



Technology Insights...

December 5, 2022

J.Gold Associates, LLC. Northborough, MA 01532 USA
www.jgoldassociates.com +1-508-393-5294
Research, Analysis, Strategy, Insight

AWS re:Invent 2022: Key Highlights and Takeaways

A PUBLICATION FOR
CLIENTS OF J.GOLD
ASSOCIATES

As is always the case, AWS' re:Invent provides Amazon with the ability to make a plethora of announcements and feature updates to maintain and increase the leadership position it has established with cloud users. It would take many pages to highlight all of the announcements but here are some we think especially important.

Amazon DataZone

While not yet available, DataZone brings together the ability as-a-service to catalog, discover, share and govern a company's data within a single framework. It enables data producers to set up business data catalogs, populate with metadata and descriptions and enables users to search and browse the catalog by requesting access and create data projects for insights and analysis. Integrated with a variety of Amazon's other tools for Analytics like Redshift, Quicksight ML powered BI service, and Athena, Data Zone brings a combined view of disparate silos of data to users and does so as a service. This is a major step to creating a more exclusive view of organizational data that in the past would likely have had to be analyzed in discrete, siloed examinations. Siloed data remains one of the chief obstacles to being a truly data driven organization.

Quicksight Q

It's often difficult for users to program the necessary functions to obtain needed insights into the data, and indeed often needs to be performed by skilled data managers. While Quicksight is primarily used by data experts, Quicksight Q uses a "question-like" access wrapper to create parameters. This allows even non-data professionals to create queries. This empowerment includes the ability to do forecasting which has remained difficult in current systems. Quicksight Q is a major step forward in producing meaningful analysis for a larger audience of users, democratizing the data analysis process.

Enhanced Security Offerings

Security remains one of the top requirements organizations require for any application. Cloud providers generally excel at security and indeed often are better than many internal enterprise deployments. Amazon made some key security enhancement announcements at re:Invent, including:

Amazon Security Lake

Perhaps one of the most important announcements taking place at re:Invent, Security Lake can automatically collect, combine and analyze security data at a petabyte scale. With so many security components being deployed within enterprises, getting a complete security picture is difficult and sometimes impossible. Each system has its own unique silo of security data, and even supposedly complete management consoles may not have access to everything. To be sure, Data Lake requires a host of API integrations to complete the security picture, but it is a major step towards creating a single, complete security data repository especially for larger organizations burdened with dozens or hundreds of individual security products. While other companies are trying to move in this direction, Amazon has made it relatively easier to do so than many others.

"...Amazon continues to empower cloud-based and as-a-service based systems for its customers, while also leveraging many of its internal leanings from running its own businesses. Other cloud providers (e.g., Microsoft, Google, Oracle, IBM) have also added many features to their own cloud offerings, but we believe AWS to be in a leadership position for the diversity and richness of its cloud-based offerings...."

“...Security remains one of the top requirements organizations require for any application. Cloud providers generally excel at security and indeed often are better than many internal enterprise deployments. Amazon made some key security enhancement announcements at re:Invent,..with its new security offerings, AWS leads the pack in security as well....”

Amazon Guard Duty

Also important to maximize security is the need to analyze the security status of the myriad containers running in a modern application environment. Guard Duty provides continuous monitoring of Amazon accounts for malicious activity and unauthorized accounts. It uses ML based anomaly detection and threat intelligence feeds, and offers detailed security findings for remediation. It includes an ability to detect malicious activity inside of containers, which many other products do not enable. With so many potential attack vectors available within containerized applications, this is a highly important technology that companies should deploy immediately.

AWS Clean Rooms

With so many shared data sources available across individual organizations, it's becoming increasingly important that organizations have access to personal data but not be able to access personally identifiable information. AWS Clean Rooms is Amazon's implementation of a Confidential Computing environment that enables analysis of data sets from partner organizations without revealing the underlying data. It can read data where it exists, create privacy enhancing rules, and do joint data analysis. This is especially attractive to many companies that deploy shared data, like in healthcare, pharmaceutical research, company owned user data, etc. Setting up a confidential computing facility is hard, and being able to use a cloud-based service like AWS Clean Rooms is a major step forward for the increasing number of organizations doing comparative research using sensitive data sets.

Leveraging Amazon's Own Operational Expertise

Obviously Amazon has a huge business incorporating the need for massive scale of logistics, customer support and similar operational systems. Leveraging their internal expertise enables them to offer products to the market like:

AWS Connect

Bringing its many years of leanings using its own internal system, Amazon is making available capabilities that can enhance operations at many enterprises. Its AWS Connect offers a contact center in the cloud that can be deployed as a service in minutes and can scale to support millions of customers. It uses AI and ML to enhance customer interactions, and Amazon claims it can save 80% of the cost compared to traditional contact centers. It currently enables more than 10M contacts per day and is being used by some of the leading companies in the world. Contact centers are a major expense at many companies and often use old or inadequate technology. Connect is a great choice for companies that no longer want to manage the complexity or maintain the technology.

AWS Supply Chain

Also utilizing what it has learned for its own operations, AWS Supply Chain is being offered as a cloud app to improve visibility and provide actionable insight. It includes a host of functionality including a supply chain data lake, ML data insights, actionable recommendations, collaboration, and demand planning. Because of the massive scale of Amazon's own supply chain operations, enterprises can utilize a host of features that other supply chain apps may not include and/or may not offer enough functionality. This is a good solution for many organizations to move to a modern, cloud based architecture that minimizes the need for internal resources without having to implement internally.

Bottom Line: Amazon continues to empower cloud-based and as-a-service based systems for its customers, while also leveraging many of its internal leanings from running its own businesses. Other cloud providers (e.g., Microsoft, Google, Oracle, IBM) have also added many features to their own cloud offerings, but we believe AWS to be in a leadership position for the diversity and richness of its cloud-based offerings. And with its new security offerings, AWS leads the pack in security as well.

J.Gold Associates provides advisory services, syndicated research, strategic consulting and in-context analysis to help its clients make important technology choices and to enable improved product deployment decisions and go to market strategies.

No parties are authorized to copy, post and/or redistribute this research in part or in whole without the written permission of the copyright holder, J.Gold Associates, LLC.



J.Gold Associates, LLC.

6 Valentine Road
Northborough, MA 01532 USA

Phone:
+1-508-393-5294

Web:
www.jgoldassociates.com

Email:
info@jgoldassociates.com

**Research, Analysis,
Strategy, Insight**

Contents Copyright 2022
J.Gold Associates, LLC.
All rights reserved.