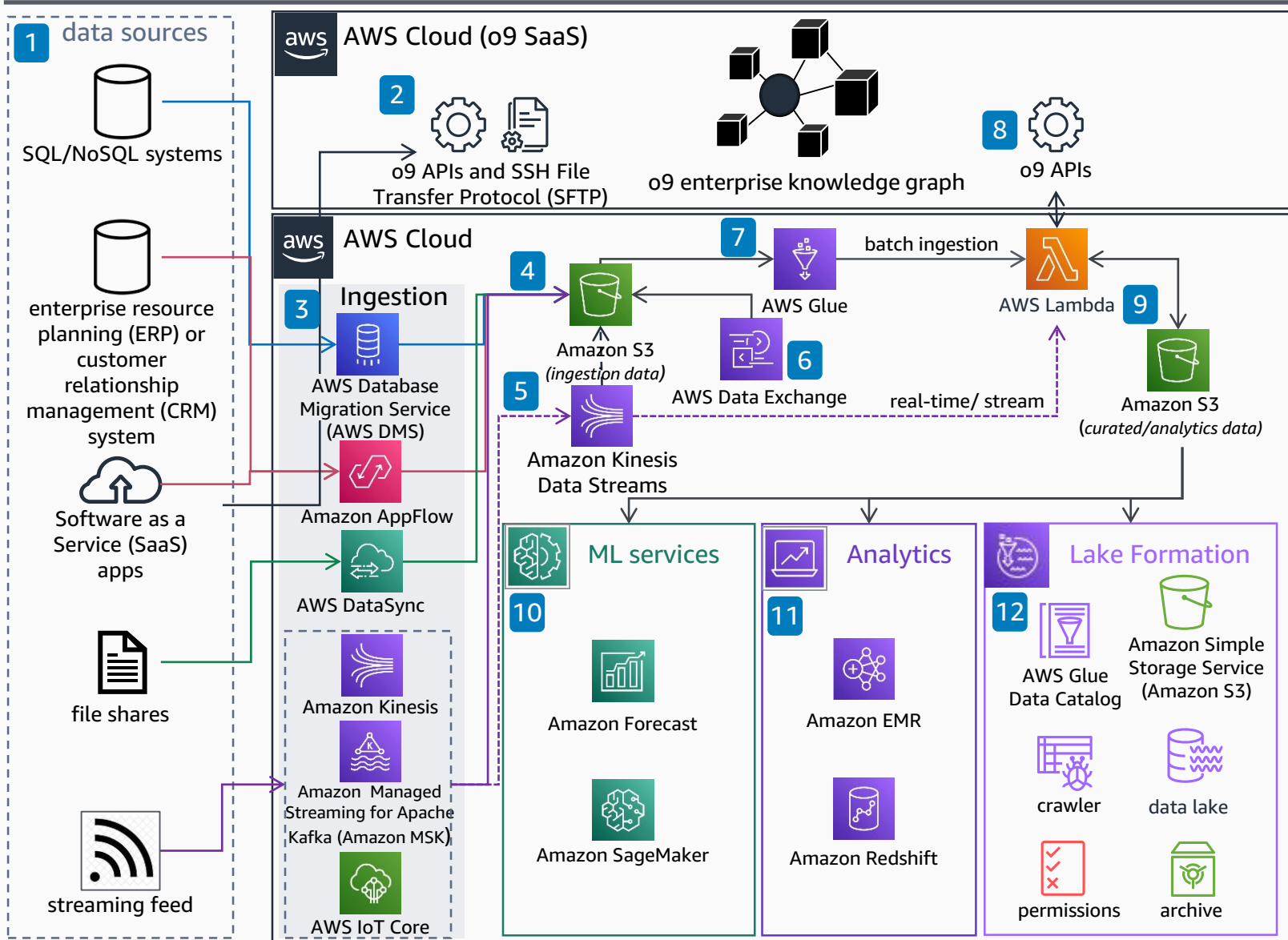


Guidance for Driver-based Demand Planning with o9

Architectural options for ingesting data and using AWS services in an [o9](#) solution .



- 1 Various sources feed data into demand planning software such as SQL/NoSQL systems, ERP or CRM systems, other SaaS applications, file shares, and streaming data sources such as social media, smart devices, and logs.
- 2 Data from these sources can be ingested into the o9 SaaS solution using native o9 native APIs and SFTP.
- 3 Data can also be ingested into a customer's AWS account. The service selection depends on the source. Customers can use **AWS Data Migration Service** for SQL/NoSQL, **Amazon AppFlow** for ERP, CRM, or SaaS, **AWS DataSync** for a file share, and **Amazon Kinesis**, **Amazon MSK**, and **AWS IoT Core** for streaming data feed from variety of sources.
- 4 Customers can store ingested data in **Amazon S3** into their AWS accounts.
- 5 Streaming data can also be fed to the o9 SaaS solution using o9-native REST APIs, or stored in **Amazon S3** via **Amazon Kinesis Data Streams** through **AWS SDK** or **AWS Lambda**.
- 6 Data from a third party (such as TransUnion, IMDb, or Reuters) can be subscribed to and used in the **AWS Cloud** using **AWS Data Exchange**.
- 7 The AWS customer account data in **S3** can be batch-ingested into the o9 SaaS solution using **AWS Glue** through **AWS SDK** or **AWS Lambda**.
- 8 Data within the o9 SaaS solution and the AWS customer account can be shared using o9-native APIs and optional use of **AWS Lambda**.
- 9 Customers can collect outbound data from the o9 SaaS solution in **S3** in their account using standard **S3** APIs or **AWS Lambda**, and use it in other AWS services for analytics and artificial intelligence/machine learning (AI/ML) workloads.
- 10 Customers can use AWS AI/ML services such as **Amazon Forecast** and **Amazon SageMaker** to build, train, and deploy ML models to complement o9 SaaS solution ML capabilities.
- 11 Customers can use AWS analytics services such as **Amazon EMR** and **Amazon RedShift** for big data processing and warehousing.
- 12 Customers can integrate data from the o9 SaaS solution to a data lake in their account. The data lakes are created using services such as **Amazon S3**, **AWS Glue**, **AWS IAM**, and **AWS Lake Formation**.

