



AWS Amplify Workshop

Create a web application with AWS native services

Jason Hoog, Solution Architect

November 13, 2021

Agenda

- Overview of AWS Amplify: Creating an Amplify Project (15 min)
- Adding Authentication: Amazon Cognito (10 min)
- Adding Data: AWS AppSync (15 min)
- Storing Content: Amazon S3 (10 min)
- Adding Intelligent Chatbots: Amazon Lex (15 min)
- Adding Intelligent Comprehension: Amazon Comprehend (15 min)
- Recap (5 min)

What we will build – Andy’s Pizza and Subs!

Home Menu Account ▾



Order an Item

Find

Weekly Special!

Ultimate Large Pizza only \$8.59!



ANDY'S PIZA AND SUBS

Check out our latest creations!

Our new Ultimate Pizza brings together all the flavor of classic pepperoni and old-style New York!

ORDER NOW!

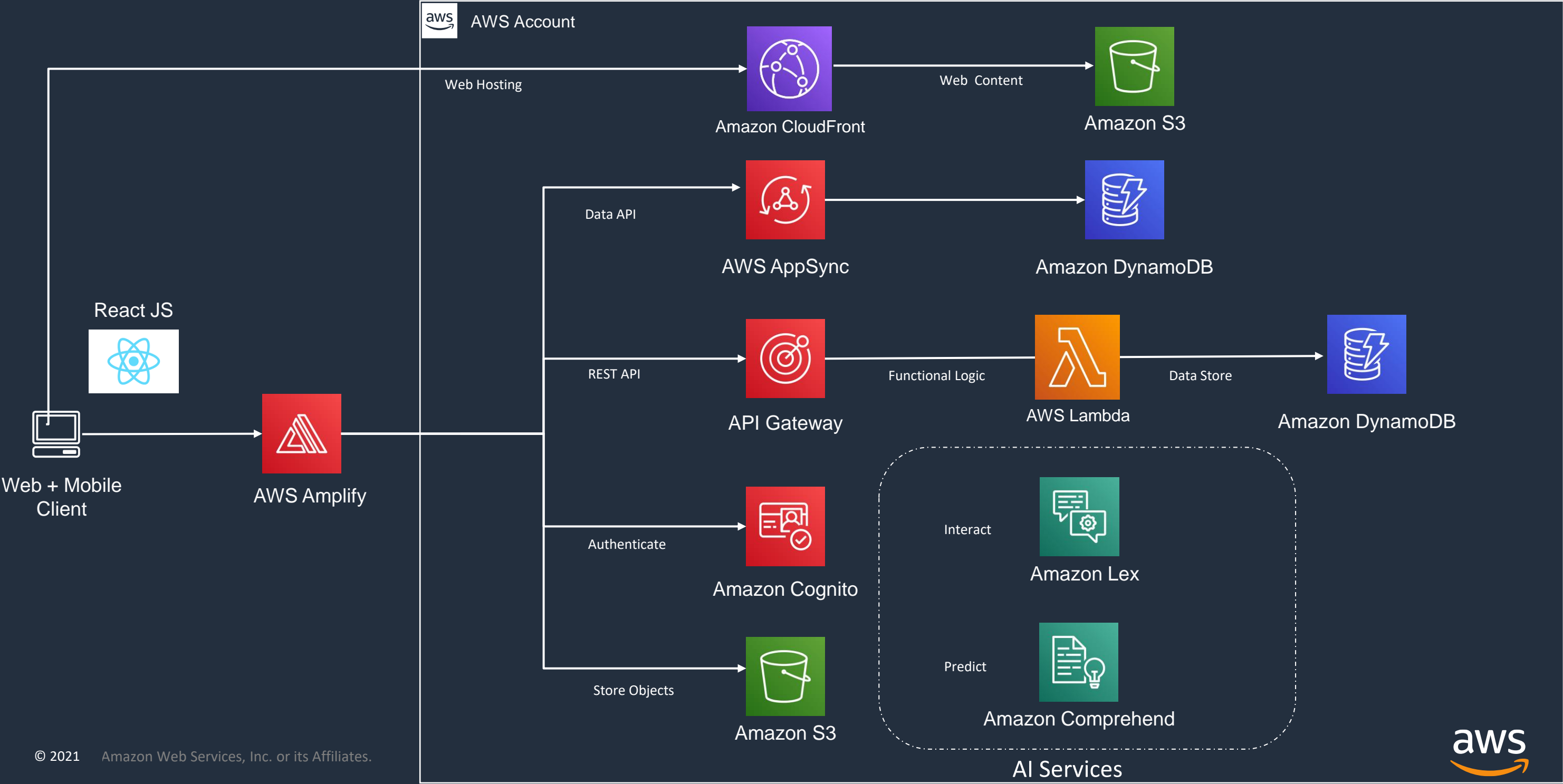
Your Current Cart

TOTAL: \$13.99

Item Name	Options	Price
Large Pizza	Qty: 1 Pepperoni	\$5.99
Large Pizza	Qty: 1 Ham, Green Pepper	\$7.99

Checkout

Component Architecture – Core Features





AWS Amplify

The fastest, easiest way to develop mobile and web apps that scale



What is AWS?

AWS provides a highly reliable, scalable, low-cost infrastructure platform in the cloud that powers millions of businesses in over 190 countries around the world.

Benefits

- Low Cost
- Elasticity & Agility
- Open & Flexible
- Secure
- Global Reach

A graphic featuring the AWS logo on the left and a stylized globe on the right. The globe is composed of a grid of dots and is overlaid with a network of white lines representing global connectivity. The text is positioned to the left of the globe.

aws

The Most Extensive, Reliable and Secure Global Cloud Infrastructure Available

[SEE HOW WE DO IT >>](#)

The Amazon Web Services (AWS) Global Infrastructure delivers a cloud infrastructure companies can depend on—no matter their size, changing needs, or challenges. The AWS Global Infrastructure is designed and built to deliver the most flexible, reliable, scalable, and secure cloud computing environment with the highest quality global

Front-End Web & Mobile on AWS

Developer Requirements



Agility



Innovation &
Differentiation



Production Grade &
Flexible

AWS Front-End Solutions



Easy to Use



Comprehensive



Scalable

AWS Solutions for Front-end Development



AWS Amplify



AWS AppSync



AWS Device Farm

AWS Amplify: Benefits across the entire app lifecycle

DEVELOP



Configure AWS
backends fast



Seamlessly
connect
frontends

DELIVER



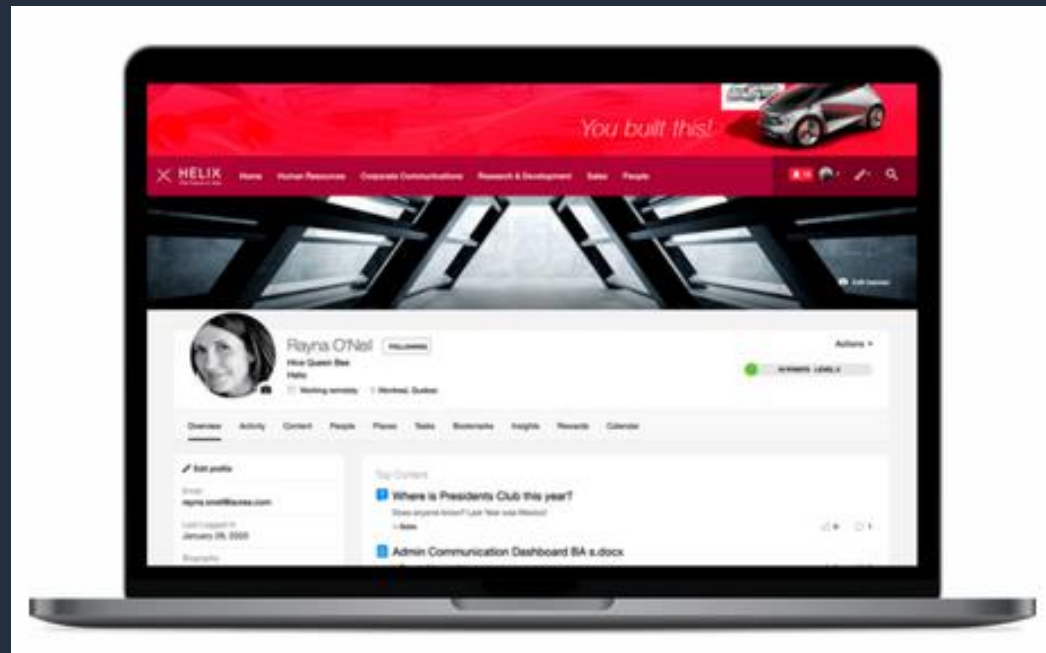
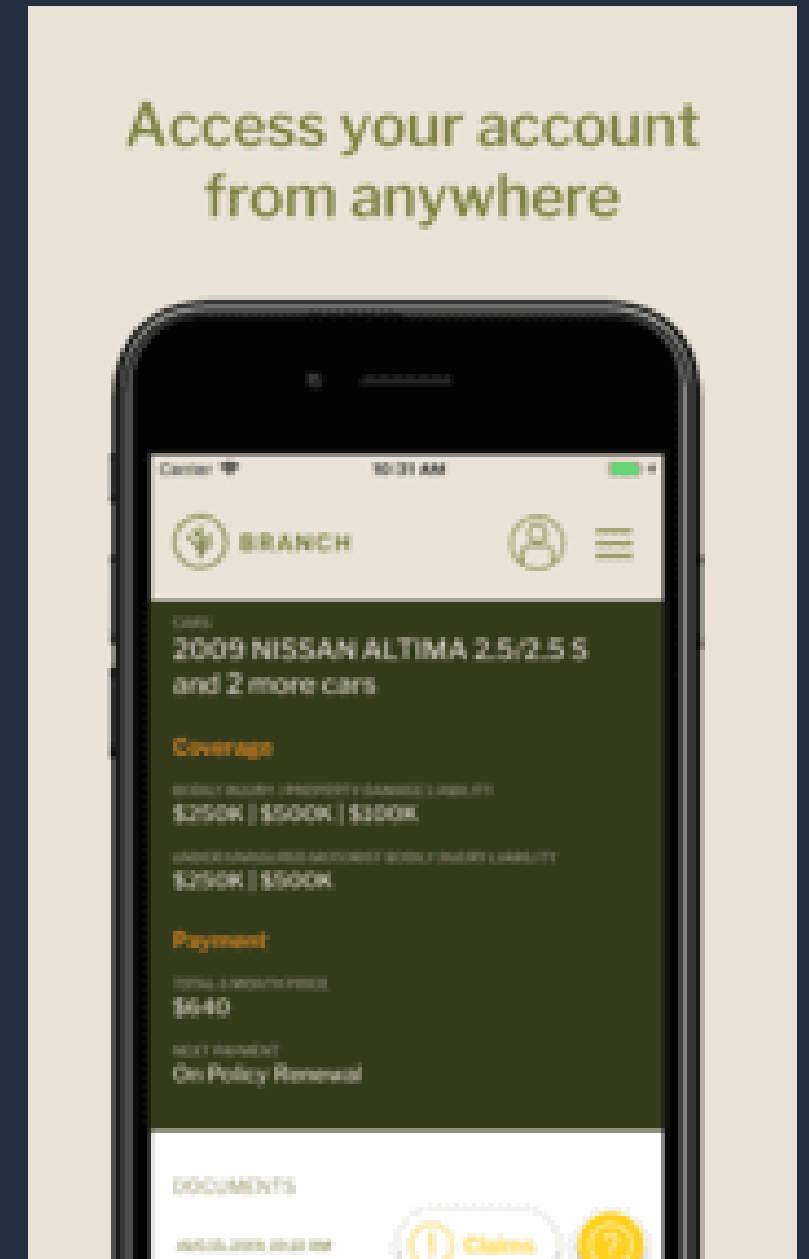
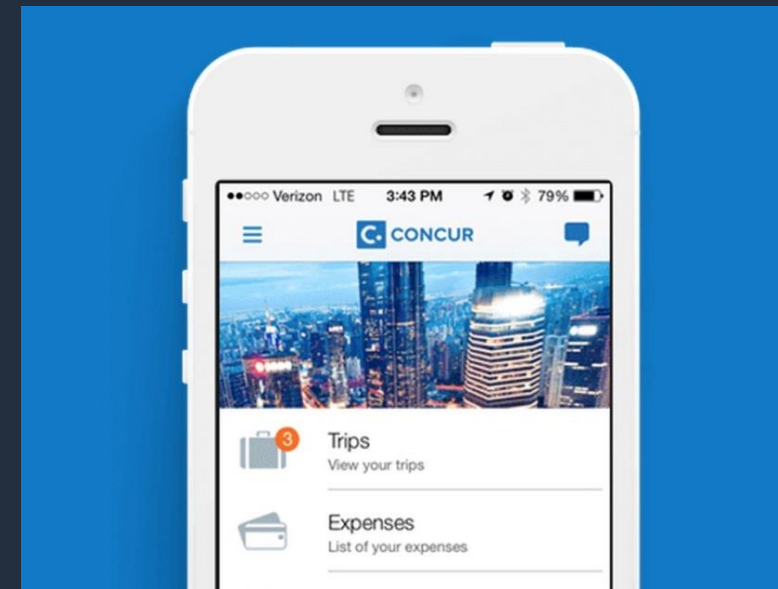
Deploy your
app frontend
and backend

MANAGE



Easily manage
users &
content

...to accelerate the development of all types of apps



What is AWS Amplify?



Develop

Deliver

Manage

AWS Amplify: Tools & Services to get it done

NEW!

DEVELOP

Authentication
DataStore
Storage
API
Functions
Analytics
PubSub
Predictions
Interactions
Notifications

Configure backends

Connect frontends

NEW!



CLI



Admin UI



Libraries

DELIVER

Static Web Hosting
Fully managed
Full stack deployments
CI/CD built in
Pull request previews

Tools



CLI



Console

MANAGE

Authentication
Manage users & groups
DataStore
Manage data content

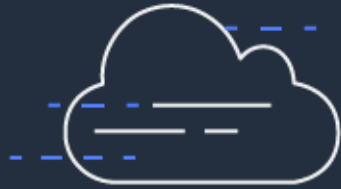


Admin UI

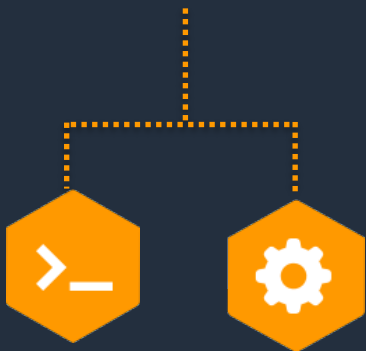
DELIVER with AWS Amplify:

Managed hosting and full-stack deployment with CI/CD

DELIVER



Deploy your app frontend
and backend



CLI

Console

Services & Features

Static web hosting

- Fully managed hosting service for static web apps
- Easy custom domain setup

Full-stack continuous deployments

- Both Amplify CLI and admin UI generate infrastructure as code (IAC)
- Deploy via the CLI or console

Amplify Web Hosting

How it works

1. Connect your repository



GitHub



Bit Bucket

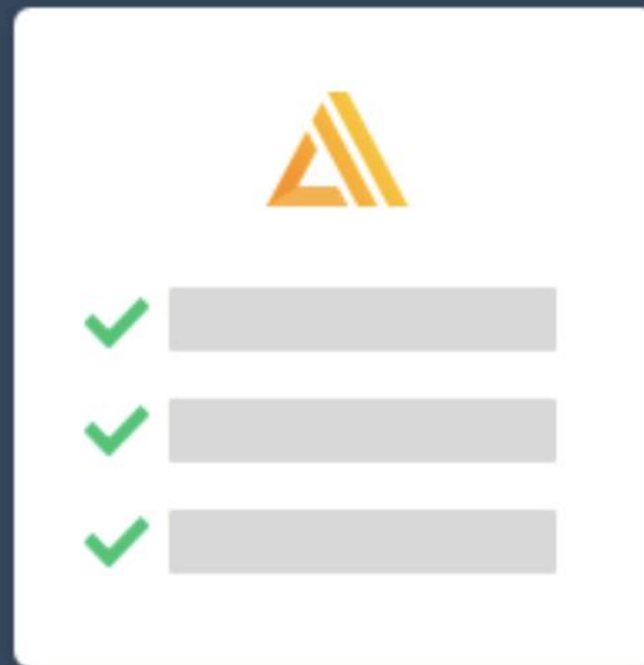


GitLab

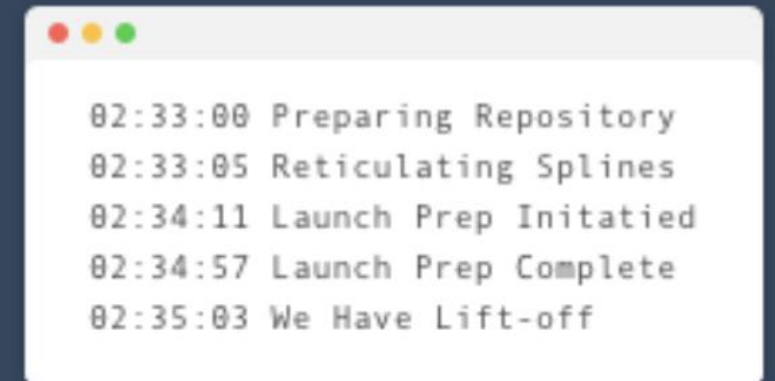


CodeCommit

2. Configure build settings



3. Deploy your app



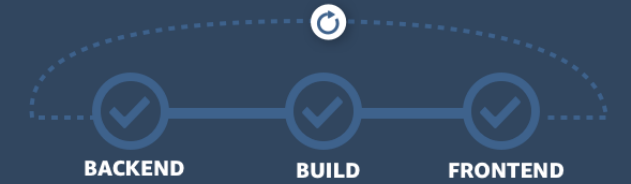
AWS Amplify: Build and Host Web Apps



Globally available



Easy custom domain setup



Simplified continuous workflows



Feature branch deployments



Atomic deployments



Password protection


DELIVER with AWS Amplify:

Managed hosting and full-stack deployment with CI/CD

Frontend environments | Backend environments

This tab lists all connected branches, select a branch to view build details. [Connect branch](#)

dev
Continuous deploys set up with [devs](#) backend (Edit)



<https://dev...amplifyapp.com>

Provision — Build — Deploy — Verify

Last deployment 10/13/2020, 9:24:05 AM	Last commit This is an autogenerated message Auto-build GitHub - dev	Previews Disabled
---	---	----------------------

Amplify Web Hosting: Full-stack deployments

The screenshot displays the AWS Amplify console interface. The breadcrumb navigation at the top reads "All apps > quick-notes > amplify". The main header "amplify" is followed by a navigation menu with tabs for "Overview", "Authentication", "API" (which is selected), "File storage", "Analytics", and "Functions".

The "API" section is titled "GraphQL API" and includes a "View in AppSync" button. Below this, a description states: "Write queries and mutations to list or update your backend data source." The "Name" of the API is listed as "quicknotes-amplify".

The "Data sources" section shows a table with one entry:

Name	Console
NoteTable	View

At the bottom of the console, a deployment activity log is visible, showing the following entries:

Time	Resource Name	Status	Message
11/14/2019, 11:32:47 AM			
11/14/2019, 11:32:47 AM			
11/14/2019, 11:32:45 AM			
11/14/2019, 11:31:09 AM	apiquicknotes (api)	CREATE_IN_PROGRESS	Resource creation Initiated
11/14/2019, 11:31:08 AM	apiquicknotes (api)	CREATE_IN_PROGRESS	-
11/14/2019, 11:31:07 AM	authquicknotes9506fafa (auth)	CREATE_COMPLETE	-

DEVELOP with AWS Amplify:

Full-stack developer experience across multiple feature categories

DEVELOP



Configure AWS backends fast



Seamlessly connect frontends



CLI



Admin UI



Libraries & UI Components

Feature Categories



Authentication



Analytics



DataStore



PubSub



Storage



Predictions



API (GraphQL & REST)



Interactions



Functions



Notifications

Powered by AWS services such as
AWS AppSync (GraphQL API) and Amazon Cognito (Authentication)

What Does it Do?



CLI

Creates & configures AWS services

```
> amplify init
```

Powered by Amazon CloudFormation

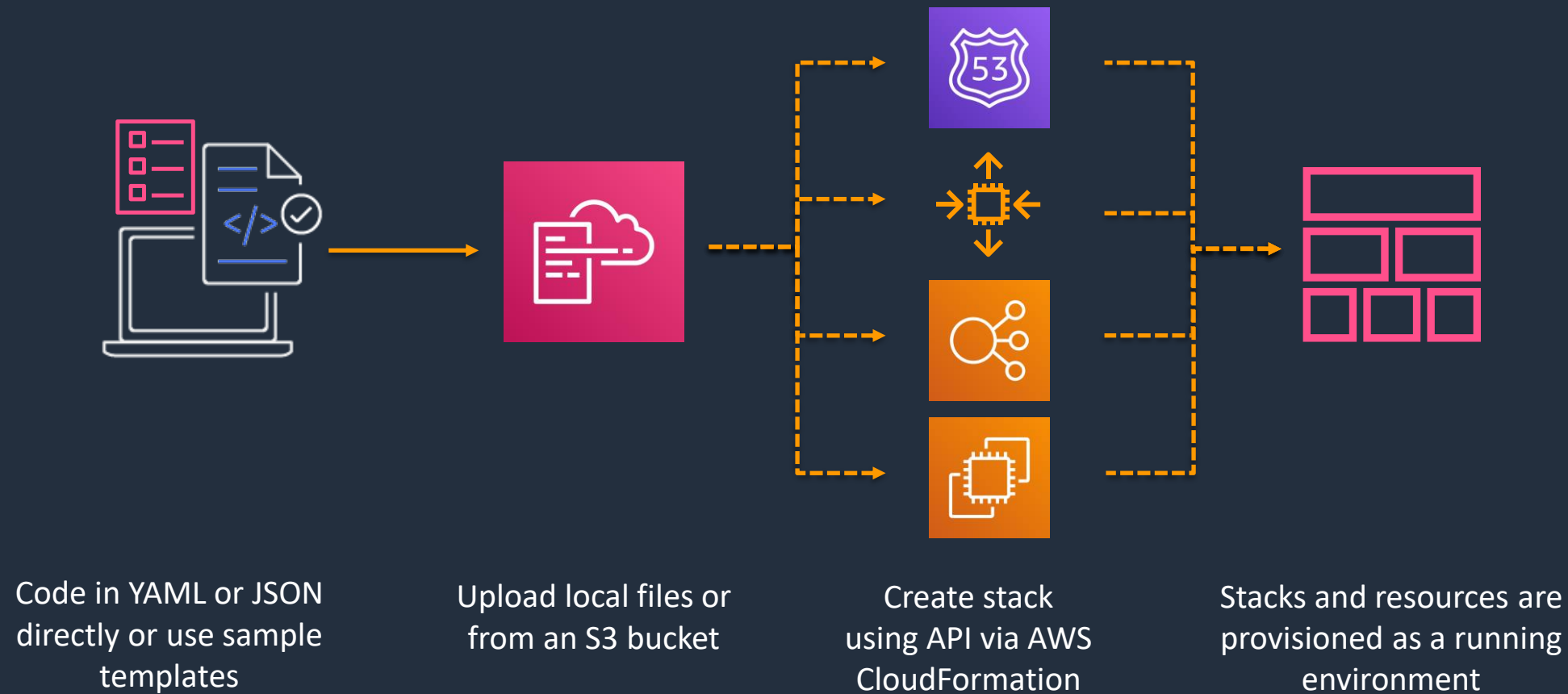


AWS CloudFormation

What is AWS CloudFormation?

- Simplified way to create and manage a collection of AWS resources
- Enables orderly and predictable provisioning and updating of resources
- Enables version control of your AWS infrastructure
- Deploy and update stacks using the AWS Management Console, the AWS Command Line Interface (CLI), or the AWS API
- Only pay for the resources you create

CloudFormation Overview



- JSON/YAML format template
- Presents template to AWS CloudFormation
- AWS CloudFormation translates it to an API request
- Forms a stack of resources
- FREE – you only pay for resources
- All regions
- APIs are called in parallel
- Manages **dependencies/relationships**

AWS CloudFormation syntax

- JSON – JavaScript object notation
- Attribute-value pairs
- Similar to XML

```
{
  "AWSTemplateFormatVersion": "2010-09-09",
  "Parameters": {
    "S3NameParam": {
      "Type": "String",
      "Default": "mybucket",
      "Description": "Name for your AWS S3 bucket",
      "MinLength": 5,
      "MaxLength": 30
    }
  },
  "Resources": {
    "S3Bucket": {
      "Type": "AWS::S3::Bucket",
      "Properties": {
        "AccessControl": "PublicRead",
        "BucketName": {"Ref": "S3NameParam"}
      },
      "DeletionPolicy": "Retain"
    }
  },
  "Outputs": {
    "Bucketname": {
      "Description": "Name of AWS S3 Bucket"
    }
  }
}
```

Amplify CLI: Quickly add Cloud Services

- \$ **amplify init** Initialize a project and environment
- \$ **amplify add auth** Add an Amazon Cognito user pool
- \$ **amplify add analytics** Create an Amazon Pinpoint application
- \$ **amplify add api** Provision an API and data infrastructure
- \$ **amplify push** Deploy via AWS CloudFormation

```
edlima@AWS ~/TechSummit2018 -> amplify init
? Please enter a name for the project myproj
? Please choose the type of app that you're building javascript
Please tell us about your project
? What javascript framework are you using angular
? Source Directory Path: src
? Distribution Directory Path: dist
? Build Command: npm run-script build
```

← App Details

```
.amplifyrc x
1 {
2   "providers": {
3     "amplify-provider-awscloudformation": {
4       "AuthRoleName": "myproj-20180805162556-authRole",
5       "UnauthRoleArn": "arn:aws:iam::[redacted]:role/myproj-20180805162556-unauthRole",
6       "AuthRoleArn": "arn:aws:iam::[redacted]:role/myproj-20180805162556-authRole",
7       "Region": "ap-southeast-2",
8       "DeploymentBucketName": "myproj-20180805162556-deployment",
9       "UnauthRoleName": "myproj-20180805162556-unauthRole",
10      "StackName": "arn:aws:cloudformation:ap-southeast-2:[redacted]:stack/myproj-20180805162556/5e64c54",
11      "StackId": "myproj-20180805162556"
12    }
13  }
14 }
```

Some next steps:
"amplify status" will show you what you've added already and if it's locally configured or deployed
"amplify <category> add" will allow you to add features like user login or a backend API
"amplify push" will build all your local backend resources and provision it in the cloud
"amplify publish" will build all your local backend and frontend resources (if you have hosting category added) and provision it in the cloud
Click to add notes
Pro tip:
Try "amplify add api" to create a backend API and then "amplify publish" to deploy everything

AWS Amplify



“ This CLI & toolchain for the client greatly lowers the barrier to entry for developers & companies looking to build full-stack applications allowing them to not only iterate & experiment quickly, but also giving them the ability to do so at a lower cost. ”

What Does it Do?

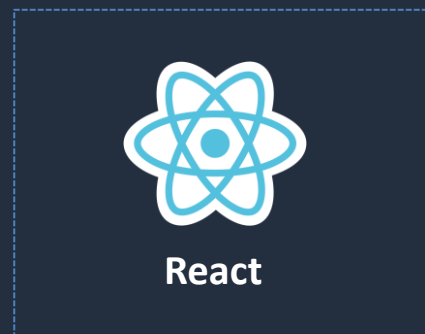
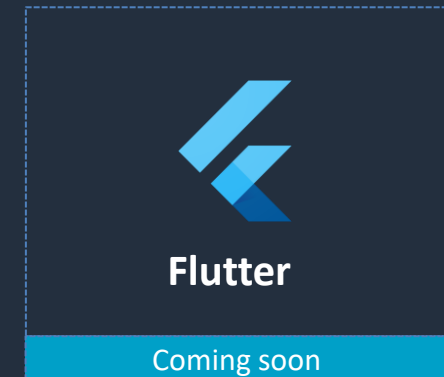
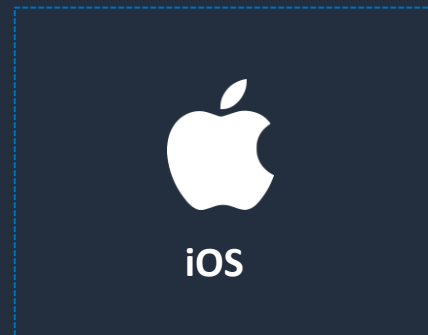
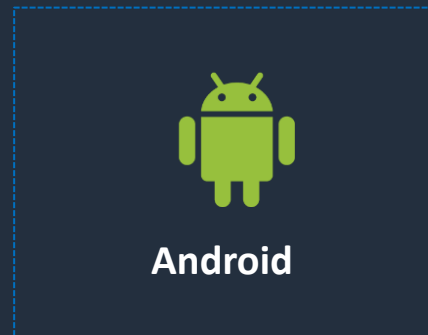


JavaScript Library

Connects your front-end application to cloud services

DEVELOP with AWS Amplify:

Connect to your backend with UI components & libraries



What kind of services?



- ✓ Database
- ✓ API
- ✓ Lambda / Serverless
- ✓ Authentication
- ✓ Analytics
- ✓ Hosting
- ✓ Storage

Customers – Innovating at Rapid Pace



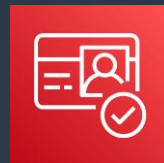
“At Noom we run many A/B tests per week, so we require a robust and simple-to-use deployment pipeline. Amplify provides many features we want without having to build them from scratch which **dramatically improves our development speed.**”

-Patrick Lee, Senior Engineer Growth Team, Noom

Auth

> amplify add auth

Powered by Amazon Cognito



Amazon Cognito

Amplify Auth: Simple, Secure, Scalable

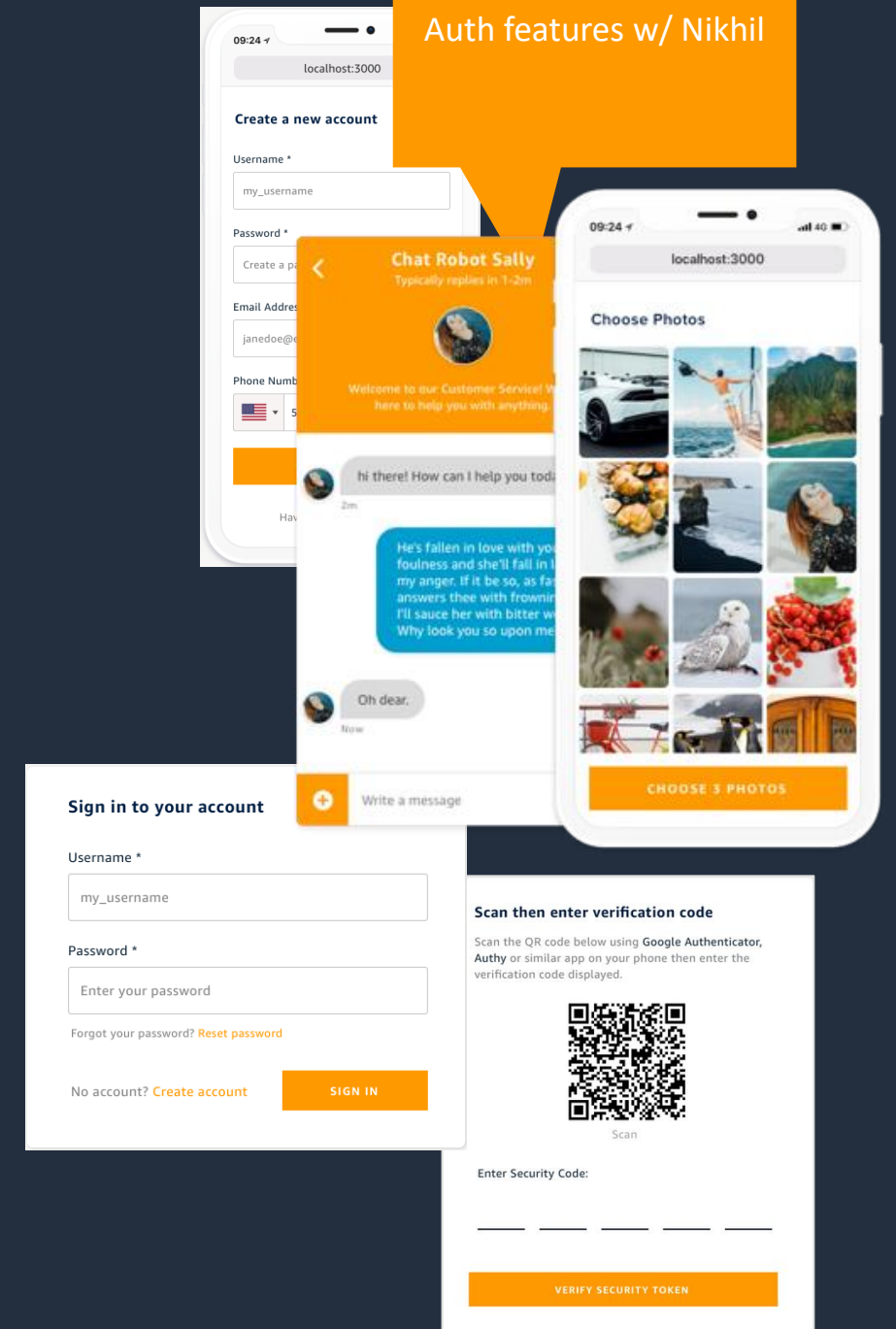
Drop in UI Components

- Built-in UI for sign-up, sign out, and other common auth workflows
- Styled experience out of the box
- Flexible and customizable
- Multi-factor auth

Libraries

- Out of the box social log-in functionality FB, Google or Amazon
- Automatic integration with existing AWS Cognito resources
- Custom auth flow, ie captcha

Rene - Confirmation of Auth features w/ Nikhil



DEVELOP with AWS Amplify:

Example – Add sign-up/sign-in flows using the React UI component

```
const App = () => (  
  <AmplifyAuthenticator>  
    <div>  
      My App  
      <AmplifySignOut />  
    </div>  
  </AmplifyAuthenticator>  
);
```



Create a new account

Username *

Password *

Email Address *

Phone Number *

Have an account? [Sign in](#)

Amplify Auth: Powered by Amazon Cognito



Secure and
scalable user
directory



Wide enterprise and
social identity
federation support



Standards base
authentication



Multi factor
authentication and
full encryption



Access control
for all AWS
resources

Amplify Auth: Amazon Cognito Services



User Pools

- Fully-managed, secure, scalable and flexible user management service
- Scales to hundreds of millions of users
- Sign-up, Sign-in, Sign-out = Authentication
- Multi-factor option, password policy, user group, customized auth flow



Identity pools

- Provide temporary credentials to access to AWS resources
- Delegate authentication to external identity providers
- Support guest access for unauthenticated user
- Can manage a person with multiple devices/accounts as "Identity"

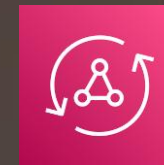
APIs

> amplify add api

Powered by:
Amazon API Gateway
Amazon AppSync

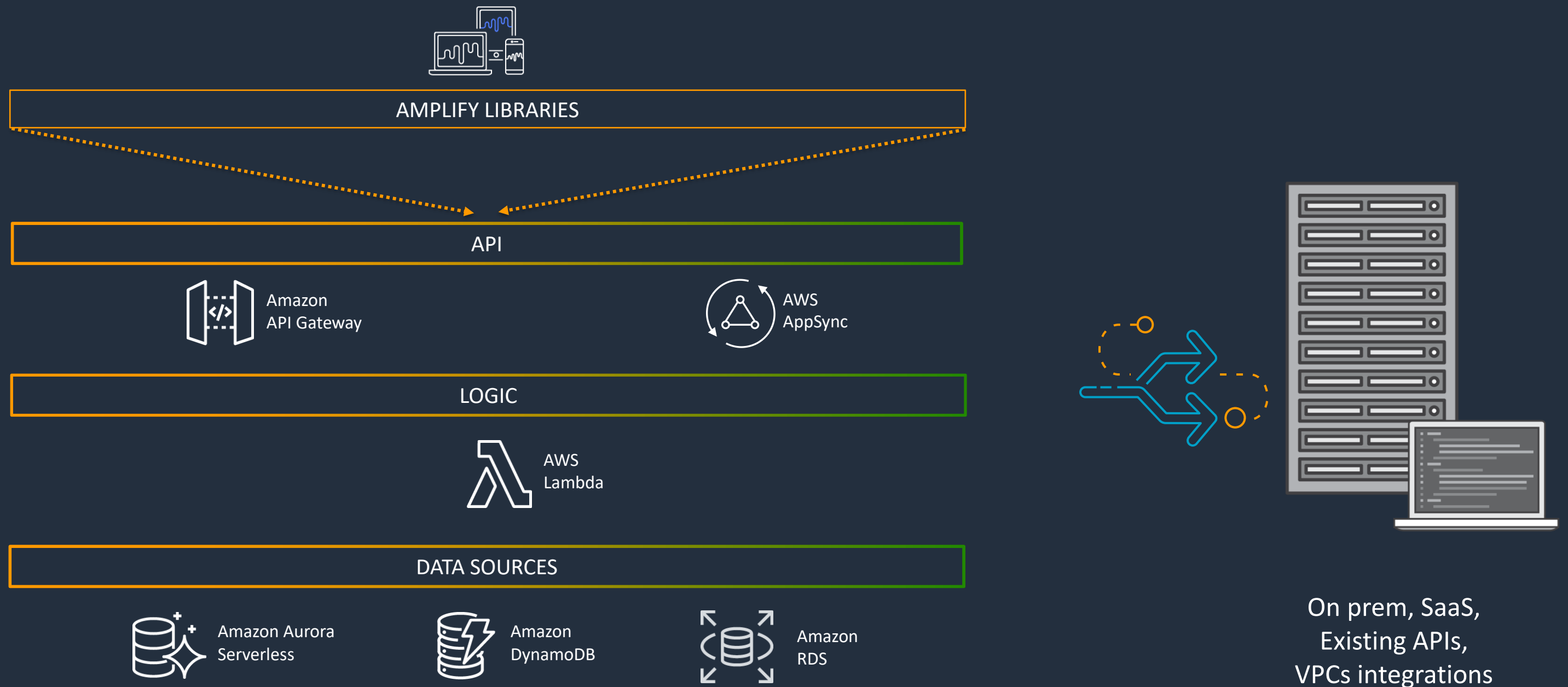


Amazon API Gateway



AWS AppSync

API Architectures: Integrate with Existing Services



APIs

> amplify add api

Backend Powered by:
AWS Lambda
Amazon DynamoDB



AWS Lambda

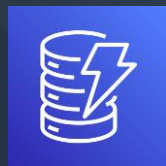


Amazon DynamoDB

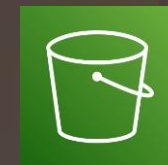
Storage

> amplify add storage

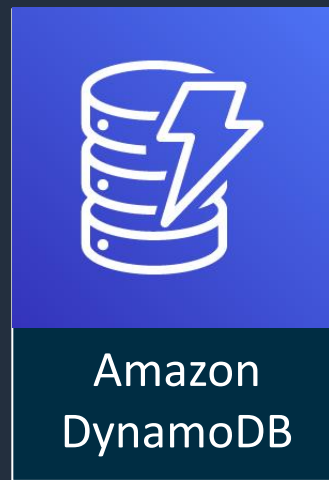
Powered by:
Amazon DynamoDB
Amazon S3



Amazon DynamoDB



Amazon Simple Storage
Service (Amazon S3)



NoSQL database

Seamless scalability

Zero admin

Single-digit millisecond latency

Multi-Master

Multi-Region

Functions

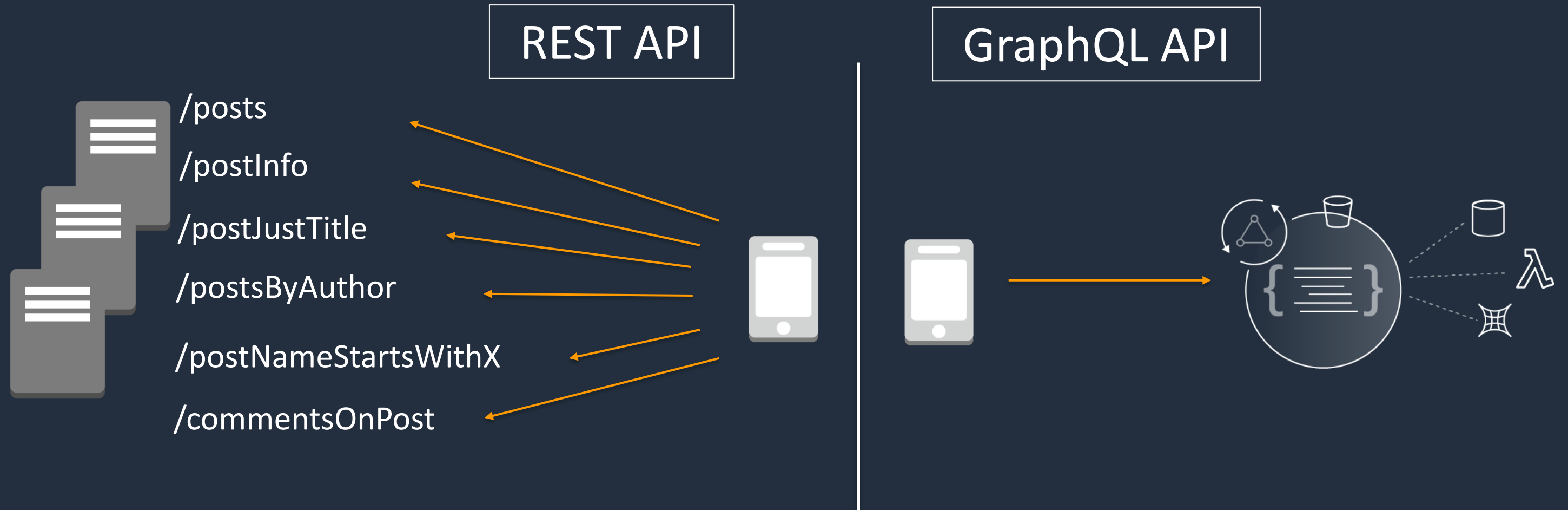
> amplify add function

Powered by:
AWS Lambda

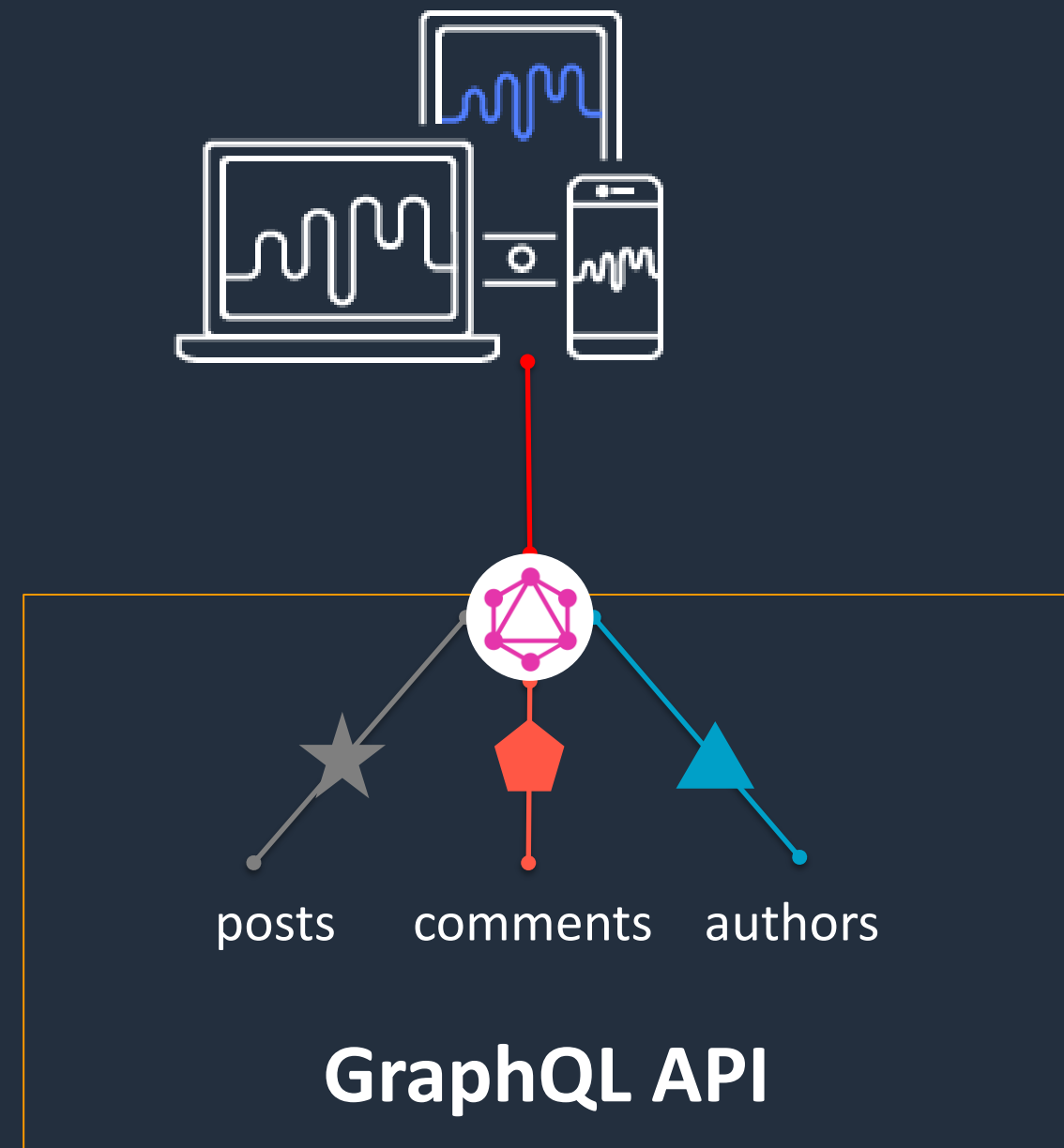
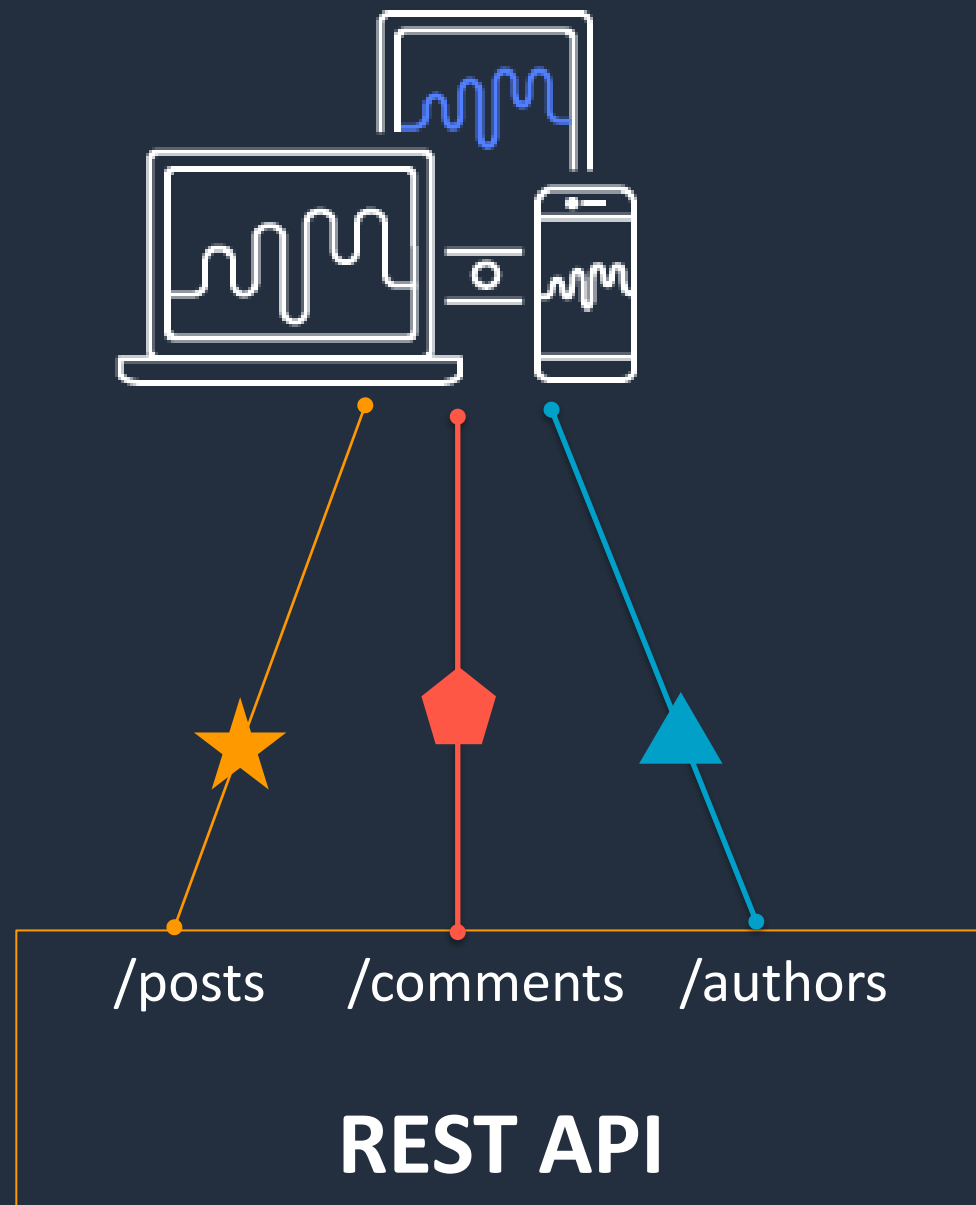


AWS Lambda

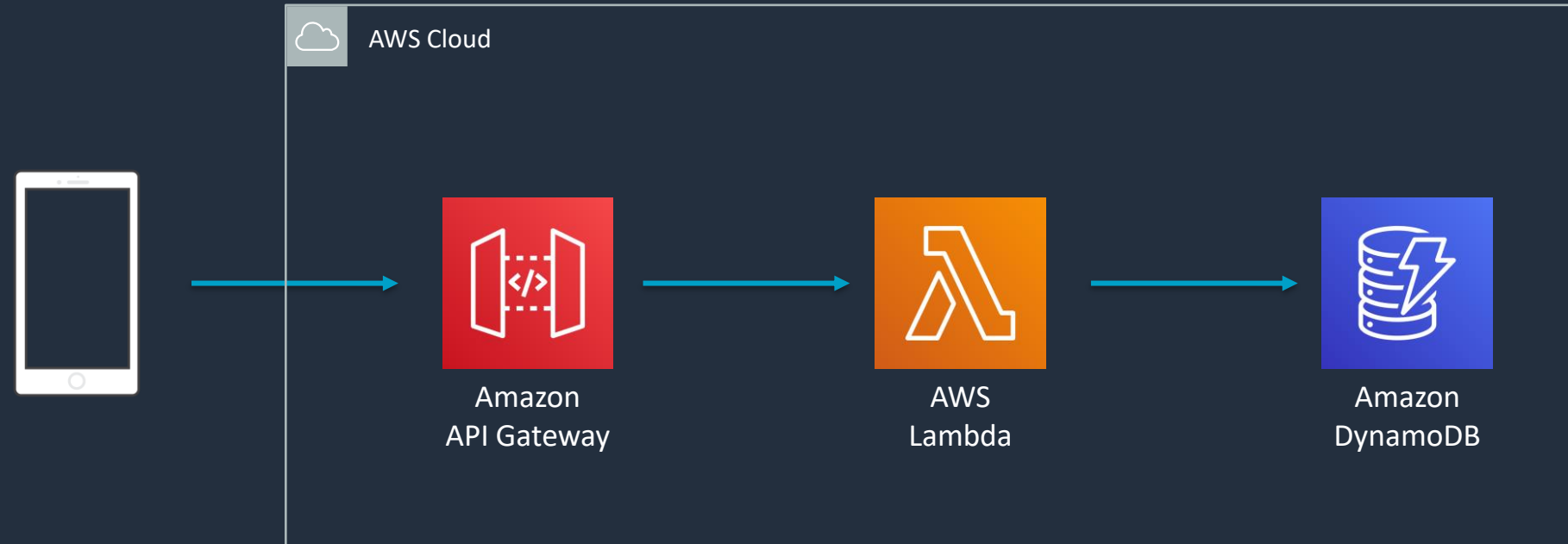
API Architectures: Choose Your API



API Architectures: Choose Your API



API Gateway is a front door for managing REST APIs



High-level APIs with best practices built-in

```
import { API } from 'aws-amplify'
```

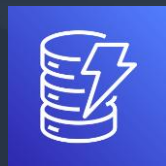
```
import { listTodos } from './graphql/queries'
```

```
const todos = await API.graphql(graphqlOperation(listTodos));
```

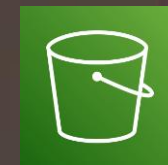
Storage

> amplify add storage

Powered by:
Amazon DynamoDB
Amazon S3



Amazon DynamoDB



Amazon Simple Storage
Service (Amazon S3)

Amazon S3 (Simple Storage Service)

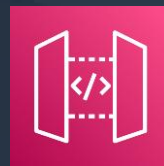
- Web accessible object store (through API or HTTPS)
- Highly durable (99.9999999999% design)
- Limitlessly scalable
- Multiple Tiers to match your workload
- Data Lifecycle Rules
- Static Website Hosting
- Security, Compliance, and Audit capabilities
- Standard Storage Pricing (us-east-1) - \$0.023 per GB



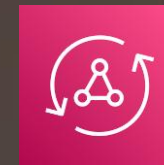
APIs

> amplify add api

Powered by:
Amazon API Gateway
Amazon AppSync



Amazon API Gateway



AWS AppSync

AWS AppSync: Managed GraphQL Service



Managed serverless
GraphQL service



Connect to data sources in
your account



Add data sync, real-time, and offline
capabilities for any data source or
API



GraphQL facade for any AWS
service



Conflict detection and
resolution in the cloud



Enterprise security features:
IAM, Amazon Cognito, OIDC,
API keys

AppSync: Common Use Cases

- GraphQL microservices
- Field service apps where offline support is critical
- IoT dashboards
- Unified API for accessing data from data lake
- Retail product catalogs, in-store shopping experience
- Shopping cart checkout
- Real-time currency changes, stock prices, account balance
- Chat and second screen communication within live broadcast
- Display live tv and video metadata
- High throughput real-time fanout to millions of clients

Customer Insights: Delivering in Days Instead of Weeks



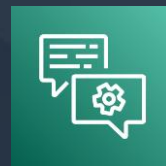
“Developers across industries and countries build location-aware applications with HyperTrack, and count on us to power real-time experiences. Amplify and AppSync are a core part of streaming hundreds of millions of live location events between apps in real-time. **Amplify and AppSync accelerated time to market for HyperTrack, and saved us months of engineering effort.**”

– *Thomas Raffetseder, Software Architect, HyperTrack*

Interactions

> amplify add interactions

Chatbots Powered by:
Amazon Lex



Amazon Lex

Amazon Lex

Build conversational interfaces using voice and text



Easy to use



High quality text and speech language understanding



Seamlessly deploy and scale



Built-in integration with the AWS platform



Cost effective

DEVELOP with AWS Amplify:

Example – Add Chatbot with React UI Component

```
<AmplifyChatbot  
  botName="OrderFlowers_dev"  
  botTitle="Order Flowers"  
  welcomeMessage="Hello, how can I help you?"  
>
```



Order Flowers

I'd like to pick up some flowers

What type of flowers would you like to order?

Roses

What day do you want the Roses to be picked up?

Tuesday

At what time do you want the Roses to be picked up?

9am

Okay, your Roses will be ready for pickup by 09:00 on 2021-11-16. Does this sound okay?

Write a message

Predictions

> amplify add predictions

Powered by:
Amazon Comprehend
Amazon Rekognition
Amazon Translate
Amazon Transcribe
Amazon Polly
Amazon Textract



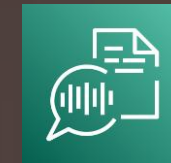
Amazon Comprehend



Amazon Polly



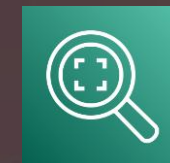
Amazon Textract



Amazon Transcribe

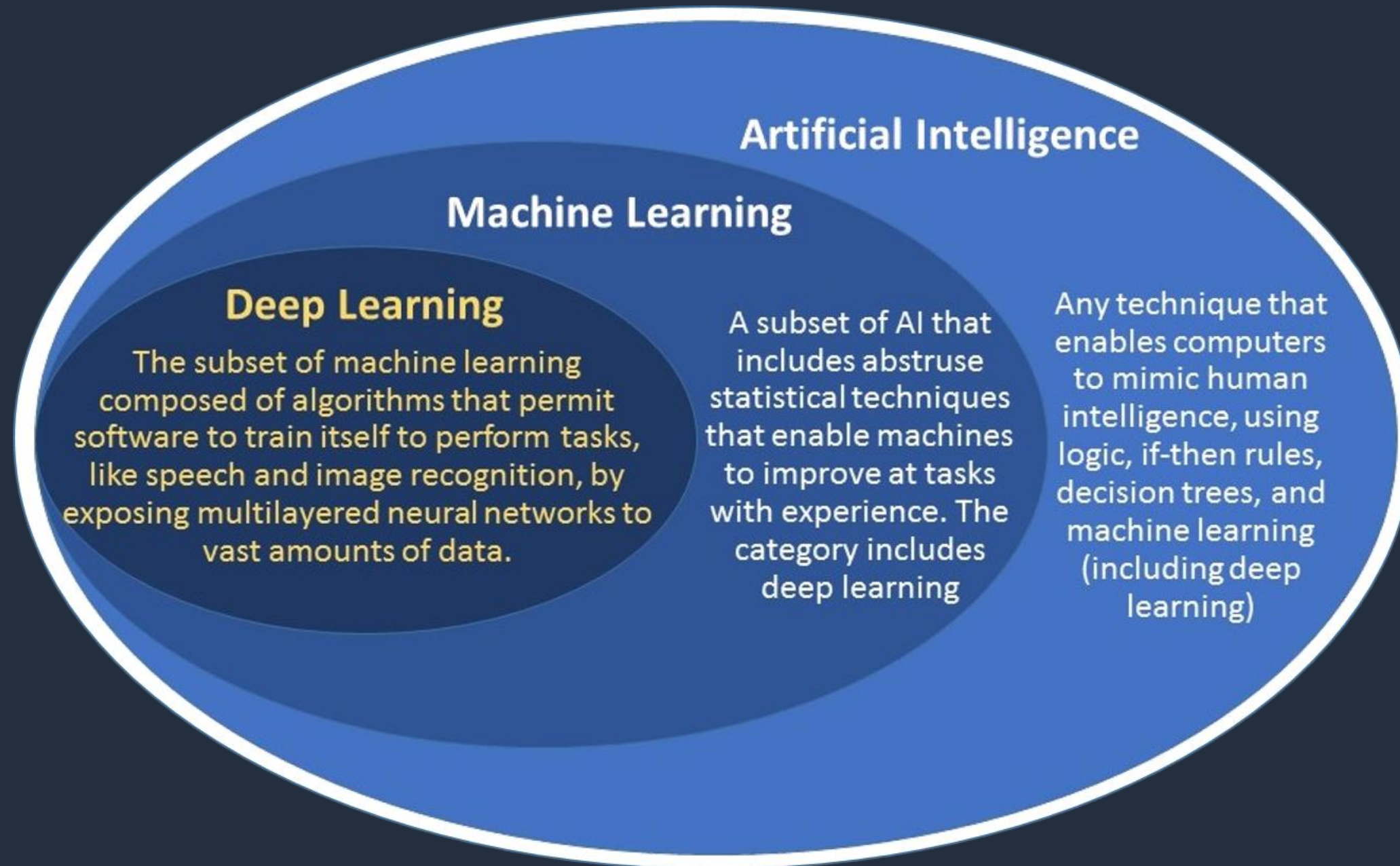


Amazon Translate



Amazon Rekognition

What is AI?

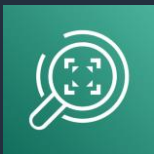


AWS AI Services



Vision

Extract data from images, video and documents.



Amazon Rekognition

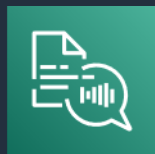


Amazon Textract

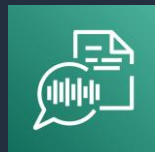


Speech

Interpret audio and create voice



Amazon Polly



Amazon Transcribe

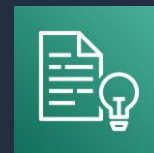


Language

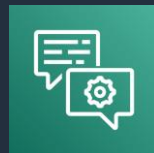
Understand and interpret language



Amazon Translate



Amazon Comprehend

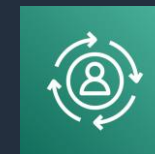


Amazon Lex



Intelligence

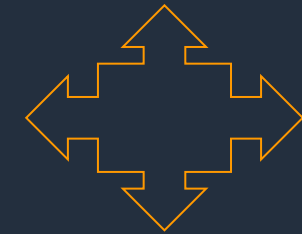
Make intelligent predictions



Amazon Personalize



Amazon Forecast



Custom

Run your own models



Amazon SageMaker

Amazon Comprehend

Overview



Documents

Email, chat, social,
phone calls and
more



Amazon
Comprehend

Automatically
extract insights
from text



Entities

+ Custom Entities



Sentiment



Key Phrases



Syntax



Language



Topics



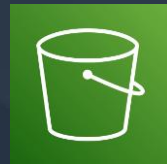
Document Classification

+ Custom Classifiers

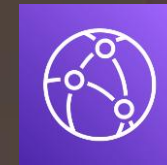
Hosting

> amplify add hosting

Hosting Powered by:
Amazon CloudFront
Amazon S3



Amazon Simple Storage
Service (Amazon S3)



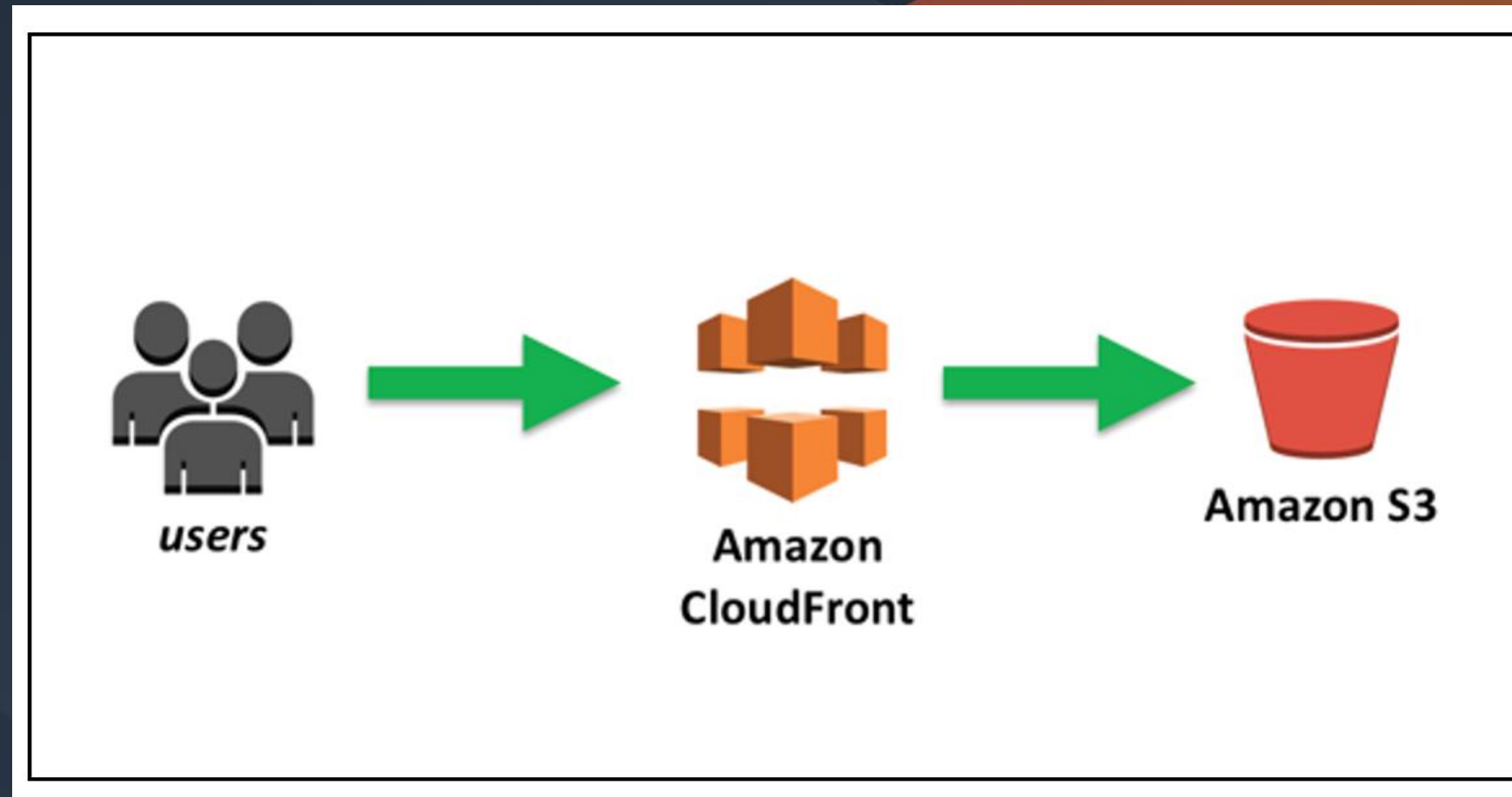
Amazon CloudFront

Hosting Options

Amplify Managed Hosting – AWS Amplify Manages the provisioning of the application

Self Hosting – You have full control of your hosted application

Hosting Architecture



What is Amazon CloudFront

Global Content Delivery Network with Massive Capacity and Scale

Optimized for Performance and Scale

Built in Security Features

Self-Service Full Control Configurations

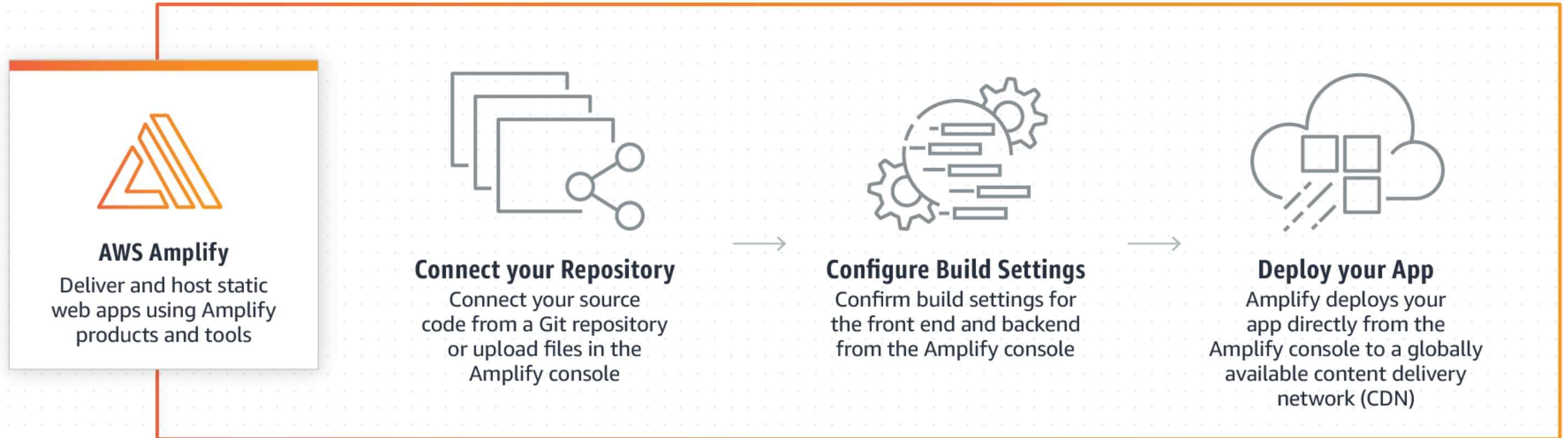
Robust Real Time Reporting

Static and Dynamic Object and Video Delivery



Amazon
CloudFront

Amplify Hosting



What Else Can I do?

Amplify DataStore

Multi-platform (iOS/Android/React Native/Web) on-device persistent storage engine that automatically synchronizes data between mobile/web apps and the cloud using GraphQL



Automatic versioning,
conflict detection, and
resolution in
the cloud



Familiar and
local first
programming
model

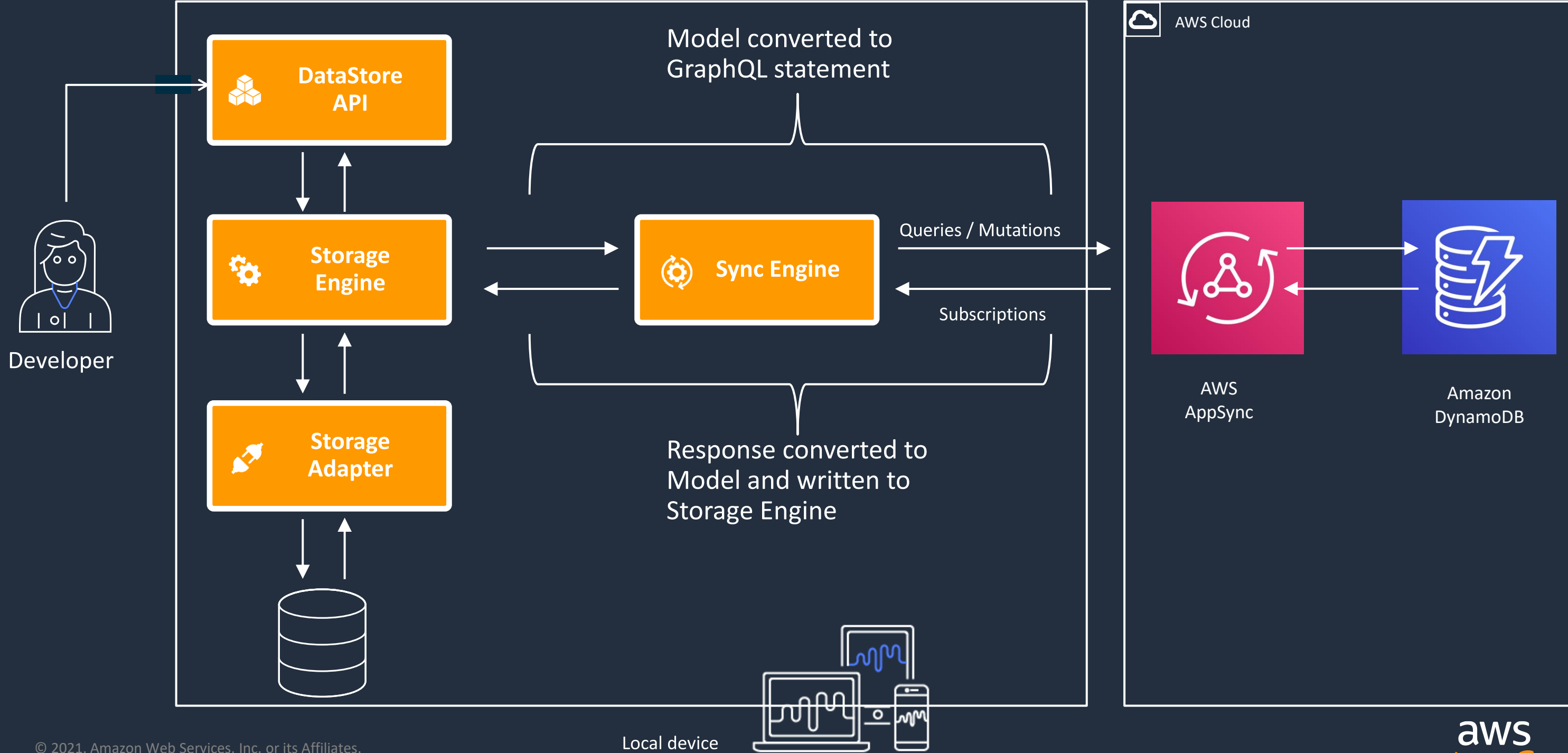


Delta sync
and auto-merge



Powered by
AWS AppSync and
GraphQL

Amplify DataStore



Example: Synchronize app data with DataStore

```
await DataStore.save(new Appointment(  
  {  
    description: formState.description,  
    serviceRegion: formState.serviceRegion,  
    scheduledTime: formState.startDate  
  }  
));
```

```
await DataStore.query(  
  workOrder,  
  
  item => item.appointmentID("eq", appointment.id));
```

Save and retrieve

```
const subscription = DataStore.observe(Appointment).subscribe(msg => {  
  console.log(msg.model, msg.opType, msg.element);  
  if (msg.opType === "INSERT") {  
    ...  
  } else if (msg.opType === "DELETE") {  
    ...  
  }  
});
```

Subscribe to changes

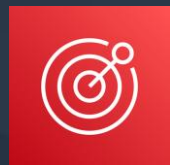
New! Use **Selective Sync** to apply predicates to the base and delta sync queries, as well as to incoming subscriptions

```
DataStore.configure({  
  syncExpressions: [  
    syncExpression(Appointment, () => {  
      return (c) => c.serviceRegion('contains', ', WA');  
    }  
  ),  
    syncExpression(workOrder, () => {  
      return (c) => c.serviceRegion('contains', ', WA');  
    }  
  ],  
});
```

New! Only sync a subset of data

Analytics

> amplify add analytics



Amazon Pinpoint

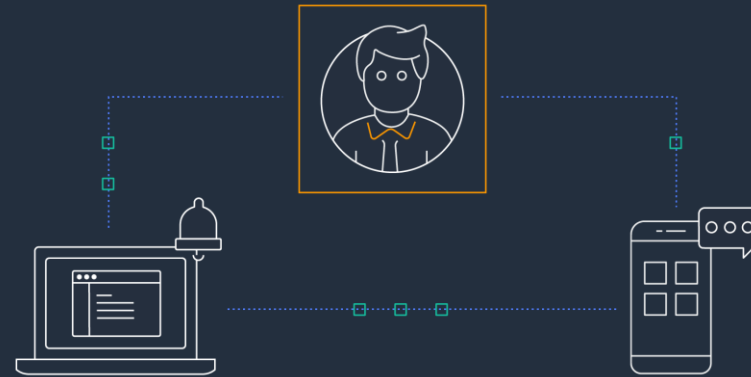
Powered by:
Amazon Pinpoint
Amazon Kinesis



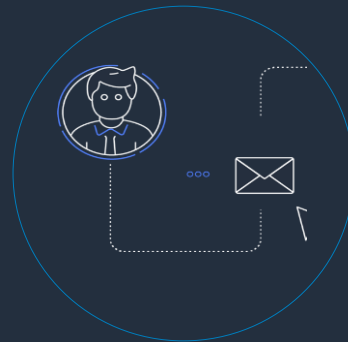
Amazon Kinesis

Amazon Pinpoint

Multichannel marketing communication service



Flexible use cases



Campaigns and journeys



Segmentation



Channel choice



Personalization



Rich analytics



Global scale

Real-time: Amazon Kinesis

Easily collect, process, and analyze data and video streams in real time



Kinesis Data Streams

Collect streaming data, at scale, for real-time analytics



Kinesis Data Firehose

Prepare and load data streams into data stores and analytics services



Kinesis Data Analytics

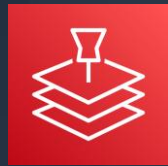
Get actionable insights from streaming data in real time



Kinesis Video Streams

Capture, process, and store media streams for playback, analytics and machine learning

Geo



Amazon Location Service

> amplify add geo

Powered by:
Amazon Location Service



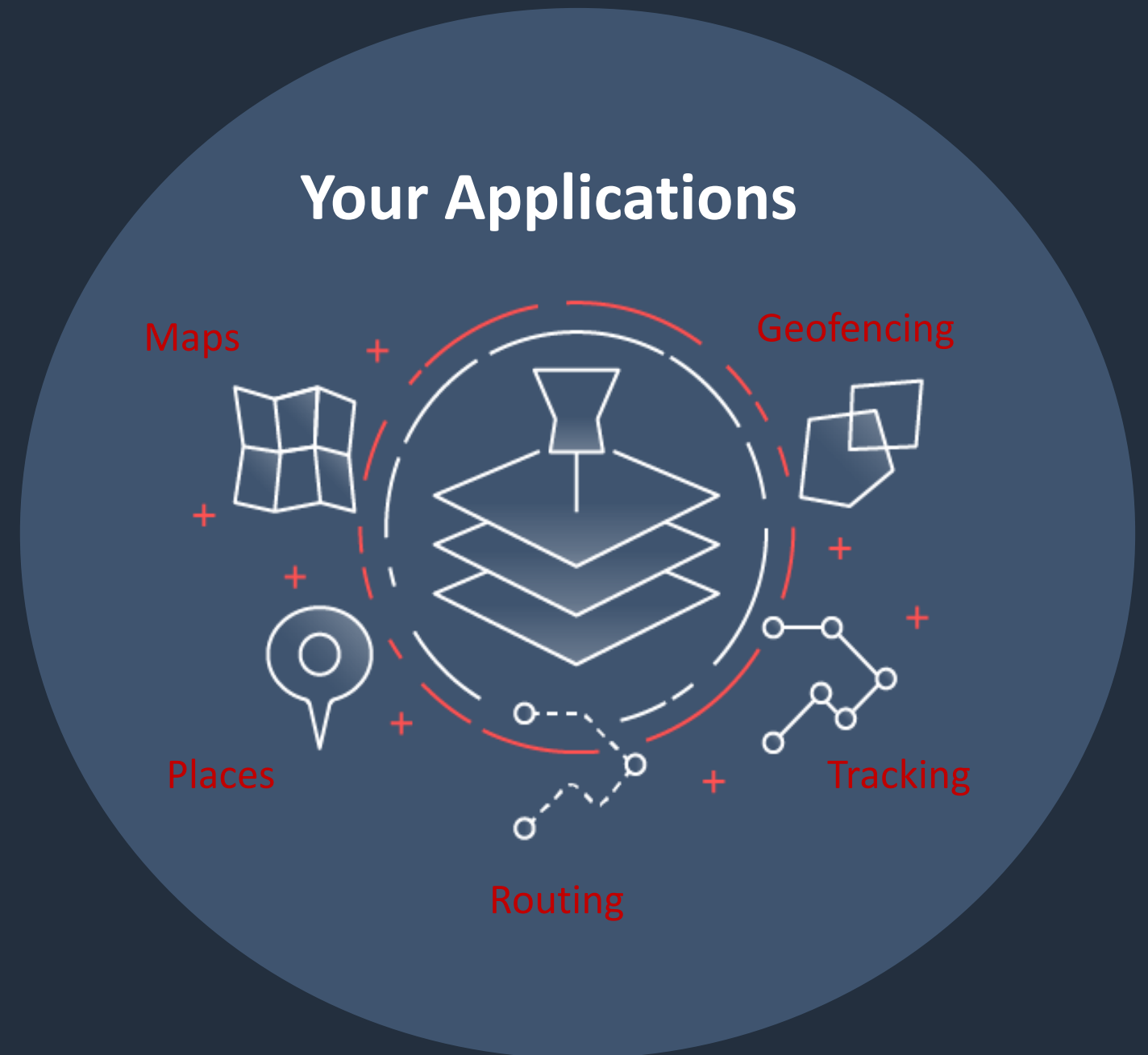
Map



Location Search

Amazon Location Service

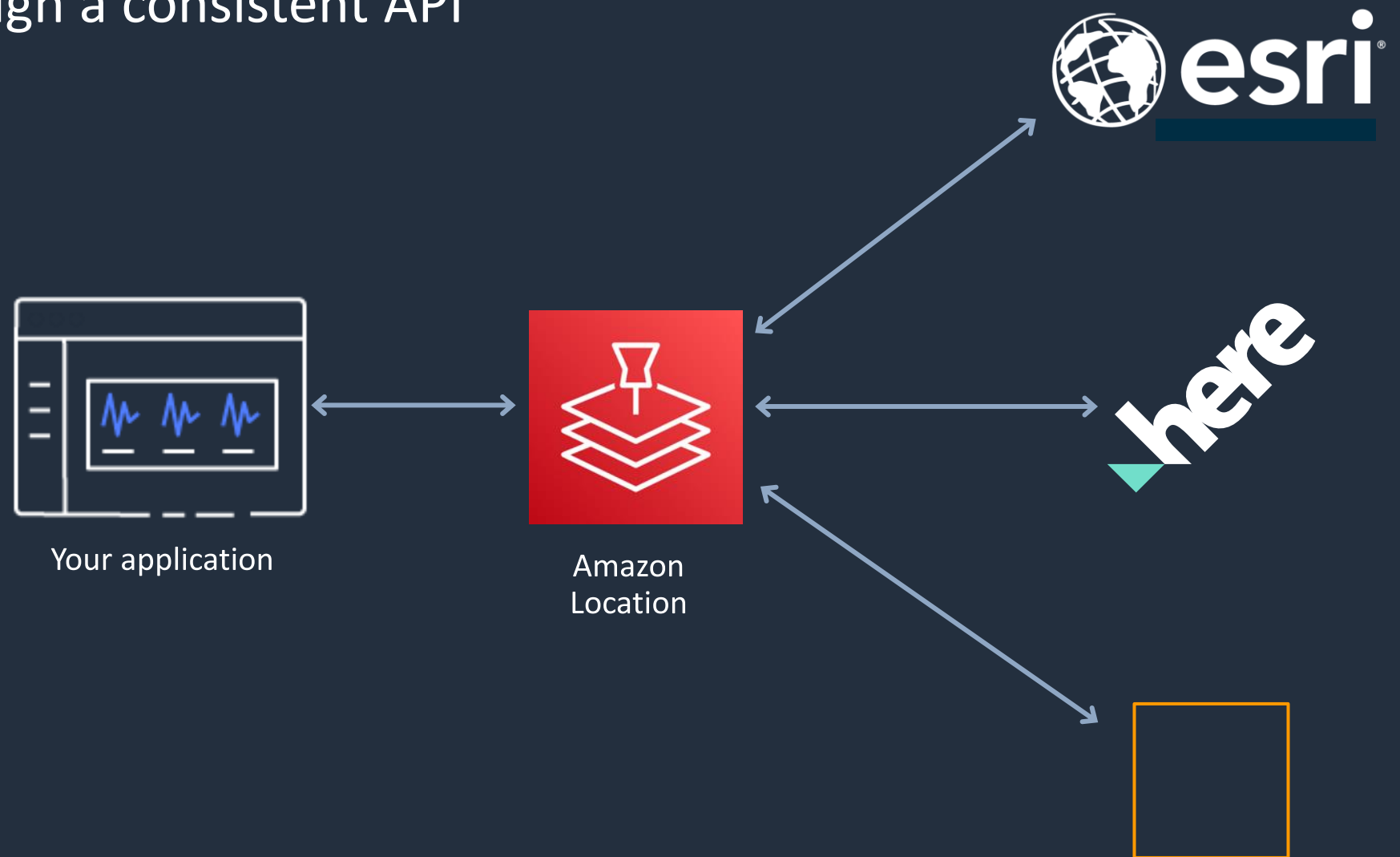
- Shorter time to production
- Easy access to high-quality data
- Privacy and security
- Cost-effective



Easy Access to High-quality Data

Access data from Esri and HERE through a consistent API

- No need for new credentials, and no vendor onboarding
- Simplified global coverage
- A single consistent API
- One price regardless of data provider



Explore All Features



Authentication

Enable sign-in, sign-up and sign-out within minutes with pre-built UI components and powerful authentication APIs



Storage

A simple mechanism for managing user content in public, protected or private storage



GraphQL API

Easy and secure solution to access your backend data with support for real-time updates using GraphQL



DataStore

Seamlessly synchronize and persist online & offline data to the cloud as well as across devices



Geo

Add modern, interactive maps with location markers and location search to your JavaScript-based web projects.



REST API

A straightforward and secure solution for making HTTP requests using REST APIs



Analytics

Make informed decisions with drop-in analytics to track user sessions, custom user attributes and in-app metrics



Push Notifications

Drive customer engagement using push notifications with campaign analytics and targeting



XR

Engage your customers in a different dimension with augmented reality (AR) and virtual reality (VR) content within your app



PubSub

Provide best-in-class real-time experiences by connecting your application with a message-oriented middleware in the cloud



Interactions

Automate customer workflows by enlisting the help of conversational chatbots powered by deep learning technologies



AI / ML Predictions

Design delightful experiences with the power of AI and ML functionality such as computer vision, translation, transcription and more

RESOURCES

Amplify Documentation: <https://docs.amplify.aws/>

Amplify Blog: <https://aws.amazon.com/amplify/blog/>

Amplify on Github: <https://github.com/aws-amplify>

THANK YOU!

