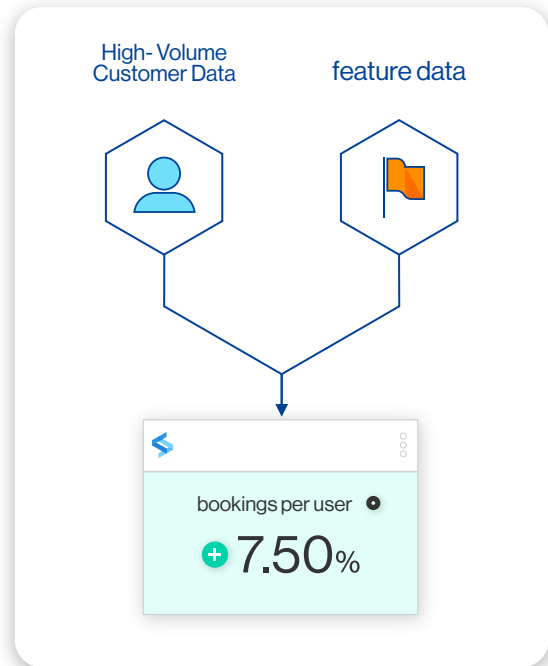


# Out-of-the-box experimentation with high-volume data

Amazon Simple Storage Service (Amazon S3) is an object storage service that offers the ability to store and retrieve any amount of data, at any time, from anywhere on the web.

Companies store big data from all corners of their business in S3. The challenge from here is combining all this data in meaningful ways to extract actionable customer insights.

Split's Amazon S3 integration makes it easy to bring high-volume customer data and feature flags together for calculating key business metrics used to monitor controlled rollouts and run experiments on new features.



## Bring all your data and feature flags together

Easily combine all your customer data and feature flags in Split to run experiments on new features and compare the impact of different feature flag treatments on key business metrics.



## Enable out-of-the-box experimentation

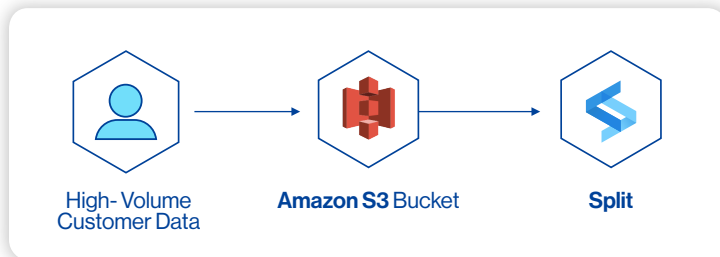
Just getting started on experimentation? Split can ingest pre-existing customer data from S3 and retroactively calculate metrics on feature flag treatments. You can also add new metrics to running or concluded experiments, without reconciling data or restarting the experiment.



## Transfer high-volume data safely and reliably

Ingest millions of events per minute from S3 far more reliably and efficiently than an ingestion API. With backup copies in S3, data is never lost in transit and is easily reconciled if the pipeline breaks.

# Leverage all your customer data to measure and create feature impact

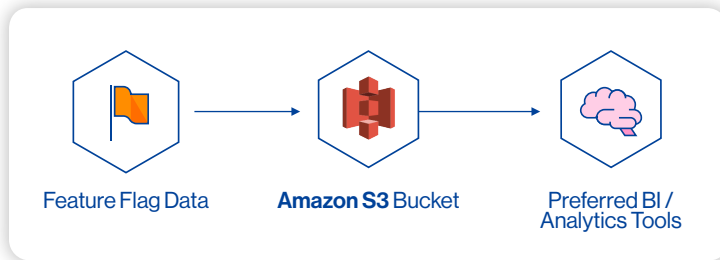


## Inbound integration for out-of-the-box experimentation

Send large volumes of customer data (such as engagement, behavioral, and transactional data) from S3 to Split as Parquet files (up to 100MB per compressed file).

Upon arrival, customer data is automatically combined with feature flag data to measure the impact of every new feature on all your metrics.

Use these metrics for monitoring and alerting of negative impact, and/or comparing outcomes of an experiment between different flag treatments.



## Outbound integration for enriching customer data (available early 2021)

Send feature flag data from Split to S3 where BI and analytics tools can access and use it to enrich customer data for deeper analyses.

For example, following an experiment in Split, bring feature flag and customer data into a product analytics platform via S3 to analyze how different flag treatments impacted user behavior causing certain metrics to change.

Deliver features your customers will love  
with **Amazon S3** and **Split**

Get started free

<https://www.split.io/signup/>

