Top 10 Ideas from Amazon Web Services Re:Invent 2017 Conference

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A PRESENTATION BY SUNIL JAGANI

AWS re:Invent

The sixth annual AWS event, re:Invent, kicked off earlier this month on November 26, 2017. The event was attended by more than 43,000 people, with another 60,000 in the live stream. AWS events are designed to educate customers about new ideas and capabilities and how they could use it to improve customer experiences.

LET'S LOOK AT THE 10 BEST IDEAS FROM THE AWS CONFERENCE

1.
No more waiting for disaster recovery

If your website - even something as big as Expedia.com, a travel company that gets almost a 100 million hits a day - experiences challenges, you can roll your whole front end into AWS within hours. Also, there is no customer latency or any such issues.

2.
Developer empowerment & optimization

How can you build, deploy, and optimize applications end-to-end? Well, the regular process will be - your developer will write the code, pass it off to test, pass it off to DevOps, and the process iterates again and again. AWS allows your engineers to have end-to-end autonomy and accountability. It empowers them to build, deploy, optimize, and get feedback as well.

3.
Getting closer to absolute personalization

As a business, you should be highly customer centric. You should also be able to deliver the perfect set of products/services which your customers are looking for. AWS allows businesses to easily store and access terabytes of data, so when their customers visit, they will have all the information they need to make the perfect choice.

4.

Being locally relevant
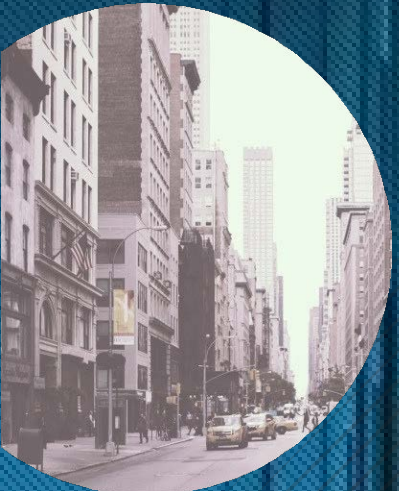
When you are serving a particular locality, you
must know how to blend in. For example, if you
are serving a Malaysian community, then your
Malaysian customers will need perfect translation.
Also, it needs to be fast. AWS gives you all the
freedom and scalability to expand
and move your code closer to
the locality you want
to serve.

5. Scalability with containers

More and more people have started using containers because:
- you can deploy in smaller chunks,
- encapsulate in a micro-services architecture,
- easier to move around

When Elastic Container Service or ECS was launched, there really wasnt' any broadly adopted orchestrations and management system for containers. Amazon not only developed containers, it gave the world something that scales in a much broader way than any other container services.

And, the best thing about Amazon's ECS is that it is deeply integrated with the Rest data and all the same capabilities that EC2 instances have.

"

You can scale it to any level of nodes that you want to scale to.

"

6.
Using multiple databases

People are not using relational databases for every application anymore. Modern businesses want to use multiple types of databases in multiple applications. But that's not all, they want to use multiple databases in a single application.

AWS, unlike anyone else, is the only one that provides the capability and breadth of selection of databases.

7.
Free from abusive relationships

Customers who are stuck with providers that
uses them only as a means to meet their financial
ends will now be able to be free from such
abusive relationships.

Solution providers often try to limit their
customers with one-size-fits-all tools, often
charging them meaninglessly for services they
never use.

AWS provides full freedom to customers and
offers endless options for scalability, while also
allowing them to pay only for what they use.

8.
Move faster and spend less time when you are doing analytics

When you use AWS S3 as your Data Lake, you can pull out only the data that you need from the objects in S3, without opening the other stored data items. That is a big optimization for you in terms of time and cost.

Also, this is done using standard SQL expressions.

9.
Getting involved in Machine Learning
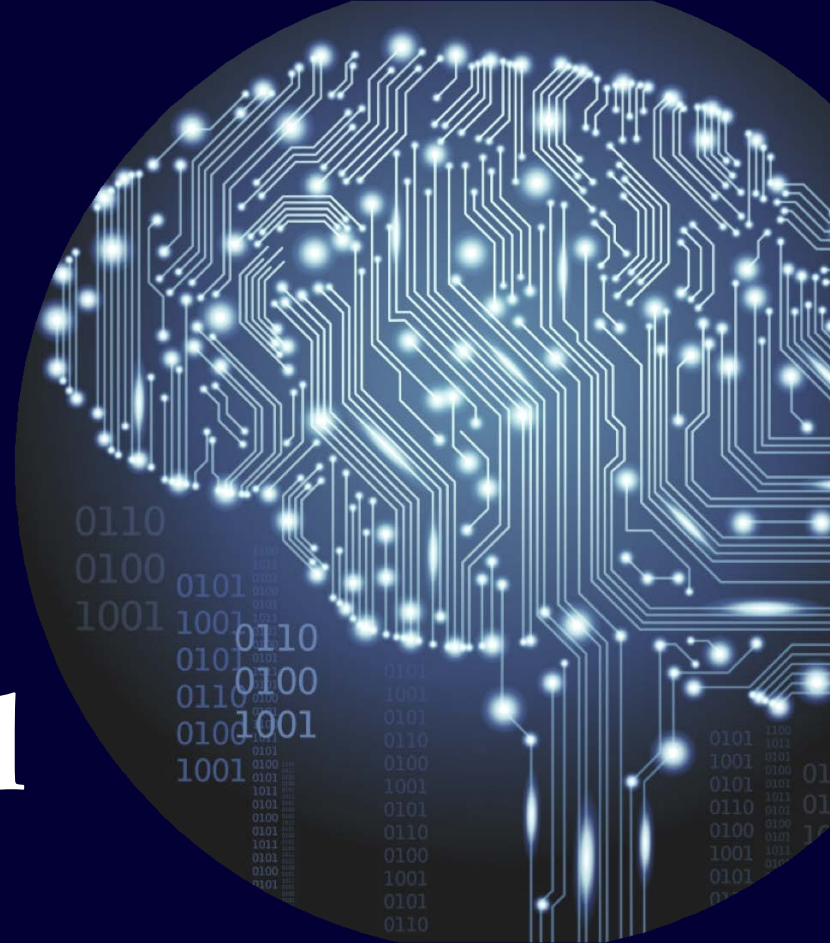
Currently, machine learning is so tantalizing for both developers and scientists. The hype and the hope is so tremendous with all the buzzwords that you keep hearing and reading. However, it is the key to gain an edge against your competitors.

From "Product Recommendations" in the ecommerce website to the "Drones for Delivery", to speech recognition in "Alexa" and many more, everything is informed and fueledin Amazon by machine learning and deep learning. Amazon is working vehemently to help customers adapt with this futuristic technology.
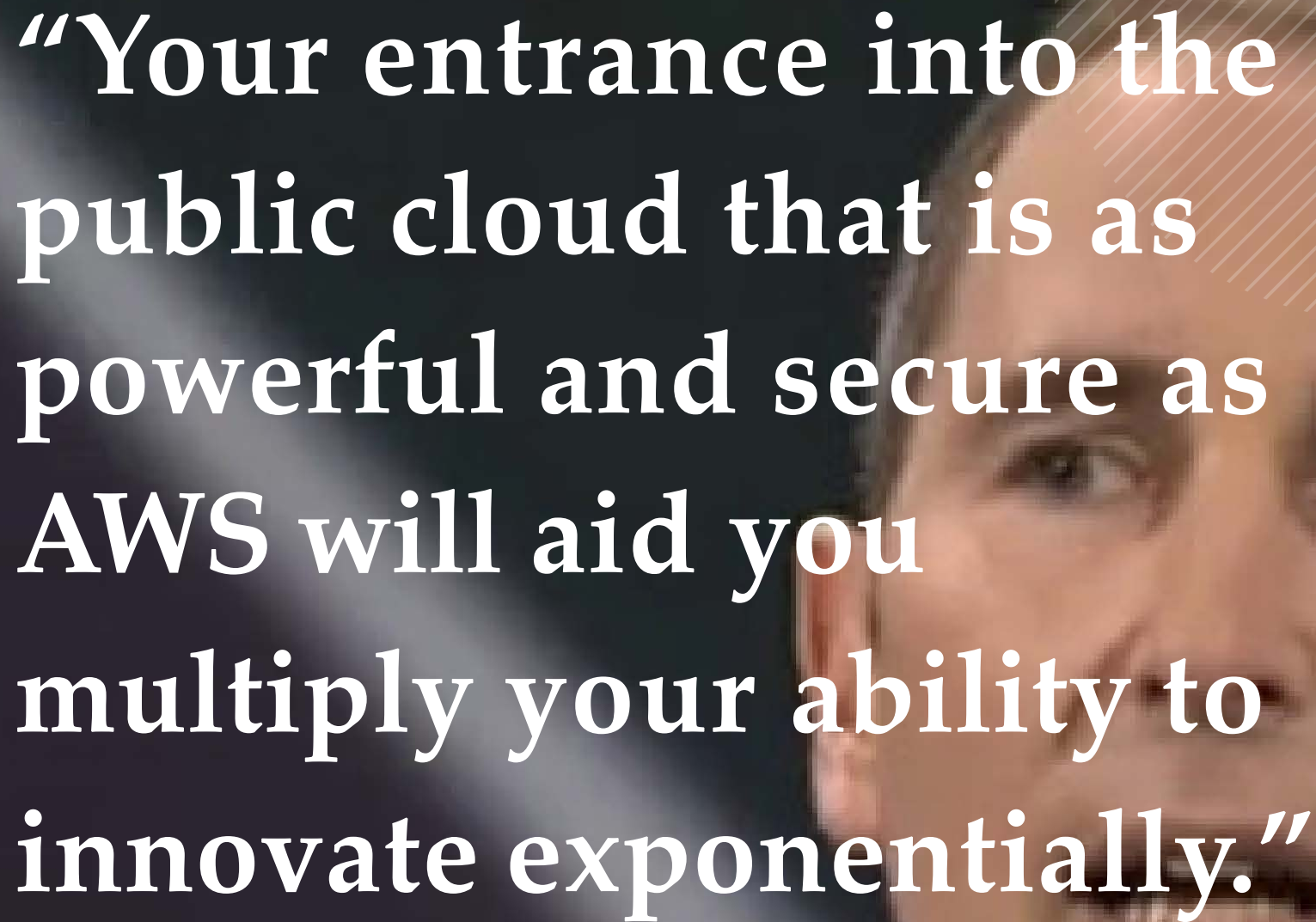
10.
Using AI to emulate humans' cognitive abilities

AI tool Amazon Rekognition, is like an object recognition service that allows you to add image analysis to your applications. This feature allows you to observe and analyze millions of photos, still shots, and advertisements. You can use it any way you want it.

As a result, you can select an image and get every information you need that would be associated with it, even on a real-time basis.

"Your entrance into the public cloud that is as powerful and secure as AWS will aid you multiply your ability to innovate exponentially."

Thank You

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