AWS re:Invent 2025 Recap
AI, Data and Analytics Perspective

December 17th, 2025

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Shared Services Lead

Agenda

- **Ironside Introduction**

- **re:Invent 2025 Key Messages**

- **Amazon Quick Business User Enablement**

- **AI and Agentic Service Announcements**

- **Data Engineering Service Announcements**

- **Next Steps**

Meet Ironside

26
years helping clients leverage data for their business

900+
happy clients

aws
PARTNER
Advanced Tier Services

- AI Services Competency
- Data & Analytics Services Competency

7
years Advanced Tier

aws

FORGING OUR CLIENTS PATH TO ELEVATED DATA, ANALYTICS AND AI WITH 5 KEY PRACTICE AREAS

DATA STRATEGY

BUSINESS INTELLIGENCE

DATA SCIENCE

DATA ENGINEERING

MANAGED SERVICES

Data Estate Strategy

Migrate BI tools Embedded analytics Generative BI

De-risk AI journey Generative AI

Move, integrate & transform data Serverless Data Engr.

Manage AWS analytics solutions

AWS reInvent: Agentic AI was a Dominant Theme

- New class of autonomous Frontier agents

- BedRock AgentCore enhancements

- AWS Transform agentic AI autonomous upgrades

- Amazon Nova Act

- Kiro Autonomous Agents

- Sagemaker Enhancements

"Agents will have as much impact on your business as the internet or the cloud. We are moving from a world where you use software to a world where software works for you."
~ Matt Garman, AWS CEO

re:Invent Key Messages Related to Data, Analytics and AI

- Amazon Nova 2 Model Family

- Amazon Nova Forge

- AWS AI Factories

- Amazon Quick enhancements

- Amazon Database Enhancements

Amazon Quick Business User Enablement

Katherine Bzdel
Ironside, Shared Services Lead

Amazon Quick Announcements

AI That Helps Business Users Understand Their Business Faster

[Natural Language Answers From Trusted Data](#)

[AI-Generated Summaries And "What Changed" Insights](#)

[Research Support Through AI Teammates](#)

[Access In The Tools Business Users Already Use](#)

IRONSIDE   PERSPECTIVE & IMPACT

- Business users gain on-demand insight, reducing reliance on analyst cycles for routine questions

- AI-powered summaries accelerate understanding and increase the usefulness of existing BI investments

- Organizations must focus on governed data foundations so AI answers are consistent, accurate, and trusted

Amazon Quick Announcements

AI That Helps Business Users Understand Their Business Faster

Natural Language Answers From Trusted Data

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AI-Generated Summaries And "What Changed" Insights

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Research Support Through AI Teammates

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Amazon Quick Announcements

IRONSIDE

Helping Business Users Move From Insight To Action

Reusable AI-Driven Reporting Workflows*

AI-Assisted Business Workflows*

[Integrated Collaboration & Sharing](#)

[Scalable Enablement Patterns](#)

IRONSIDE **PERSPECTIVE & IMPACT**

- Amazon Quick enables business users to move beyond dashboards to action-oriented insights

- Automation of common analytical tasks frees teams to focus on decisions, not reporting

- Organizations should plan for enablement, training, and use-case prioritization to fully realize value

Beyond chatbots: Discover conversational AI in Amazon Quick (BIZ319) – recorded session not yet available on YouTube

Amazon Quick Announcements

Helping Business Users Move From Insight To Action

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Helping Business Users Move From Insight To Action

AI-Assisted Business Workflows

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Integrated Collaboration & Sharing

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Helping Business Users Move From Insight To Action

Scalable Enablement Patterns

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AI & Agentic AWS Service Announcements

Josh Angelchik
Ironside, Senior Data Scientist

Amazon SageMaker Announcements

Simplifying And Accelerating Model Customization And Training

Serverless Model Customization

Serverless MLflow Integration

SageMaker HyperPod

SageMaker JumpStart

IRONSIDE **PERSPECTIVE & IMPACT**

- Fine-tune models without managing infrastructure → faster iteration and deployment
- Zero-infrastructure experimentation that scales automatically and integrates with SageMaker pipelines
- Checkpointless and elastic training
- One-click fine-tuning

Amazon SageMaker Announcements

IRONSIDE

Simplifying And Accelerating Model Customization And Training

Serverless Model Customization

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Amazon SageMaker Announcements

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Serverless MLflow Integration

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Amazon Bedrock AgentCore Announcements

IRONSIDE

Significant Upgrades Emphasizing Trust, Governance, And Scalability

Policy Controls

Quality Evaluations

Enhanced Memory Capabilities

Improved Observability And Monitoring

IRONSIDE **PERSPECTIVE & IMPACT**

- Real-time, deterministic boundaries on agent actions
- Fully managed continuous monitoring, custom options for assessing agent performance in production
- Agents to remember user preferences and learn from experiences for more natural, context-aware conversations
- Deeper insights into agent behavior, performance metrics, and tracing

Amazon Bedrock AgentCore Announcements

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Data Engineering AWS Services Announcements

Geoff Speare
Ironside, Director of Data Engineering and BI

Iceberg Announcements

Leverage A Common Open Format For Analytic Data

S3 Tables: Iceberg

Glue: Materialized Views w/Iceberg

Athena: use Iceberg metadata for performance

Redshift: Iceberg Write

IRONSIDE   **PERSPECTIVE & IMPACT**

- Significant expansion of AWS commitment to Iceberg

- Provides an common, open source format for structured data

- Industry trend of Iceberg support continues

Iceberg Announcements

Leverage A Common Open Format For Analytic Data

S3 Tables: Iceberg

IRONSIDE **PERSPECTIVE & IMPACT**

- Manages Iceberg format

- Intelligent Tier Support (compaction, etc.)

- Read replicas

- One click to SageMaker Unified Studio

Iceberg Announcements

Leverage A Common Open Format For Analytic Data

Glue: Materialized Views With Iceberg

IRONSIDE   PERSPECTIVE & IMPACT

- Define using Spark SQL

- Automatic or manual refresh

- Queries will use MVs automatically (if data is current)

- No code or maintenance required

Iceberg Announcements

Leverage A Common Open Format For Analytic Data

Athena: Use Iceberg Metadata For Performance

IRONSIDE **PERSPECTIVE & IMPACT**

- Collected via Glue

- 1.5x faster queries

- Smart query planning

- Athena performance improvements also reduce cost

Iceberg Announcements

Leverage A Common Open Format For Analytic Data

Redshift: Iceberg Write

IRONSIDE   **PERSPECTIVE & IMPACT**

- Leverage Redshift compute with Iceberg storage

- Create and insert directly inside Redshift

Iceberg Announcements

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Analytic Database Announcements

Performance And Scalability For Analytic And AI Workloads

S3: Vector Database

Redshift: MDDL (Multi-Dimensional Data Layouts)

S3 Tables Metadata (Live Inventory)

Redshift: Materialized View Improvements

IRONSIDE PERSPECTIVE & IMPACT

- Performance (and cost) continues to improve

- Easier to find the right service for your use case

- Integration between AWS services better than ever

Analytic Database Announcements

Performance And Scalability For Analytic And AI Workloads

S3: Vector Database

IRONSIDE **PERSPECTIVE & IMPACT**

- Search/Storage for LLM vector embeddings

- 100ms to sub-second response times

- Integrated with Bedrock Knowledge Bases and OpenSearch

- S3 cost, availability, durability

Analytic Database Announcements

Performance And Scalability For Analytic And AI Workloads

Redshift: MDDL (Multi-Dimensional Data Layouts)

IRONSIDE **PERSPECTIVE & IMPACT**

- Query-aware sorting

- Up to 10x better price performance

- Automatically applies table layout

Analytic Database Announcements

IRONSIDE

Performance And Scalability For Analytic And AI Workloads

S3 Tables Metadata (Live Inventory)

IRONSIDE   PERSPECTIVE & IMPACT

- Record changes to S3 bucket into a S3 table

- Live view of bucket inventory (with point in time snapshots)

- Manage bucket by queries

- One of many, many S3 improvements!

Analytic Database Announcements

Performance And Scalability For Analytic And AI workloads

Redshift: Materialized View Improvements

IRONSIDE **PERSPECTIVE & IMPACT**

- Incremental auto-refresh
- Cascading refreshes in nested MVs
- Shared dataset support

Analytic Database Announcements

**Performance And Scalability
For Analytic And AI Workloads**

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DevOps AWS Services Announcements

Keith McAuliffe
Ironside, CTO and Head of Artificial Intelligence

Agentic DevSecOps Announcements

Bring Agentic Advancements To Superpower Your Engineering Teams

Kiro Autonomous Agent

Amazon Nova Act

AWS Security Agent (Preview)

AWS DevOps Agent (Preview)

IRONSIDE **PERSPECTIVE & IMPACT**

- Unlock your team's capacity to do more with less toil

- Automate security response posture

- Stronger collaboration between DevSecOps Engineers

Agentic DevSecOps Announcements

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Kiro Autonomous Agent

IRONSIDE **PERSPECTIVE & IMPACT**

- Unlock your team's capacity to do more with less toil

- Your developers stay in 'flow state' on hard problems

- Introduces asynchronous development

Agentic DevSecOps Announcements

Bring Agentic Advancements To Superpower Your Engineering Teams

Amazon Nova Act

IRONSIDE   **PERSPECTIVE & IMPACT**

- Eliminate enterprise 'grunt work' that happens in web browsers

- Model trained specifically to take action in browsers with over 90% reliability

Agentic DevSecOps Announcements

Bring Agentic Advancements To Superpower Your Engineering Teams

AWS Security Agent (Preview)

IRONSIDE   PERSPECTIVE & IMPACT

- Automate security response posture

- Eliminates that bottleneck by embedding security from day one

- Performs contextual penetration testing

Agentic DevSecOps Announcements

Bring Agentic Advancements To Superpower Your Engineering Teams

AWS DevOps Agent (Preview)

IRONSIDE   PERSPECTIVE & IMPACT

- Autonomous on-call engineer

- Preventative scan your past incidents to find patterns

- Suggests architectural changes to prevent future outages

Agentic DevSecOps Announcements

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AWS Security Agent (Preview)

AWS DevOps Agent (Preview)

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Thank You!

See how far data, analytics, and AI can take you.

Email us to request these slides or a meeting

AWSPartner@IronsideGroup.com