

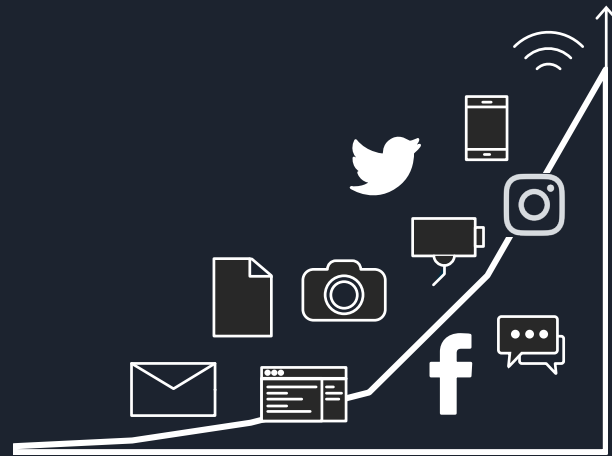


## Data warehousing on AWS: Amazon Redshift use cases and deployment patterns

**Anna Coniglio**

Data Warehouse Solutions Architect, AWS

# The new realities customers are facing



Explosion of data



Expansion of personas



Demand for faster  
decision making  
on real-time data

# Any type of analytics on the data lake



Data  
warehousing



Big data  
processing



Interactive  
query



Operational  
analytics



Data  
exchange



Visualizations



Real-time  
analytics



Recommendations



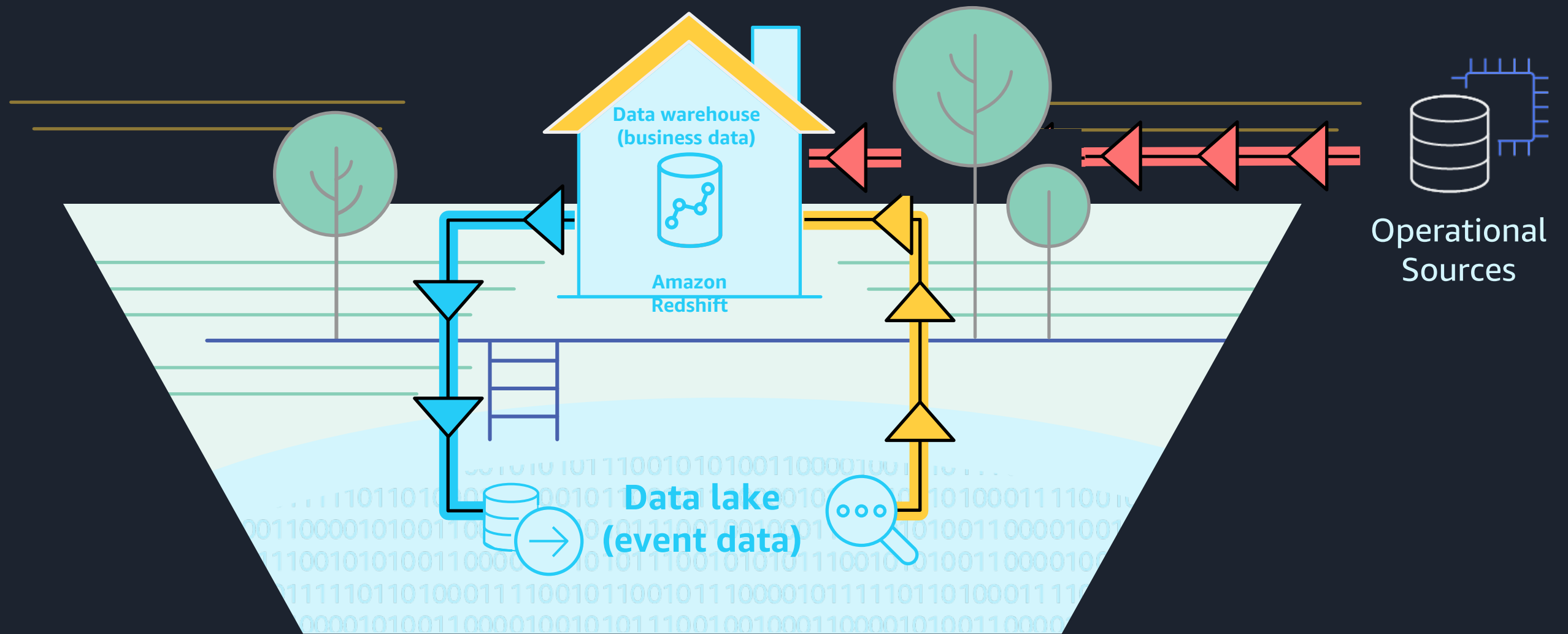
Predictive  
analytics



# Any type of analytics on the data lake

## Most comprehensive analytics platform





# Customers moving to data lake architectures

Amazon Redshift enables you to have a lake house approach

# Amazon Redshift: Powering the Lake House



Amazon Redshift  
Spectrum



Amazon Redshift  
Data Export



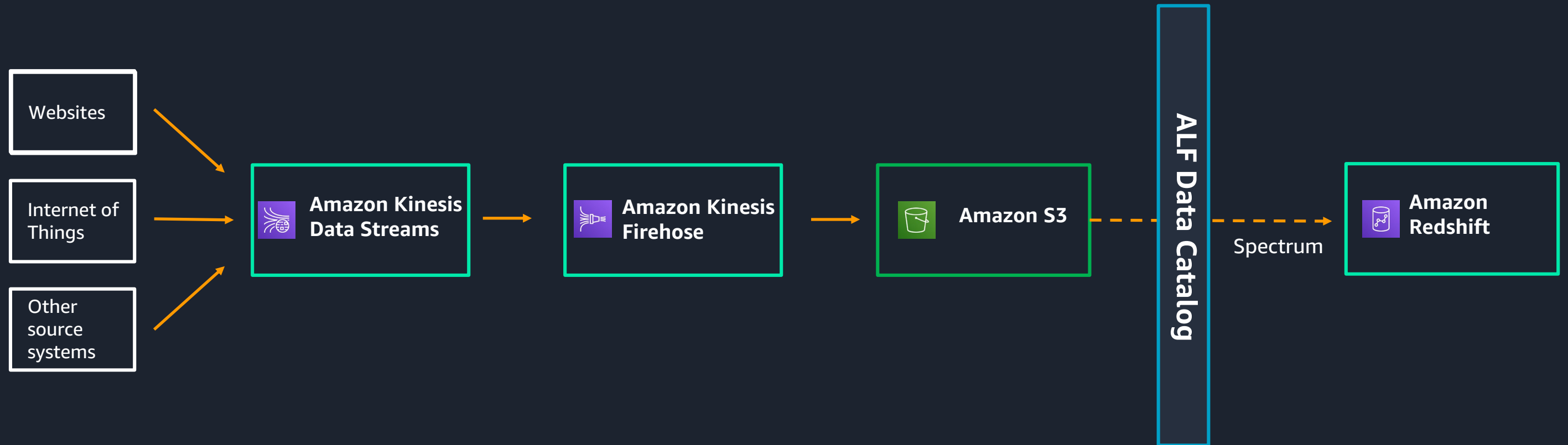
Amazon Redshift  
Federated Query

# Demo

Amazon Redshift Spectrum + Data Export

# Reference Architecture

## Data Streaming

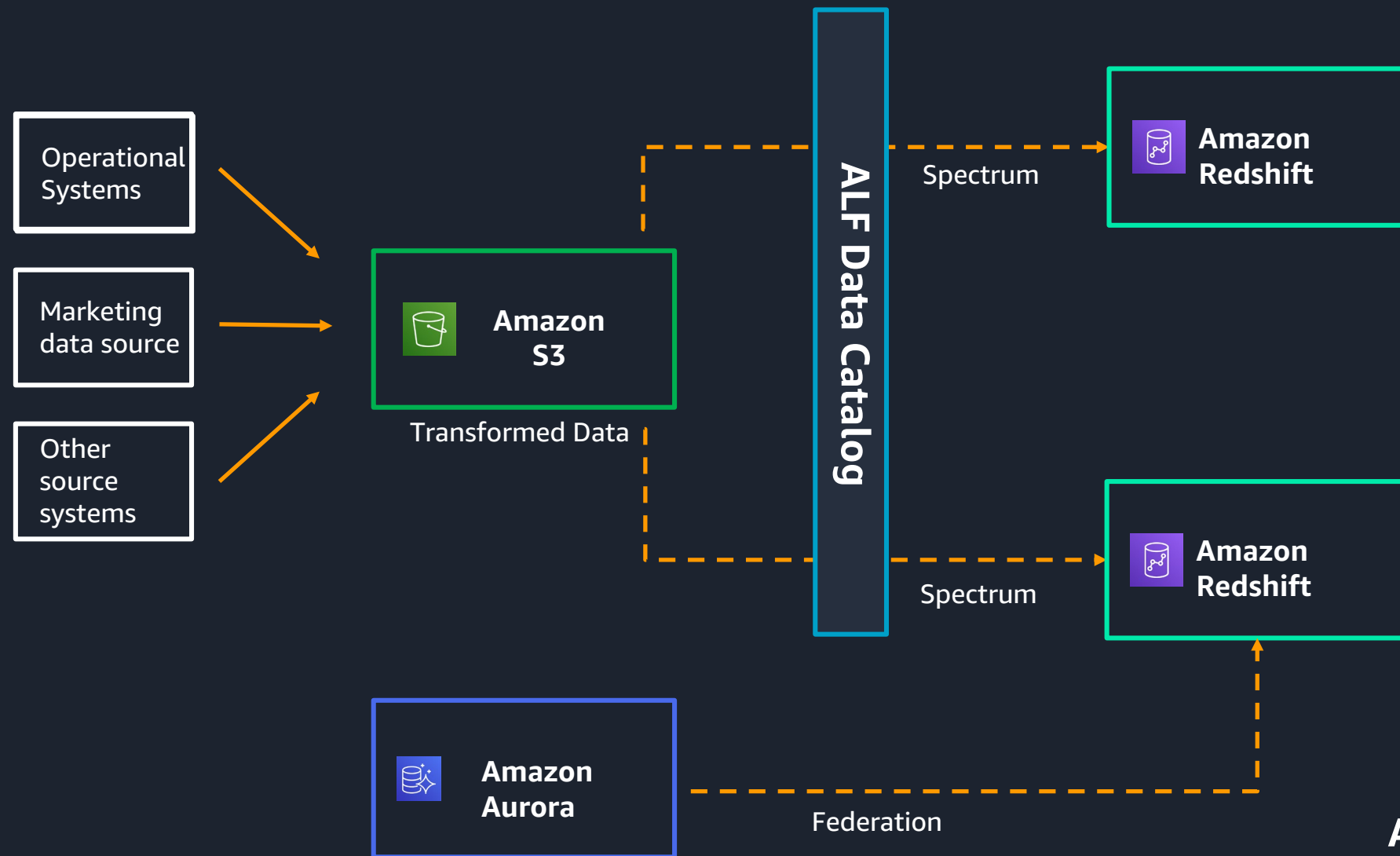


ALF = AWS Lake Formation Data Catalog



# Reference Architecture

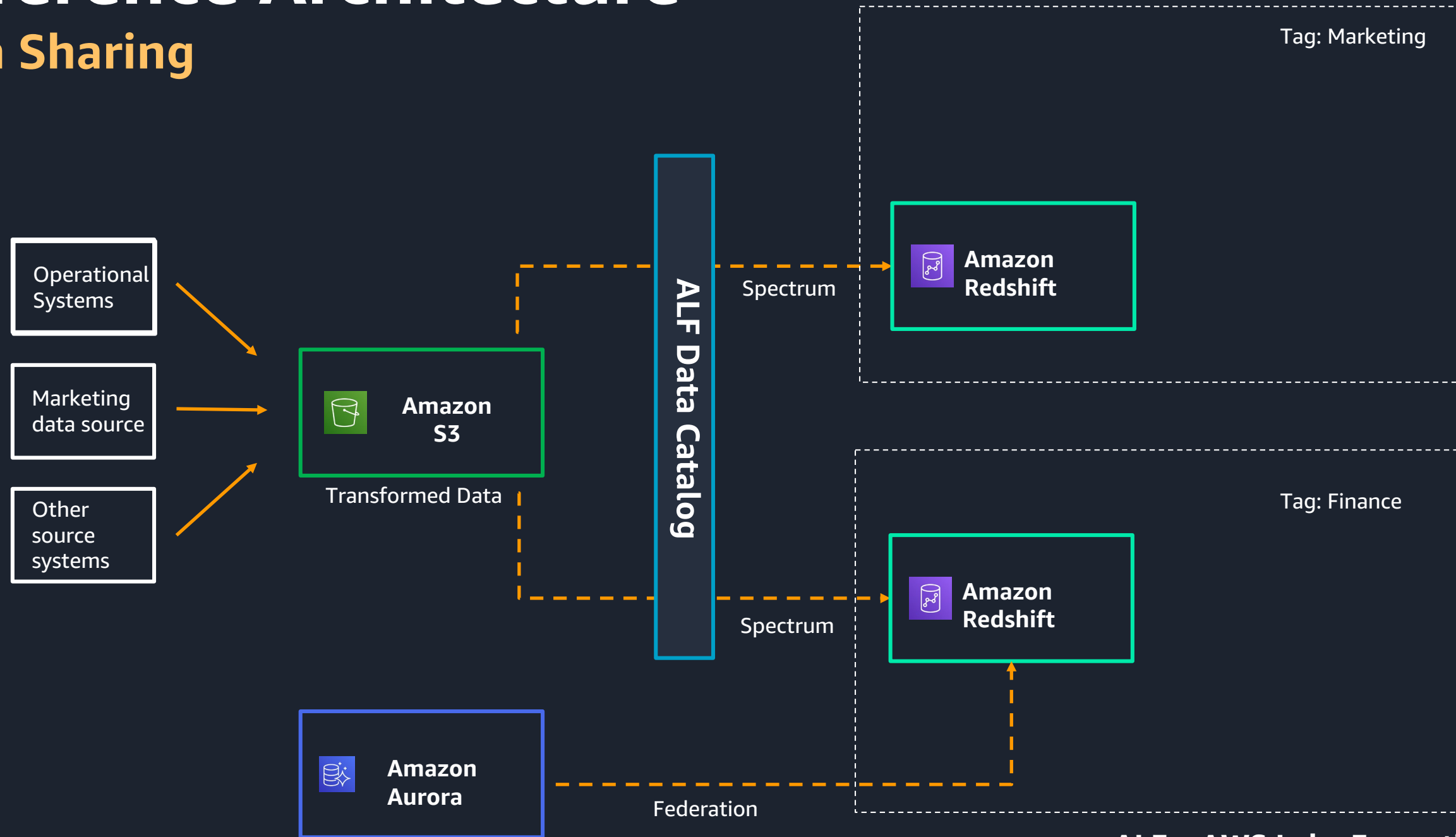
## Data Sharing



ALF = AWS Lake Formation Data Catalog

# Reference Architecture

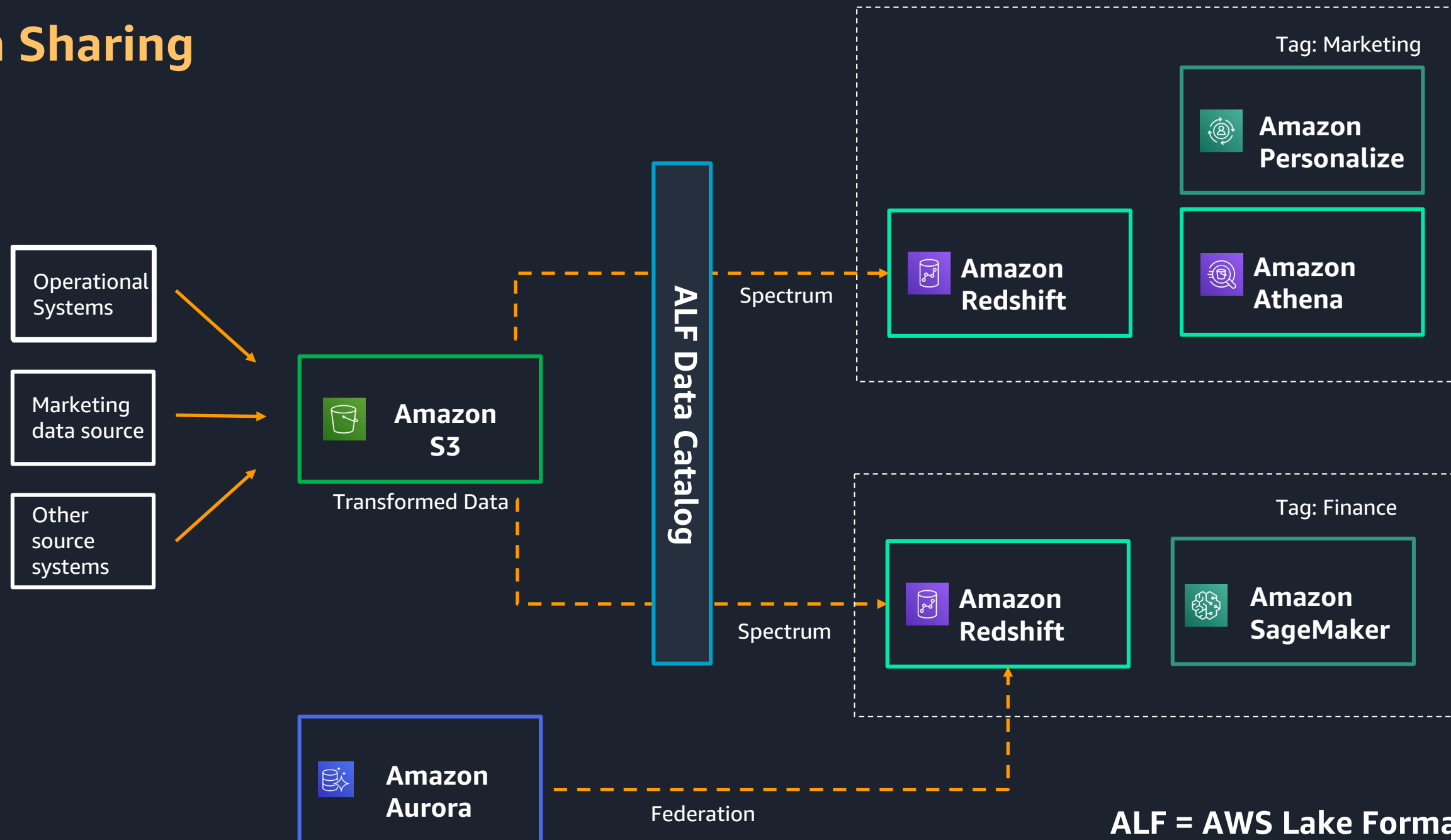
## Data Sharing



ALF = AWS Lake Formation Data Catalog

# Reference Architecture

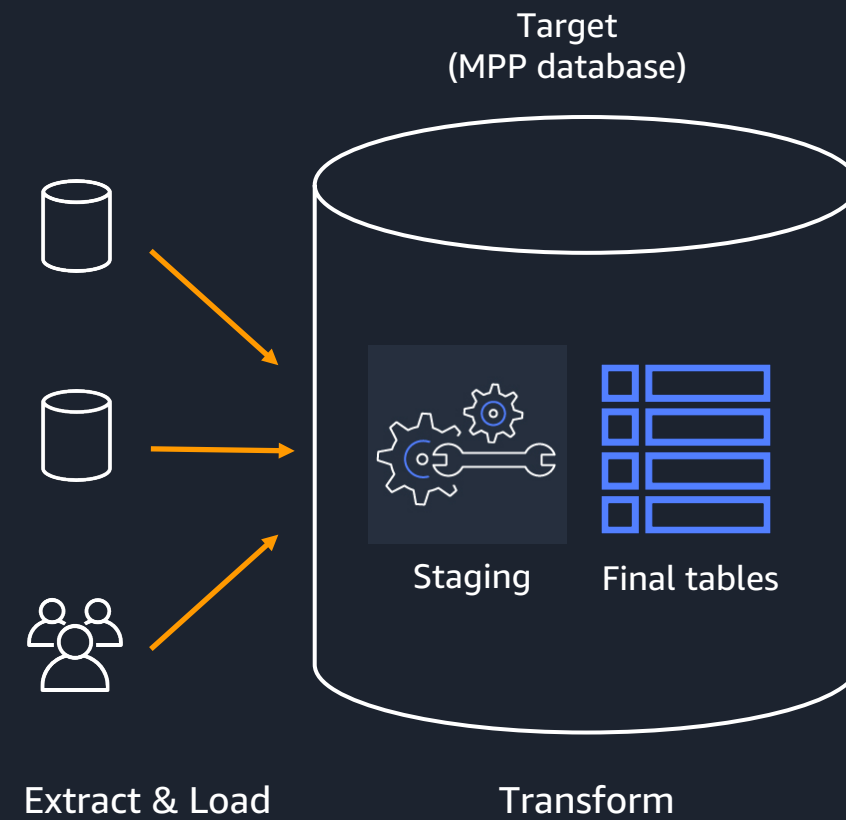
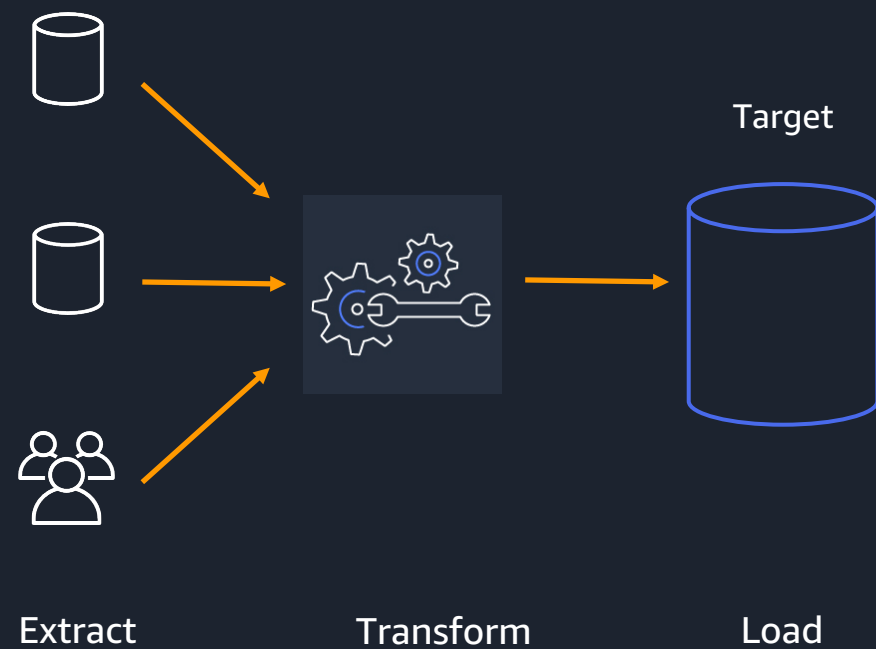
## Data Sharing



ALF = AWS Lake Formation Data Catalog

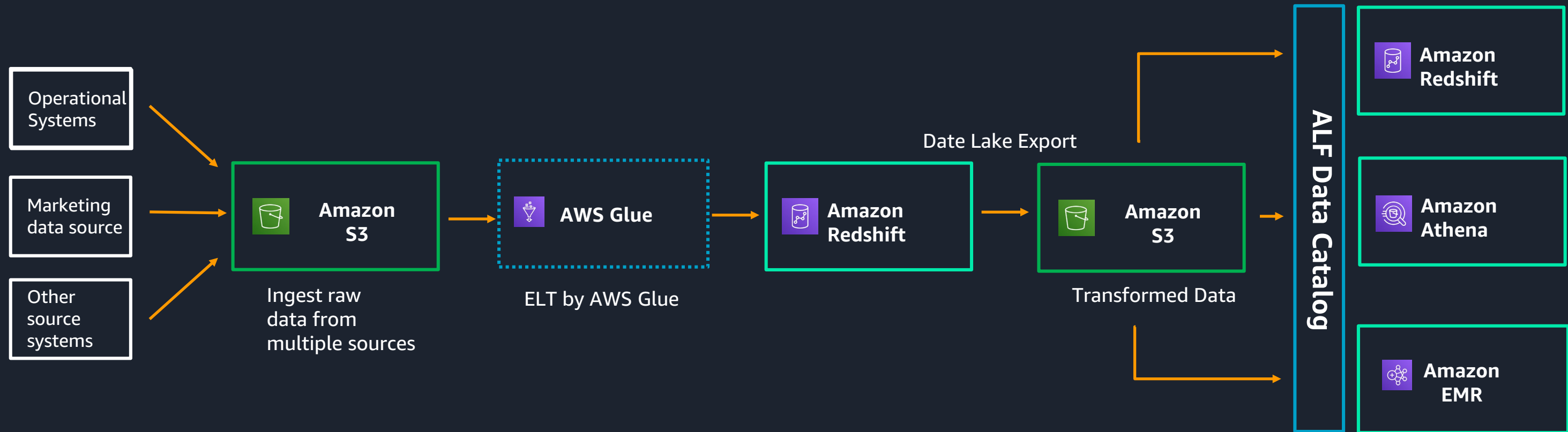
# Reference Architecture

## ETL vs ELT



# Reference Architecture

## ELT Pipeline



ALF = AWS Lake Formation Data Catalog

# AWS Training and Certification



## Training for the Whole Team

Explore tailored Data or Database learning paths for customers and partners



## Flexibility to Learn Your Way

Build cloud skills with free digital Data training courses such as "The elements of Data Science", or dive deep with classroom training



## Validate Skills with AWS Certification

Demonstrate expertise with a Data industry-recognized credential (Data analytics and Database Specialty AWS Certifications)

[aws.amazon.com/training/](https://aws.amazon.com/training/)

# Visit the Data, Databases, and Analytics Resource Hub for more resources

Dive deeper with these newly created whitepapers and e-books to help you uncover new insights and value from your data

- An introduction to cloud databases
- Enter the purpose-built database era
- Harness the power of data
- Creating a modern analytics architecture
- The data-driven enterprise
- ... and more!









[https://tinyurl.com/  
aws-data-databases-analytics](https://tinyurl.com/aws-data-databases-analytics)

**Visit resource hub »**

# Thank you for attending AWS Data, Databases, and Analytics Online Series

We hope you found it interesting! A kind reminder to **complete the survey**.  
Let us know what you thought of today's event and how we can improve the event experience for you in the future.

-  [aws-apac-marketing@amazon.com](mailto:aws-apac-marketing@amazon.com)
-  [twitter.com/AWSCloud](https://twitter.com/AWSCloud)
-  [facebook.com/AmazonWebServices](https://facebook.com/AmazonWebServices)
-  [youtube.com/user/AmazonWebServices](https://youtube.com/user/AmazonWebServices)
-  [slideshare.net/AmazonWebServices](https://slideshare.net/AmazonWebServices)
-  [twitch.tv/aws](https://twitch.tv/aws)



# Thank you!