

# AWS State, Local, and Education Learning Days

Phoenix

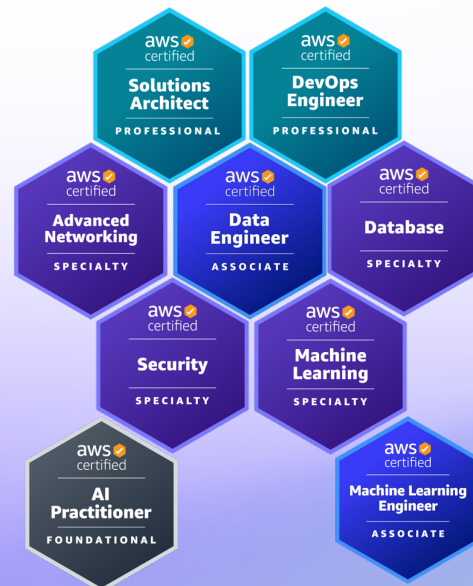


# Transforming Higher Ed Analytics and AI/ML workloads

with Amazon SageMaker Unified Studio

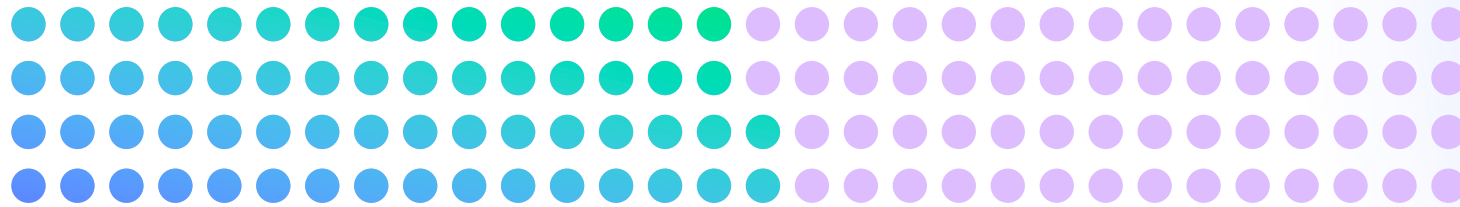
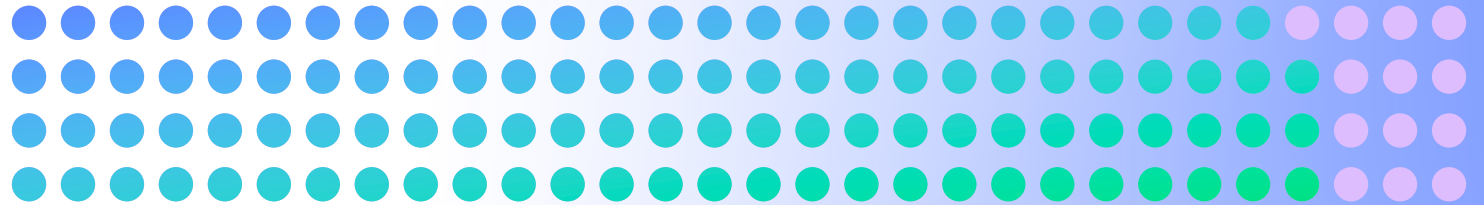
## Aditya Challa (Adi)

Sr. Solutions Architect  
Amazon Web Services  
[aditchal@amazon.com](mailto:aditchal@amazon.com)



# AI is transforming the data landscape

89% of CDOs are moving forward with Gen AI



52% of CDOs view data foundation not being ready for AI

← Back to the basics →

# What's holding organizations back

Integrating data, analytics, and AI at scale



Optimizing current investments for higher value



Establishing end to end governance





FREEDOM TO INVENT

# Innovate without constraints

Break free from silos and vendor lock-in with best-in-class data foundations from AWS, trusted by millions

# 19+

years of  
innovation



# Millions

customers innovating  
with data and AI



# 100PB+

daily data  
footprint



The background features a light blue gradient with several circular icons representing different AWS services. The icons are arranged in a scattered pattern around the central text. Some icons are in teal circles, while others are in blue circles. The icons include symbols for data analysis, machine learning, storage, and networking.

How might we make this even  
**better for our customers?**

THE NEXT GENERATION OF



# Amazon SageMaker

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The center for all your data, analytics, and AI

## Unified Studio

### SQL analytics

Amazon Redshift  
Amazon Athena

### Data processing

Amazon EMR  
AWS Glue

### Model development

Amazon SageMaker AI

### Gen AI App development

Amazon Bedrock

### Streaming

Amazon MSK  
Amazon Kinesis

### Business intelligence

Amazon QuickSight

### Search analytics

Amazon OpenSearch Service

COMING SOON

AVAILABLE NOW

COMING SOON

## Data & AI Governance

## Open Lakehouse

**Unified Studio**

SQL analytics	Data processing	Model development	Gen AI App development	Streaming	Business intelligence	Search analytics
Amazon Redshift Amazon Athena	Amazon EMR AWS Glue	Amazon SageMaker AI	Amazon Bedrock	Amazon MSK Amazon Kinesis	Amazon QuickSight	Amazon OpenSearch Service
				COMING SOON	AVAILABLE NOW	COMING SOON

Data & AI Governance

Open Lakehouse

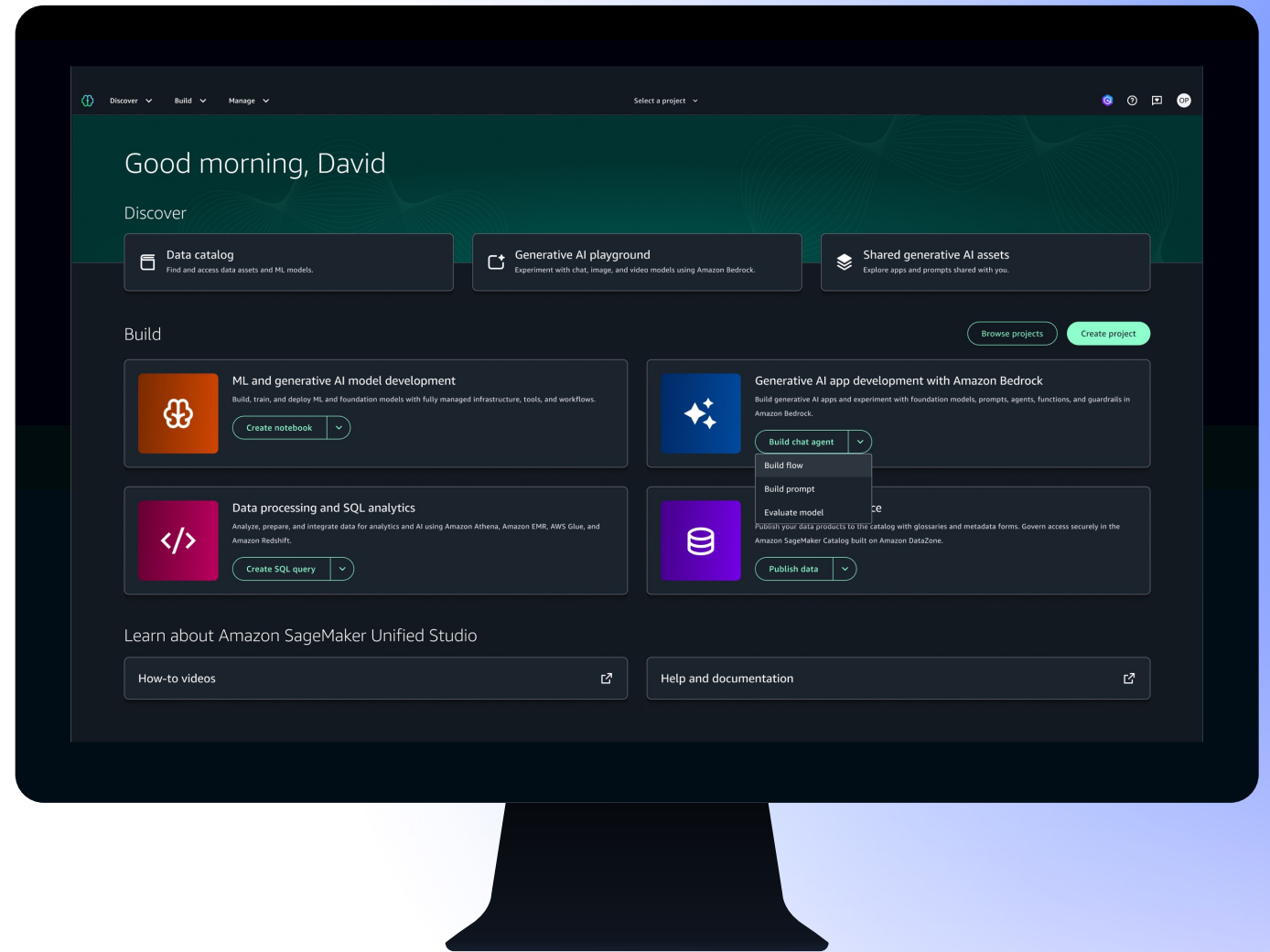
# A single data and AI development environment

Discover your data and AI assets

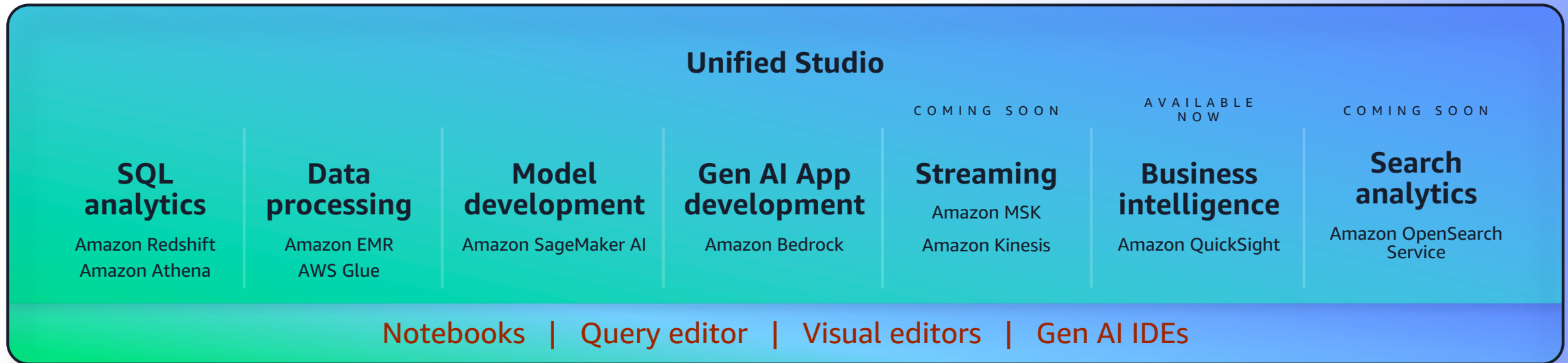
Build with a complete toolset for analytics and AI

Collaborate in shared projects

Govern access securely



# Amazon SageMaker



YOUR DATA AND AI DEVELOPMENT ACCELERATED BY

# Amazon Q Developer

the most capable gen AI assistant in software development

Ask questions

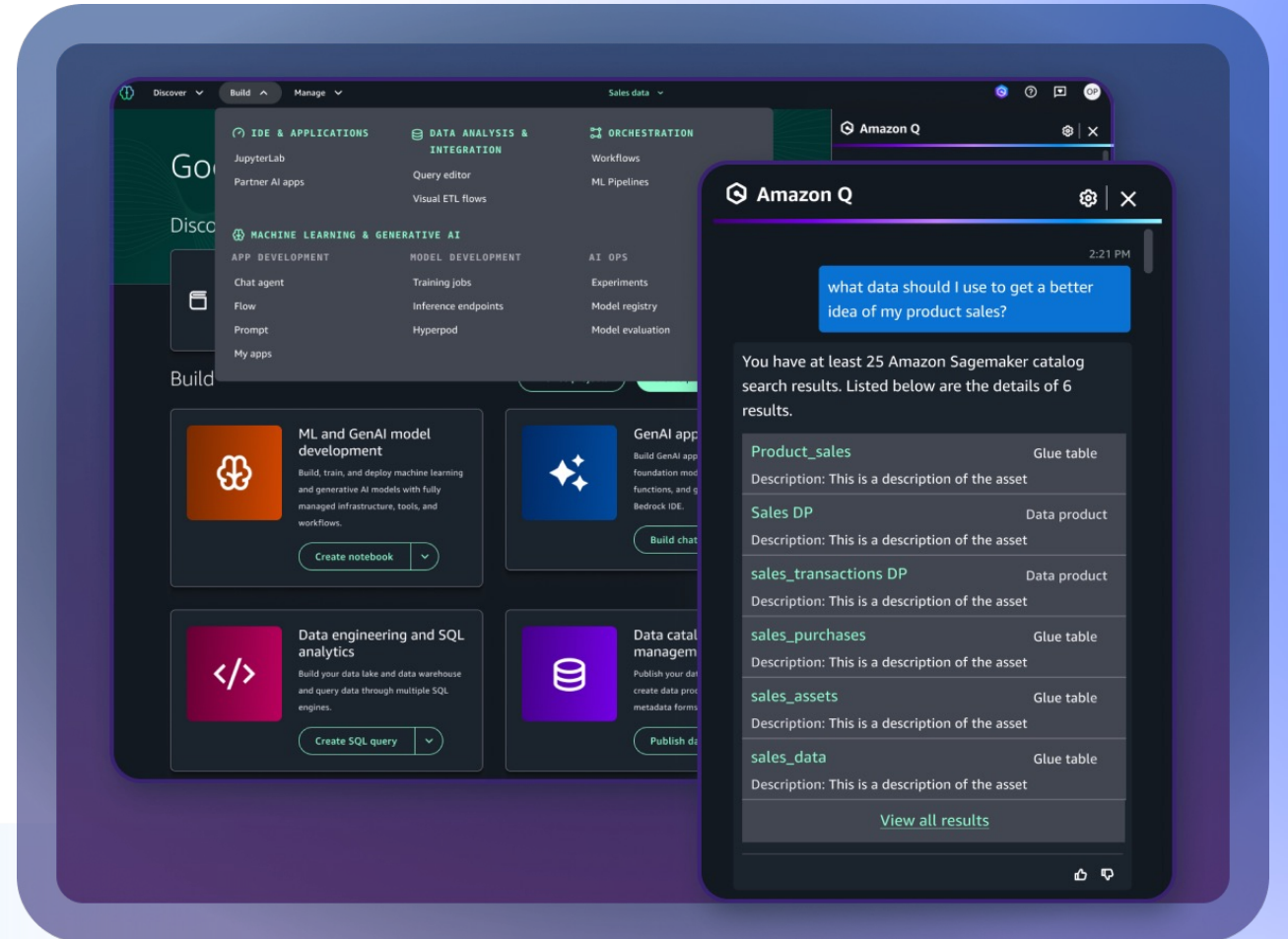
Get answers


Search and discover data

Generate code

Author queries

All through natural language





“ At Carrier, the next generation of Amazon SageMaker is transforming our enterprise data strategy by streamlining how we build and scale data products. SageMaker Unified Studio’s approach to data discovery, processing, and model development has significantly accelerated our lakehouse implementation.”

JUSTIN MCDOWELL  
DIRECTOR, DATA PLATFORM & DATA ENGINEERING  
CARRIER



*Carrier*

True business impact comes  
from getting a **full view of your data**

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Amazon OpenSearch Service

## Data & AI Governance

## Open Lakehouse



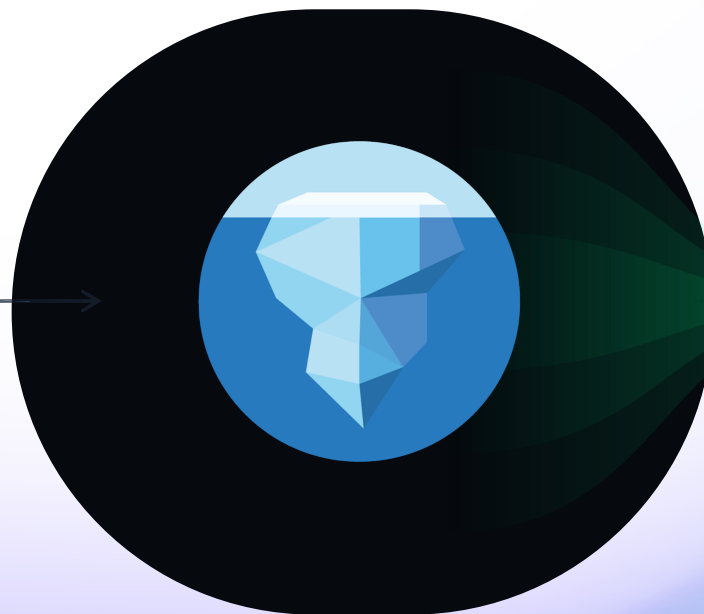
The best place  
to run data lakes

# Open access to most data sources

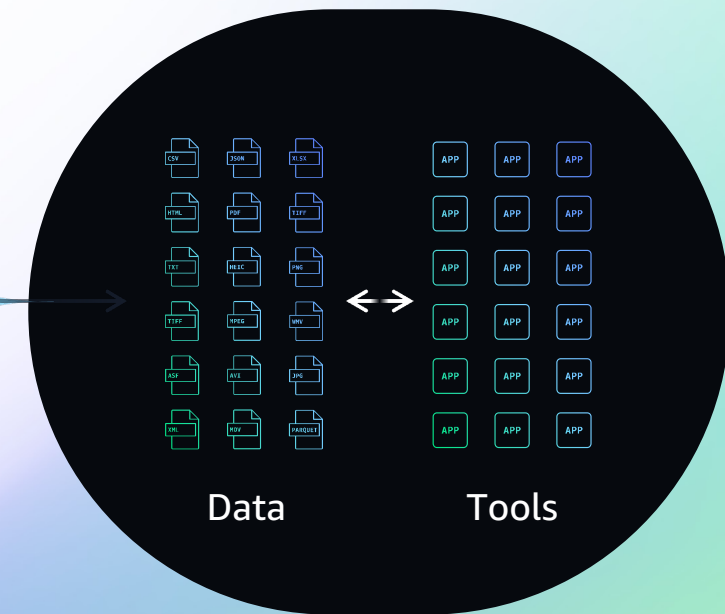
OPEN TABLE FORMATS



EMERGING STANDARD



INTEROPERABILITY





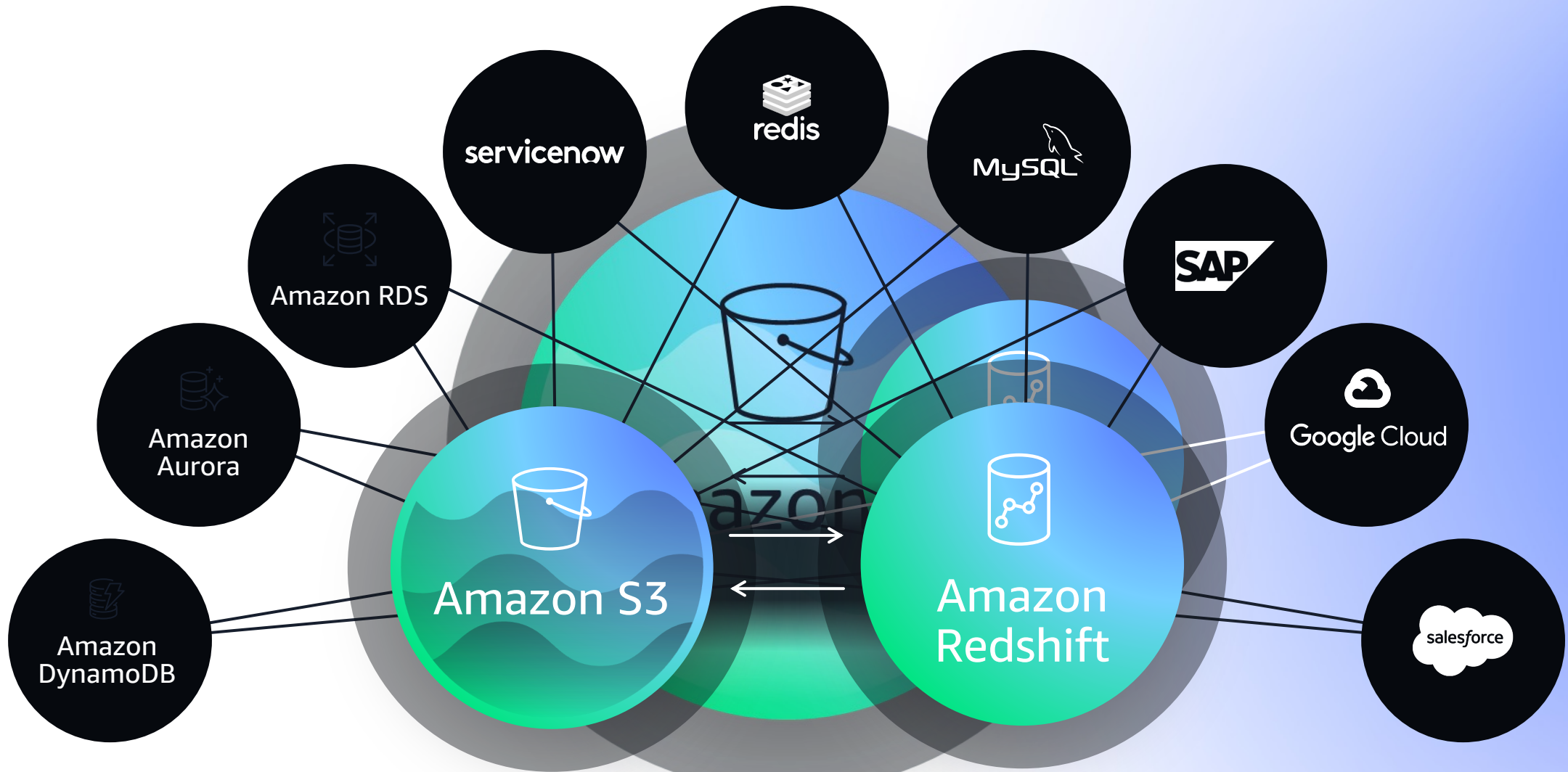
# S3 Tables



```
{  
  "Effect": "Allow",  
  "Action": [  
    "s3tables:GetTableData",  
    "s3tables:PutTableData"  
  ]  
}
```

Fully managed Apache Iceberg tables in S3





The best place to run data lakes  
 The best place to run data lakes  
 petabyte-scale data warehouse

# Unified Studio

## Data & AI Governance

Read and write from your preferred Apache Iceberg compatible compute engines

### APACHE ICEBERG OPEN API

Amazon S3  
data lakes



Amazon Redshift  
data warehouses



Fine-grained access control



### Zero-ETL integrations

Aurora

DynamoDB

RDS

Streaming data – MSK, Kinesis

OpenSearch vector data

ServiceNow

Salesforce

Zoho CRM

Instagram Ads

SAP

Salesforce Pardot

Facebook Ads

Zendesk

Federated querying + 100s of AWS Glue connectors





“The new Amazon SageMaker Lakehouse support for zero-ETL integrations from applications will be a game-changer for us. With zero-ETL, we anticipate being able to synchronize over 3,000 Iceberg tables containing customer, digital, clinical trial, and market access data effortlessly, significantly simplifying our data integration workflow. We anticipate that this new feature will reduce our data integration time by 70% and cut related costs by 50%.”

YANNICK MISTELI  
HEAD OF ENGINEERING,  
GLOBAL PRODUCT STRATEGY AT ROCHE



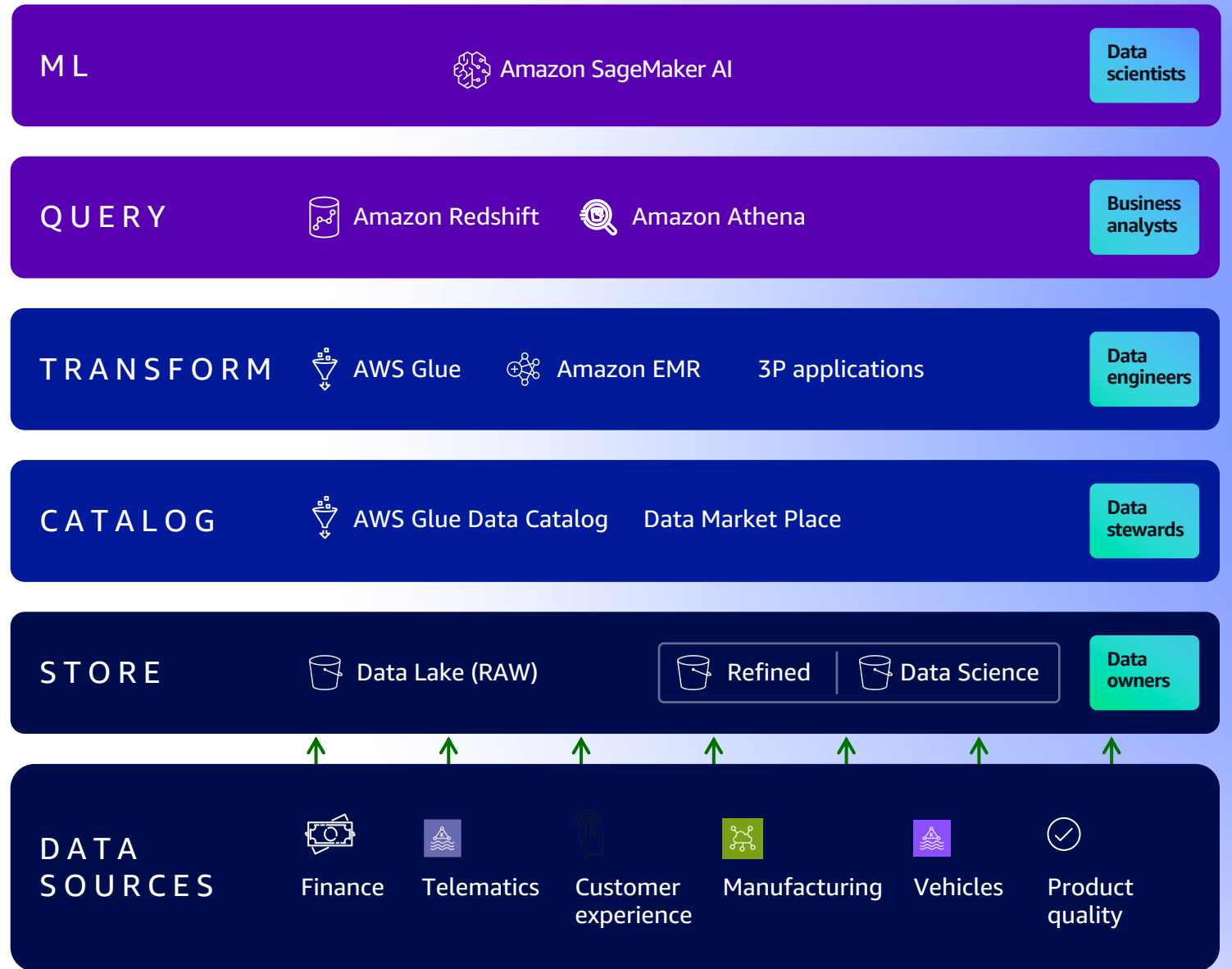


VALUE

Scale without limits, but stay  
within your budget



# Our customers have invested in varied data sources and tools



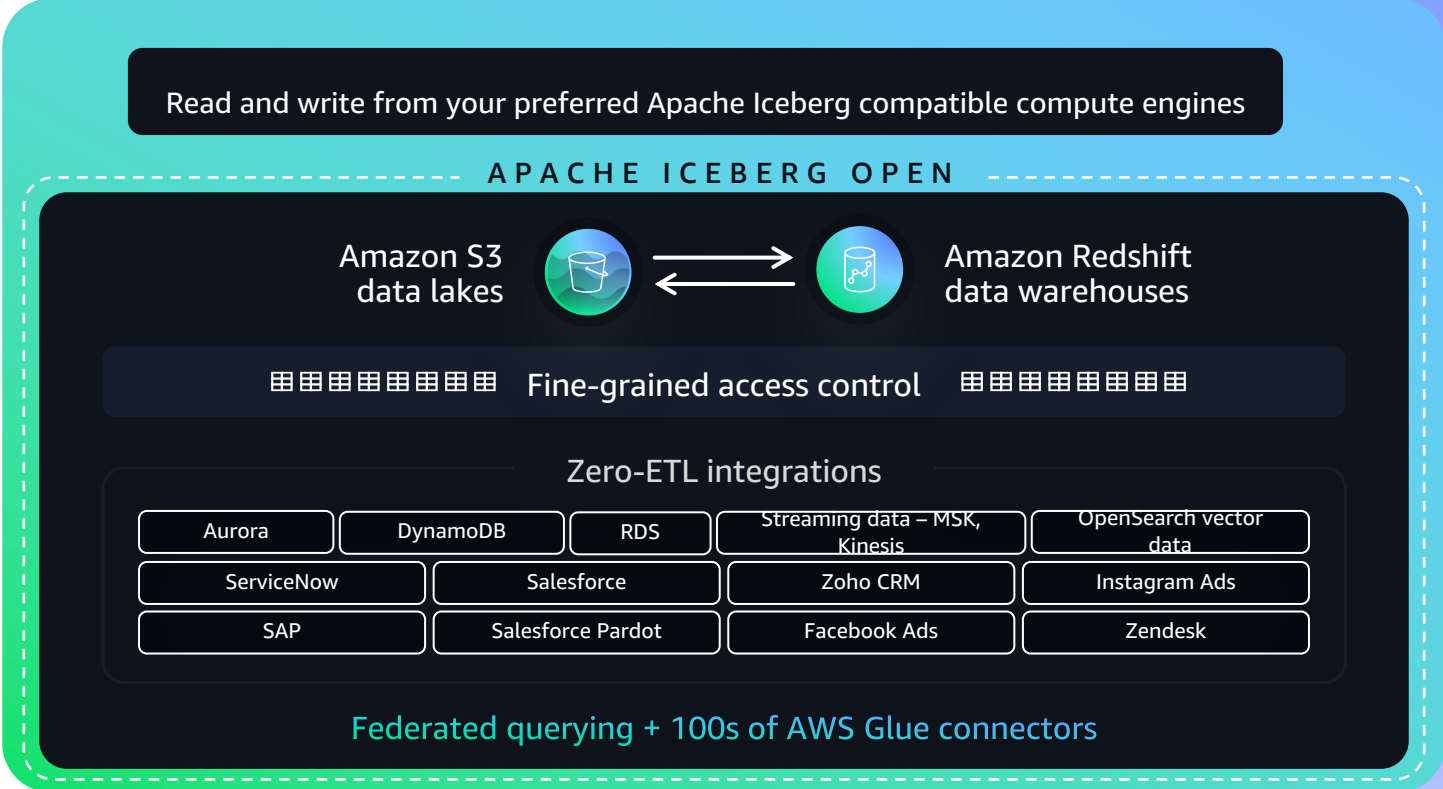
# Future-proofing your investment in data

## SageMaker Lakehouse

No matter where your data lives  
No matter which tools you prefer

Automatically bring data to  
the point of analytics and AI with  
zero-ETL capabilities.

Query in place from your  
data store with federated queries





TRUSTED DATA  
FOR TRUSTED AI

**AWS provides built-in  
governance across the data  
and AI lifecycle to securely  
transform raw data into AI-  
ready assets**



Data sources

Structured

Unstructured

Data prep  
and enrichment

Cleaning | Enriching | Generating | Business context | Transformation | Aggregation



Data sources

Data prep  
and enrichment



Metadata

- Find
- Share
- Understand
- Access
- Act
- Monitor



Gen AI / RAG



Classifications



Forecasting



SQL/Spark analytics

## Analytics and AI



Recommendations



Business decision  
intelligence



Graph analytics



Anomaly detection



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COMING SOON  
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Amazon OpenSearch Service

## Data & AI Governance

## Open Lakehouse

Unified Studio

Data & AI Governance

Built into  
Unified  
Studio

SageMaker Catalog



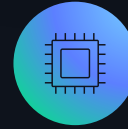
Data



Models



Gen AI



Compute

Built on  
Amazon  
DataZone

Data  
quality

Data  
classification

Data & ML  
lineage

Permissions and  
subscriptions workflows

Amazon Q  
generated context

Guardrails

Responsible AI

Auditable –  
Cost logging  
and monitoring



“ To address siloed data sets spread across our automotive operations, we are implementing Amazon SageMaker to **unify and govern data** across our connected car, sales, manufacturing, and supply chain units. This approach allows us to search, discover, and share data effortlessly, laying the groundwork to pre-empt quality issues, increase customer satisfaction, and accelerate development of generative AI applications.”

KAMAL DISTELL  
VP OF DATA, ANALYTICS, PLATFORMS,  
AND DATA SCIENCE, TMNA  
TOYOTA MOTOR NORTH AMERICA



# Demo



# Common Public Sector Use Cases

## Data Science Professor

I want to create reproducible classroom AI labs for students using notebooks and curated datasets.



## Data Analyst

I want to load data from multiple departments into a Lakehouse and analyze with GenAI generated dashboards.



## Bioinformatics Researcher

I want to publish curated and annotated genomics datasets for others to discover and apply AI.



## Data Steward

I want to build a data mesh by publishing curated datasets with GenAI-generated descriptions and tags.



## Clinical Data Scientist

I want to unify EPIC health data into a lakehouse and train predictive models in JupyterLab notebooks.



## Data Strategist

I want to integrate DMV service records and use GenAI to summarize trends and improve staffing decisions.



# Your data is your competitive advantage. It should stay that way.



Security



Resilience



Governance

Well Architected guidance

Recovery

Replication

Audits

Data classification

Incidence response

Multi-az configurations

Encryption at rest and in transit

Object versioning

Row level and column level security

IAM policies

143 security certifications

No sharing customer data trained for LLMs with model providers

Backup and recovery

## Data protection and resilience



# AWS is there with you, no matter where you are in your journey

Receive peer-level executive guidance



AWS Data Strategy

Jumpstart your data and AI flywheel



AWS Data-Driven Everything

Modernize your data foundation



AWS re:Imagine Data

Guide generative AI use cases



AWS Generative AI Innovation Center

Assess your organizational maturity



AWS Data Strategy Diagnostic

Transform your business



AWS Partner

# Additional resources



[An integrated experience](#)  
with Amazon SageMaker  
Unified Studio



[Foundational Blocks](#)  
of Amazon SageMaker  
Unified Studio



[Generative AI](#)  
using Amazon SageMaker  
Unified Studio



# Thank you!

## Aditya Challa

Sr. Solutions Architect  
AWS

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Please complete the survey  
for this session



**Track: Data & Analytics**

Session: AI/ML for Data and  
Analytics