

The Amorphic SaaS Data Cloud for AWS is First to Deliver Amazon Redshift as a SaaS

The AWS Modern Data Architecture stack is powerful, showcasing the combined capabilities of Amazon Redshift, AWS DMS, Amazon Kinesis, AWS Lake Formation, AWS Glue, AWS Athena, Amazon SageMaker, Amazon OpenSearch plus 60 more AWS services. Harnessing the full power of this stack typically requires significant time and investment, requiring a cloud ops team to integrate services orchestration across the stack, and cloud admins to establish IAM guidelines and role-based access control permissions using the management console to govern ongoing user access.

SaaS Simplicity to Get Up and Running Faster

Built only 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 60 AWS Data & Analytics services - including Amazon Redshift - immediately operational, natively within your AWS account. You no longer need a cloud ops team to set up and manage your infrastructure, or an admin to connect disparate services and support them through a management console; the Amorphic SaaS Data Cloud does this for you automatically across the entire AWS Modern Data Architecture. Amorphic's self-service Data Cloud connects your existing services and AWS services together with a single easy-to-use interface, transforming your Redshift experience from a PaaS experience to a SaaS experience.



Easily Manage Users, Roles, Permissions, and Overall Security from One Platform

The Amorphic SaaS Data Cloud natively automates the creation of IAM roles and role-based access permissions for you across the entire AWS Modern Data Architecture. Amorphic automates user role-based access controls (RBAC) for Amazon Redshift, removing the need for manual credential maintenance and permission grants at the cluster level and for each cluster's connections. This automation removes the need to use the AWS management console to achieve your desired access and security outcomes. Data-at-rest and data-in-motion are encrypted, and as your data volume increases, the Amorphic SaaS Data Cloud automatically tunes and adjusts performance to meet the changing needs of your business and users.

Amazon Redshift + Amorphic SaaS Data Cloud for AWS Reduce your TCO Compared to Top Competitors

It is generally accepted that Amazon Redshift offers the most cost-effective data warehouse service on the market. By delivering Amazon Redshift as-a-Service, the Amorphic SaaS Data Cloud enhances usability while reducing the cost to operate. Competitive offerings such as Snowflake out-of-the-box require at least four additional paid third-party subscriptions for data ingestion, data transformation, data cataloging, and a simplified UI to achieve the same level of integration as Amorphic out-of-the-box. (Chart below).

Function	Snowflake Out of the Box	Snowflake Enterprise	Snowflake with build/third-party integration. Third party tools require additional subscriptions.	Amazon Redshift Out of the Box	Amazon RedShift w/Amorphic SaaS Data Cloud for AWS Out of the Box
SaaS model for customer	✓	✓	✓	☐	✓
Data ingestion framework	☐	☐	✓	☐	✓
Data transformation framework	☐	☐	✓	☐	✓
Data catalog for entire AWS Modern Data Stack	☐	☐	✓	☐	✓
Simplified UI for DWH user management	✓	✓	✓	☐	✓
Simplified UI for AWS Modern Data Stack user management	☐	☐	✓	☐	✓
Advanced Security	☐	✓	☐	✓	✓
Open data format	☐	☐	☐	✓	✓
AI-driven Intelligent Data Catalog for unstructured data	☐	☐	☐	☐	✓
Machine Learning Capabilities	☐	☐	✓	✓	✓
AI Capabilities for Advanced Analytics	☐	☐	✓	☐	✓

Amazon Redshift + The Amorphic SaaS Data Cloud for AWS Support All Your Data Across All Workloads

Amazon Redshift powerfully enables analytics for your Structured and Semi-Structured Data (CSV, Parquet). The Amorphic SaaS Data Cloud, with its' integrated data lakehouse (data warehouse + data lake) architecture, expands Redshift capabilities to also include the support of Unstructured Data. Amorphic's ability to manage all data types across workloads facilitates even more robust data insights from Amazon Redshift.

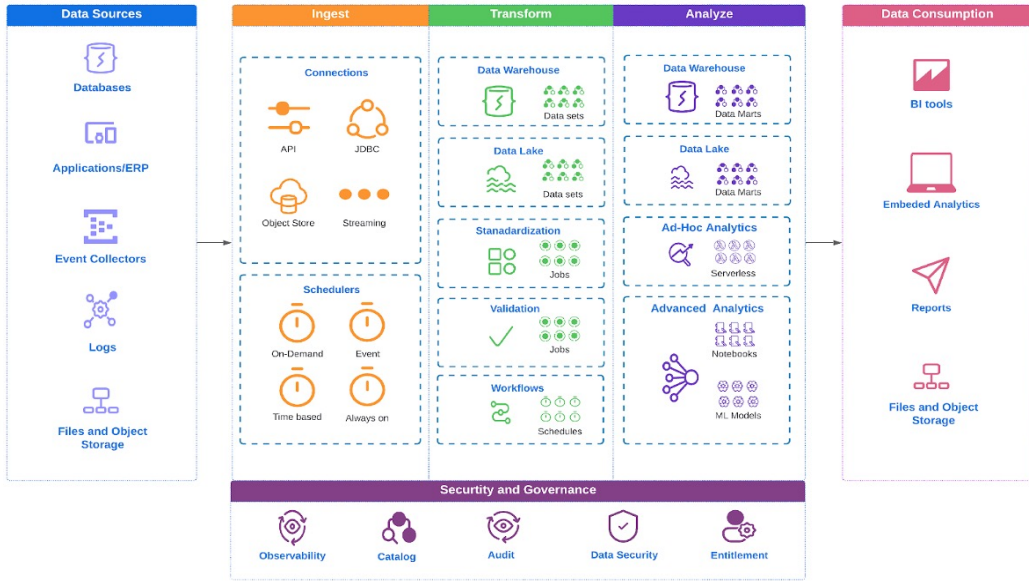
SaaS-Enabled Search and Visualization for Better Machine Learning and AI-Driven Decision Making

The Amorphic Data Cloud not only includes a data lake to manage all data types including unstructured data, but also offers a built-in intelligent data catalog so you can quickly find, access, and tag data throughout the data cloud, and share data within the data lake or data warehouse. Amazon Redshift is the premier data warehouse solution for handling machine learning and AI workloads. Amorphic's Machine Learning Modules 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, upload, or spin up models. Once data is transformed, viewed, and shared, dashboards can be created effortlessly in Amorphic with Amazon QuickSight or with third-party visualization tools to obtain better business insights faster.

The Amorphic SaaS Data Cloud Difference

Managing your data for optimal performance and business insights requires the use of more than just one technology. Integrations play a vital role in data management given its' complexity. If you use the AWS ecosystem of products and services, then enhancing the powerful, cost-effective analytics capacity of Amazon Redshift with the Amorphic SaaS Data Cloud makes sense. The Amorphic SaaS Data Cloud for AWS natively integrates over 60 core AWS Data & Analytics stack services with a single user interface to make your data easier to manage. By transforming Amazon Redshift to a SaaS experience, and by expanding Redshift capabilities to include unstructured data, the Amorphic SaaS Data Cloud optimizes and extends your use of Amazon Redshift, beating key competitor offerings both out-of-the-box and with third party extensions.

Amorphic SaaS Data Cloud - Reference Architecture



Amorphic SaaS Data Cloud for AWS Delivers Self-Service SaaS Usability For these AWS Data & Analytics 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

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