

#### re:Invent 2023 Recap: Analytics and Databases



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#### Themes for Analytics and Databases at re:Invent 2023

- Generative AI Amazon Q
- Zero ETL Amazon Redshift and OpenSearch
- Data Governance Data Zone
- Data Lake S3 Express One Zone
- Services Specific Announcement

# Amazon Q

#### YOUR GENERATIVE AI ASSISTANT DESIGNED FOR WORK

- > Engages in conversations to solve problems, generate content, and take action
- Understands your company information, code, and system

 Personalizes interactions based on your role and permissions

> Built to be secure and private



# Amazon Redshift Q for SQL

#### GENERATE SQL CODE FROM NATURAL LANGUAGE

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# Amazon Q in QuickSight (Preview)

#### YOUR GENERATIVE BI ASSISTANT THAT MAKES IT EASY TO BUILD AND CONSUME INSIGHTS

- Enables business analysts/users' to quickly build and refine compelling visuals, summarize insights, and answer data questions.
- Accelerate analysis by easily creating calculations without looking up or learning specific syntax
- Interpret and share insights with visually compelling narratives with simple UIbased workflows



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# ZERO ETL

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# **Transactional analytics**



aws

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## **Amazon Redshift Zero-ETL vision**

Aurora MySQL

aws

GENERAL AVAILABILITY

Aurora Postgres

PREVIEW



#### An easy and secure way to enable near real-time analytics on petabytes of transactional data with no pipeline management

# Amazon OpenSearch ZERO ETL capabilities

- Amazon OpenSearch Service zero-ETL integration with Amazon S3 (preview)
- AWS announces Amazon DynamoDB zero-ETL integration with Amazon OpenSearch Service

aws

PREVIEW

### **Amazon Athena ZERO ETL Capabilities**

 AWS CloudTrail Lake data now available for zero-ETL analysis in Amazon Athena

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PREVIEW



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#### Al recommendations for descriptions in Amazon DataZone

Automate labor-intensive process of data cataloging



# Aid search and discovery of valuable datasets

Al-generated business descriptions to expand datasets discovered for analysis



#### Guide data usage

Al-driven recommendations on how best to use datasets, boosting appropriate and effective data use



# Increase efficiency in data documentation

Reduced manual work of data cataloging

#### Al recommendations for descriptions at work!

#### AMAZON DATAZONE



# AWS Lake Formation Support for open table formats



# Hybrid access mode for AWS Glue Data Catalog

#### SELECTIVELY ADD LAKE FORMATION PERMISSIONS FOR SOME USERS AND DATABASES, WITHOUT INTERRUPTING OTHER USES AND WORKLOADS



- Provides greater flexibility to secure and access data
- Easier onboarding, no disruption to existing users or workloads
- Simplifies governance process

#### Use cases – In-account and cross-account



 Convert AWS Glue resource and/or Lake Formation resource to a hybrid resource

 Share AWS Glue resources and/or Lake Formation resources in hybrid access mode



#### PREVIEW

### AWS Glue Data Quality adds ML capability

Detects anomalies by analyzing data statistics using ML algorithms Generates insights about hidden data quality issues and unusual data patterns

**Creates dynamic rules** for continuous monitoring

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# **AWS Glue Data Catalog views**



Create one view schema and query across Amazon Athena, Amazon Redshift, and Amazon EMR

Grant permissions to the view while independently controlling permissions to the underlying data

Share views across accounts and link across Regions

# Automated compaction for Apache Iceberg tables



Optimizes Amazon S3 storage of Apache Iceberg tables using AWS Glue Data Catalog

# Automated compaction for Apache Iceberg tables

Schema Table optimi	zation - new Column statistics - new		
<b>Compaction history</b> ( Lake Formation automatically co	<b>4)</b> mpacts small Amazon S3 objects into larger objects. Vie	<b>Disable con</b> w the status of the data compaction	mpaction       Edit IAM Role         on run.       Learn more         <       1       >         <       1       >       Image: Second seco
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### Glue Studio Visual now supports interactive data previews

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# Amazon EMR

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### EMR Integration with S3 Access Grants

- Simplifies Amazon S3 permission management
- Enforce granular access at scale across all EMR deployment options
- Job based S3 access resulting in improved security posture

#### **EMR with S3 Access Grants**



# Quicker EC2 Cluster Launch

#### AMAZON EMR

- Improved to launch Amazon EMR on EC2 clusters 35% faster year-on-year
- Enables most customers to start clusters in 5 minutes or less
- EMR versions 6.12 and higher automatically benefit from faster start times without needing additional actions.



## Amazon EMR Expanded Availability

- Amazon EMR Studio is now accessible in new regions, including Africa (Cape Town), Asia Pacific (Jakarta, Osaka), and Europe (Milan).
- Amazon EMR on Amazon EKS is now available to customers in the AWS Asia Pacific (Osaka and Jakarta) and AWS Middle East (UAE) regions.
- EMR Serverless is now available in Middle East

![](_page_26_Picture_4.jpeg)

# Enhanced Data Analysis with Athena-Powered Query Editor

- Enables users to develop and execute interactive queries, utilize features like auto-completion, and interact with the AWS Glue Data Catalog.
- Interactive query editor powered by Amazon Athena, enhancing data analysis capabilities.

![](_page_27_Picture_3.jpeg)

![](_page_27_Picture_5.jpeg)

## Enhanced Data Security with AWS Lake Formation Integration

- Enables fine-grained data access control with Apache Spark for data stored in Amazon S3.
- Currently in preview and is available with the EMR 6.15 release in multiple regions worldwide.

![](_page_28_Picture_3.jpeg)

![](_page_28_Picture_5.jpeg)

# Amazon EMR Release 7.0

- Includes Amazon Linux 2023, Apache Spark 3.5, Amazon Corretto Release 17, Python 3.9, glibc 2.34, AWS SDK for Java 2.20.160, Apache Flink 1.18, and latest versions of Apache Iceberg, Apache Hudi, and Delta.
- New features for automatic observation and monitoring of clusters.
- Support for 28 new Amazon EC2 instances, available from EMR releases 5.36.1 and later, and general availability in all regions where Amazon EMR is offered.

![](_page_29_Picture_4.jpeg)

### **EMR Studio Supports CodeWhisperer**

![](_page_30_Picture_1.jpeg)

#### AMAZON EMR

aws

Amazon EMR Studio is an integrated development environment (IDE) tailored for data scientists and data engineers.

Enables real-time code suggestions in Amazon EMR Studio notebooks

![](_page_30_Figure_5.jpeg)

![](_page_31_Picture_1.jpeg)

#### Single-digit millisecond latency

One zone S3 storage class that delivers the fastest data access speed and highest performance of any cloud object storage for customers' most latency-sensitive applications

#### Amazon S3 Express One Zone – EMR

![](_page_31_Picture_5.jpeg)

#### Most frequently accessed data

Designed for **request intensive applications** – ML training and inference, interactive analytics, media content creation

![](_page_31_Picture_8.jpeg)

![](_page_31_Picture_9.jpeg)

#### **10x faster + 50% lower request costs**

Data access speeds up to **10x faster**, and request costs up to **50% lower** than S3 Standard. Fully elastic with no storage provisioning

# **Amazon Athena**

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#### Enhanced Resource Monitoring with New CloudWatch Metrics

- Introduced new metrics in CloudWatch for analyzing compute resource usage by queries.
- Help in monitoring and optimizing the use of Provisioned Capacity resources and costs.

![](_page_33_Picture_3.jpeg)

![](_page_33_Picture_5.jpeg)

# Amazon Athena New Cost-Based Optimizer

- Utilizes CBO for query performance enhancement
- Especially beneficial for handling growing or changing data.

![](_page_34_Picture_3.jpeg)

![](_page_35_Picture_1.jpeg)

#### Single-digit millisecond latency

One zone S3 storage class that delivers the fastest data access speed and highest performance of any cloud object storage for customers' most latency-sensitive applications

#### Amazon S3 Express One Zone – Athena

![](_page_35_Picture_5.jpeg)

#### Most frequently accessed data

Designed for **request intensive applications** – ML training and inference, interactive analytics, media content creation

![](_page_35_Picture_8.jpeg)

![](_page_35_Picture_9.jpeg)

#### **10x faster + 50% lower request costs**

Data access speeds up to **10x faster**, and request costs up to **50% lower** than S3 Standard. Fully elastic with no storage provisioning
### **Amazon Athena**

- New JDBC driver now available for Amazon Athena
- Amazon Athena announces one hour reservations for Provisioned Capacity
- Amazon Athena now supports user identities for data access and audit

### **Multidimensional Data Layout**

#### A NEW POWERFUL SORT KEY THAT IMPROVES PERFORMANCE OF REPETITIVE QUERIES

Repeated query: select \* from items where
cost > 3 and available < demand</pre>



Multidimensional data layout will be automatically selected when right workload is detected

Sort the table based on incoming query filters

74% runtime reduction compared to no sort key, 40% runtime reduction compared to the best singlecolumn sort key



### Multi-data warehouse writes through data sharing

#### WRITE WORKLOAD ISOLATION AND LIVE COLLABORATION



### With new AI-driven scaling and optimizations, Amazon Redshift Serverless is smarter than ever

AUTO-SCALE ALONG MORE DIMENSIONS | MEET YOUR PRICE-PERFORMANCE TARGETS



Intelligent auto-scaling for dynamic workloads along changing workloads dimensions such as amount of data and query complexity

**Experience better price-performance** with holistic ML driven optimizations that maintain consistent performance while optimizing costs

#### Adjust your desired price-performance

**targets** for your workload with flexible options ranging from optimized for cost, balanced, to optimized for performance.

### General availability for Apache Iceberg support

QUERVING THE APACHE ICEBERG OPEN TABLE FORMAT FROM REDSHIFT



Access to Apache Iceberg tables in AWS Glue data catalog

- Query data lake with transactional consistency
- Join data warehouse data and data lake data easily

Improved performance

### Latest data lake performance enhancements

#### DELIVERING IMPROVED PERFORMANCE FOR DATA LAKE QUERIES IN AMAZON REDSHIFT

#### **Amazon Redshift Serverless data lake performance (lower is better)**

Benchmark derived from TPC-DS 3TB, all data in partitioned Parquet tables



Up to 45% performance improvement for data lake queries on Redshift Serverless

Leverages AWS Glue column statistics to further optimize data lake queries

Incremental refresh support for materialized views on data lake tables (Preview) to eliminate the need for re-scanning already materialized data

### **Redshift ML support for bring your own LLMs**

BRING THE POWER OF LARGE LANGUAGE MODELS TO YOUR DATA ON REDSHIFT

CREATE MODEL my\_llm\_model FUNCTION my\_llm\_model(super) RETURNS super SAGEMAKER '<endpoint\_name>'

IAM\_ROLE default/'<iam\_role>';

SQL powered LLM inferences

Create and make inferences on LLM models using SQL

Utilize SageMaker Jumpstart large language models for remote inference

### **AWS IAM Identity Center Integration**

CENTRALIZE IDP FOR AUTHENTICATION AND AUTHORIZATION



Use organization's end-user identity mechanisms (e.g., Azure AD, Ping Federate) in AWS Analytics & ML services

Consistent, familiar auth experience for end-users

Seamless end-to-end access across AWS services with no re-authentication needed (e.g., QuickSight to Redshift)

Authorization using group membership by Redshift and Lake Formation

Easy, consistent auditability across services

### Streaming – MSK & Kinesis

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### Amazon MSK

#### STREAMING

- Amazon MSK now supports Graviton3-based M7g instances for new provisioned clusters
- Amazon MSK now supports Graviton3-based M7g instances for new provisioned clusters
- Amazon MSK Serverless now supports all programming languages
- Amazon MSK extends AWS IAM support to all programming languages for new clusters
- Amazon MSK adds check for too many partitions to AWS Trusted Advisor
- Amazon MSK now sends storage capacity alerts
- Amazon MSK adds support for Apache Kafka version 3.6.0 with Tiered Storage



#### **Amazon Kinesis Data**

#### STREAMING

- Amazon Kinesis Data Streams launches cross-account access with AWS Lambda
- Amazon Kinesis Data Streams announces Amazon EventBridge Pipes console integration

### Database

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### Comprehensive set of services for your data foundation





### Improving price performance with AWS Graviton3

#### M7G(D)GENERAL PURPOSE AND R7G(D) MEMORY-OPTIMIZED



#### IMPROVED PERFORMANCE

Up to 25% higher compute performance and 2x higher floating point to accelerate compute-intensive workloads



#### FASTER MEMORY

Supports DDR5 memory with 50% more memory bandwidth over DDR4 memory



#### ENERGY EFFICIENT

Consumes 60% less energy for the same performance compared to other CPUs

#### GRAVITON3-BASED INSTANCES AVAILABLE ON



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Amazon Aurora I/O-Optimized



Amazon RDS Custom for SQL Server BYOM



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Amazon Aurora Optimized Reads

Recently launched! Amazon Au zero-ETL in

Amazon Aurora zero-ETL integration with Amazon Redshift

Vector database (pgvector) on

Aurora and RDS for PostgreSQL

Amazon GuardDuty

**RDS** Protection

Recently launched!

Amazon RDS Multi-AZ with two standbys minor version upgrades in <30 seconds or in <1 second with RDS Proxy

Recently launched!

### Notable launches last year

RELATIONAL DATABASES

### Notable recent launches

IN CASE YOU MISSED IT

**PURPOSE-BUILT DATABASES** 



Amazon DynamoDB incremental export to Amazon S3



Amazon Keyspaces Multi-Region Replication



Amazon DocumentDB I/O-Optimized

Recently launched! Amazon DocumentDB integration with Amazon SageMaker

Recently launched!



Amazon ElastiCache 1 million requests per second per node

Recently launched!



### Components of end-to-end data management system



#### ENHANCING AWS SERVICES WITH GENERATIVE AI

#### LIMITED PREVIEW

### Amazon Aurora Limitless Database

Managed horizonal scale-out beyond the limits of a single instance



Automatically scale to millions of write transactions per second well beyond current limits of a single PostgreSQL instance



Manage petabytes of data in a single database



Serverless and fast scaling

### **Amazon Aurora Limitless Database**

#### AVAILABLE ON AURORA POSTGRESQL

A dedicated endpoint provides access to the scale-out portion of the Aurora cluster

Requests are automatically routed to underlying compute for processing

Uses Amazon Aurora Serverless v2 for fast scaling and cost optimization

Supports distributed transactions and queries



### 30+ years running mission critical workloads

# IBM Db2

11.5k+

Db2 customers globally

aws

10/10

Largest banks run on Db2

9/10 Largest auto manufacturers

### **Amazon RDS for DB2**

RUN FULLY-MANAGED IBM DB2 DATABASES ON AWS



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Increase

efficiency



aws

Reduce costs Automates time-consuming Db2 undifferentiated tasks, such as provisioning, backups, patching, monitoring, and more

Easily migrate existing IBM Db2 for LUW (Linux, UNIX, and Windows) databases using AWS DMS and/or Db2 native tools

Launch Db2 Version 11.5+ databases in minutes and enable high availability with RDS Multi-AZ deployment

Bring your own IBM software licenses w/ support for Standard, and Advanced Editions

Support for OLTP and Analytics workloads, including Oracle compatibility



### Amazon ElastiCache Serverless

#### SERVERLESS CACHE THAT INSTANTLY SCALES TO SUPPORT THE MOST DEMANDING APPLICATIONS



#### Build highly responsive applications

Median latency of 500µs (p50) Tail latencies of 1.2ms (p50) Create a highly available cache in < 1 minute

#### **Resilient and scalable**

Lightweight routing layer design enables instant scaling Runs across multiple AZs to provide high availability 99.99% high availability for both Redis and Memcached engines

#### Cache petabytes of data in a single system

No capacity management Supports up to 5TB of memory capacity Single endpoint abstracting underlying cluster topology

### Amazon ElastiCache Serverless

#### COMPATIBLE WITH REDIS AND MEMCACHED



### Amazon ElastiCache Serverless

#### COMPATIBLE WITH REDIS AND MEMCACHED



### Components of end-to-end data management system

#### NEW AND RECENT INNOVATIONS



#### ENHANCING AWS SERVICES WITH GENERATIVE AI

#### Zero-ETL integrations with Amazon Redshift





#### GENERALLY AVAILABLE

Amazon DynamoDB zero-ETL integration with Amazon OpenSearch Service



Perform full-text search, vector search, hybrid search, and more



Replicate and transform your data without custom code or infrastructure



Aggregate multiple DynamoDB tables into a single OpenSearch Service managed cluster or serverless collection

#### **Components of end-to-end data management system**



#### ENHANCING AWS SERVICES WITH GENERATIVE AI

#### **Components of end-to-end data management system**





#### ENHANCING AWS SERVICES WITH GENERATIVE AI

## Your data is your differentiator

### **Combining the LLM with Your Corporate Data**



#### CORPORATE DATA POLICY DOCUMENTS AND TRAINING MATERIAL

#### FOUNDATION MODEL

### What are vector embeddings?



Unstructured data will be transformed into vectors to be used in generative AI applications



### **Creating and Storing the Vectorized Data**



### Vector Database Support on AWS

BUILDING GENAI APPLICATIONS OFTEN REQUIRES VECTOR SEARCH AND AWS IS EXTENDING SUPPORT

Embeddings encode all data types into vectors that capture meaning and context of an asset.

Many Generative AI models depend on reading embeddings data from a vector database

Vectors are critical for customizing generative AI applications





Vector Database Direct Integration for Amazon Bedrock



### **Vector Engine** Amazon OpenSearch Serverless

SIMPLE, SCALABLE, HIGH-PERFORMANCE, AND SERVERLESS VECTOR STORAGE AND SEARCH CAPABILITY

GENERALLY AVAILABLE


## Vector Search - Amazon DocumentDB

STORE, INDEX, AND SEARCH MILLIONS OF VECTORS WITH MILLISECOND RESPONSE TIMES



GENERALLY AVAILABLE

#### Existing DocumentDB users:

- No need to run a separate vector infrastructure
- No need to write code to connect to another service
- No need to duplicate data from your primary datastore

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#### **Vector Search Amazon MemoryDB for Redis**

**IN-MEMORY VECTOR SEARCH PERFORMANCE** MULTI-AZ DURABILITY



Node types: R7g, R6g, T4g

Available with MemoryDB for Redis v7.1



Millisecond search and update latencies



Store millions of embeddings Redis JSON and Hash

Up to 419 GB memory and 32,768 dimensions



**FLAT and HNSW** indexing



Euclidean, cosine, and dot product similarity search

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#### GENERALLY AVAILABLE

Amazon Aurora support for knowledge bases for Amazon Bedrock



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Query



aws Services Q Search	Amazon Bedrock / Knowledge b	[Option+S]	D	\$	0 6	Select a Region 🔻	User @ 11111111111 +
Amazon Bedrock X	Step 1 Provide knowledge base details	Provide knowledge base details					
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	Step 3 Configure vector store	Knowledge base name					
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### In most cases, storing vectors and data together is ideal









Use familiar tools that meet your application requirements Avoid additional database licensing and management Reduce the need for data sync and data movement Provide a faster experience to end users when joining data



#### Enabling vector support across our services



Amazon OpenSearch Service

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- Amazon OpenSearch Serverless
- Amazon Aurora PostgreSQL

Amazon RDS PostgreSQL Amazon MemoryDB for Redis Amazon

NEW

DocumentDB

Amazon DynamoDB via zero-ETL

# **Amazon Neptune Analytics**

#### USE COMMON ALGORITHMS TO PERFORM ADVANCED ANALYTICS AGAINST YOUR GRAPH DATABASE

Quickly load large datasets from Neptune or S3 data lakes Use popular graph analytics algorithms built-in to Neptune Analytics

Analyze **billions** of connections in seconds Get insights up to 80x faster than existing solutions



Native support for Neptune and Neptune's formats, CSV for Gremlin and OpenCyper



# More choice with new database engine options



#### Deeper capabilities for existing services



Amazon Aurora Limitless Database



Amazon ElastiCache Serverless

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#### Databases Launches

re:Invent 2023

# Amazon RDS for Db2







Amazon Aurora Limitless Database





Amazon ElastiCache Serverless



Vector capabilities in purpose-built databases





Expanded zero-ETL to Amazon Redshift and OpenSearch Service





Amazon Aurora support for knowledge bases for Amazon Bedrock

NEW



# Thank you!



**Sindhu Achuthan** Sr. Solutions Architect Federal saaws@amazon.com

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#### Paul Cauchon

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Please complete the session survey



Saikat Banerjee

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