AWS re:Invent

NOV. 29 – DEC. 3, 2021 | LAS VEGAS, NV

Databases

Attendee Guide 2021

Welcome!

Hello attendees or the curious! I'm Robert Koch. I was part of the first AWS Data Hero cohort in 2019. I am putting together this guide to help you decide what sessions to attend. During re:Invent season, there are tons of new enhancements and services announced that may change your mind (and mine!) about following my recommendations.

As an AWS Data Hero, I've been involved with some product previews, calls for action by the AWS community, and being a cheerleader for those who work and use AWS products.

My recommendations are usually based on reviewing the synopsis, including my interest in database technologies. I mostly work on Amazon Aurora MySQL-Compatible Edition and Amazon RDS for PostgreSQL products and use Amazon EKS extensively for a microservice platform.

Robert Koch
Senior Technical Lead, Containers & Microservices
S&P Global Platts

aws

Breakout sessions

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These sessions give you great insights with the upcoming features in the Amazon Aurora lineup.

You may have some fear of missing out (FOMO); however, these sessions will get you up to speed in getting high quality value out of Aurora.

DAT401

Deep dive on Amazon Aurora

Aurora keeps getting better with new chipsets and features! Take the plunge and absorb what's new for the past year or so. Even if you know everything there is about Aurora, there's some ideas in this session that you can take away and implement in your organization, be it cost saving strategies, performance improvement ideas, or ways to make it more secure and resilient.

With innovative architecture that decouples compute from storage as well as advanced features like global databases and low-latency read replicas, Amazon Aurora reimagines what it means to be a relational database. The result is a modern database service that offers performance and high availability at scale, fully open-source editions compatible with both MySQL and PostgreSQL, and a range of developer tools for building serverless and machine learning-driven applications. In this session, dive deep to learn how Aurora is designed, how it operates, and how to get the most out of it so you can power everything from dev/test applications to your most demanding, high-performance database workloads.

DAT302

Instant and fine-grained scaling with Amazon Aurora Serverless v2

This is the session to attend if you're all in on relational databases! With price performance goodness, you'll learn of benefits moving away from non-managed database systems into something AWS can do for you. To paraphrase a past American president, ask not what your relational database can do for you, ask what you can do for your relational database. The answer is mostly Aurora Serverless v2. With Serverless v2, your databases can be more like containers: lightweight, scale as needed, resilient, secure, and, best of all, performant.

Amazon Aurora Serverless is an on-demand auto scaling configuration of Amazon Aurora that automatically adjusts database capacity based on application demand. With Amazon Aurora Serverless v2, you can scale database workloads instantly from hundreds to hundreds of thousands of transactions per second and adjust capacity in fine-grained increments to provide just the right amount of database resources. In this session, dive deep into Aurora Serverless v2 and learn how it can help you operate even the most demanding database workloads worry-free.

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DAT306

Migrate your SQL Server database to Amazon RDS

Microsoft SQL Server can be difficult to manage, and with increasing costs and unpredictable license changes, it might be helpful to move it to a managed service where AWS can do the heavy lifting while allowing you to focus on enhancing your .NET applications.

More and more organizations are exiting their data centers and migrating their legacy workloads to AWS. With a managed Microsoft SQL Server database service like Amazon RDS, you can migrate your existing SQL Server databases to the cloud while modernizing at the same time.

DAT204

Which NoSQL database is right for you?

If you're looking for a gentle introduction to why we have NoSQL database and how it can benefit your organization, I would recommend this session. You'll get great insights from Kanishk, who will give you a whirlwind tour of the various AWS offerings. Even if you don't use AWS databases, this session can aid you during your research when you're looking for a database to park your next project with.

NoSQL databases are purpose-built for specific data models and optimized for modern applications like mobile, web, and gaming applications that require scalability, low latency, and flexibility. AWS offers several fully managed and serverless NoSQL database services, including Amazon DynamoDB, Amazon DocumentDB (with MongoDB compatibility), and Amazon Keyspaces (for Apache Cassandra). Join this session to learn more about these AWS NoSQL databases that manage key-value, JSON document, and wide-column datasets, and select the best fit for your specific use case. Also learn about McAfee and their ecommerce transformation with DynamoDB that helped achieve 40 percent savings in storage costs.

DAT307

Deep dive on Amazon MemoryDB for Redis

MemoryDB is a new managed service that follows in the footsteps of Amazon Keyscapes and Amazon DocumentDB that promises to leverage all the open-source Redis features and doing it better. Of course, as with all AWS services, it depends. However, you cannot say no to services that handles scaling, memory management, and failovers.

Get started with the newest database service from AWS: Amazon MemoryDB for Redis, a Redis-compatible, durable, in-memory database service that delivers microsecond read and single-digit millisecond write latencies.

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DAT308

Deep dive on Amazon Timestream

I'd be the first to admit that I don't know Timestream as well as I should and I'm sure you're in the same place. Let's see you run a time-based database that can analyze trillions of transactions in one shot. Nope? That's why I would go!

Amazon Timestream is a fast, scalable, and serverless time-series database service that makes it easy to store and analyze trillions of events per day.

DAT311

What's new in Amazon RDS for Oracle

To paraphrase, you won't get fired for running Oracle. However, the database system has seen its glory days for reasons you probably know. It's admittedly a hard database system to master, and AWS makes it easier by providing Amazon RDS for Oracle. Come and find out what's new!

Many organizations today are looking to free themselves from the constraints of on-premises databases and take advantage of the power of fully managed databases in the cloud.

DAT202

Real-world use cases with graph databases

I'm always fascinated by different approaches into storing data: columnar, key-value, blockchain, time-series, and now graph. I would go to this session as we're always looking for ways to make sense of our data and identify how they're connected, or should not connect, and how we can put Amazon Neptune to work for you.

Organizations use the relationships in their data to uncover patterns and expand their businesses. In this session, consider examples of how organizations are using Amazon Neptune for these real-world graph use cases.

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Interactive sessions

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There is one interactive session I recommend to get hands on with ML.

DAT313

Building a machine learning-enabled application with Amazon Aurora

You might not be as involved in getting Machine Learning (ML) because your database is working fine and providing to your needs. However, ML is easier to do than you may thing, especially when using it in conjunction with your Amazon Aurora databases. Show up at this session to get an idea what ML is all about and how we may implement easy-to-use tools to enhance value to your current business data. Your data on an Aurora database is inherently valuable, of course. However wouldn't you like to add opportunities to create another value stream? This is as good a place as any to get started!

Machine learning (ML) can make your business more efficient across a variety of use cases, such as product recommendations, sentiment analyses, or fraud detection. Amazon Aurora ML is a capability of Aurora that enables you to add ML-based predictions to applications via the familiar SQL programming language, so you don't need to learn separate tools or have prior ML experience. In this chalk talk, learn more about the ML capabilities included in Aurora and how they can help you start building ML-enabled applications.

DAT327

Build a serverless, event-driven architecture with AWS services

One of my favorite technical topic: event-driven architectures. In this session, start thinking and doing in real time rather than using an older time-worn tradition building batch-based transactions. After all, the speed of business is only as fast as you can make it; go real time and be more reactive and in some circumstances, proactive.

Many manufacturing, retail, gaming, and financial services organizations need critical real-time data aggregation. In this workshop, learn about an architectural pattern for a serverless data-aggregation pipeline on the AWS Cloud with fully managed services, including Amazon DynamoDB, AWS Lambda, and Amazon Kinesis.

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DAT331

Build modern applications with a document database

Document databases are a popular NoSQL alternative to relational databases; thus you owe it to yourself to see how best it can be implemented and scaled worldwide. They'll show best practices with Amazon DocumentDB. It will give you a new outlook of how document databases can easily be the database system of choice while remaining fast and flexible to meet changing business needs.

In this builders' session, AWS experts walk you through a step-by-step journey to familiarize you with the Amazon DocumentDB console and how Amazon DocumentDB global clusters help you support critical global workloads by automatically replicating data across multiple AWS Regions with sub-second latencies. Discover best practices and learn how to avoid common pitfalls to help ensure your first database is structured properly from the perspectives of technology and cost.

DAT328

Building modern applications with AWS purpose-built databases

AWS has so many different types of managed databases services we can use. Making a choice can be tough since a business has many use cases that any one of AWS database offerings can meet. Your choice may not be incorrect; however, this session can teach you to work with many different database options. This is something that interests me since we don't have to be stuck with one database system.

The days of one-size-fits-all, monolithic databases are behind us. Database design and management on AWS requires a different mindset compared to traditional relational database management system (RDBMS) design. In this workshop, discover how to use relational and non-relational databases that are purpose-built to handle the specific needs of an application with Amazon Aurora and Amazon DynamoDB. We will review a relational schema used by a taxi application as an example.

DAT329

Caching for high-volume workloads using Amazon ElastiCache

Amazon ElastiCache has been in the news as of late with Redis close-sourcing newer versions while AWS answered with a managed service, Amazon MemoryDB for Redis. No matter the outcome, in-memory caching is something you'll need to complement your database system, since unpredictable volume can cause unpredictable results and costs.

Applications need powerful primary databases for data access and storage. This could mean a relational database, such as Amazon Aurora, or a NoSQL database. But, as your applications scale, you may need lower latency or higher throughput than your primary database can support.

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DAT321

Managing optimistic concurrency in Amazon QLDB

Blockchain all the things! Even with all the drawbacks with blockchain technologies, there are places for it, and if you want a ledger that is forever mutable, Amazon QLDB, a managed service, can help you in that regard.

Amazon QLDB is a fully managed ledger database that provides a transparent, immutable, and cryptographically verifiable transaction log owned by a central trusted authority.

DAT316

Data modeling with Amazon DynamoDB

Note: This will be one of the more popular DynamoDB session to go to, so reserve early! In a twist of scope, fellow AWS Data Hero Alex DeBrie will discuss finer points of how to best structure your DynamoDB instance. Perhaps it might be based on how it's being queried, not by how it's being stored. Go and find out!

In this chalk talk, learn about Amazon DynamoDB, a fully managed, serverless database that provides high performance at any scale with built-in security, backup and restore, and in-memory caching.

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Other recommendations

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Databases **Jams and GameDays**

HJS303-R1

AWS Data & Analytics Jam

In addition to all the amazing breakout sessions at re:Invent, the AWS Data & Analytics Jam will allow you to actually use those AWS and Partner solutions that you have heard about to solve real-world scenarios in a fun and competitive event.

Having the correct data is only part of the answer to the problem. Knowing how to use AWS Services to gain the value out of the data is the real solution. Within this Jam, you will be presented with different real-world scenarios that will force you to use different AWS services to figure out the correct answers. Do you know the difference between SQL and NOSQL? Or are you already an expert using Amazon Sagemaker? We will have challenges for all different skill levels! There will also be clues and AWS experts available to further help you ramp up your analytic skills! All you need to bring is your desire to learn and a computer.

GMD201-R1

AWS GameDay - Reuse Recycle Reduce Rearchitect

GameDay's mission is for customers to learn interactively and have fun in a risk-free environment. Join us to test and grow your AWS skills under light competition and gamification.

GameDay is a collaborative learning exercise that tests skills in implementing AWS solutions to solve real-world problems in a gamified, risk-free environment. This is a completely hands-on opportunity for technical professionals to explore AWS services, architecture patterns, best practices, and group cooperation. This GameDay focuses on sustainability best practices and teaches AWS users how to be mindful of energy efficiency in their AWS infrastructure. Attendees can expect to get hands-on with AWS services such as Amazon Athena, Amazon S3, Amazon EC2 Autoscaling, and more.

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Keynotes

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Adam Selipsky Keynote

Adam Selipsky is the CEO of Amazon Web Services (AWS), the world's most comprehensive and broadly adopted cloud platform. Having previously led AWS Marketing, Sales, and Support for 11 years, from 2005–2016, Selipsky helped launch and grow AWS from a startup into a multi-billion dollar business. Prior to rejoining AWS in 2021, Selipsky was most recently President and CEO of Tableau Software. He led Tableau through its acquisition by Salesforce, in what was the third-largest software industry acquisition at the time. Selipsky has also held various leadership roles at RealNetworks, and before that, was a Principal at strategy consulting firm Mercer Management Consulting. He has an AB in government from Harvard University and an MBA from Harvard Business School.

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Dr. Werner Vogels Keynote

Dr. Werner Vogels is Chief Technology Officer at Amazon.com, where he is responsible for driving the company's customer-centric technology vision. As one of the forces behind Amazon's approach to cloud computing, he is passionate about helping young businesses reach global scale and transforming enterprises into fast-moving digital organizations. Vogels joined Amazon in 2004 from Cornell University, where he was a distributed systems researcher.

Peter DeSantis Keynote

Peter DeSantis is the Senior Vice President of AWS Global Infrastructure and Customer Support. In this role, he leads the AWS teams responsible for designing the data centers, servers, and network that underpin our AWS services and for deploying and operating this infrastructure worldwide as well as for the customer-facing organizations providing support for our AWS products.

Live stream sponsored by:

stripe

Machine Learning Keynote

Swami Sivasubramanian is Vice President at AWS in charge of all Amazon AI and machine learning services. His team's mission is "to put machine learning capabilities in the hands of every developer and data scientist." Swami and the AWS AI and ML organization work on all aspects of machine learning, from ML frameworks (TensorFlow, Apache MXNet, and PyTorch) and infrastructure, to Amazon SageMaker (an end-to-end service for building, training, and deploying ML models in the cloud and at the edge), and finally AI services that make it easier for app developers to incorporate ML into their apps with no ML experience required.

Global Partner Summit Keynote

Join us for the Global Partner Summit keynote, presented by Doug Yeum, Head of AWS Partner Organization, Sandy Carter, Vice President, Worldwide Public Sector Partners and Programs, and Stephen Orban, General Manager of AWS Marketplace and Control Services. You'll learn about cloud-powered innovation and the opportunity it creates for AWS Partners, as well as how AWS Partners use the AWS Cloud to build innovative solutions and services, differentiate their businesses, and enable customers in virtually every industry to transform their businesses.

Live stream sponsored by:

INGRAM MICRO CLOUD

aws

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Leadership sessions

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Leadership sessions*

All Builders Welcome

LaDavia Drane
Director, Inclusion, Diversity & Equity

AWS Executive Panel

Francessca Vasquez
Vice President, Technology

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Leadership sessions*

AWS Marketplace

Stephen Orban

General Manager, AWS Marketplace

AWS Public Sector

Max Peterson

Vice President, Worldwide Public Sector

AWS Public Sector Partners

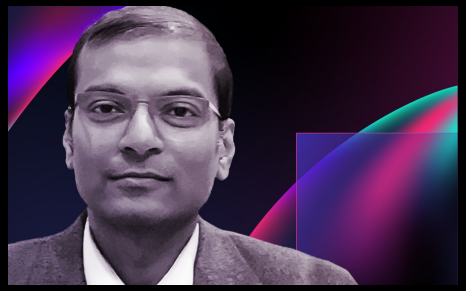
Sandy Carter

Vice President, Worldwide Public Sector Partners and Programs

AWS Storage

Mai-Lan Tomsen-Bukovec

Vice President, Worldwide Public Sector Partners and Programs



AI/ML

Bratin Saha

Vice President, Machine Learning

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Leadership sessions*

Analytics

Rahul Pathak

Vice President, Analytics

Architecture

Brian Taptich

Vice President, AWS Worldwide Specialist Organization

Business Applications

Peter Hill

Vice President, Business Applications

Cloud Operations

Bill Vass

Vice President, Engineering – Storage, Automation, Streaming & Management

Compute

David Brown

Vice President, Amazon EC2

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Leadership sessions*

Containers

Deepak Singh
Vice President, Compute Services

Databases

Jeff Carter
Vice President, Relational Databases

Developer

Ken Exner
Director, AWS Developer Tools

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snyk

Edge

Bill Vass
Vice President, Engineering – Storage, Automation, Streaming & Management

Enterprise and Migration

Todd Weatherby
Vice President, Professional Services

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Leadership sessions*

IoT

Michael MacKenzie
General Manager, AWS IoT

Networking & Content Delivery

David Brown
Vice President, Amazon EC2

Security, Compliance, and Identity

Stephen Schmidt
Vice President and Chief Information Security Officer

Live stream sponsored by:

TREND MICRO™

Serverless

David Richardson
Vice President, Serverless

Training & Certification

Maureen Lonergan
Director of AWS Training and Certification

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Learn

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Choose the learning methods that work for you

Breakout sessions

Available from intermediate (200) through expert levels (400), so you can grow your skills, no matter where you are in your career. Select from any track, level, or available session type to tailor your re:Invent experience.

Workshops

Workshops are two-hour hands-on sessions where you work in teams to solve problems using AWS services. Workshops organize attendees into small groups and provide scenarios to encourage interaction, giving you the opportunity to learn from and teach each other.

Chalk talks

Chalk talks are a highly interactive content format with a small audience. Each begins with a short lecture (10–15 minutes) delivered by an AWS expert, followed by a 45- or 50-minute Q&A session with the audience.

Builders' sessions

These are 60-minute small group sessions with up to six attendees per table, and one AWS expert, who is there to answer questions and provide guidance. It's just you, your laptop, and the AWS expert.

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Choose the learning methods that work for you

Training and Certification

Learn directly from AWS experts and get practical experience with real-world cloud scenarios. Skill up fast with a bootcamp, show your expertise by earning an AWS Certification, and practice your craft with one of our labs.

AWS DeepRacer

Developers of all skill levels can compete in virtual races during re:Invent for a chance to win prizes and glory! Tune in to AWS DeepRacer TV throughout re:Invent to catch the championship action.

Jams and GameDays

Test your skills in implementing AWS solutions by solving real-world problems in a gamified, risk-free environment. Take part in collaborative and interactive learning exercises—and win prizes!

Expo

Learn from AWS experts and partners. The Expo at The Venetian will be host to AWS Village, AWS Partner Network, AWS Marketplace, Builders' Fair, Developer Lounge, a demo theater, Jam Lounge, Startup Central, and sponsor booths.

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Play

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Play

Midnight Madness

Once again this year, we will be hosting an AWS-style pep rally to kick off the week and welcome our most dedicated fans. Midnight Madness provides a sneak peek into re:Invent, complete with the first product launch of re:Invent 2021.

Quirky

Experience Amazon's unique culture at one (or more!) of our Quirky events. Whether it's board games, bingo, or a sneak peek of one of your favorite Amazon TV shows, we've got something for everyone.

re:Play party

For our 10th annual re:Play party, we have an amazing lineup, featuring all the classic re:Play activities like dodgeball and office chair grand prix, and we have a very special musical headliner. Stay tuned for more information!

Restaurant receptions

Join the conversation at our vibrant restaurant receptions. Meet people from across the tech world and connect on topics of interest to you at a range of wonderful venues.

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Reserved seating

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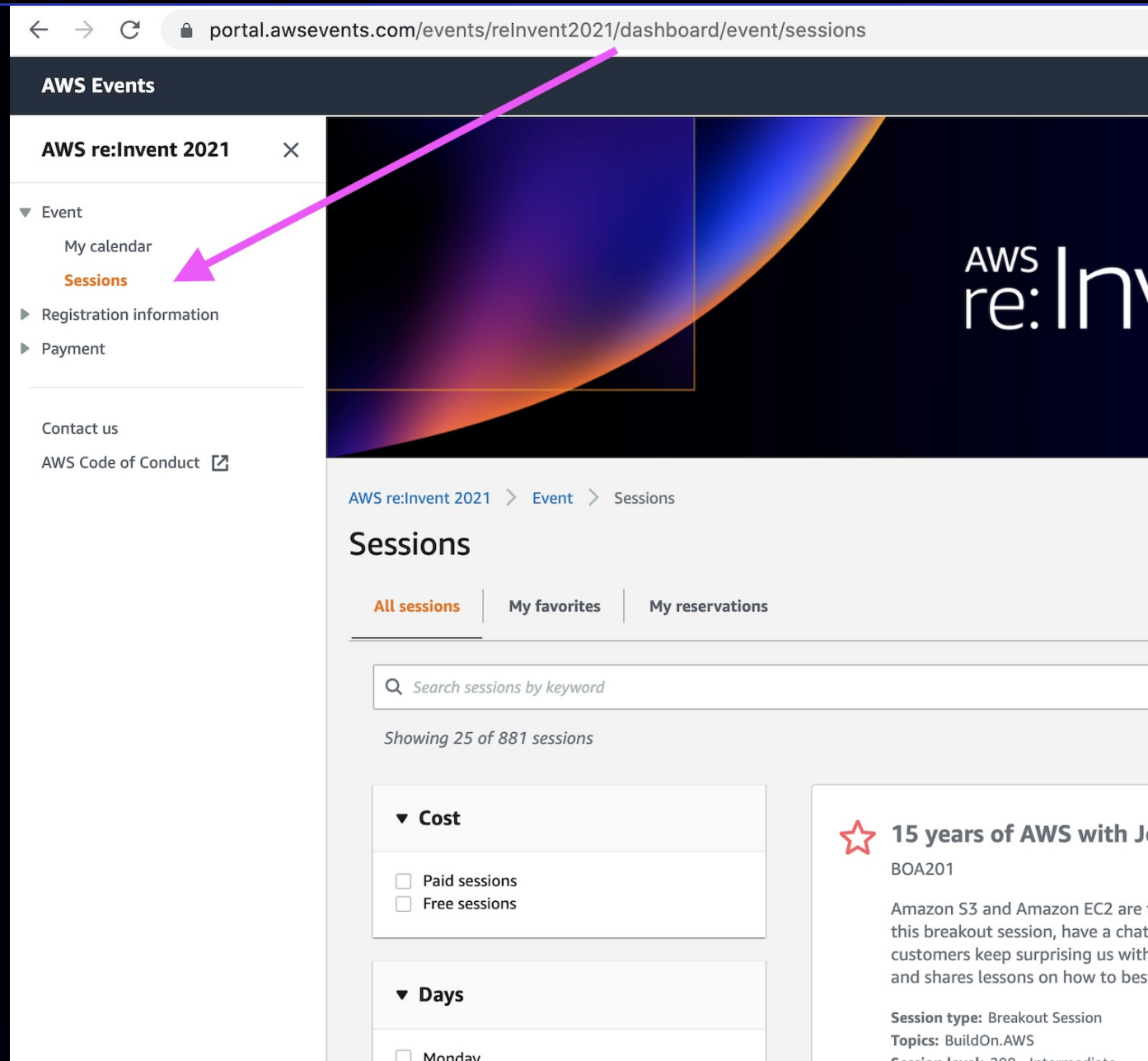
RESERVED SEATING WALKTHROUGH

Navigate to the session catalog

After logging in to the event portal, click on the side nav and click “Sessions”.



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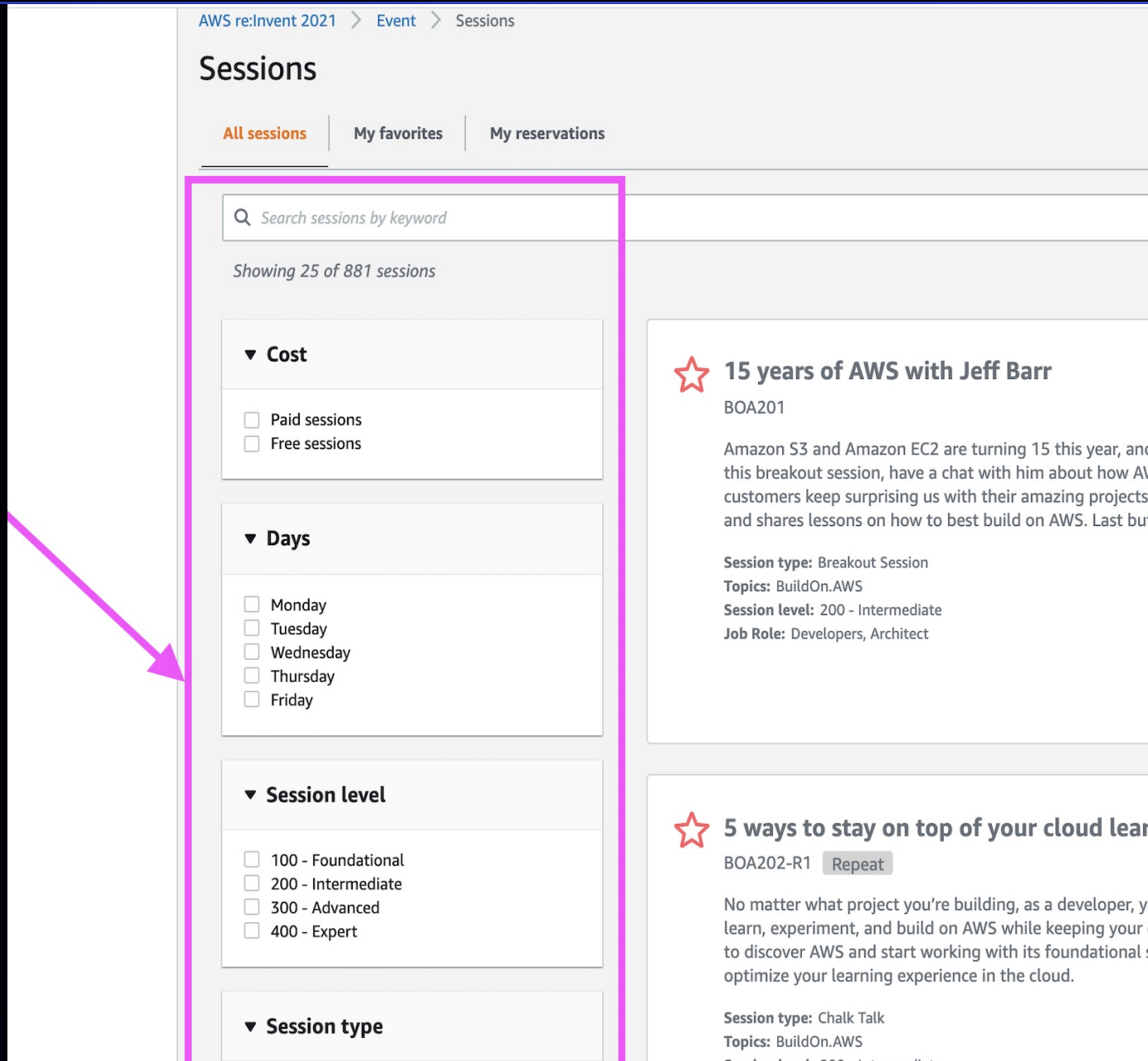
RESERVED SEATING WALKTHROUGH

Using catalog filters

When viewing the session catalog, there is a set of filters available on the left sidebar of the sessions catalog that shows a variety of filters you can use while browsing. Filters include: price, day of the week, difficulty level, session type, topic, AWS service, and industry.



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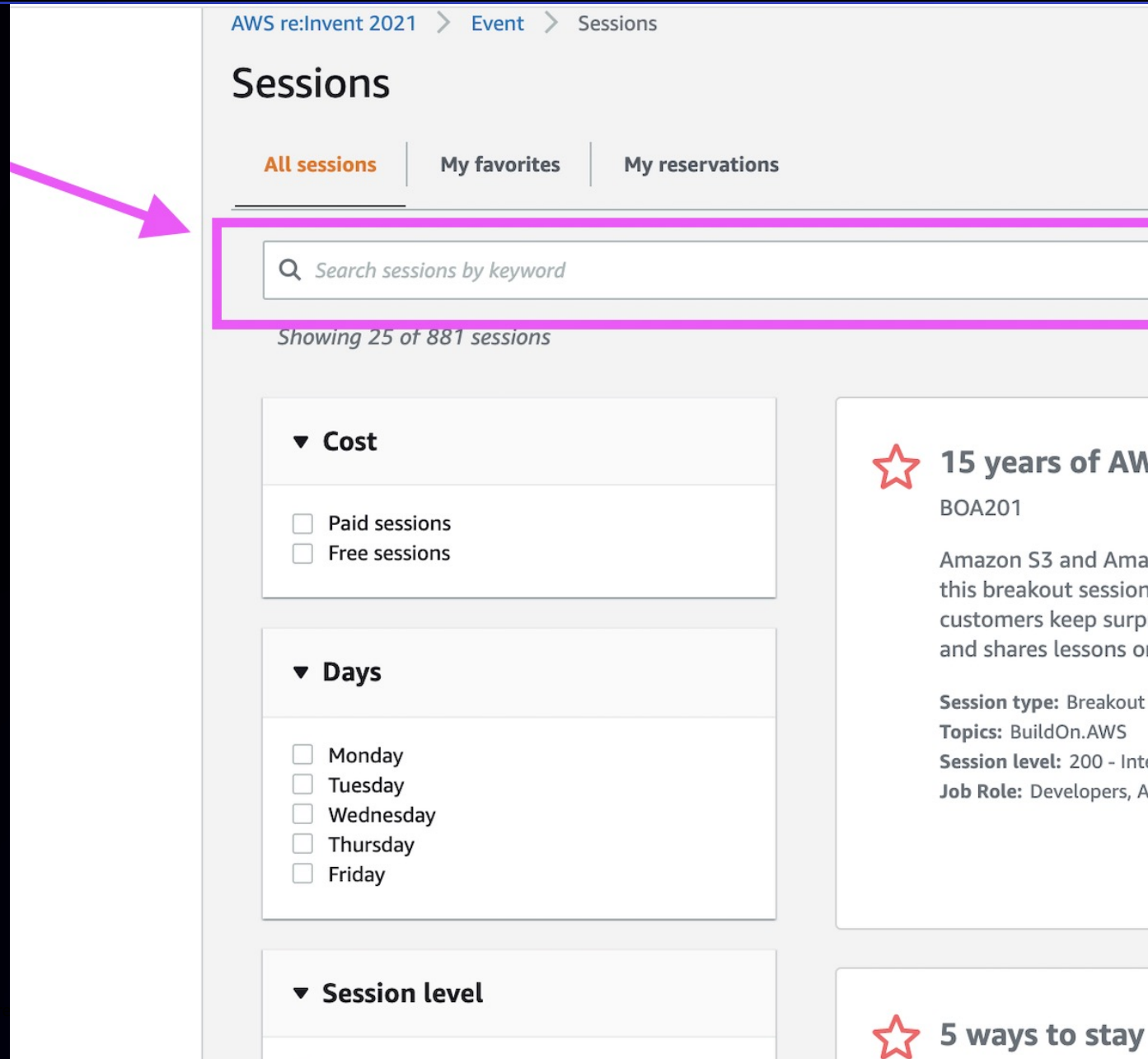
Using catalog search

At the top of the session catalog, there is a search bar where you can enter freeform text to search the full catalog. The search box searches through all of the displayed text fields of a session, including session ID, title, abstract, and level.



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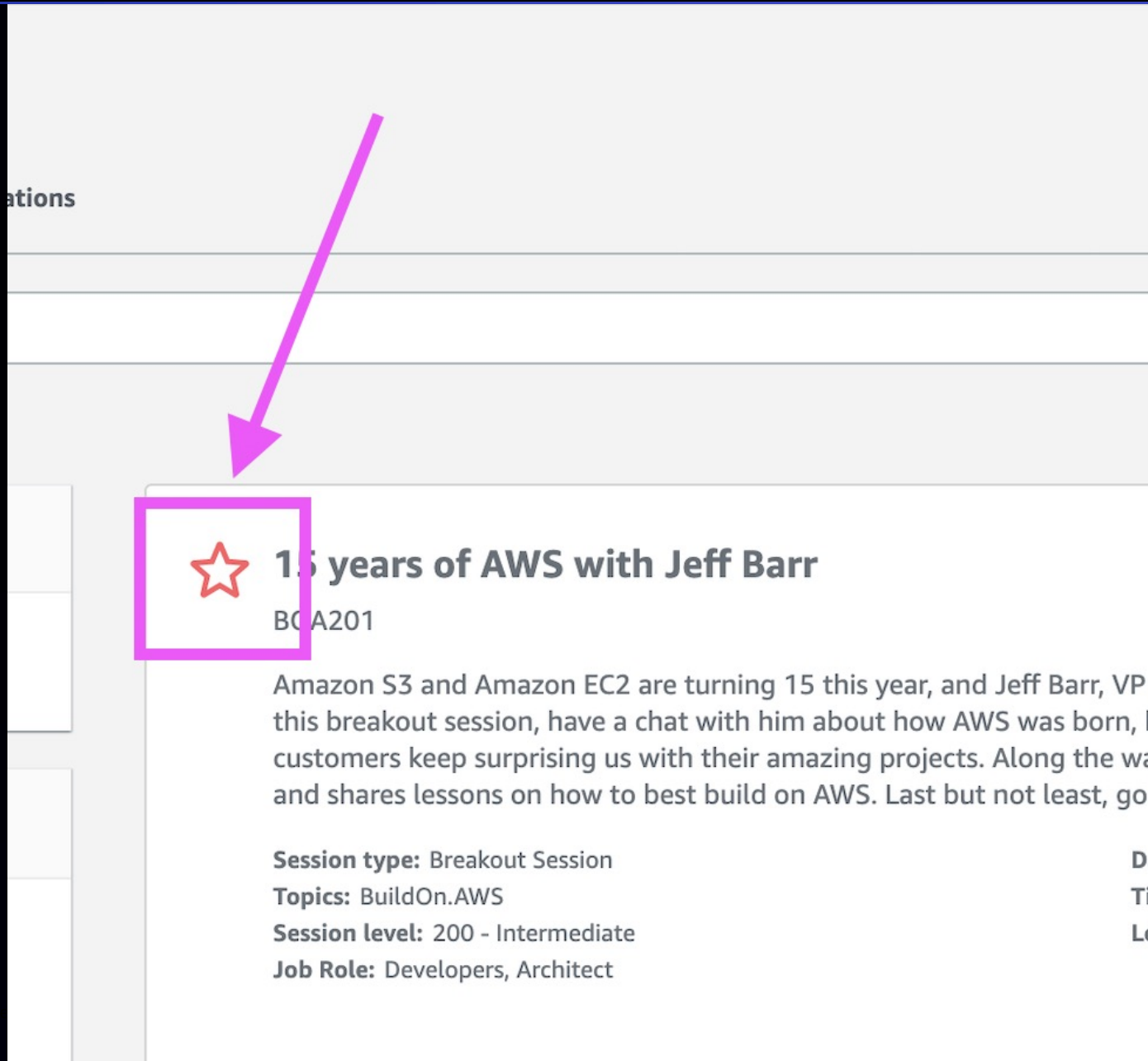
Favoriting and un-favoriting a session

When viewing the session catalog, any session shown in the results has a star icon on it. Clicking that star will mark it as a favorite. To un-favorite it, simply click the star again.



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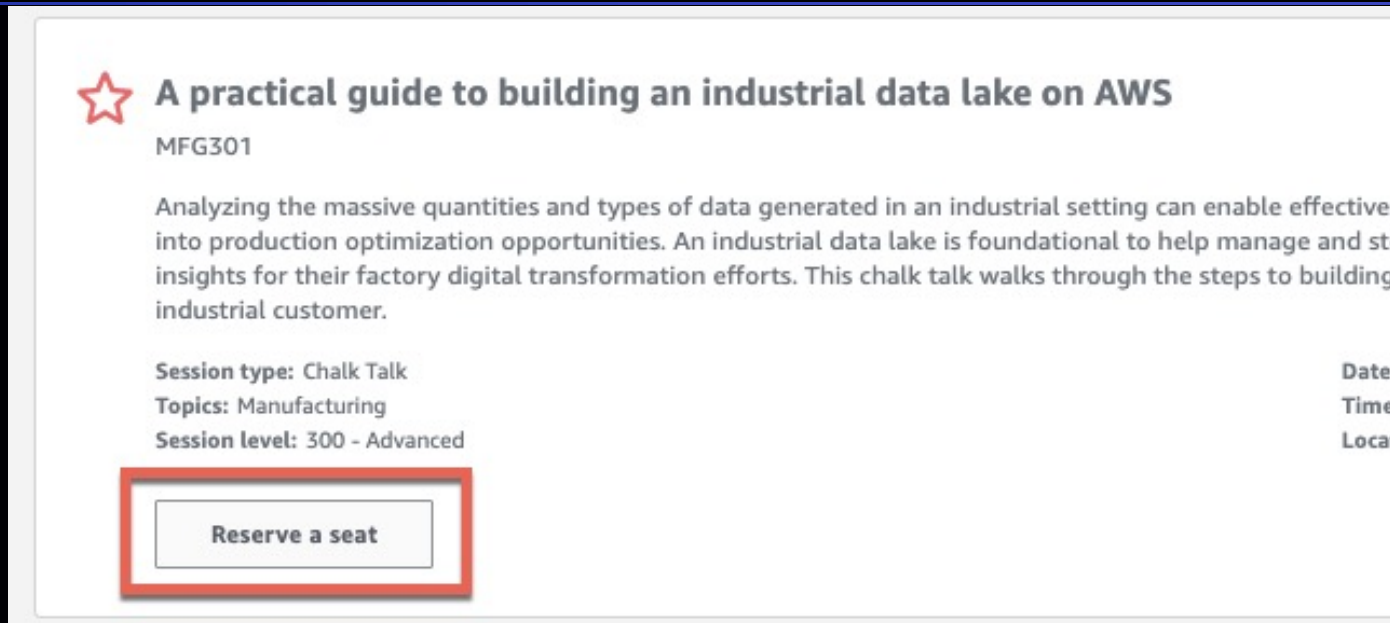
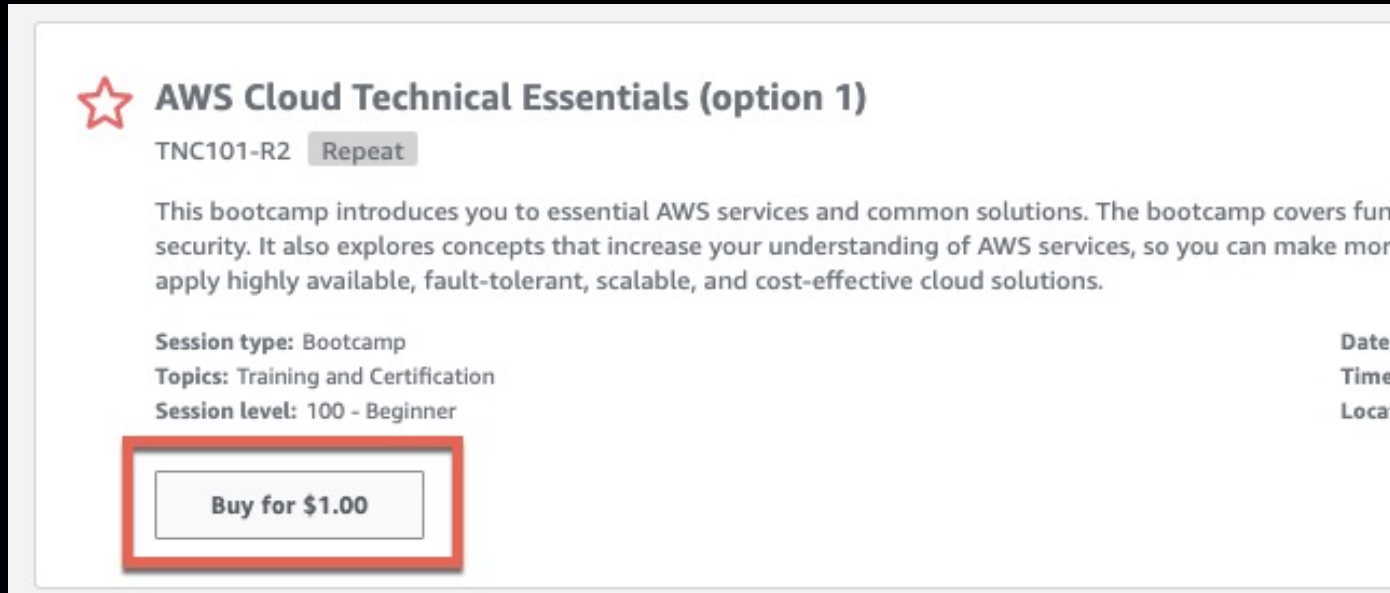
Reserving a session

For events with reserved seating, when a session has available seats, the button on the session card will say “Reserve seat”.

For sessions with a price greater than zero, the button will say “Buy for <price>”. Clicking purchase will open up the purchase form where you can complete your transaction. Once the transaction is complete, that session will show on your reservations list.





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Waitlisting a session

When a session has no seats available, because the capacity has already been met, then the button will say “Join waitlist”. If you join a waitlist for a session, and a seat becomes available in that session, you may automatically be placed in that session and we will notify you via email.

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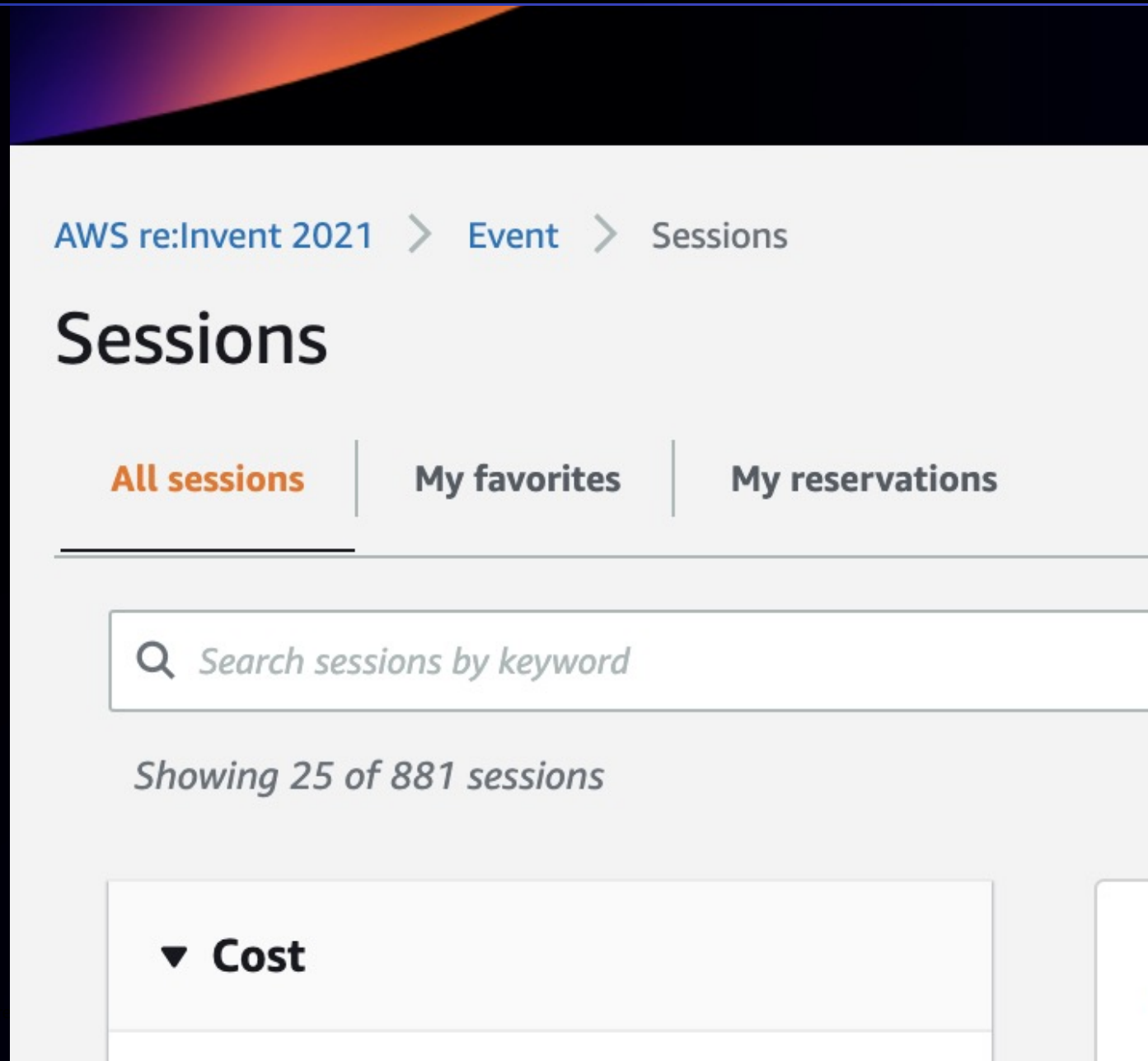
Viewing your favorites, reservations, and waitlisted sessions

Along the top of the catalog page, there are 3 tabs: 1) All sessions, 2) My favorites, and 3) My reservations. Clicking on “My favorites” will show you a list of only sessions you have favorited. Clicking on “My reservations” will show you a list of items you have reserved or waitlisted.



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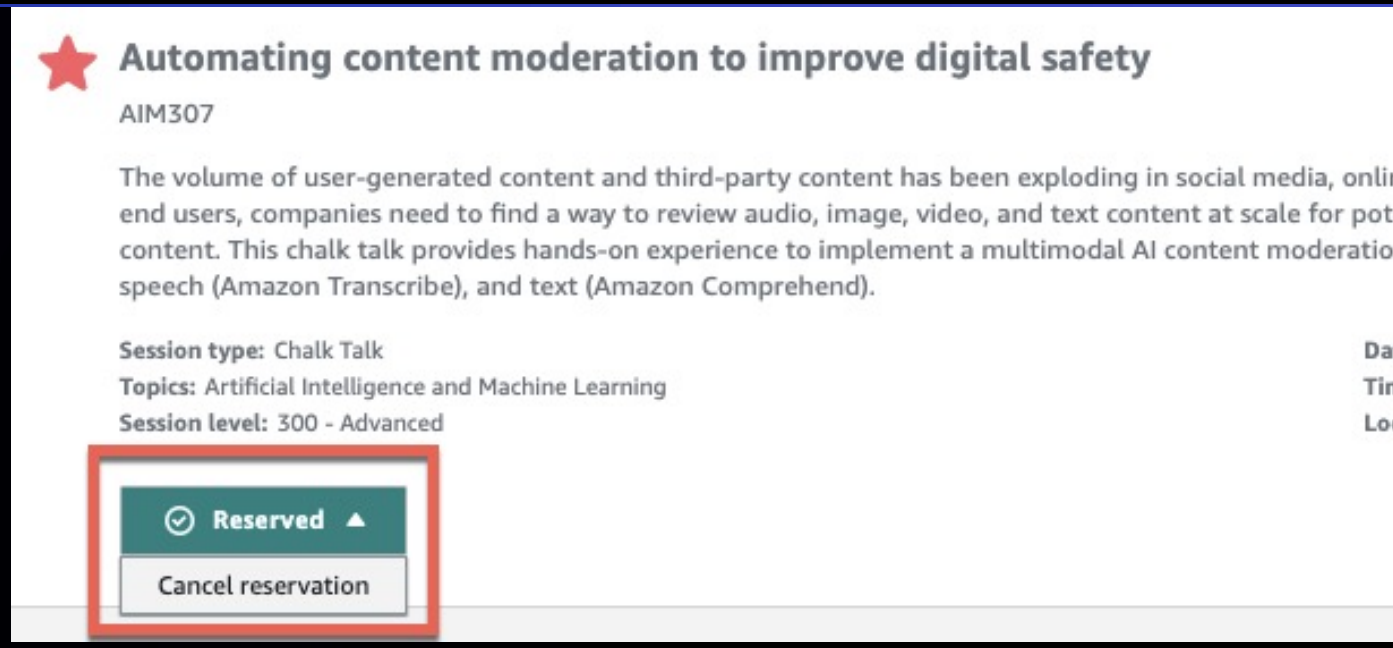
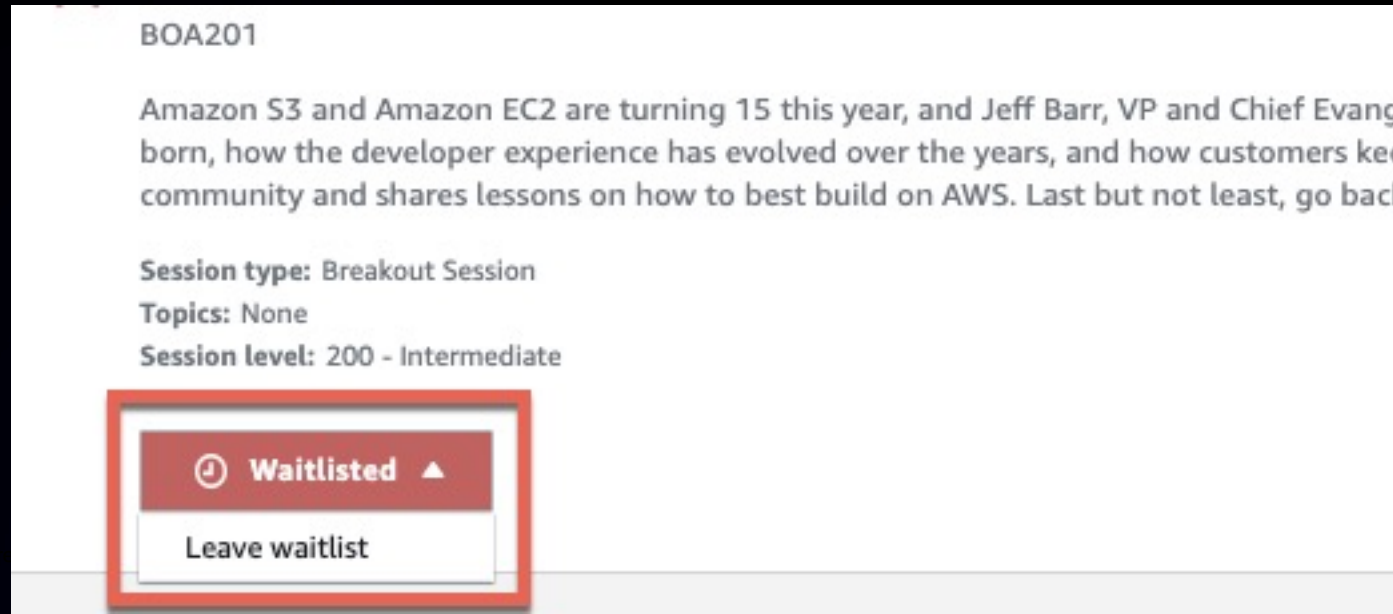
Cancelling a reservation or waitlist

When viewing a session, in any tab, if you have reserved or waitlisted, you can cancel that action by simply clicking the button again. It will show a dropdown that says “Cancel reservation” or ”Leave waitlist”.





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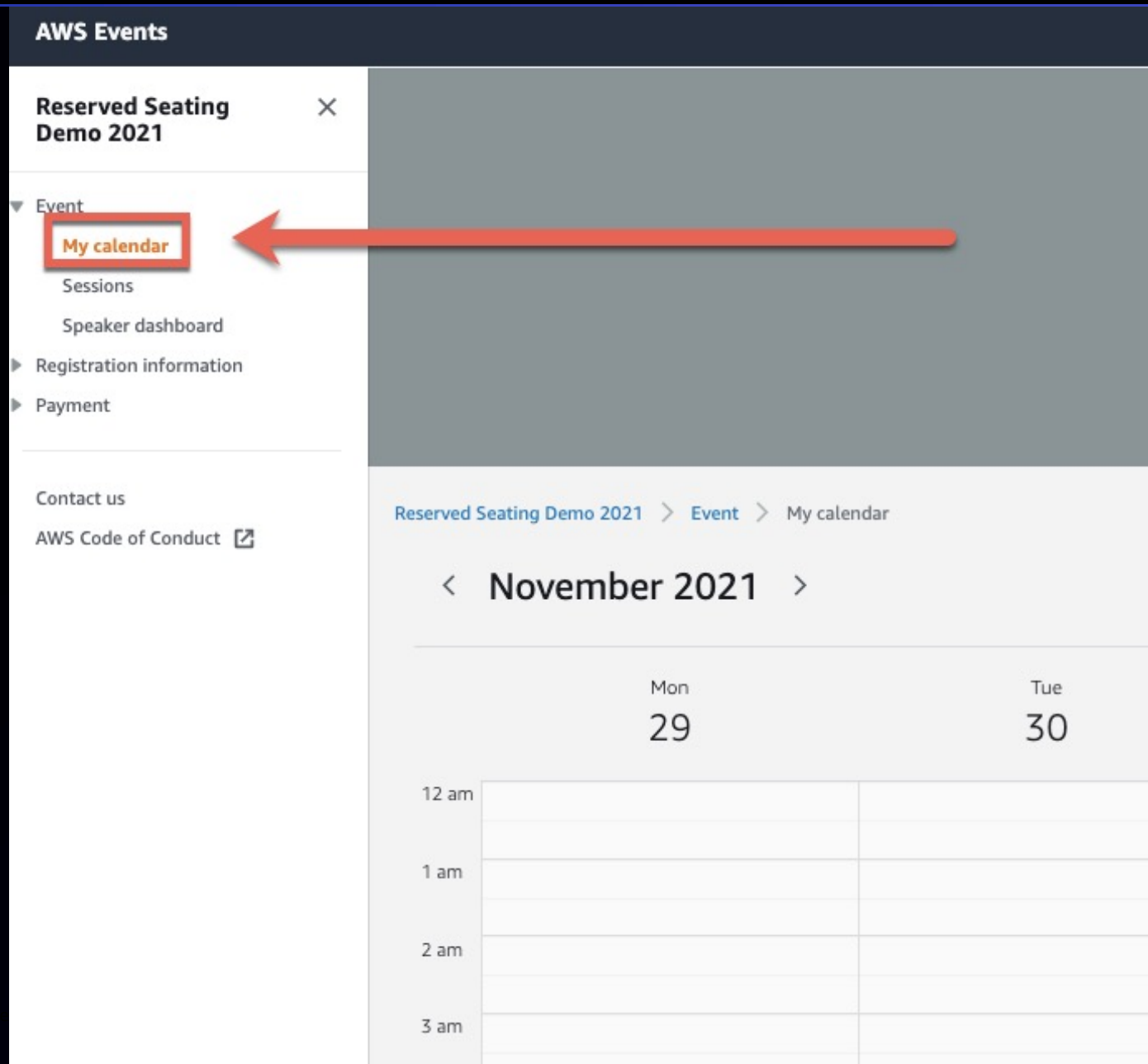
Viewing your calendar

In the main navbar on the left of the session catalog, you will see a link that says “My calendar”.



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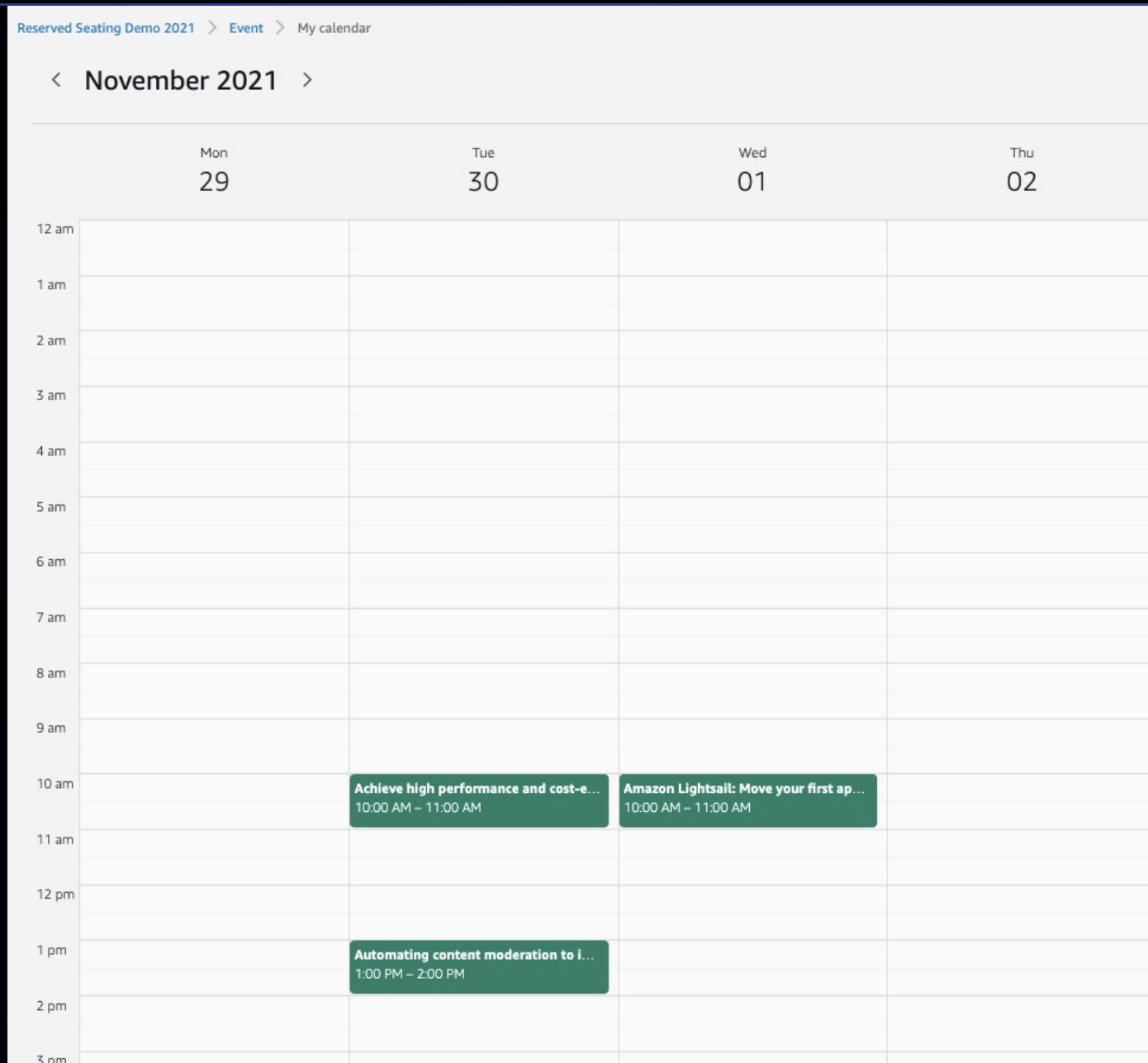
Viewing your calendar

If you navigate to the calendar, you will see all of your favorites, reserved seats, and waitlisted seats on the corresponding days that those sessions are scheduled.



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Make a plan

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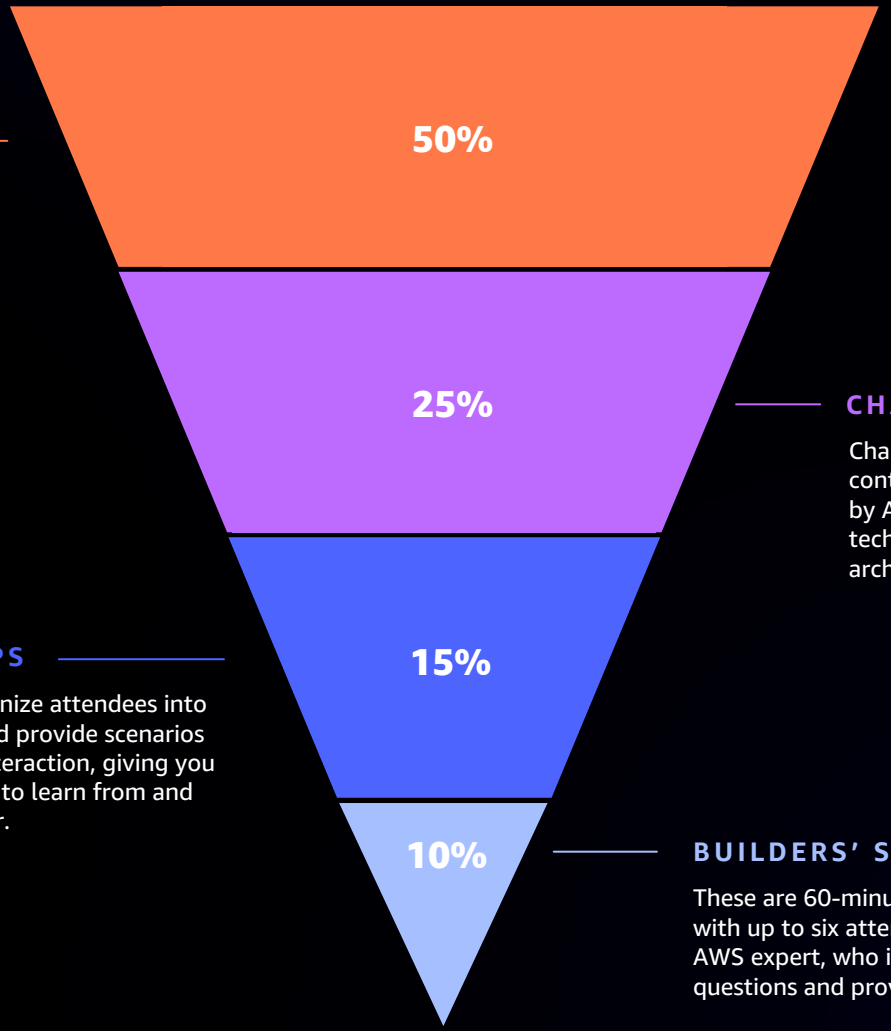
Building your agenda

SESSIONS

Breakout sessions are lecture-style and one hour long. Sessions are delivered by AWS experts, customers, and partners, and they typically include 10–15 minutes at the end for Q&A.



CHALK TALKS

Chalk talks are one hour long and contain expert-level content presented by AWS experts. The goal is to foster a technical discussion around real-world architecture challenges

WORKSHOPS

Workshops organize attendees into small groups and provide scenarios to encourage interaction, giving you the opportunity to learn from and teach each other.

BUILDERS' SESSIONS

These are 60-minute small group sessions with up to six attendees per table, and one AWS expert, who is there to answer questions and provide guidance.

PRO TIP:

Breakout sessions should make up the bulk of your plan. You can find customers directly speaking about their real-world experiences of using AWS products and services in sessions!

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Building your agenda

PRO TIPS:

- Make sure to watch the leadership sessions that are most relevant to your areas of interest to get the most strategic updates.
- Be sure to not miss out on all the keynotes, as that's where you'll catch the biggest AWS launches.
- re:Invent always tries to feature many customers directly speaking about their real-world experiences of using AWS products and services. You'll find them in many breakout sessions, as well as keynotes.
- Think about topics that are currently mission critical to your team, and topics you're interested in learning more about.
- Breakout sessions will be available to watch virtually, even if you are registered for in-person re:Invent.
- Make an extensive list of sessions to watch! Favorite lots of sessions so when reserved seating goes live, you have lots of options.

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Got free time on your schedule?

There are many learning opportunities across the re:Invent campus in Las Vegas that require no reservation. Drop by the Expo, visit a content hub, or practice your craft in one of our labs.

Expo

Learn from AWS experts and partners. The Expo at The Venetian will be host to AWS Village, AWS Partner Network, AWS Marketplace, Builders' Fair, Developer Lounge, a demo theater, Jam Lounge, Startup Central, and sponsor booths. Come by and see all that the Expo has to offer!

Content hubs

Breakout session repeats will take place all week in all re:Invent venues, along with overflow sessions in our content hubs (centralized overflow rooms in every venue). We will also stream live content to the content hubs as the sessions fill up.

Labs

Practice your craft in a live AWS sandbox environment. Try any of our 100+ self-paced labs on your own, or reserve time with an AWS expert who can coach and guide you. Whether you're just starting out or honing your technical skills, learn by doing with labs.

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Your re:Invent checklist

- ❑ Register for re:Invent / Book your hotel / Book your travel reservations / Upload your badge photo
- ❑ If attending in person, review the health measures in place for this year's re:Invent
- ❑ Visit the re:Invent website to stay up to date on announcements
- ❑ Add all five keynotes to your agenda
  Pro Tip: This is where you'll catch the biggest AWS launches
- ❑ Add your favorite leadership sessions to your agenda
- ❑ Get ready for reserved seating: favorite the learning sessions of interest to you
- ❑ Familiarize yourself with sponsors in the Expo, along with the Expo map
- ❑ If you're attending with a team, connect with your colleagues to plan how to conquer the many hours of content
  Pro Tip: Don't forget to find time to reconvene with your team and debrief on everyone's learnings
- ❑ Check out the Play activities and add them to your agenda
- ❑ Watch all the How to re:Invent videos to prepare for the week
- ❑ Follow Amazon Web Services on Instagram, Facebook, LinkedIn, and Twitter

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Useful resources

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Useful resources

How to re:Invent

Everything you need to know about how to re:Invent. Insider tips, planning advice, and interviews with re:Invent experts. Stay tuned for more episodes on the road to re:Invent!

How to re:Invent

Health measures

The health and safety of our customers, partners, and employees remains our top priority. Review our updated COVID-19 vaccination requirements for attending re:Invent in Las Vegas.

Health measures

FAQs

Get all the info you need on topics such as health and safety, registration, accessibility, and much more.

FAQs

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Thank **you!**

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