

# Deliver deep insights with data warehousing on AWS

Advance your analytics with Amazon Redshift Partners and their integrated products

### Modernize your data warehouse on AWS

With data warehouse modernization on AWS, you can take advantage of the cloud's inherent speed, scale, simplicity, and security to:



Consistently achieve fast performance even with thousands of concurrent queries.



Dynamically scale any size of data or workloads with unpredictable demands and data volumes.



Query data in any format you choose, without any limitations.



Leave behind resourceintensive administrative tasks, like patching and backups.



Ensure all compliance requirements are met.

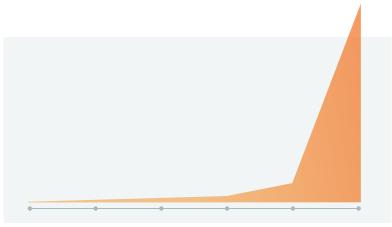
This means faster time to actionable insights, so you can turn knowledge into a competitive advantage and better serve your customers.

# Meet analytics challenges with the right solution

Big data generated by applications, IoT, and smart devices delivers valuable insights that help businesses in every industry optimize processes, make informed decisions, and better serve customers. However, many organizations are unable to access these insights due to:

- Rigid architectures that can't scale to meet the demands of big analytics workloads
- Existing tools that aren't compatible with current analytics technologies
- Complex cost structures

With more data types, more ways to analyze data, and more engines than ever before, new analytics solutions are needed for businesses to remain agile and competitive.

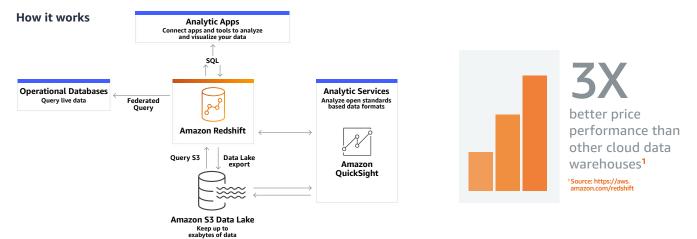


Data grows **10x** every **5 years.**¹

<sup>1</sup>Source: IDC Report, Data Age 2025: The Evolution of Data to Life-Critical. Don't Focus on Big Data; Focus on the Data That's Big, April 2017.

## Level up analytics with Amazon Redshift

Amazon Redshift is a fully managed, petabyte-scale data warehouse service that lets you collect data from multiple sources and analyze it to identify relationships and trends. With Amazon Redshift, you can query structured and semi-structured data across your data warehouse, data lake, and operational databases to gain faster and deeper insights.



**Amazon Redshift** makes it as easy to query and write data back to your data lake in open formats, such as Parquet, ORC, JSON, Avro, CSV, and more directly in Amazon S3 using familiar ANSI SQL. Plus, you can efficiently analyze all your data using your existing SQL, ETL (extract, transform, load), and business intelligence tools.

#### Amazon Redshift features:

Simple administration	Deep integration	Industry-leading performance
Deploy a new data warehouse in just minutes with automated backups, replication, and other administrative tasks managed for you.	Easily access data at scale between your AWS data stores and analytics services with Amazon Redshift's lake house architecture.	Amazon Redshift maximizes speed for intensive workloads and provide fast queries on data of any size.
Simplified scalability	Ongoing improvements	High-level security
With a few clicks in the AWS console or a simple API call, easily scale as your needs change.	Each year AWS releases hundreds of new Amazon Redshift features and product improvements along with weekly updates.	Amazon Redshift provides data security out-of-the-box with end-to-end encryption, network isolation, and compliance certifications.

As with all Amazon Web Services, there are no up-front investments required, and you pay only for what you use.

#### **Use cases**

- **Business intelligence:** Run high performance queries on petabytes of structured data to build powerful reports and dashboards that provide deep insights.
- Operational analytics on business events: Bring together structured data from your data warehouse and semi-structured data such as application logs from your Amazon S3 data lake to get real-time insights on your applications and systems.
- Data as a service: Securely share data inside and outside your organization, across different Amazon Redshift clusters, without the complexity and delays associated with data copies and data movement.
- Predictive analytics: Easily create, train, and deploy machine learning models in Amazon Redshift using familiar SQL commands.

"Apollo Program analyses high volume, variety, velocity of online consumer behavioral data to drive analytical insights. In the past, their analytics platform faced consistent delays due to some failures. To mitigate this issue, Apollo Program, with Quantiphi's help, migrated to fully managed, cost-efficient and secure Customer Data Platform (CDP) using Amazon Redshift which led to 70% reduction in web application's turnaround time in reporting outputs. This significantly reduced turnaround time from days to minutes. This delivered an overall reduction of 60% in the monthly costs and the error rates also reduced by 90%."



#### **Work with validated AWS Partners**

The **AWS Service Delivery** and **AWS Service Ready Programs** identify AWS Partners with technical experience and proven success either in **delivering** an **AWS service**, or in **building products** that work with AWS services. You can simplify your technology evaluation process and increase purchasing confidence, knowing these companies' solutions have passed a strict AWS validation of security, performance, and reliability.

#### **Deliver business insights with confidence**

**Amazon Redshift Delivery Partners** have deep expertise delivering Amazon Redshift to end customers following AWS best practices. Their solutions are vetted through a rigorous review of customer case studies, architectural diagrams, and technical capabilities. They can help you load, transform, and analyze data, plus architect and implement analytics platforms.

**Amazon Redshift Ready Products** seamlessly work with Amazon Redshift and are validated by AWS Partner Solutions Architects who review product architectures, customer documentation, case studies, and integration details for sound architecture and high availability. These products enable you to query, explore, and model your data productively, and at scale.

#### With Amazon Redshift Delivery Partners and Amazon Redshift Ready Products you can:

# Modernize your data warehousing with professional support

Architect and deploy analytics platforms, or work hands-on with your data alongside skilled, professional support.

#### Take advantage of deep and focused experience

Leverage Amazon Redshift Delivery Partners' comprehensive expertise and knowledge of both AWS best practices and the latest Amazon Redshift capabilities.

#### **Optimize your Amazon Redshift investment**

Save time and money by working with Amazon Redshift Delivery Partners that can help you optimally configure Amazon Redshift.



service delivery

#### Decrease time to implementation

Shorten the time spent evaluating, identifying, and implementing high-quality, Amazon Redshift-compatible products.

# Complement Amazon Redshift functionality with validated tools

Add new functionality to your analytics and reporting with trusted Amazon Redshift Ready Products.

#### Reduce risk of technology failure

AWS Redshift Ready Products have a proven track record of successfully working with Amazon Redshift, which means less troubleshooting and fewer headaches for your IT organization.



service ready