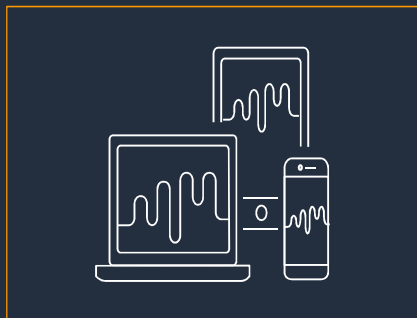


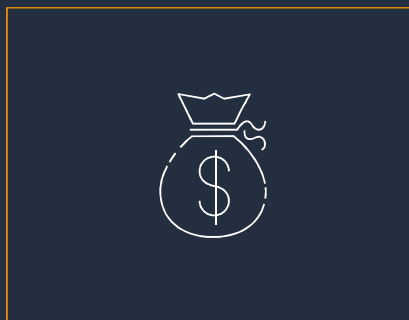


How to reach your business goals with AWS

What are your business goals?



Grow new
revenue streams



Improve
operational and
financial
efficiency



Lower business
risk

How to reach your business goals with AWS



Migrate and
free-up
resources



Ensure security,
compliance and
resiliency



Adopt modern
application
development
practices



Gain faster,
deeper insights
with
analytics

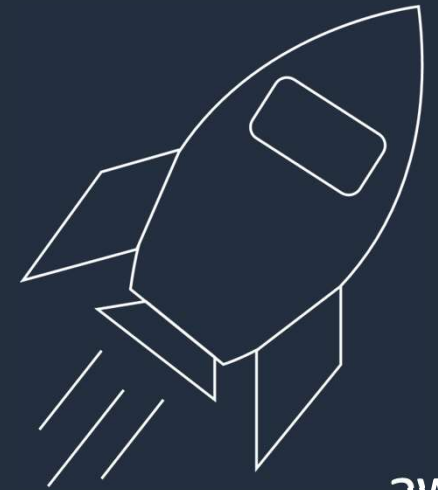


Organize for
speed and
agility



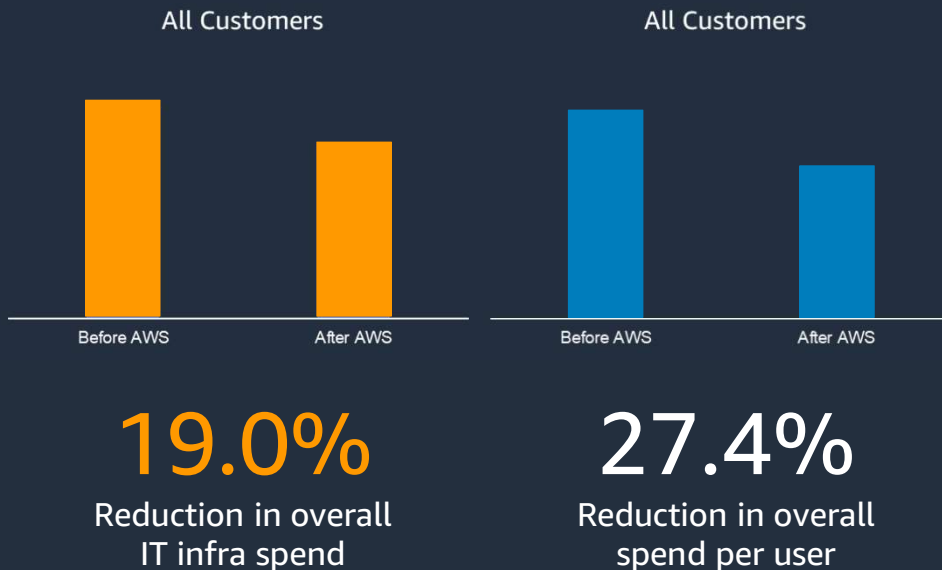
Bridge skills and
experience gaps
rapidly

Migrate and free-up resources

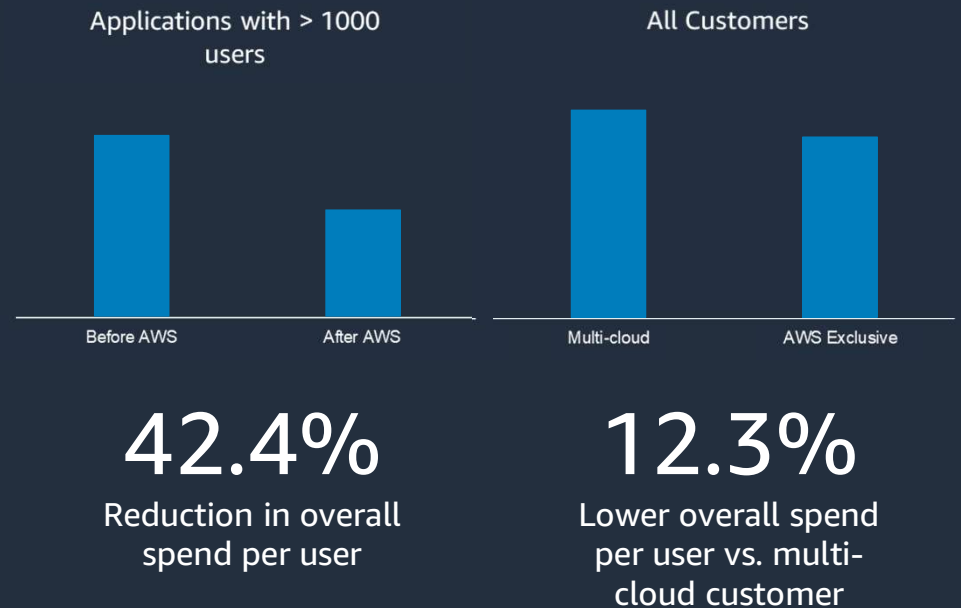


Recent cost savings insights from 1036 migration customers

AWS reduces costs



Cost reduction grows as customers mature and scale on AWS



Migration to AWS creates value beyond cost savings



Cost savings (TCO)



Staff productivity



Operational resilience



Business agility

—What is it?—

Infrastructure cost savings/avoidance from moving to the cloud

Efficiency improvement by function on a task-by-task basis

Benefit of improving SLAs and reducing unplanned outages

Deploying new features/applications faster and reducing errors

—Examples—

50%+ reduction in TCO

Over 500 hours per year of server configuration time saved

Critical workloads run in multiple AZs and regions for robust DR

Buildouts and deployments happen 5x faster

← Typical focus →

← Most compelling cloud benefits →
Business/value

Why use AWS to migrate your workloads?



Most migration experience

Over a million active customers; leading brands migrate to AWS



Most comprehensive and mature migration tools

AWS migration tools, as well as mature third-party migration tooling ecosystem to simplify and accelerate each step of the migration process



Broad partner ecosystem

110+ Migration certified partners, ISVs, and system integrators to help customers assess, mobilize and execute their cloud migration



Most complete migration solutions

Set of programs and solutions to accelerate your cloud journey

Ensure **security** and **resiliency**



Infrastructure and services to elevate your security in the cloud



Inherit global security & compliance controls



Scale with superior visibility & control



Highest standards for privacy & data security

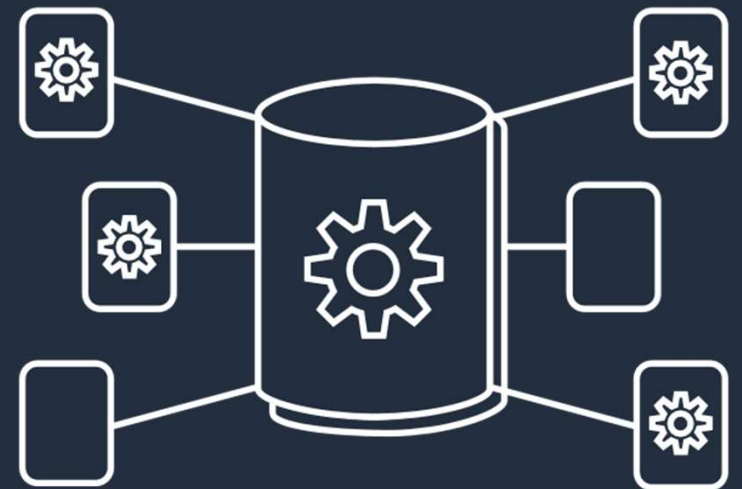


Automate & reduce risk with deeply integrated services

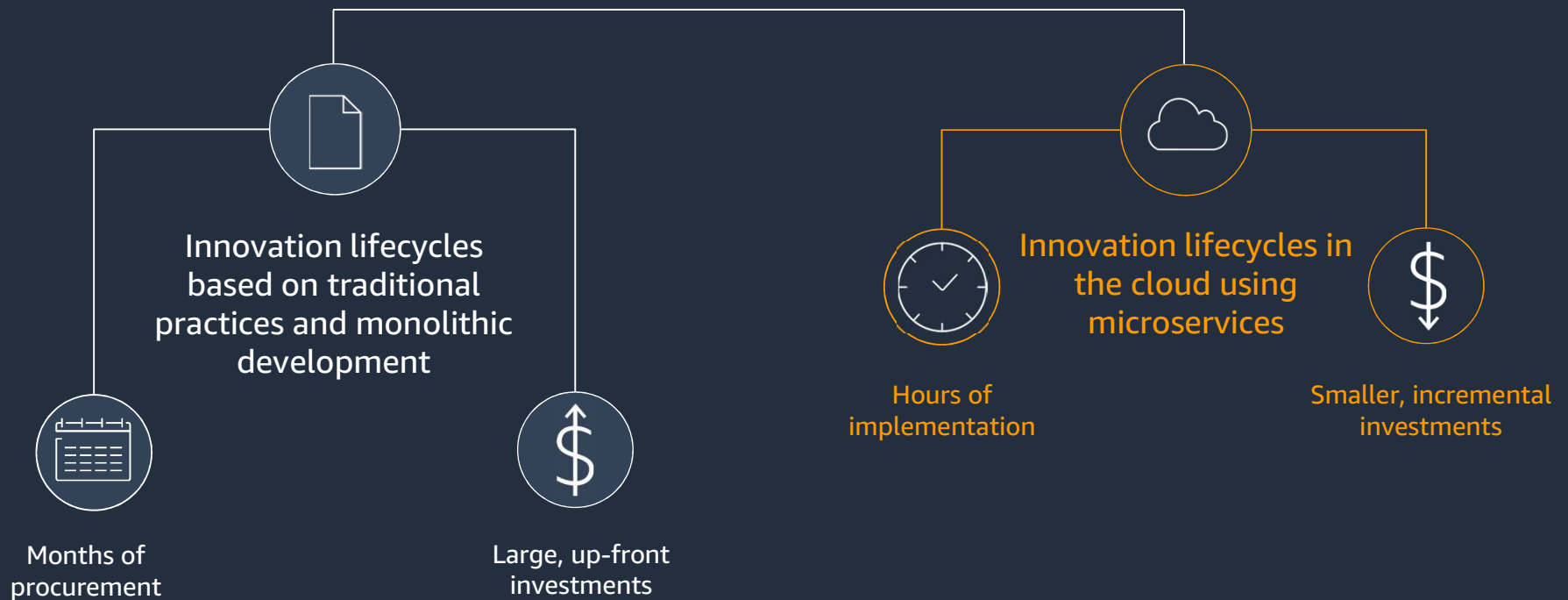


Largest ecosystem of security partners & solutions

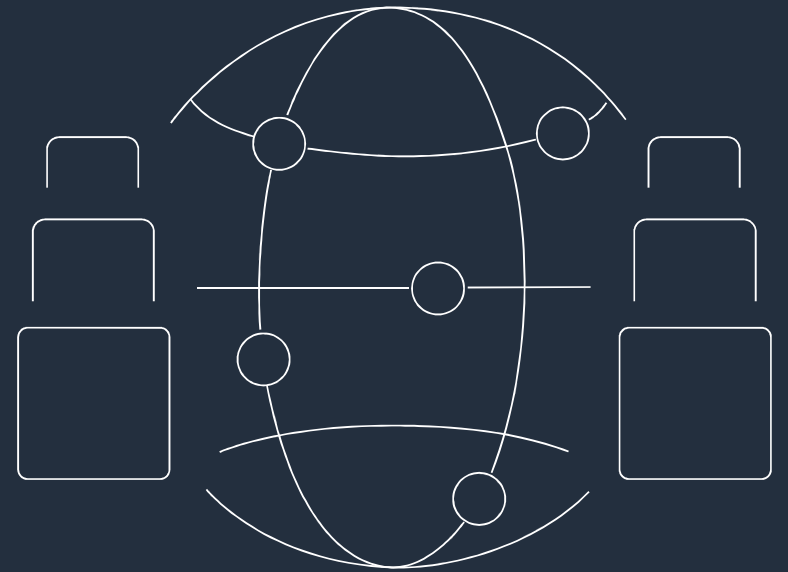
Application modernization practices



Get from idea to implementation with AWS application modernization



Faster, deeper **insights**



Why choose AWS for data lakes and analytics?



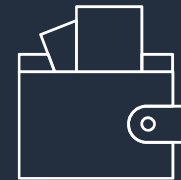
Easiest to build
data lakes and
analytics



Most secure
infrastructure for
analytics



Most
comprehensive
and open



Most scalable
and cost
effective

What customers tell us

They need:



to accelerate their business transformation initiatives



to operate in the cloud but lack the in-house skills



to ensure cloud security and compliance supports their business



to develop cloud skills and approaches



to reduce their operating costs



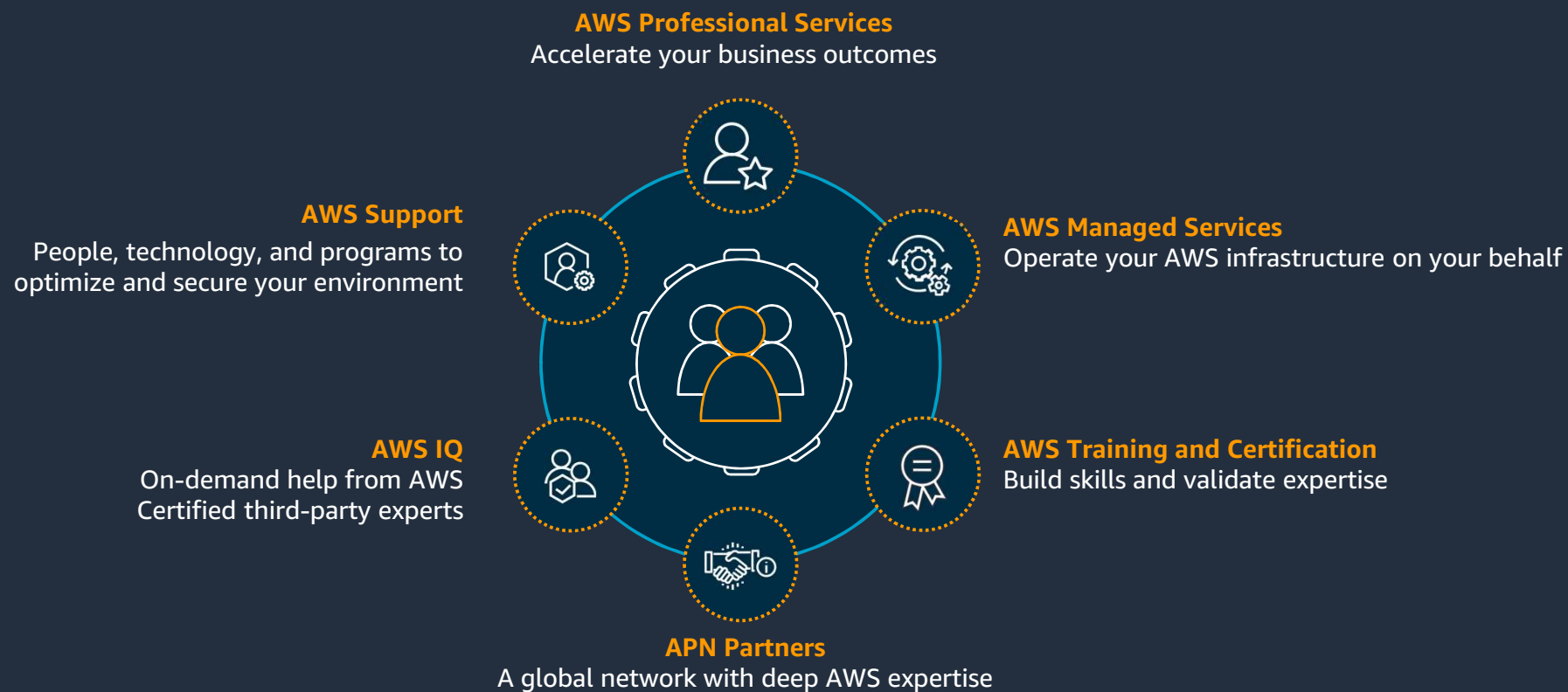
to innovate quickly

“ The biggest inhibitor to cloud adoption is lack of skills. Enterprises can't hire and train fast enough. ”

Gartner

AWS Customer Enablement

Migrate and build faster in the cloud



Thank you

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