

Navigating the AWS Ecosystem: Essential Service Categories

Welcome to this comprehensive overview of AWS service categories beyond the core infrastructure. With over 165 services across diverse categories, understanding how these powerful tools complement each other is essential for building robust cloud solutions. This presentation will explore key AWS service categories and help you identify the right services for your specific needs.



Application Integration Services

Enabling Seamless Communication Between Services

Application integration services provide the critical "glue" that connects various components of your cloud architecture, enabling efficient data exchange and workflow orchestration.

Amazon EventBridge

Serverless event bus that connects application data from your own apps, SaaS, and AWS services

Amazon SNS (Simple Notification Service)

Managed pub/sub messaging for microservices, distributed systems, and serverless applications

Amazon SQS (Simple Queue Service)

Fully managed message queuing service for decoupling and scaling microservices



Use Case: A retail company uses EventBridge to route order events, SNS to notify fulfillment systems, and SQS to manage processing queues—creating a resilient, decoupled architecture.

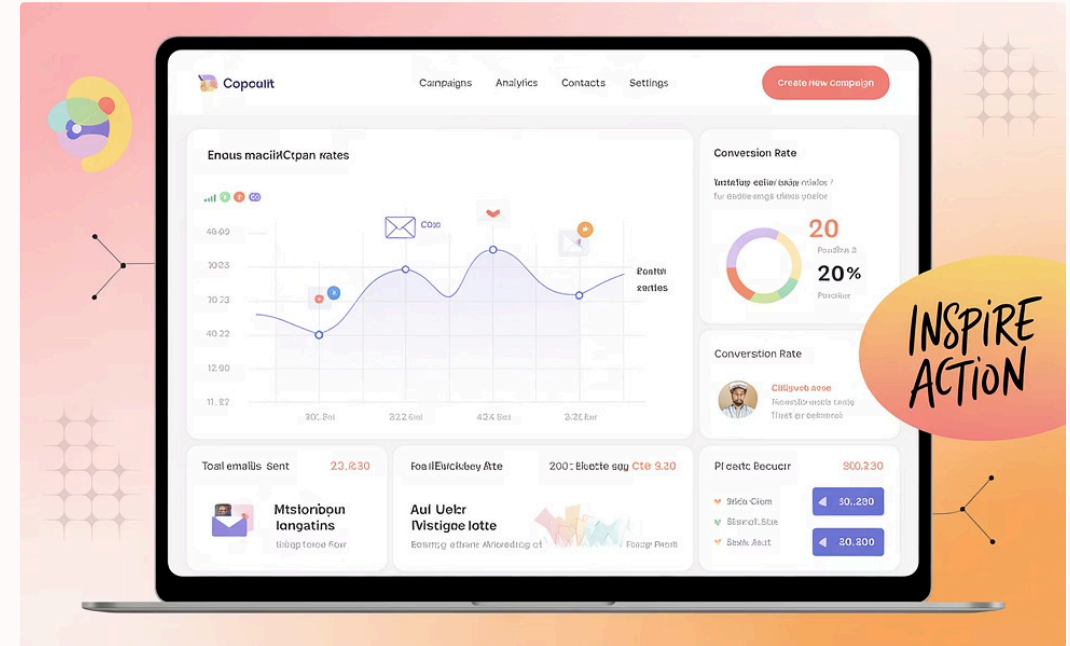
Business Application Services



Amazon Connect

Cloud-based contact center as a service that enables businesses to provide superior customer service at lower cost. Features include intelligent routing, analytics, and AI-powered chatbots.

Real-World Application: A financial services company uses Amazon Connect to manage customer inquiries and Amazon SES to send transaction confirmations and account alerts—creating a comprehensive communication ecosystem.



Amazon Simple Email Service (SES)

Highly scalable email sending and receiving service designed to help digital marketers and application developers deliver marketing, notification, and transactional emails.

Customer Engagement Services



AWS Activate for Startups

Provides startups with free tools, resources, and technical support to quickly get started on AWS. Includes credits, training, and architectural guidance.



AWS IQ

Connects customers with certified AWS experts for on-demand project work and implementation assistance.



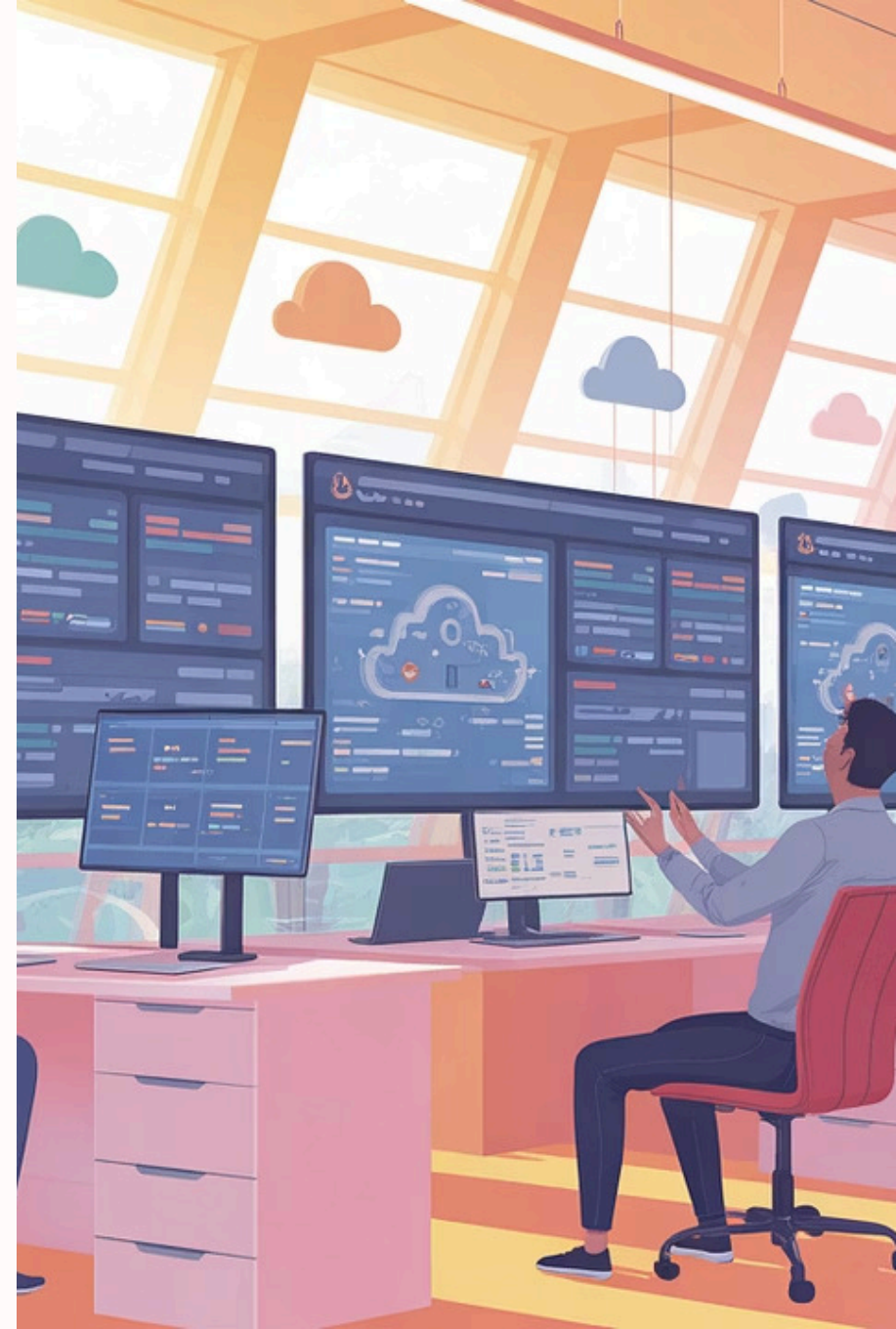
AWS Managed Services (AMS)

Provides infrastructure operations management for AWS resources, helping enterprises accelerate cloud adoption.



AWS Support

Offers various support plans from basic to enterprise-level with 24/7 technical assistance and architectural guidance.



Developer Tools Services

AWS provides a comprehensive suite of developer tools that streamline the software development lifecycle from coding to deployment. These services integrate seamlessly to create powerful CI/CD pipelines.



AWS Cloud9

Cloud-based IDE that lets you write, run, and debug code with just a browser. Includes pre-configured environments for popular programming languages.

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AWS CodeCommit

Secure, highly scalable, managed source control service that hosts private Git repositories.

AWS CodeBuild

Fully managed build service that compiles source code, runs tests, and produces software packages ready to deploy.

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AWS CodeDeploy

Automates code deployments to any instance, including EC2, Lambda, and on-premises servers.

AWS CodePipeline

Continuous delivery service that automates the build, test, and deploy phases of your release process.

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End-User Computing Services



Amazon WorkSpaces

Managed, secure Desktop-as-a-Service (DaaS) solution that provisions either Windows or Linux desktops in minutes and can be accessed from any supported device.

- Eliminate hardware management
- Pay only for what you use
- Scale up or down instantly

Use Case: A healthcare organization uses WorkSpaces to provide secure remote access to patient records for distributed medical staff while maintaining HIPAA compliance.



Amazon AppStream 2.0

Fully managed application streaming service that provides users with instant access to their desktop applications from anywhere.

- Stream without rewriting applications
- Secure data in your VPC
- Reduce endpoint management complexity



Amazon WorkSpaces Web

Low-cost, fully managed workspace built specifically to facilitate secure browser-based access to internal websites and SaaS applications.

- Browser-based access
- Built-in security controls
- No client software required

IoT & Frontend Web/Mobile Services

IoT Services



AWS IoT Core

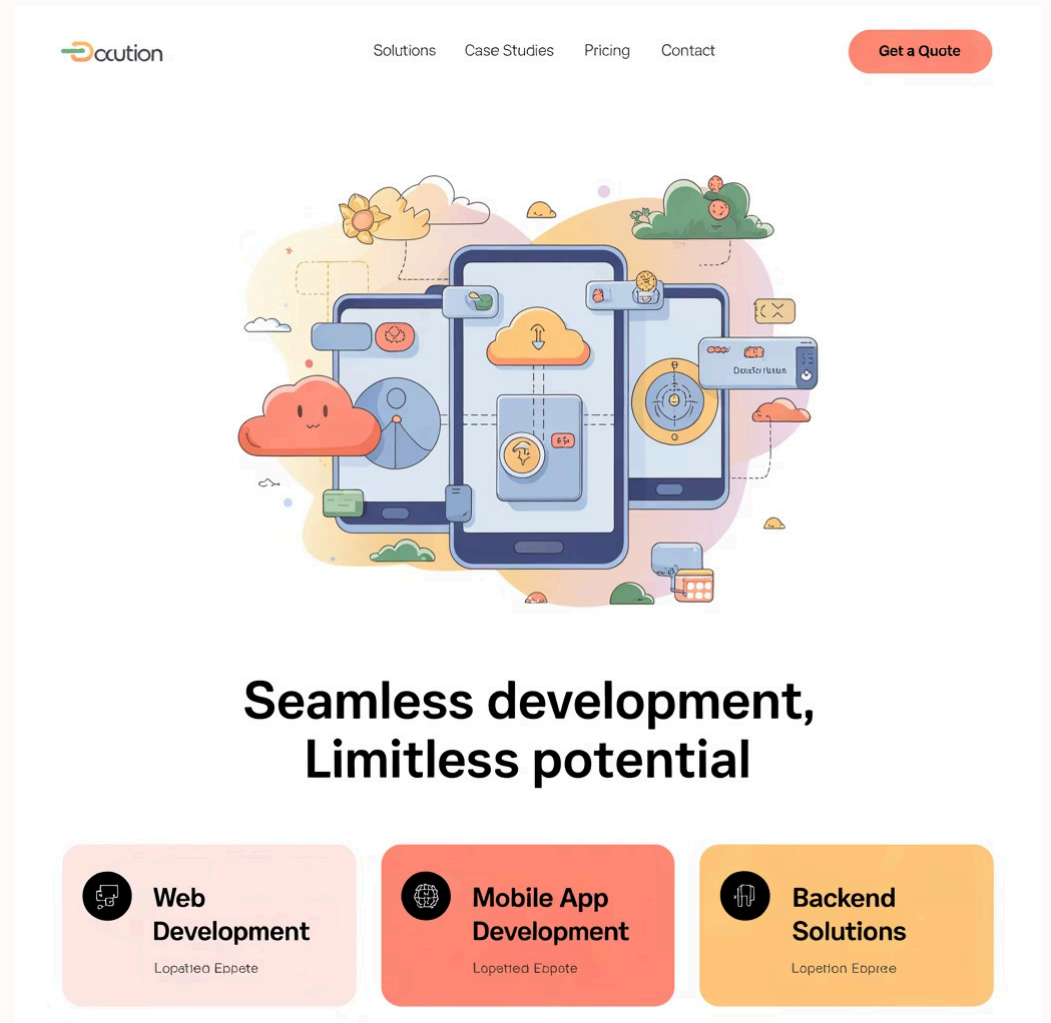
Managed cloud service that enables connected devices to interact securely with cloud applications and other devices.



AWS IoT Greengrass

Edge computing service that extends AWS to physical devices, allowing them to act locally on the data they generate.

Frontend Web/Mobile Services



AWS Amplify

Complete solution for building, deploying, and hosting full-stack web and mobile applications with serverless backends.



AWS AppSync

Managed service that simplifies application development by letting you create a flexible GraphQL API to securely access data.

Choosing the Right AWS Services for Your Solutions



Assess Your Requirements

Identify specific business needs, technical constraints, scalability requirements, and compliance considerations.



Explore Service Options

Compare features, pricing models, and integration capabilities across relevant AWS service categories.



Design Your Architecture

Create a well-architected solution that combines appropriate services for optimal performance, reliability, and cost-effectiveness.



Implement & Iterate

Deploy your solution, monitor performance, and continuously refine your service selections as your requirements evolve.

AWS's extensive catalog of services across diverse categories provides the building blocks for sophisticated cloud solutions. By understanding the strengths and applications of each service category, you can craft architectures that precisely meet your organization's needs while maximizing efficiency and innovation potential.

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