



## The Denodo Platform on the AWS Marketplace

Make intelligent, cost-effective decisions.

### Introduction:

The Denodo Platform for AWS integrates all AWS data sources – Amazon Redshift, Snowflake, Amazon Relational Database Service (RDS), Amazon Elastic MapReduce (EMR), Amazon S3, and more, including SaaS applications, such as Salesforce – to deliver a standards-based data gateway that makes it quick and easy for users of all skill levels to access and use their cloud-hosted data.

The Denodo Platform's easy-to-use tools enable data engineers and integrators to quickly prepare integrated data sets for analysts to use in their AWS-based analytical sandboxes, while the Denodo Platform's Dynamic Data Catalog enables data stewards to tag and categorize data assets for easy discovery.

As far as key use cases go, the Denodo Platform for AWS provides a quick way to act as a cloud data gateway enabling advanced analytics, customer 360° analytics, and cloud data catalogs, facilitating ML/AI as part of a data science project, and the simplified implementation of hybrid data architecture using the multi-location feature of the Denodo Platform. Marketplace offerings can also scale easily to support peak burst workloads, such as month-end processing, and then support scaling down to save costs.

### Licensing and Deployment Options on AWS

The Denodo Platform for AWS can be deployed in the AWS Cloud to support a distributed information architecture. It can be deployed via one of three options, and customers can choose the one that best meets their needs, depending on a variety of factors such as data-source location, the number of users and consuming applications, and the volume and type of queries.

1. Using cloud Infrastructure-as-a-Service (IAAS) and leveraging BYOL (Bring your Own License). This option is best for customers with complex architectural deployments. Licensing is based on the number of cores on which the Denodo Platform is installed.
2. Using the AWS Cloud Marketplace. This option provides pay-as-you-go flexibility and self-serviceability. This option provides multiple offerings based on the number of data sources that customers need to connect to, as shown in the table below.

3. Container deployment. The Denodo Platform is also available in Docker container format and can be installed with AWS ECS or EKS services as needed.

## What does the AWS Marketplace offer, and what are its benefits?

The AWS Marketplace offers a great opportunity to get started with data virtualization using Denodo's pay-as-you-go offerings priced via a range of parameters that customers will not find anywhere else.

Leveraging Amazon's flexible, rent-by-the-hour licensing, the Denodo Platform for AWS is offered at a wide range of pricing options including paying by the number of data sources. The Denodo Platform for AWS offers the same features as the award-winning on-premises version of the Denodo Platform.

1. The marketplace provides a fast pathway to try and buy the software without having to go through sales negotiations and discussions, with a standard license terms and conditions.
2. It offers a one-click deployment to get started with some help from your cloud support team.
3. The 14-day free trial on the AWS Marketplace provides a simple way to validate any use case.
4. The AWS marketplace offers several Denodo offerings/pricing choices that are not easily available outside.
5. Marketplace offerings can scale easily on the fly to support your growing needs and workloads.

## Denodo Platform offerings on the marketplace, and how to pick the right savings

We have made it very easy to choose the offering that best meets your needs. More than 50% of all Denodo users can balance their query workloads (concurrency and size) based on implementing 4 cores of the Denodo Platform. Users can easily scale to 8 cores but the flexibility of starting small and paying for what you really need is the core benefit of the AWS Marketplace.

### 2 DATA SOURCES

This offering enables you to start with a small number of data sources.

### 5 DATA SOURCES

This offering provides a strong channel for maximizing the Denodo Platform.

### UNLIMITED DATA SOURCES

This offering provides an all-you-can-integrate (or combine) scenario, similar to the enterprise BYOL option, but users have a lot more flexibility in terms of managing the costs based on the hourly usage and workload size.

## 2 DATA SOURCES

### Benefits:

1. **Start as low as \$1.41/hour.**  
This offering is mostly for those who want to start kicking the tires beyond the free trial..
2. Low risk and less intrusive in terms of the business team validating the use case.
3. Average usage of 8-12 weekday hours can be as low as \$500/month.
4. It's easy on your budget and be used as a confidence builder to experiment with and learn the platform.

## 5 DATA SOURCES

### Benefits:

1. **Start as low as \$2.7/hour for up to 2 cores instance.** This offering is best for proofing out a broader use case for the line of business in an enterprise organization.
2. It is still a low-risk option, but provides greater flexibility with the number of data sources.
3. The average usage of 12 hours on a 7day basis would only cost approximately two thousand dollars per month, which can be very economical compared to the enterprise-wide licensing option.
4. Close to one-third of existing users are leverage this offering and then grow into the unlimited option as needed.

## UNLIMITED DATA SOURCES

### Benefits:

1. This is a powerful option once you have validated your use case with 2 or 5 data sources and are ready to expand the Denodo Platform across the enterprise. This offering is also available via direct sales/ BYOL option.
2. This offering gives you the chance to manage costs for what you really use, so that you are not stuck with one fixed annual cost.
3. It is easy to migrate from 2 or 5 data sources to unlimited data sources to gain the flexibility to mix and match the offerings based on your projects and applications.

## Using the AWS Marketplace to your advantage.

Denodo offerings through the AWS Marketplace facilitate pay-as-you-go options, but there are other avenues to take advantage of, in terms of the extended contracts such as private offers. Several prospects and/or customers already have an EDP (Enterprise discount program) contract with AWS, which allows them to leverage their target spending via marketplace offerings. This is a win-win for all parties, as it provides a simplified channel to quickly onboard and leverage the marketplace.

## Next Steps

[A free 14-day trial](#) of the Denodo Platform on the AWS Marketplace is the fastest way to get started with a fully functional Denodo Platform environment. Start small and grow at your own pace. Technical support is included.



Those new to the Denodo Platform can also leverage the free Denodo [Test Drive](#) on AWS, which provides a quick and easy way to learn about how data virtualization facilitates Analytics and Data Science use cases.

## CUSTOMERS LEVERAGING THE DENODO PLATFORM ON THE AWS MARKETPLACE



GetSmarter Case Study: <http://denodo.com/GetSmarterCS>



Denodo Technologies is the leader in data virtualization providing agile, high performance data integration, data abstraction, and real-time data services across the broadest range of enterprise, cloud, big data, and unstructured data sources at half the cost of traditional approaches. Denodo's customers across every major industry have gained significant business agility and ROI.