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

November 27 - December 01
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 wasn't 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 fueled in 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

Sunil Jagani
AllianceTek.com
100 Deerfield Lane, Suite 250
Malvern, PA 19355
Phone: 484-892-5713
Email: pa.info@alliancetek.com