I'm not robot

reCAPTCHA

Continue

I'm not robot

reCAPTCHA

Continue

Success story of amazon.com pdf

Amazon Redshift is a fully placed petabyte storage service available within the Amazon Web Services platform. It was available in beta in November 2012, with full release in February 2015. Unlike the Amazon RDS database, which is a distributed relational database, Redshift is a DBMS column-oriented that can handle large-scale datasets using massive parallel processing. Here are seven examples of companies that used Amazon Redshift to transform their business. The Financial Times may be 126 years old this year, but that doesn't mean it's out of date. The international daily newspaper has embraced the digital age. Despite this, FT technical director John O'Donovan says the document needs a way to increase the speed, performance and flexibility of its data analysis. The document currently uses AWS Redshift, which allows it to run 450,000 online queries 98 percent faster than its previous traditional data center, while reducing infrastructure costs by 80 percent. We can show much more clearly where the revenue comes from, says O'Donovan. We see what people love on the site. We can start looking at how things can be trending, and we can relate that to other interesting information as well so you start layering information in a very powerful way. NokiaLate in 2012, Nokia's data volumes literally broke the database, said Greg Johnson, head of analytics at Nokia. Nokia Xpress Internet Services provides mobile Internet services in its markets in India, Asia Pacific, Africa and South America. The platform runs on 2,200 servers and collects 800GB of log data daily. We could no longer scale the database cost-effectively or do anything useful in terms of queries, Johnson says. I started exploring the use of Redshift to replace our traditional database. Within two months we were able to transfer most of the high use of data from our Redshift. Johnson says Nokia can now run queries twice as fast and can use its business intelligence tools to mine and analyze its data with 50 percent cost savings. HauteLookHauteLook, acquired by Nordstrom in 2011, provides private sales, only for participants, with limited sales time offer premium fashion and lifestyle brands at a 50 percent to 75 percent discount. With more than 20 new sales events starting each morning and over 14 million members, HauteLook CTO's Kevin Diamond says that data storage is important. When deciding which way to go with the data warehouse, Diamond said he looked at some competitors and determined that they all require software, implementation and great hardware. He decided to skip the RFP and go directly to Redshift Public Beta. ETL was the hardest part, he says, but HauteLook is now saving a ton because of the fact that there are no equipment costs or maintenance or overhead. In fact, he says, Redshift's annual costs are equivalent to just annual maintenance of some of the cheaper placement options in data warehouses. Location-based social app Foursquare has 40 million users worldwide and more than 1.5 million companies use its Foursquare Merchant Platform. It streams hundreds of millions of magazine applications every day. The company relies on analytics to report its daily usage, evaluate new offerings, and perform long-term analysis. But its database system requires a lot of staff time to keep it in operation and has come with high annual licensing costs says John Hoffman, software engineer at Foursquare. We needed a solution that would free us from licensing fees and allow us to use our employees' time more strategically, he says. The company turned to Redshift and BI tool Tableau. With Amazon Redshift and Tableau, anyone can customize any query they like, from how users respond to a feature to population or geography, to the impact of sales efforts in different areas, says Hoffman. It's very flexible. He also notes that the company saves tens of thousands of dollars only on licensing costs. VivaKiBased in Chicago, VivaKi specializes in developing next-generation services, tools and digital platforms. Its parent, Publicis Groupe, has about 50 agencies in its worldwide network that create digital advertising campaigns. VivaKi is responsible for working with advertising servers, publishers, and data management platforms (DMP) to collect data and provide daily summary of campaign effectiveness to agencies. Our customers have specific requests around audience groups and other goals that ad servers can't provide, says Joon Hong, Vice President of Infrastructure and Operations at VivaKi. In addition, data collection to determine how effective campaigns by geographic location are and this data is not available in the reports. VivaKi has built a new DMP called SkySkraper to suit its needs and uses Redshift to draw data into DMP. We needed to download data for six months, about 10 TB of data, for the campaign, says Hong. This type of load would have taken about 20 days with our previous decision. Using Amazon Redshift, it took just six hours to download Media site Upworthy started getting serious about capturing and storing its data, it ran into the head on the problem, said Daniel Mintz, director of business analytics. He built a site on MongoDB. The NOS'L database was a great choice for flexibility in content management, but it lacks the support of JOINs. So even a relatively simple question, how many messages about gender diversity did our freelancers curate in April? It's not easy to answer because it will require attaching postal data with a data curator, mintz says. Upworthy was able to use a tool called MoS'L to map its Mongo collections in PostgreS'L tables, but it was clear that its PostgreS'L database would not be able to process the amount of data that Upworthy wanted to solve. The solution was Redshift. From analysts' point of view, Redshift was only a slightly modified version of PostgreS'L, Mintz said. Except that it was incredibly fast, even when you run complex queries with multiple shared table expressions and a bunch of JOINs on many millions of lines. And from an engineering perspective, Redshift was great because maintenance was handled by AWS, it was an easily scalable way beyond where we are now, and reserved instances brought our cost per TB to about $2,000 per year. No22 is the creator of multiplayer, free mobile games. The company estimates that more than 55 million people have played their games on smartphones and tablets, creating about 3 billion gameplay sessions. The company has created special software and meters to monitor operational data in real time. I need to know that databases and code are functioning properly, and that customers are having a good time, says Marcus Schweig, director of Live Operations.To Data Capture for Business Analytics, No. 2 uses the ETL pipeline and Amazon Simple Queue Service (S'S) to process hundreds of TB event data and store it in Redshift. We could have done this before, but using Amazon Redshift in conjunction with a newly developed pipeline has allowed us to significantly reduce the cost of hosting AWS associated with analytics, Schweig says. August 1, 1997 3 min read This story appears in the August 1997 issue of the entrepreneur. Subscribe Success: It's not easy to reach or define. Maybe that's why so many books in the non-fiction aisles of business fight this topic. This month we spotlight half a dozen works that guide readers through their own journeys to success. We start with Stress for Success: A Proven Stress Conversion Program at Work (Times Business, $24.50) by James E. Lauer. The author's premise is an intriguing one -- namely that stress can really be good for Drawing on their experience in sports psychology, Lauer encourages corporate athletes to train themselves so they can truly thrive under pressure. Exposing yourself to stress and learning training Day... Your productivity, health and happiness will increase, Loehr claims. You will thrive in the chaos of modern corporate life. But what if you don't think stress is the main obstacle on your way to success? For a sales-oriented approach to maximizing personal potential, check out Brian Tracy's Great Little Book trilogy: Successful Sales, Universal Laws of Success, and Personal Achievement (Career Press, $6.99 each, paper). Given the fact that all these books are compilations of thought-provoking quotes, it is possible to go through the entire set in just one lunch break. For optimal value, however, we suggest delving into books at a more leisurely pace - the better to assimilate words of wisdom. The wise words you will encounter include: Set high goals and standards for yourself; Resist the temptation of comfort zones and opportunities usually come dressed in work clothes. Other quotes await you in Celebration of Success: Inspiring Personal Letters about the Meaning of Success (Health Communications, $12.95 paper). As in Tracy's trilogy, the beauty of this book is that it can be consumed in bite-sized portions. Take it, put it down, get back to it in free moments. Compiled by Gerard Smith, Celebration of Success includes letters from an impressive circle of famous faces - from motivational speaker Anthony Robbins to actor John Travolta. However, some letters are dangerously close to banal (we will not name names). Again, there are real treats, such as a letter to comedian Paula Poundstone expressing her toe to successfully vacuum her entire home. Further irreverence can be found in the pages of Ben and Jerry's Double-Dip: Lead With Your Values and Make Money, Too (Simon and Schuster, $24 cloth). In keeping with their image of the counterculture of the rebel business, Ben Cohen and Jerry Greenfield insert humorous remarks and memoirs throughout the text of this autobiographical work. The purpose of the book, however, is not funny: Cohen anf Greenfield make a compelling argument for equating success with socially responsible business practices. For us, who grew up in the 60s, the idea of becoming real businessmen, doing real business, had very negative connotations, the couples explain. We've always said we don't want Ben and Jerry to be traditional businesses. The decision not to sell the business in the 1980s sharpened our focus on what kind of business we wanted it to be. Now we can formulate our goal: to see if business can survive as a force for progressive social change. No, that's not the whole definition of success in the business world. But whether it's profit, personal happiness or the social change you're looking for (or a combination of all three), you'll have plenty of reading material to occupy you on your way to success story of amazon.com pdf