

# Connect your customer data from Amazon Redshift to Retina

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**Amazon Redshift** is a cloud data warehouse that can be used to access and explore large amounts of data. Companies use Redshift both to store data directly and to centralize access to data stored in other systems.

Retina integrates with and enriches your data in Redshift. There, you can incorporate Retina model outputs in your own reporting dashboards, or use it to generate other reports or marketing segments from Redshift. By integrating with your centralized data warehouse, there is no need to also integrate separately with your individual data sources to power predictions.

## Technical Overview:

- Retina connects directly to your Redshift cluster and will need appropriate access credentials and IP address whitelist of 23.20.174.142
- For cost-efficient data transfer, configure an AWS S3 bucket for shared access in the same AWS region as the Redshift cluster.
- Retina can provide an integration guide and answer any questions or concerns.

Once configured, Retina data pipelines automatically:

- **Read** relevant data from your Redshift cluster
- **Write** Retina model predictions and outputs back into your Redshift cluster

Schedule a call to learn more about how **Retina** connects with **Amazon Redshift** and how you can optimize your business strategies with real-time customer lifetime value metrics.