



SUMMIT  
ONLINE

# Purpose-built databases for modern applications

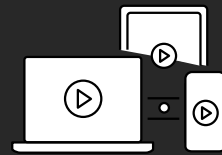
Blair Layton

Head of Database, APJ, Public Sector

AWS

# Agenda

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What's a modern application?



Why consider purpose-built databases?

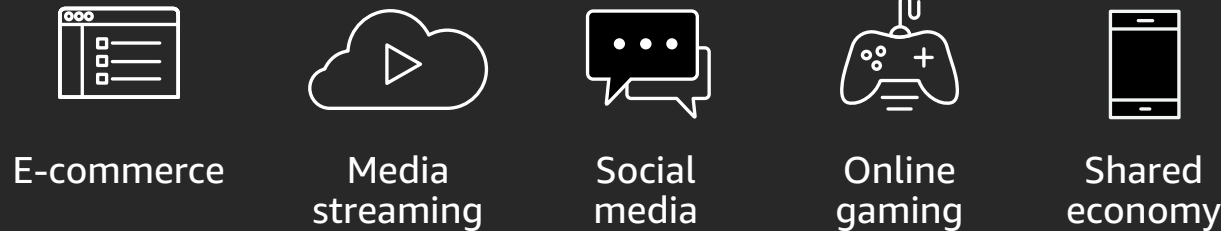


AWS databases: The right tool for the right job

# What's a modern application?

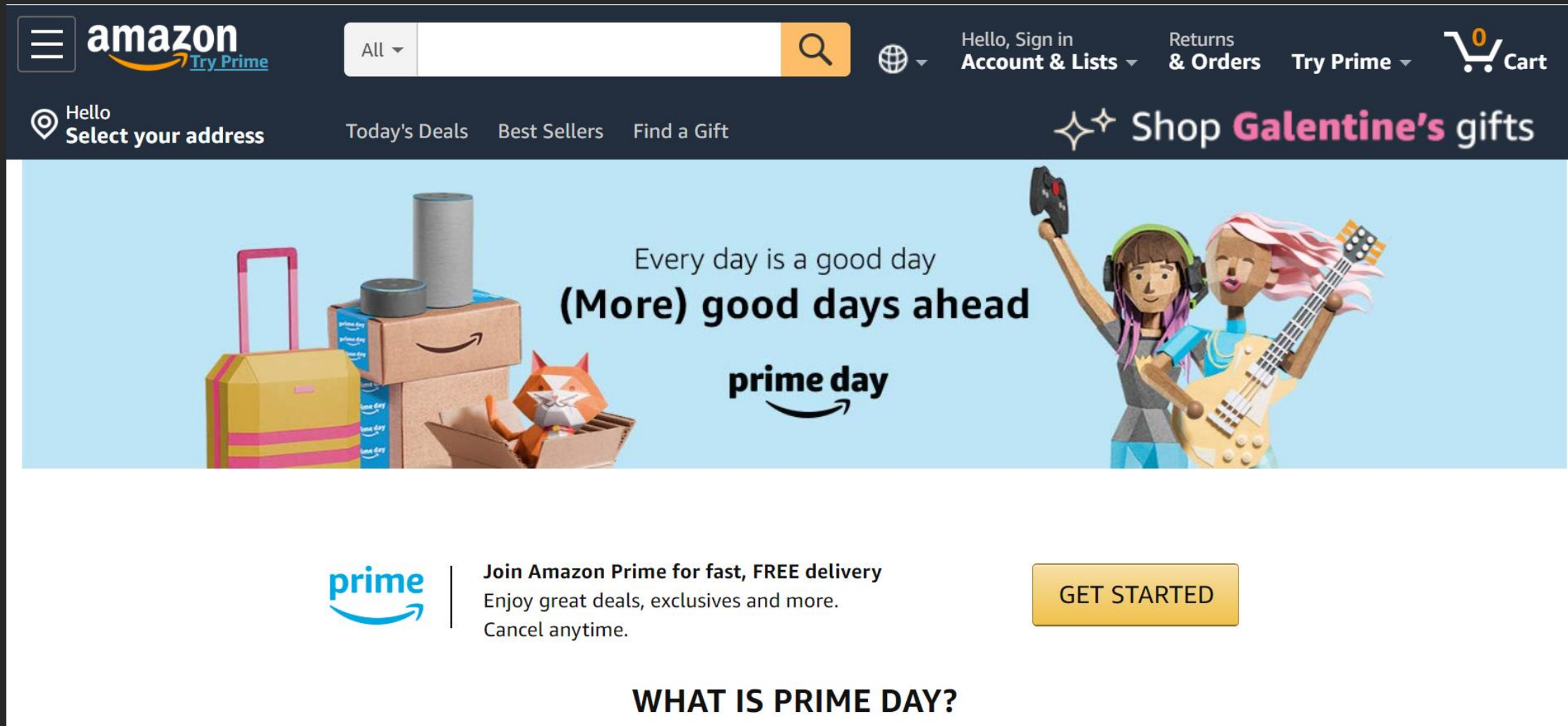
# Modern application requirements

Requires more performance, scale, and availability



<b>Users</b>	1M+
<b>Data volume</b>	Terabytes to petabytes
<b>Locality</b>	Global
<b>Performance</b>	Microsecond latency
<b>Request rate</b>	Millions per second
<b>Access</b>	Mobile, IoT, devices
<b>Scale</b>	Virtually unlimited
<b>Payment model</b>	Pay as you go
<b>Developer access</b>	Instance API access
<b>Development</b>	Apps and storage are decoupled

# Internet-scale e-commerce



The screenshot shows the Amazon.com homepage. At the top is a dark navigation bar with the Amazon logo, a search bar, and links for account, orders, and cart. Below the navigation bar is a secondary bar with location selection, deals, and a Valentine's Day promotion. The main banner features a Prime Day advertisement with the text "Every day is a good day (More) good days ahead" and "prime day" with the Amazon arrow logo. To the right of the text are illustrations of a shopping bag, boxes, and two people playing video games and guitar. Below the banner is a Prime membership promotion with the text "Join Amazon Prime for fast, FREE delivery" and a "GET STARTED" button. At the bottom of the banner area is the text "WHAT IS PRIME DAY?".

amazon Try Prime

All

Hello, Sign in Account & Lists Returns & Orders Try Prime Cart

Hello Select your address Today's Deals Best Sellers Find a Gift

Shop **Galentine's** gifts

Every day is a good day  
**(More) good days ahead**  
**prime day**

prime

Join Amazon Prime for fast, FREE delivery  
Enjoy great deals, exclusives and more.  
Cancel anytime.

GET STARTED

WHAT IS PRIME DAY?

The world's largest e-commerce business, Amazon.com, runs on **purpose-built databases** because of their **scale**, **performance**, and **maintenance benefits**



# Things with purpose





Instead of a monolithic application,



build microservices with purpose-built tools



# Why consider purpose-built databases?

# Why consider purpose-built databases?



Scale



Performance



Availability



Capital One migrated its monolithic mainframe to **highly available AWS databases** for microservices-based applications

Transactional data: **Amazon RDS**

State management

Analytics: **Amazon Redshift**

Web logs

Consistent low latency: **Amazon DynamoDB**

User data and mobile app



# AWS databases: The right tool for the right job

# Purpose-built databases

*Relational*

*Key-value*

*Document*

*In-Memory*

*Graph*

*Time-Series*

*Ledger*

*Wide Column*



Amazon Aurora



Amazon RDS



Amazon DynamoDB



Amazon DocumentDB



Amazon ElastiCache



Amazon Neptune



Amazon Timestream



Amazon QLDB



Amazon Managed Cassandra Service



# Amazon Aurora



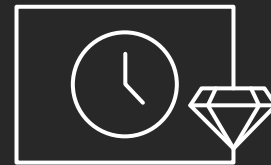
MySQL and PostgreSQL-compatible relational database built for the cloud

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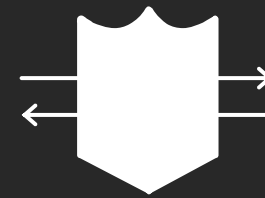
## Performance and scalability

5x throughput of standard MySQL and 3x of standard PostgreSQL; scale out up to 15 read replicas



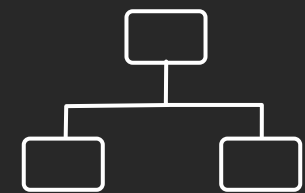
## Availability and durability

Fault-tolerant, self-healing storage; 6 copies of data across 3 AZs; continuous backup to Amazon S3



## Highly secure

Network isolation, encryption at rest / in transit



## Fully managed

Managed by Amazon RDS: On your part, no server provisioning, software patching, setup, configuration, or backups

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# Demo

# Amazon DynamoDB



Fast and flexible key-value database service for any scale



## Performance at scale

Consistent, single-digit millisecond response times at any scale; build applications with virtually unlimited throughput



## Serverless architecture

No hardware provisioning, software patching, or upgrades; scales up or down automatically; continuously backs up your data



## Enterprise security

Encrypts all data by default and fully integrates with AWS Identity and Access Management (IAM) for robust security



## Global replication

You can build global applications with fast access to local data by easily replicating tables across multiple AWS Regions

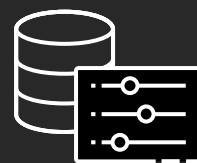
# Amazon DocumentDB



Fast, scalable, highly available MongoDB-compatible database service



Millions of requests per second;  
millisecond latency



Same code, drivers, and tools  
you use with MongoDB



Simple and  
fully managed



Secure and  
compliant



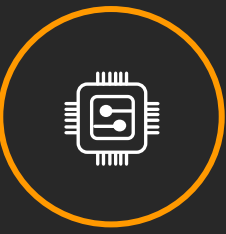
2x throughput of  
managed MongoDB services



Deeply integrated  
with AWS services



# Amazon ElastiCache



Managed, Redis, or Memcached-compatible in-memory data store



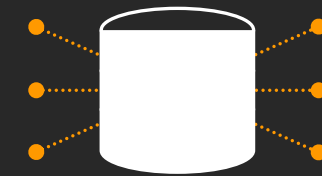
## Unlimited scale

Read scaling with replicas;  
write and memory scaling with  
sharding; nondisruptive scaling



## Consistent high performance

In-memory data store  
and cache for submillisecond  
response times



## Fully managed

AWS manages all hardware  
and software setup,  
configuration, and monitoring

# Amazon Neptune



Fast, reliable graph database built for the cloud

Open



Supports Apache TinkerPop and W3C RDF graph models

Fast



Queries billions of relationships with millisecond latency

Reliable



6 replicas of your data across 3 AZs with full backup and restore

Easy



Build powerful queries easily with Gremlin and SPARQL

# Amazon Timestream



Fast, scalable, fully managed time series database

1,000x faster and 1/10th the cost of relational databases



Collect data at the rate of millions of inserts per second (10M/second)

Trillions of daily events



Adaptive query processing engine maintains steady, predictable performance

Time-series analytics



Built-in functions for interpolation, smoothing, and approximation

Serverless



Automated setup, configuration, server provisioning, and software patching



# Amazon Quantum Ledger Database



Fully managed ledger database: Track and verify history of all changes made to your application's data

## Immutable and transparent



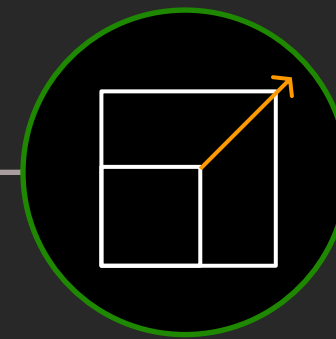
Append-only, immutable journal tracks history of all changes that cannot be deleted or modified; get full visibility into entire data lineage

## Cryptographically verifiable



All changes are cryptographically chained and verifiable

## Highly scalable



Executes 2–3x as many transactions as ledgers in common blockchain frameworks

## Easy to use



Flexible document model; query with familiar SQL-like interface

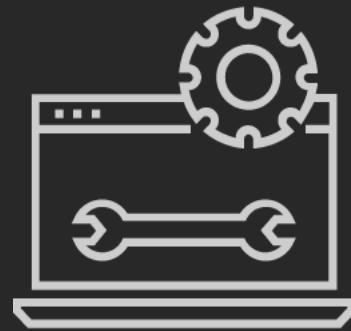
# Amazon Managed Apache Cassandra Service

Fast, reliable wide column database built for the cloud



**Apache Cassandra–  
compatible**

Implements the  
Apache Cassandra Query  
Language (CQL) and the  
Apache Cassandra CQL API



**No servers  
to manage**

No need to  
provision, patch,  
or manage servers



**Performance  
at scale**

Consistent, single-digit  
millisecond response  
times at any scale



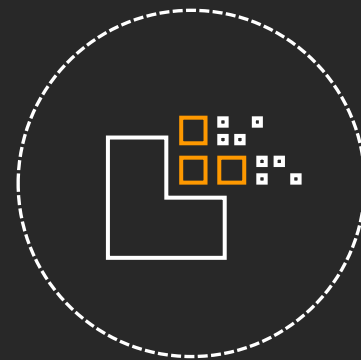
**Highly available  
and secure**

Tables are encrypted  
by default and  
replicated three times  
in multiple AWS  
Availability Zones for  
high availability

# Our approach



Architect services ground up for the cloud and for the explosion of data



Offer a portfolio of purpose-built services, optimized for your workloads



Help you innovate faster through managed services



Provide services that help you migrate existing apps and databases to the cloud

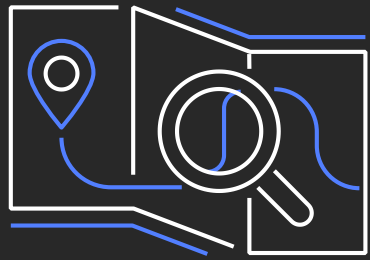
# Get started

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**See more information at:**  
[aws.amazon.com/databases](https://aws.amazon.com/databases)

**Contact us at:**  
<https://aws.amazon.com/contact-us/>

# AWS Training and Certification



## Training for the whole team

Explore tailored learning paths for customers and partners



## Flexibility to learn your way

Build cloud skills with 550+ free digital training courses, or dive deep with classroom training



## Validate skills with AWS Certification

Demonstrate expertise with an industry-recognized credential



## Education programs

Find entry-level cloud talent with AWS Academy and AWS re/Start

[aws.amazon.com/training](https://aws.amazon.com/training)



# Thank you!