

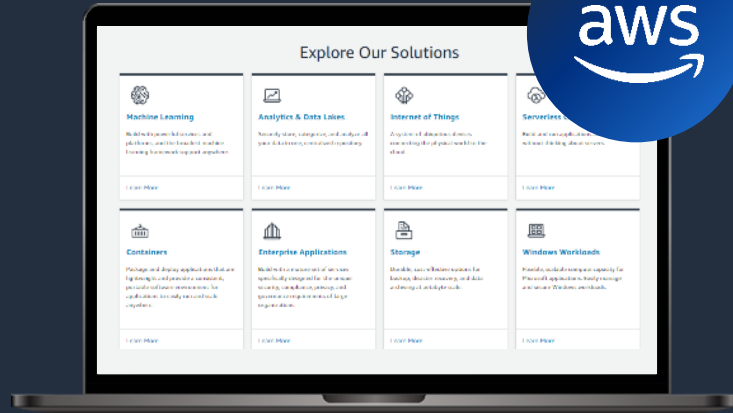
Introduction to **AWS**

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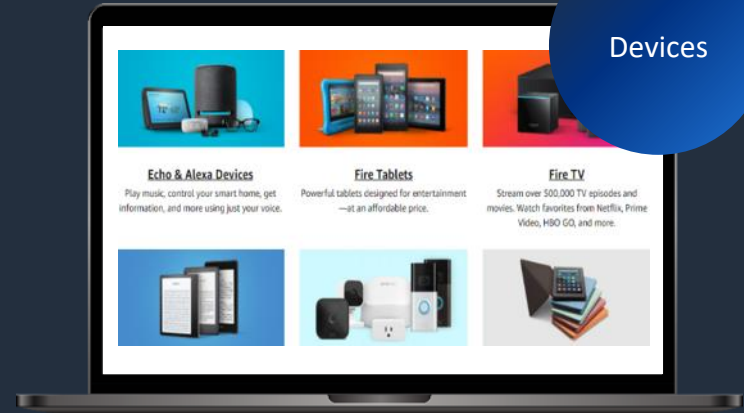




E-commerce



aws



Devices



Streaming Content



Consumables



Physical Retail



We intend to build the **world's most customer-centric company**. But there is no rest for the weary. I constantly remind our employees to be afraid, to wake up every morning terrified. Not of our competition, but of our customers.

We consider customers to be loyal to us – right up until the second that someone else **offers them a better service**.



Jeff Bezos

1998 letter to shareholders



129

Price Reductions (since '06)



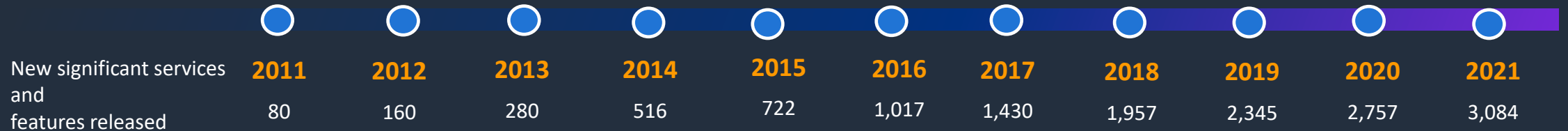
220+

Fully featured services



143

Security and compliance standards supported



Highest Standards for Privacy and Data Security



Identity and access management

AWS Identity and Access Management (IAM)

AWS IAM Identity Center

AWS Organizations

AWS Directory Service

Amazon Cognito

AWS Resource Access Manager

Amazon Verified Permissions



Detective controls

AWS Security Hub

Amazon GuardDuty

Amazon Security Lake

Amazon Inspector

Amazon CloudWatch

AWS Config

AWS CloudTrail

VPC Flow Logs

AWS IoT Device Defender



Infrastructure protection

AWS Firewall Manager

AWS Network Firewall

AWS Shield

AWS WAF

Amazon VPC

AWS PrivateLink

AWS Systems Manager

AWS Verified Access



Data protection

Amazon Macie

AWS Key Management Service (KMS)

AWS CloudHSM

AWS Certificate Manager

AWS Private CA

AWS Secrets Manager

AWS VPN

Server-Side Encryption



Incident response

Amazon Detective

Amazon EventBridge

AWS Backup

AWS Security Hub

AWS Elastic Disaster Recovery



Compliance

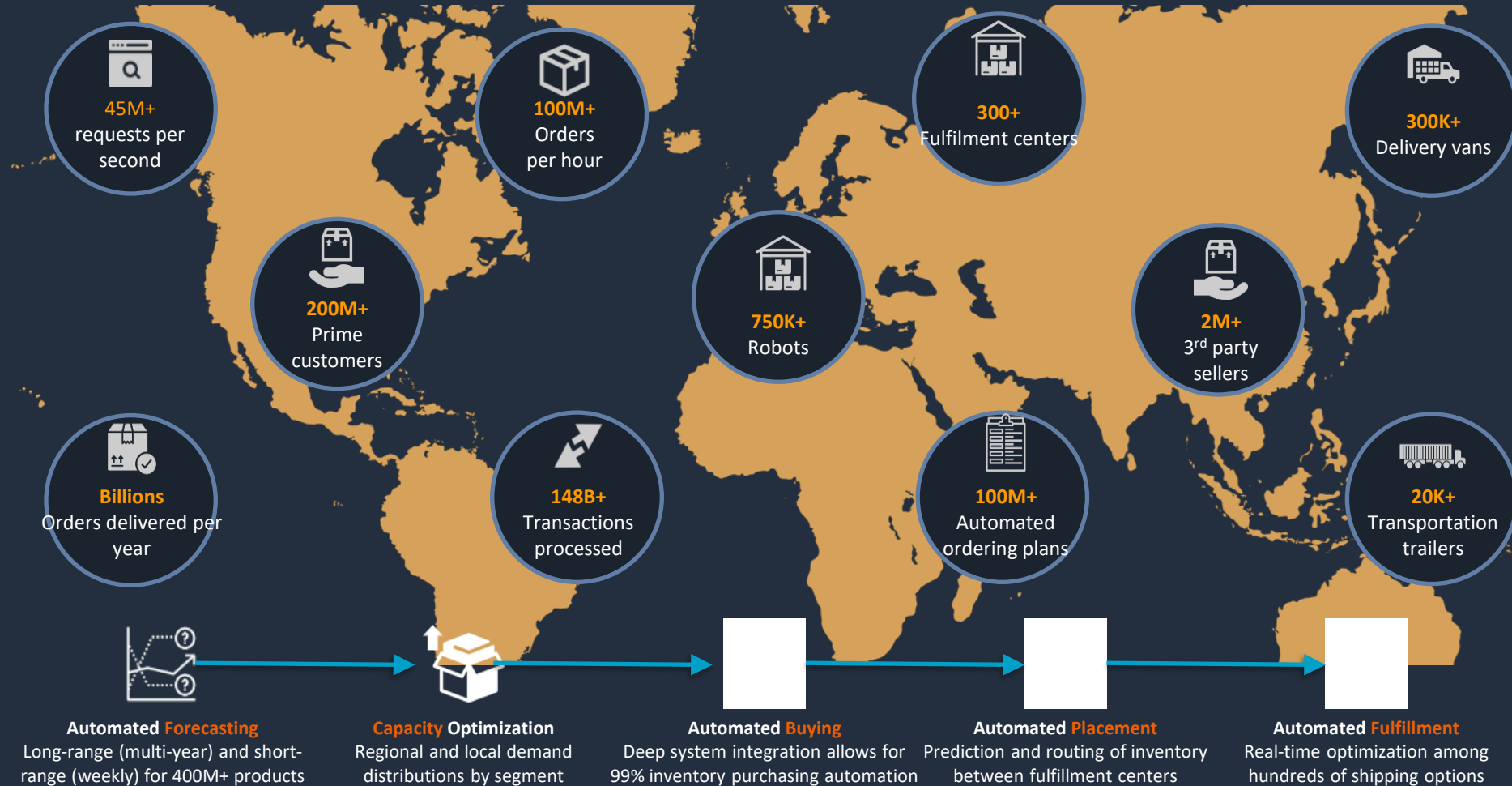
AWS Artifact

AWS Audit Manager

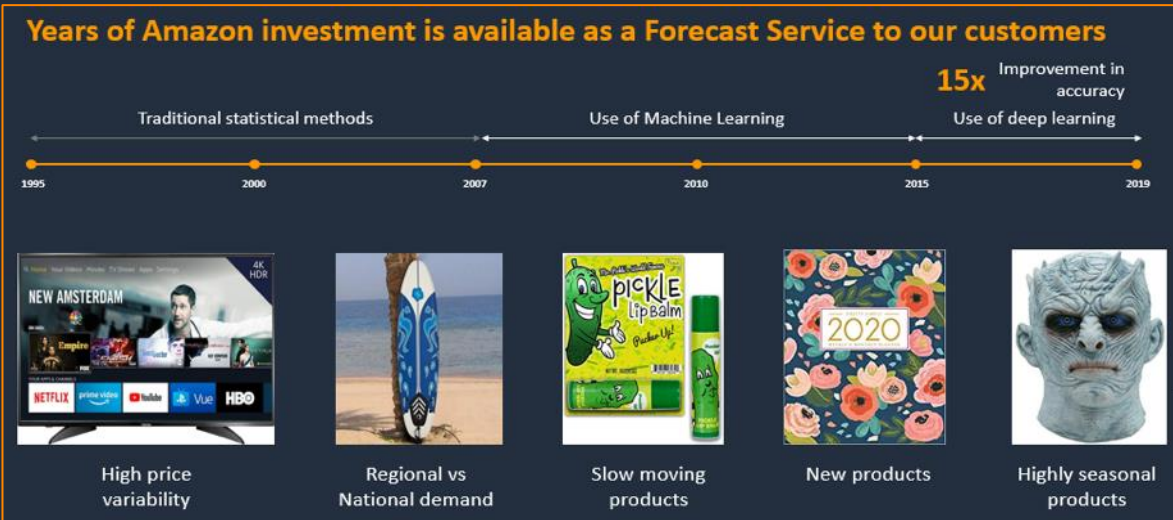
AWS has been serving **industrial** customers for years



Amazon Operations: Automation at Scale



What did we learn from Amazon.com?



Lookout for Vision: Spot product defects using computer vision to automate quality inspection

Anomaly	Defect Count, Change, Consistency	Surface defect	Absence/Presence (shape)
Example	Steel coil	Automotive Door	Blister

Monitron - Predictive maintenance made easy

Examples:

- Amazon
- GE

Cloudify call center for enhanced flexibility and personalization

Amazon Connect

Easy to use, omnichannel cloud-based contact center service that scales to support businesses of any size

The fastest path to customer service innovation

Skills-based contact routing	Voice & chat recording	Real-time and historical analytics	High-quality voice capability



AWS Industrial AI services

PURPOSE-BUILT AI/ML AND IOT SERVICES
FOR INDUSTRIAL USE CASES



AWS IoT SiteWise

collect, store, organize and monitor data from industrial equipment at scale



Amazon Lookout for Vision

spot defects and anomalies in manufacturing using computer vision



AWS Panorama Appliance or SDK

hardware appliance to add and run computer vision to existing onsite cameras and on the edge



Amazon Lookout for Equipment

detect abnormal machine behavior using existing industrial sensor data



AWS Forecast

Get the best of Amazon demand forecasting capabilities as a service



Amazon Monitron

end-to-end system for equipment monitoring improve performance and enable predictive maintenance



AWS Supply Chain

Developing SC business solution, with SC data lake, control towers and placement visibility and demand forecasting



AWS IoT TwinMaker

create digital twins of real-world systems to optimize operations



AWS Connect

Omnichannel cloud contact center solution for all your customer interactions



Industrial Data Fabric

Data platform architecture that enables scalable, unified, and integrated mechanisms to harness data as an asset, and allows IT and OT teams to build rich data context at scale with automated data pipelines

