

## Amorphic Analytics for AWS

Self-Service AWS Native Analytics for IT & Data Teams

### Unifying Cloud Analytics for Data Teams

Data teams today need secure, unified and self-service data pipelines and analytic workflows that span across all AWS Native analytic services - data lakes, data warehouses, big data, artificial intelligence and machine learning.

Cloudwick has created Amorphic for Data Teams to make it faster and easier and for IT and data teams to easily access and use all data and analytics in a single system for all users, workloads and workflows.

Built from the ground-up for AWS Data and Analytics, Amorphic provides data and analytic driven organizations with a single pane of glass with zero data lake development and ongoing operational support for AWS data warehousing, business intelligence, artificial intelligence and machine learning with zero development cost and fully-managed allowing your organization to save time and money.

### Amorphic Unifies IT & Data Teams With Self-Service AWS Analytics



### Amorphic Benefits

**18,000X Faster** time to Production with Amorphic vs building assuming 12 calendar month build effort.

**Up to 600% Cheaper** cost of Production-Ready Development (\$50k for Amorphic vs \$1M+ cost of development & support)

**No DevOps or Development** Self-service and serverless architecture for high performance and low-cost AWS infra, data and analytic services.

**All Data.** One data management platform for all data – structured, semi-structured and unstructured data with access governance & data management.

**Fully Managed.** Zero IT and development required for secure and self-service Amazon Redshift, Athena, Glue, Elastic Search, Dynamo DB, SageMaker, Kendra, Comprehend & 30 more AWS data, security and analytic services.

**Single Pane of AWS Analytic Glass** For IT and Data Teams – Infosec, Data Engineers, Business Analysts, Line of Business, Data Scientist and Executives – that deploys directly in your AWS account.

“Amorphic has unified and simplified AWS analytics for our IT, Infosec, data producers and data teams reducing the time and cost it takes to build new data pipelines, dashboards and notebooks using AWS Native ETL, EDW, BI, AI, Search, ML & Big Data analytic services.”

- Joe McGowan, Chief Solution Architect, Ventacity Systems



## Achieve More With Amorphic and AWS

*Get Results 18,000 Times Faster for 600% less cost and effort*



### Data Producers

Amorphic Governance™ makes it easy for Data Producers to manage data access and usage permissions of their structured, semi-structured and unstructured data across the organization, enabling contractors, line of business, data engineers, business analysts, data scientists and even partners across Amazon S3, Amazon Redshift, Amazon Athena, AWS Glue, Amazon SageMaker, Amazon Elastic Search, Amazon Kendra and more than 30 other Amazon data and analytic services.

### Data Engineers

Amorphic Drag & Drop ETL/ELT™ for AWS Glue removes the skills barrier of Spark and Python coding for data engineers and anyone in the organization who needs to prepare data for data warehousing, machine learning, big data and more. With Amorphic's Drag & Drop GUI you get fast and easy zero-coding data pipelines that you can use with any AWS native analytic service.



### IT & Infosec

Amorphic Management™ for AWS Data and Analytics deploys to an organization's AWS account as a fully-managed data and analytic platform that requires zero development or DevOps effort, cost or time. Using Amorphic RBAC™, IT and Infosec teams can now easily enforce governance, single sign-on and other AWS Native and commercially available security services.

### Business Analyst & Line of Business

Amorphic Self-Service™ removes the data and analytic skill barriers for business analysts and data teams by providing a single AWS data and analytic UX platform for accessing and using any type of data using AWS data warehousing, search, business intelligence, artificial intelligence and machine learning analytics.



### Data Scientist & Teams

Amorphic Analytic Workflow™ automates and orchestrates the entire data science workflow process with zero coding required, bringing new levels of productivity to artificial intelligence and machine learning workloads. Data Science Teams will experience faster business process innovation, improved customer experiences, and new revenues from digital products and services.

“Amorphic allows our organizations to achieve data and analytic results using all our data with any AWS analytic services faster, easier and cheaper than we thought possible. We have become a data-driven company and our data teams are innovating at a level that we never thought possible.”

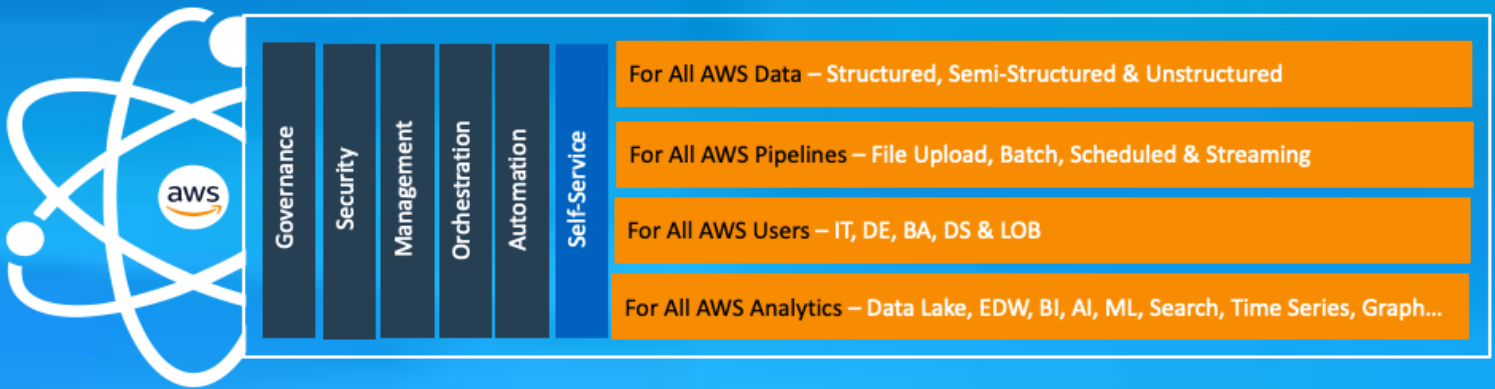
- Lindsay Reynolds, Attebury Grain, LLC, Business Process Manager



## How Amorphic Works

Amorphic is a production ready, fully managed AWS unified data and analytic platform with a single-pane of glass for your AWS account that provides governed and secure self-service access and use of more than 30 AWS services, that:

- **Removes coding and access barriers** for data teams with drag & drop ETL and orchestrated workflow management.
- **Removes devops barriers for IT** with zero risk, cost or lost time incurred by traditional development.
- **Simplifies AWS Data & Analytics for Business** with comprehensive, self-service access resulting in better insights, customer experiences, faster product development, and new revenues.



## Key Amorphic Capabilities

*For IT, Data Producers and Data Teams*

### 1. NO CODING DATA PIPELINE FOR AWS GLUE

Amorphic Drag & Drop ETL™ for Amazon Glue removes the Spark and Python coding barriers for Data Teams.

### 2. ONE DATA CATALOG FOR ALL AWS NATIVE ANALYTICS

Amorphic Data Catalog™ is 100% AWS Native and works across Amazon EDW, BI, ML, AI, Search & Big Data analytic services.

### 3. GOVERNED RBAC FOR AWS DATA MANAGEMENT

Amorphic Data Management™ provides IT and Data Producers with self-service roll-based access for all AWS data, analytics and users.

### 4. DATA, NOTEBOOK & DASHBOARD COLLABORATION

Amorphic Collaboration™ makes it easy for data teams to share AWS data, data pipelines, notebooks and dashboards with governance.

### 5. OPEN & AWS NATIVE SERVERLESS ARCHITECTURE

Amorphic has more than 400 API's, Lambdas and Step Functions providing the open flexibility that IT and Data Teams require.

### 6. SINGLE PANE OF GLASS FOR IT, DATA PRODUCERS & DATA TEAMS

Amorphic's administration management console allows IT and Data Producers to control Data Team access to data and Amazon services.

### 7. FULLY MANAGED AWS NATIVE EDW, BI, AI, ML & SEARCH

With Amorphic there is zero development, management or support required by IT and Amorphic deploys into customers AWS account.

### 8. FAST & INTELLIGENT AI SEARCH OF ALL DATA

Amorphic Search™ for AWS provides secure and governed Amazon Kendra & Elastic Search for faster discovery by Data Teams.

### 9. PRESCRIPTIVE WORKFLOW ANALYTICS FOR DIGITAL BUSINESS

Amorphic Analytic Workflows™ for AWS provides the first drag and drop studio for building prescriptive analytics using AWS BI, AI & ML.

### 10. INDUSTRY LEADING SECURITY FOR INFOSEC

Amorphic Secure™ extends all AWS Native data, user, network and infrastructure security services with single sign on and more.

## Amorphic Production-Ready Use Case Examples

For Manufacturing, HCLS, Finance, Insurance, Banking, Retail, IoT, Start-ups, Public Sector & More

### BUSINESS FORECASTING

MANUFACTURING | SALES



### CHURN PREDICTION

INSURANCE | BANKING | FINANCE



### CX INTELLIGENCE

CALL CENTER | S&M | PM | CS



A Production-Ready AWS Native Data Lake Platform for Unified EDW, BI, AI, ML & Search

### DOCUMENT ANALYTICS

PDF | WORD | EXCEL | IMAGES | AUDIO

### SUPPLY CHAIN ANALYTICS

DIGITAL TWINS

### HEALTHCARE INTELLIGENCE

DEVICE | HOSPITAL | R&D | PHARMA

## Amorphic is 100% AWS Native

Zero IT Development & Support Required for These AWS Data & Analytics

#### Production-Ready Now

- ✓ Amazon Redshift
- ✓ Amazon Athena
- ✓ AWS Glue
- ✓ Amazon S3
- ✓ 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

#### Production-Ready Now

- ✓ 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

