



DATA INTEGRATION & FEDERATION

Analytics in 15

Ingest, Manage, and Analyze Data
with Central Governance

Priyanka Chaudhary

Big Data Architect
Amazon Web Services

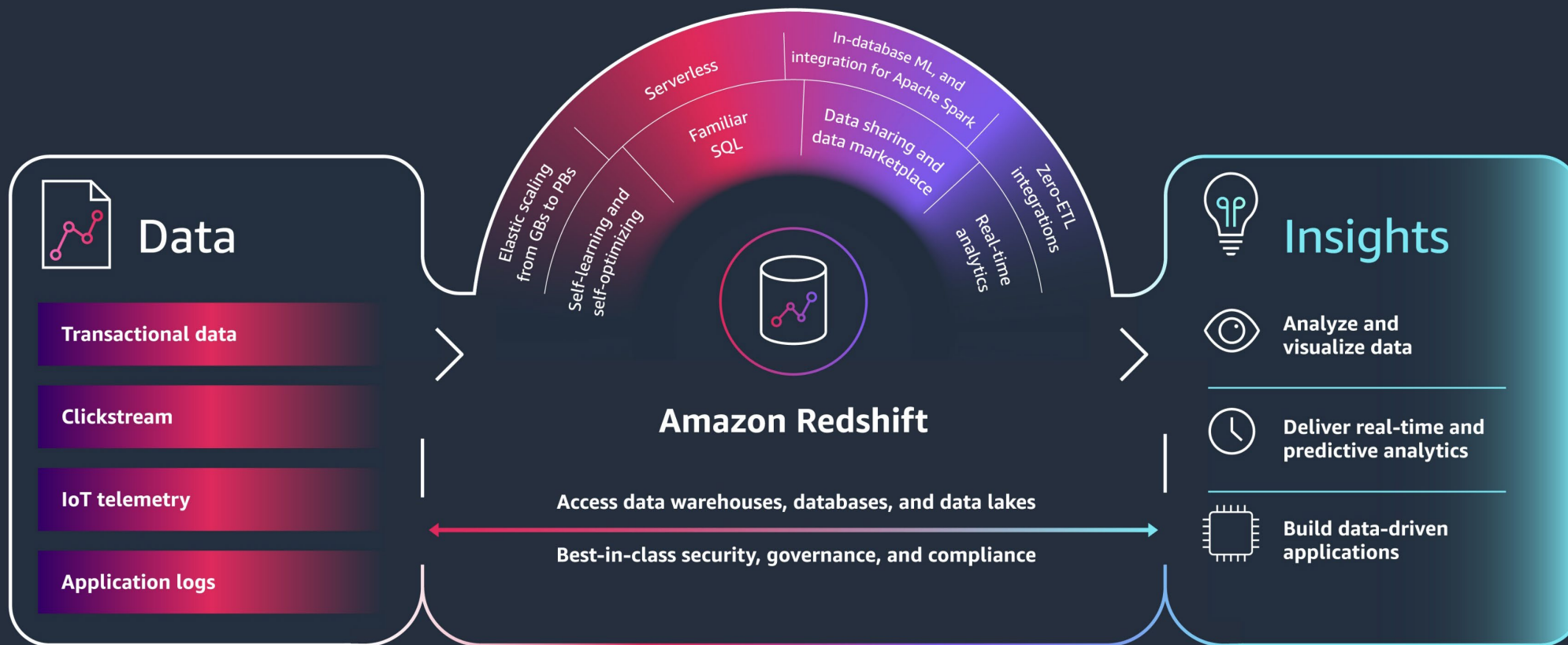
Agenda

- Redshift Overview
- Redshift Streaming Ingestion
- Redshift Streaming Ingestion Demo
- Redshift Data Sharing
- Redshift Data Sharing Demo
- Redshift Dynamic Data Masking

Redshift Overview



Amazon Redshift Overview

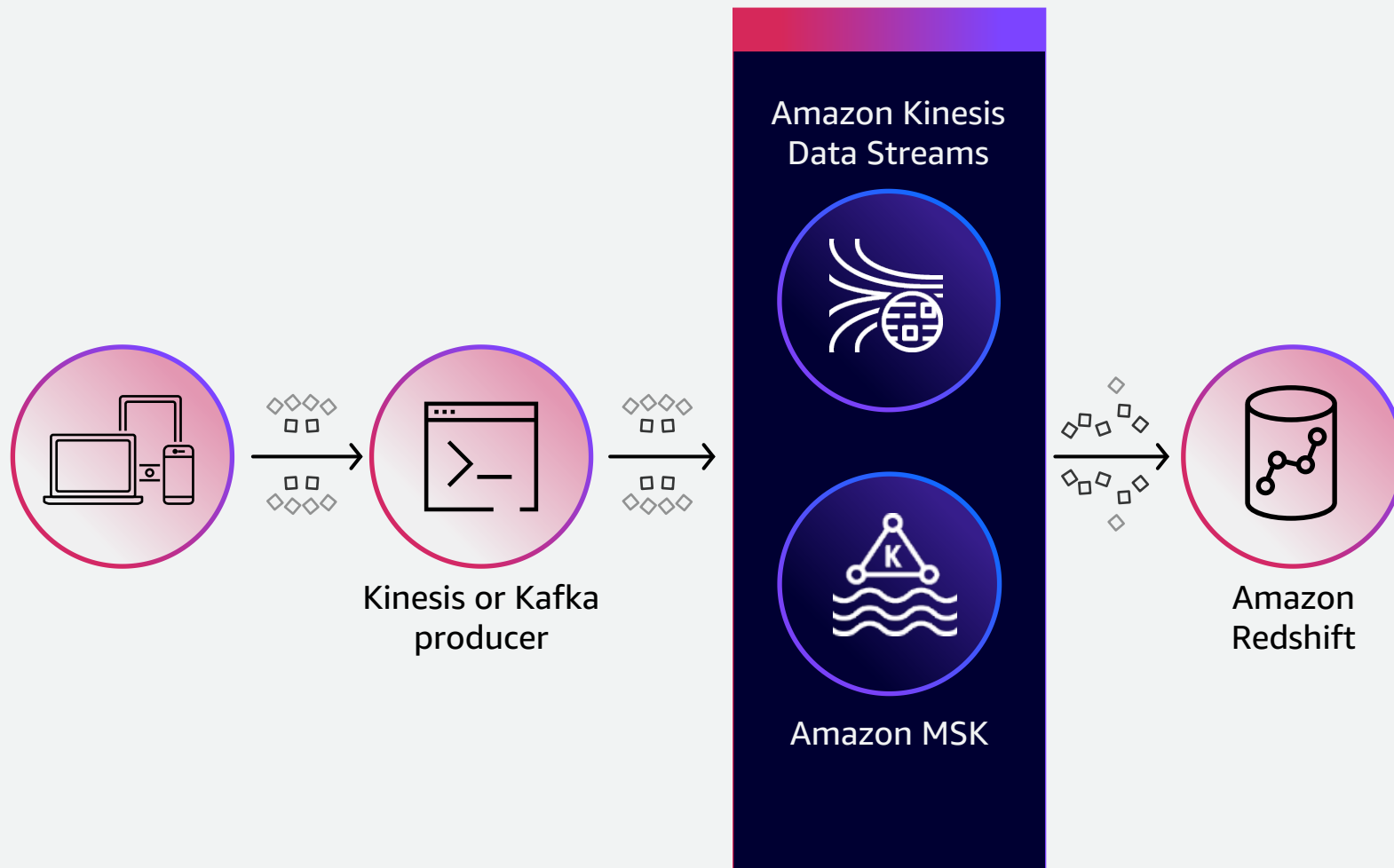


Redshift Streaming Ingestion



Amazon Redshift Streaming Ingestion

Ingest streaming data into your data warehouse for real-time analytics



Redshift Streaming Ingestion Demo

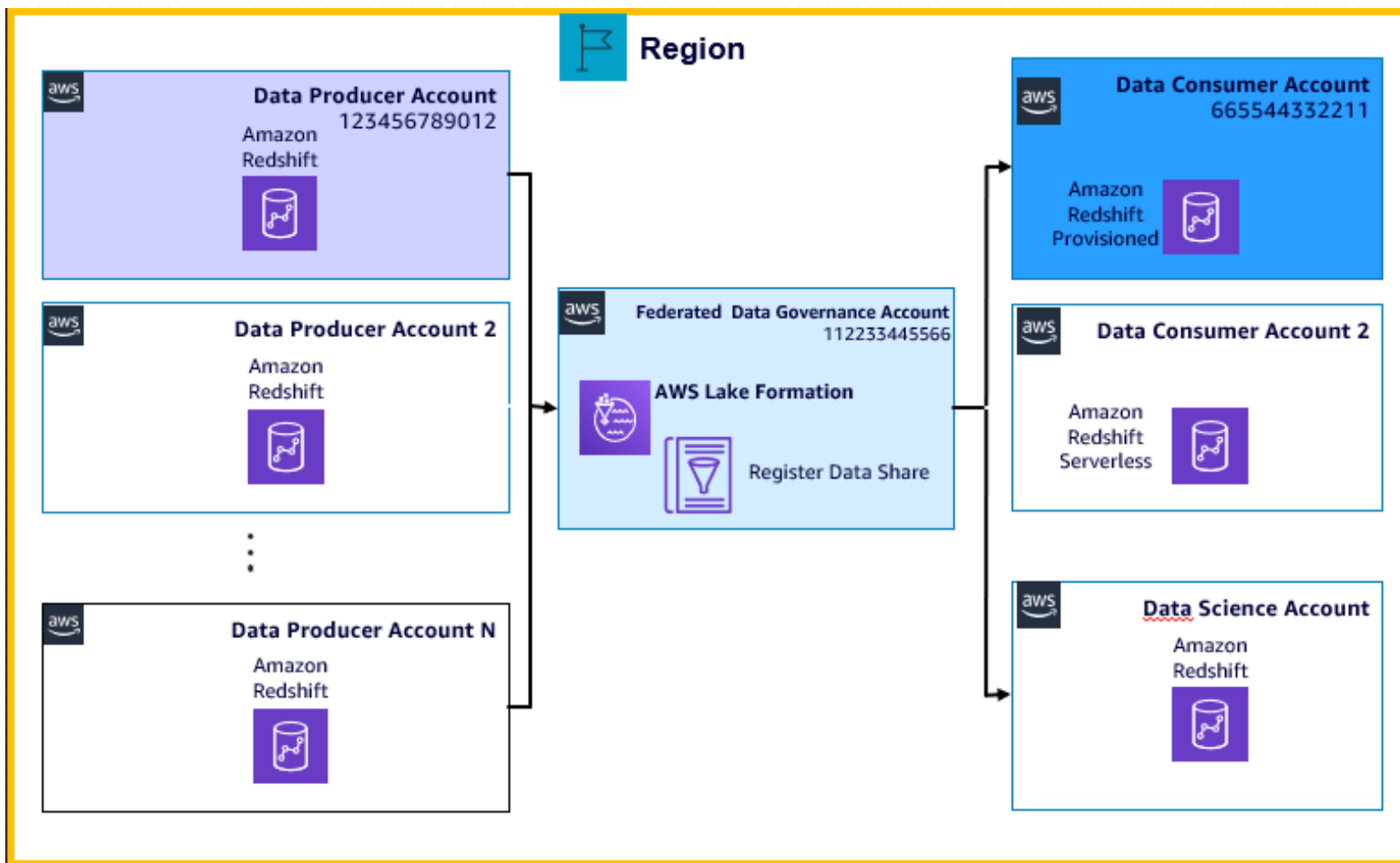


Redshift Data Sharing

Data sharing access control with AWS Lake Formation

- Centrally manage granular access to data across all consuming data services
- Improve security and governance with row level and column level granular permissions on data shares
- No manual scripting and complex querying
- Define policies once and enforce those consistently for multiple consumers

Data Sharing model



Redshift Data Sharing Demo



Redshift Dynamic Data Masking

Amazon Redshift supports dynamic data masking

- Easily protect sensitive data by managing data masking policies through a SQL interface
- User can define the way to do the data masking. Modify sensitive or PII data with fictitious content viable for software development, testing, analytics
- Restrict different levels of permissions to masked data with Role-based Access Control

Additional resources

- Blog: [Near real-time fraud detection using Amazon Redshift Streaming Ingestion](#)
- Blog: [How Dynamic Data Masking helps achieve data privacy and compliance](#)
- Blog: [What's new in Amazon Redshift—2022, a year in review](#)
- Demo video: [Centrally manage Redshift Datashares with AWS LakeFormation](#)



Thank you!

To learn more, please visit:

<https://aws.amazon.com/big-data/datalakes-and-analytics/>