

## Unlock the Power of Your Data Immediately with the Amorphic SaaS Data Cloud for AWS

The AWS Modern Data Architecture stack offers powerful tools to unlock your data with the combined capabilities of Amazon Redshift, AWS DMS, Amazon Kinesis, AWS Lake Formation, AWS Glue, AWS Athena, Amazon SageMaker, Amazon OpenSearch plus many more AWS services. However, data too often sits across siloed systems that require manual intervention to access and understand data. Harnessing the full power of this stack takes time and investment - dev teams, data architects, and data engineers to build a comprehensive system, dedicated cloud ops teams to integrate services across the stack, and cloud admins to establish guidelines and govern ongoing user access. You need a simplified AWS SaaS Data Cloud to keep you focused on your core business.

### An Out-of-the-Box, SaaS Data Cloud to Have You Up and Running Immediately

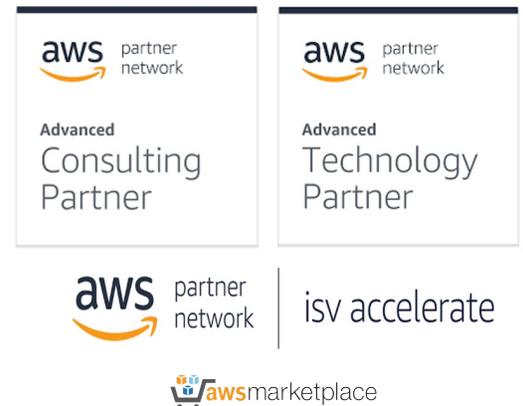
Built for AWS, the Amorphic SaaS Data Cloud provides SaaS simplicity and usability "out-of-the-box" - for all your data and analytics workloads. Amorphic makes more than sixty AWS Data & Analytics services immediately operational, natively within your AWS account, saving you time and valuable resources. You no longer need a cloud ops team to build, manage, or operate your data infrastructure, or an admin to connect and support disparate services through a management console; the Amorphic SaaS Data Cloud automates and unifies access to the AWS Modern Data Architecture. Amorphic's self-service, easy-to-use interface connects your existing services and AWS services together into a seamless data cloud, transforming your experience of separate services into a unified SaaS experience.



### Amorphic Powers Data Management, Security, Data Sharing and Usability for IT and Data Teams

Amorphic automates and governs data management and data sharing across users and teams, eliminating the need to manually configure and maintain IAM rules and permissions through the AWS console. Amorphic enables a seamless Data-as-a-Service model and removes IT as the bottleneck in having to provide data and user permissions to data consumers. Amorphic encrypts data-at-rest and data-in-motion for trusted data management, and automatically tunes and adjusts performance as volume increases to meet the changing needs of your business and users.

### Amorphic SaaS Data Cloud for AWS



## One Data Cloud to Manage All Data Types and AWS Workloads

The Amorphic SaaS Data Cloud offers a data lakehouse (data warehouse + data lake) architecture, enabling architectural flexibility and detailed analytics for all data types - Structured and Semi-Structured Data (JSON, CSV, Parquet), as well as Unstructured Data such as video and audio files. Amorphic's ability to manage all data types facilitates more robust data insights.

## The First Self-Service SaaS Data Cloud for AWS

With all your data in one platform, the Amorphic Query Engine enables you to view your data on demand to obtain initial insights. ETL jobs can be designed and coded, or blueprints easily created for zero code or low-code ETL options with Morph to speed time-to-value. Whether you write your own code or use built-in AWS native services, Amorphic out-of-the-box also allows you to design Workflows to manage your end-to-end pipeline, and to set up Schedules to effortlessly orchestrate all your activities.

## An Intelligent Data Catalog for All Data and Users

Amorphic optimizes time-to-value with a built-in intelligent data catalog that automatically catalogues all ingested data - including unstructured data - making it searchable by all users. Users can further enhance catalog intelligence with human tagging to provide additional business and technical context, and then use the catalog to search, find, and request access to datasets and files across the entire Amorphic SaaS Data Cloud.

## Become a Data Driven Organization

Visualizing your data in dashboards and reports for insights is simplified through Amorphic's native support for Amazon Quicksight and top third-party BI solutions. For those interested in Advanced Analytics, Amorphic's Machine Learning Modules based on AWS Custom Comprehend and other native services allow you to search your data using NLP to identify and analyze key phrases, sentiment, and entities. Amorphic's Notebook feature enables you to use Amazon SageMaker to write models, upload models, or spin up models. Results of time-series data analysis based on AWS Forecast can be translated, visualized, and shared with users.

## Gain the Power of AWS Data & Analytic Stack with Amorphic

Unlocking optimal performance and business insights from your data can change the future of your organization. If you use the AWS ecosystem of products and services, then enhancing the powerful, cost-effective analytics capacity of the AWS Modern Data Stack with the self-service simplicity and comprehensive capabilities of the Amorphic SaaS Data Cloud makes sense.

## Amorphic SaaS Data Cloud for AWS Delivers Self-Service SaaS Usability For these AWS Data & Analytic Services

- Amazon Redshift
- Amazon Athena
- AWS Glue
- Amazon S3
- AWS Lake Formation 2.0
- Amazon SageMaker ML
- Amazon SageMaker Notebooks
- Amazon Comprehend
- Amazon Medical Comprehend
- Amazon Kendra
- Amazon Textract
- Amazon Transcribe
- Amazon Translate
- Amazon Forecast
- Amazon QuickSight
- Amazon Elasticsearch Service
- Amazon Cognito
- Amazon EC2
- AWS Elastic Load Balancing
- Amazon SES
- Amazon SNS
- Amazon SQS
- Amazon VPC
- AWS CloudWatch
- AWS Step Functions
- AWS WAF
- Amazon DynamoDB
- AWS CloudTrail
- AWS DMS
- AWS KMS
- AWS Lambda
- AWS API Gateway
- AWS CloudFront
- Amazon Appflow 2.0



*"I needed an AWS Solution Provider that understood Oil & Gas and could provide a new AWS data and analytic platform for modernizing BKV's pipeline operations and business analytics. In just 7 months Cloudwick had completely migrated and modernized our infrastructure, data and systems into Amorphic and AWS allowing my IT and Data Teams to act on our data faster, easier and with better insights driving better business visibility and performance."*

Voice of Amorphic Customer  
Bryan Becker,  
VP of IT, BKV Corporation

