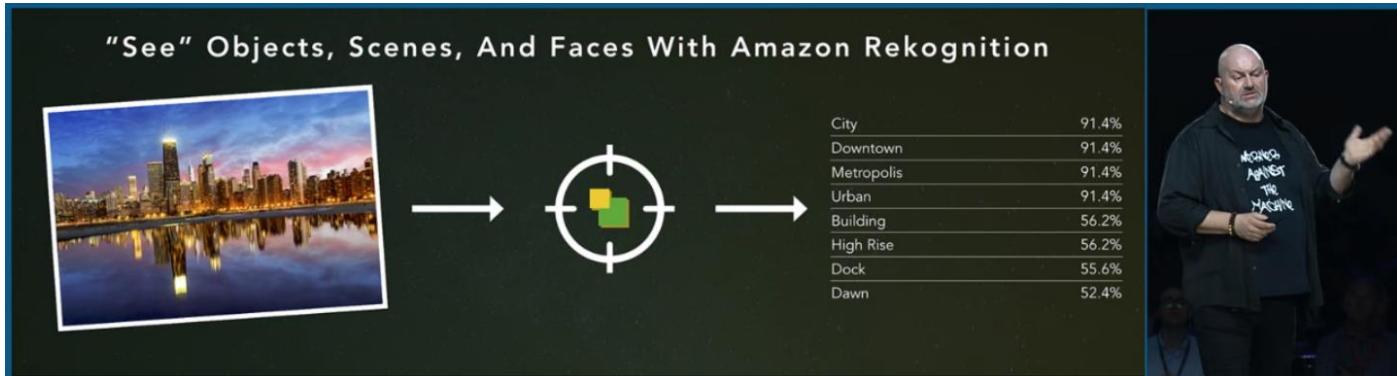
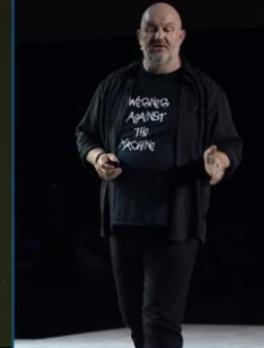
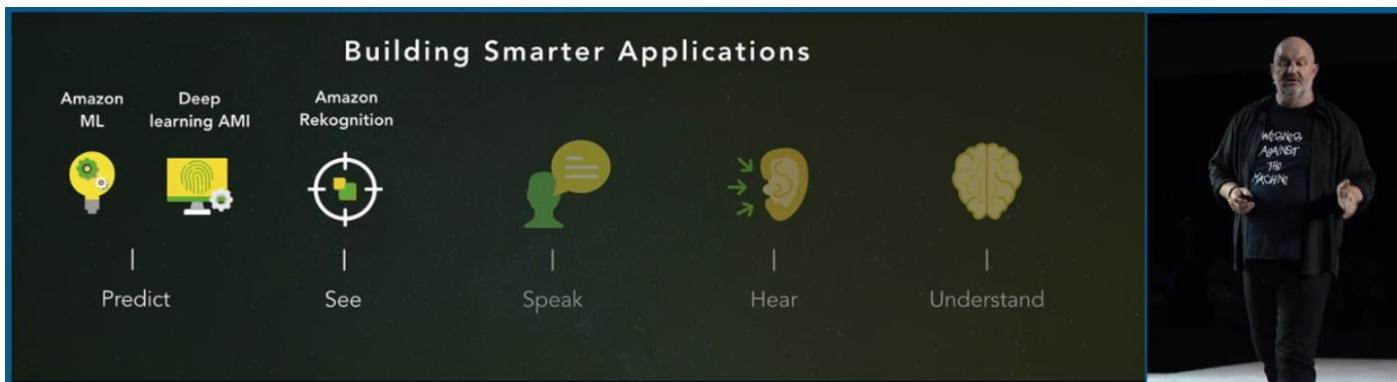


Hear



Understand





C-SPAN

Automating footage tagging with Amazon Rekognition

Built in 3 weeks

Index against 99,000 people

Saving ~9,000 hours a year in labor

The screenshot shows the C-SPAN website interface with the following details:

Video Title: Senate Republicans' Agenda | Listening from nearby Capitol hotel, Senate Republican leaders update to reporters.

People in Video:

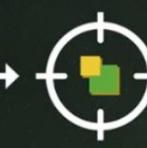
- Mitch McConnell
- John Cornyn
- Mike Lee
- John Thune
- Pat Toomey
- John Boozman
- John Hoeven
- John Kennedy
- John Boozman
- John Cornyn
- John Thune
- Mike Lee
- Pat Toomey
- John Hoeven
- John Kennedy

Hosting Organization: U.S. Senate (Ohio State)



Content Moderation With Amazon Rekognition

Automated scoring of images for inappropriate content



Suggestive: male swimwear or underwear (80.9%)



Building Smarter Applications

Amazon
ML



Deep
learning AMI



Amazon
Rekognition



Predict

See



Speak



Hear



Understand



Generate Lifelike Speech With Amazon Polly

"The temperature in
WA is 75°F "



"The temperature in
Washington is 75
degrees Fahrenheit"

Amazon
Polly

47 voices

24 languages



Generate Lifelike Speech With Amazon Polly



Customize what
is said



Customize how
it's said



Whispering
voices



Speech
marks



Voice code

<speak>The night was about to fall,
and we were still lost in the forest.
As she heard branches cracking,
Mary started to whisper:

```
<amazon:effect  
type="whispered">
```

If you make any noise, they will find us.
We need to walk silently to the lake.</amazon:effect>



Expression code

Script: The night was about to fall
Viseme: T@ tat uEs @pat tu fOt
and we were still lost in the forest.
att ui uE stit tast it T@ fOr@st

As she heard branches cracking,
as Si kEt pratS@s krakik

Mary started to whisper:
pEri start@t tu uispE

If you make any noise, they will find us.
if iu pek Eti tOs, te uit fatt Es

We need to walk silently to the lake.
Ui tit tu uOk sat@tti tu T@ tek



Voice code

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Building Smarter Applications


 Amazon ML
 Deep learning AMI


 Predict


 Amazon Rekognition


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 Amazon Polly

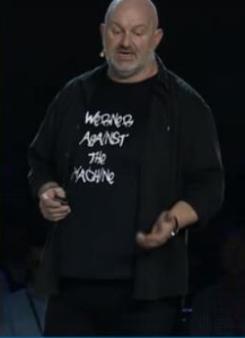

 Speak


 Amazon Lex


 Automatic speech recognition


 Amazon Lex


 Natural language understanding



Amazon Lex

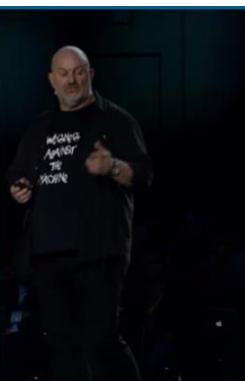
Speech recognition and natural language understanding

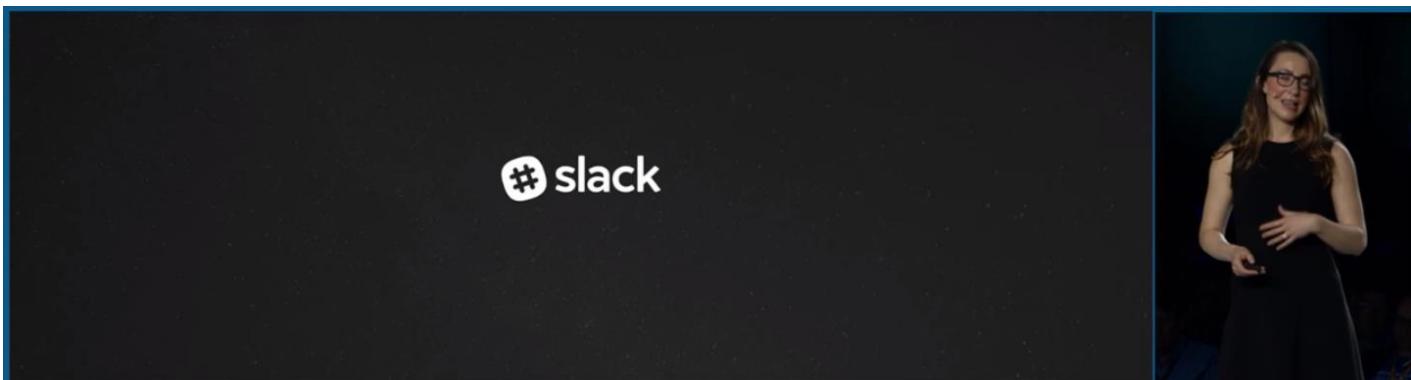
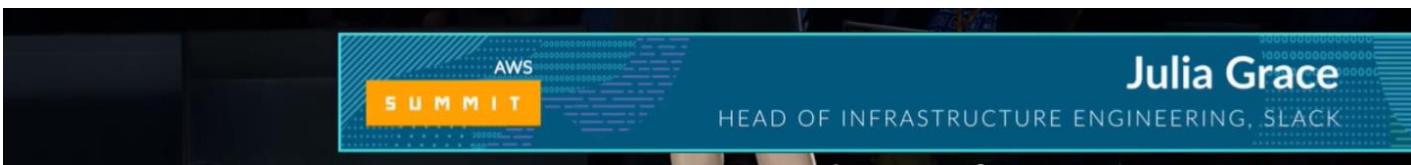


```

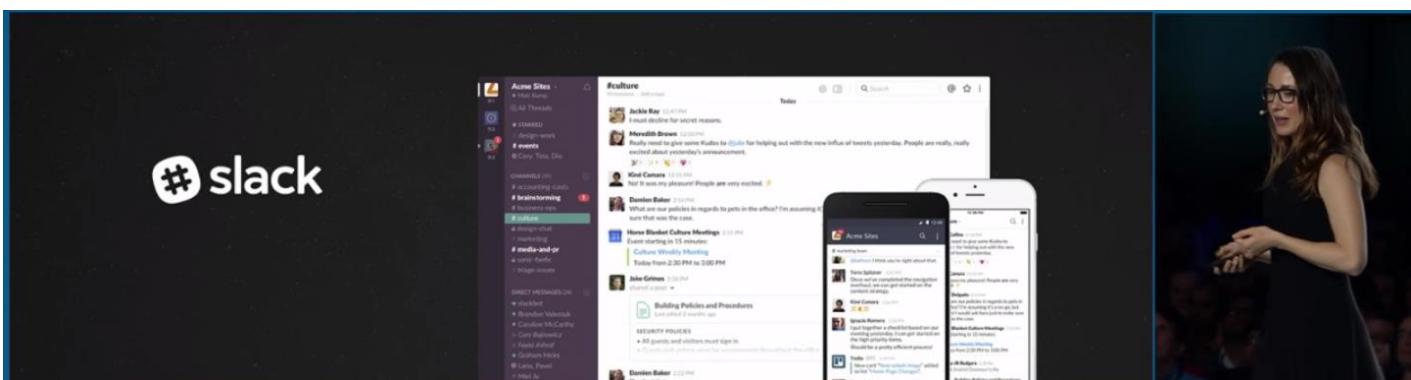
    graph LR
      A["What's the weather forecast?"] --> B[Amazon Lex  
Automatic speech recognition  
Natural language understanding]
      B --> C[Weather forecast]
      C --> D["It will be sunny and 75 degrees Fahrenheit"]
      D --> E[Amazon Polly]
      E --> A
  
```

"What's the weather forecast?" → Amazon Lex (Automatic speech recognition, Natural language understanding) → Weather forecast → "It will be sunny and 75 degrees Fahrenheit" → Amazon Polly → "What's the weather forecast?"





Slack is currently the fastest growing enterprise SaaS company in history with 5 million DAU with \$150million yearly revenue. Slack improves how teams communicate and collaborate while also allowing users build features on the Slack platform.



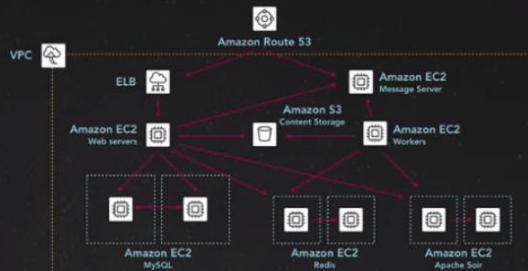
Simple, Fast & Reliable: Reducing Complexity



slack

The power of slack is when you connect it to other tools like SNS, Zendesk, GitHub, Slack and email messages, Jenkins, PagerDuty, etc. this gives you a firehose of information about everything happening within your company.

AWS provides a robust foundation for Slack



slack

AWS Is Critical To Our Scale

Athena	EBS	Route 53
CloudTrail	ELB	S3
CloudFront	EMR	VPC
CloudWatch	Enterprise Support	SNS
Config	IAM	SQS
EC2	KMS	

slack

Enabling Developer Innovation Together

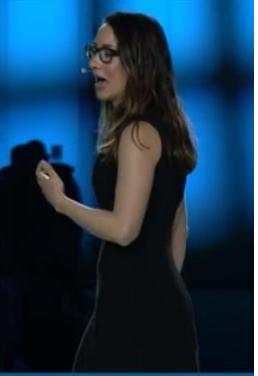


slack

Bringing Lex To Our Developer Community

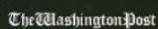


Amazon Lex



Amazon Lex is a set of APIs and SDKs that let you take advantage of advanced AI and machine learning capabilities

Some Of The Customers Using Amazon AI In Production Today



Carnegie Mellon

Pinterest

FINRA



iTranslate

NVIDIA

zmags

intel

C-SPAN

Expedia

UNIVERSITY OF WASHINGTON

SAMSUNG SmartThings

realnetworks

duolingo

OhioHealth

CapitalOne

GoAnimate

HubSpot

RNIB

NASA

Simple

American Heart Association

freshdesk



In conclusion...



IMMORTALITY



Startups Are Breathing New Life Into Virtually Every Industry



Accommodation



DOLLAR SHAVE CLUB

CPG



Education



INTERCOM



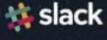
Healthcare



Visual search



Trading



Teams



Payments



Communication



Digital Transformation Is Key To Survival For Enterprises



There's Never Been A Better Time To Build



AWS Marketplace: SaaS Contracts



AWS CodeStar



F1 Instances



Amazon DynamoDB Accelerator (DAX)



Redshift Spectrum



Amazon Rekognition: Content Moderation



Amazon Polly: Whispering Voices



Amazon Polly: Speech Marks



Amazon Lex GA



AWS X-Ray GA



Go build.



Fireside chat with Andy Jassy

1:15pm in this room

