

Amazon S3

15 launches that defined 15 years of storage innovation



Amazon S3 launched 15 years ago on Pi Day, March 14, 2006, as the first generally available AWS service. Back then, you couldn't order lunch or hail a ride from an app on your phone, let alone video-chat with a loved one. But since the launch, data storage and usage has exploded. Amazon S3 has set off a wave of innovation that's disrupted traditional technology and effectively launched cloud computing, which now powers our world.

So in celebration of 15 years of innovation that our customers have inspired, we'd like to share 15 of the most impactful Amazon S3 launches.

Amazon S3 foundational launches

Amazon S3 is cloud object storage with virtually unlimited scalability and unmatched availability, durability, security, and performance. Customers of all sizes and industries use S3 to store and protect any amount of data for every imaginable use case. Amazon S3 is an evolvable system whose fundamental launches delivered innovation time after time.

S3 Select

Queries only the data you need from an object

Improves performance and reduces cost of applications that need access to data in S3



S3 Versioning and Event Notifications

S3 Versioning: Easily preserves, retrieves, and restores every version of an object

S3 Event Notifications: Combines the power of Amazon S3 with AWS Lambda to trigger workflows, alerts, and invoke Lambda functions on your data



S3 Access Points

Simplifies managing data access to shared datasets by creating access and permissions specific to applications



S3 on Outposts

Brings S3 on premises to help you meet data-residency requirements

Increases local processing speeds of your local applications



Strong consistency

The only cloud storage that delivers strong read-after-write consistency automatically for all applications

No changes to performance or availability

Doesn't sacrifice regional isolation for applications



Storage classes to optimize your costs

Amazon S3 has launched storage classes that let you take control of storage costs and offer the flexibility to optimize for your access patterns. S3 provides the lowest-cost cloud storage available—and is the only cloud storage that automatically optimizes your storage costs.

S3 Standard-Infrequent Access

Lower-cost storage for data that is accessed less frequently, but that still needs immediate access



S3 Glacier

Secure, durable, and extremely low-cost storage for long-term backups

Expedited retrievals so you can access S3 Glacier objects in minutes



S3 Glacier Deep Archive

Secure and durable object storage for long-term retention of rarely accessed data

The lowest-cost storage in the cloud



S3 Intelligent-Tiering and the addition of Archive Access tiers

The 1st cloud storage that delivers automatic cost savings of **up to 40%** by moving data between access tiers when access patterns change



Ideal for data with unknown or changing access patterns

Save **up to 95%** on storage costs for rarely accessed data with Archive Access tiers



Storage management launches that make it easy to scale

Amazon S3 has launched powerful features that deliver the capabilities to easily manage and control access, cost, replication, and data protection at scale.

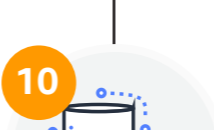
S3 Replication

An elastic, fully managed, low-cost way to replicate objects between buckets

Offers the most flexibility and functionality in cloud storage, giving you:

The ability to replicate to the same or different AWS Regions, and to 1 or multiple buckets

A predictable replication time backed by an SLA



Revolutionizing S3 storage management

S3 Object Tagging:

Helps you manage and control access to objects

Sets up Lifecycle policies

Customizes metrics

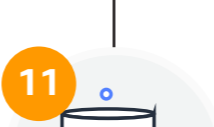
Storage Class Analysis: Discovers data that should move to the optimal storage class based on access patterns

S3 Inventory: Creates an output of your objects and metadata on a daily or weekly basis

S3 CloudWatch Metrics: Improves the operations of your applications using S3

S3 Batch Operations: Instead of taking months to develop custom applications, you can manage billions of objects at scale with just a few clicks

S3 Storage Lens: The 1st cloud storage to provide a single view of object storage usage and activity across tens to hundreds of accounts



S3 Lifecycle

Helps manage your data lifecycle and optimize costs by creating policies to move objects to lower-cost storage classes or expire objects



Security and access control is job zero

Security is job zero at Amazon S3: we consider it the most important work that we do. Store your data in S3 and secure it from unauthorized access with encryption features and access management tools.

PrivateLink for S3

Simplifies your network architecture by connecting to S3 from on premises or in your Virtual Private Cloud (VPC)



S3 Block Public Access

The only object storage service that allows you to block public access to all of your objects at the bucket or the account level, by default, now and in the future



Discover and protect your sensitive data

Access Analyzer: Monitors your access policies to ensure only the intended access is provided

Amazon Macie: Discovers and protects sensitive data at scale with visibility and alerts

Amazon GuardDuty: Continuously monitors for unauthorized behavior and activities

S3 Object Ownership: Helps you control ownership of objects uploaded to your buckets



Continuous innovation for customers is the core of Amazon S3, and seeing what you build on S3 is what drives us to deliver more. **It's been 5,475 days since we launched Amazon S3, and it is still Day One.**

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