Showcasing behavioral skills in customer conversations

Explain complex topics in a simple and understandable way to all stakeholders

- Understand the audience
  - technical teams
  - business leaders
  - C-level executives

- Use plain language
- Provide analogies and examples
- Leverage visual aids

Why Cloud Computing?

Restaurant

Farm

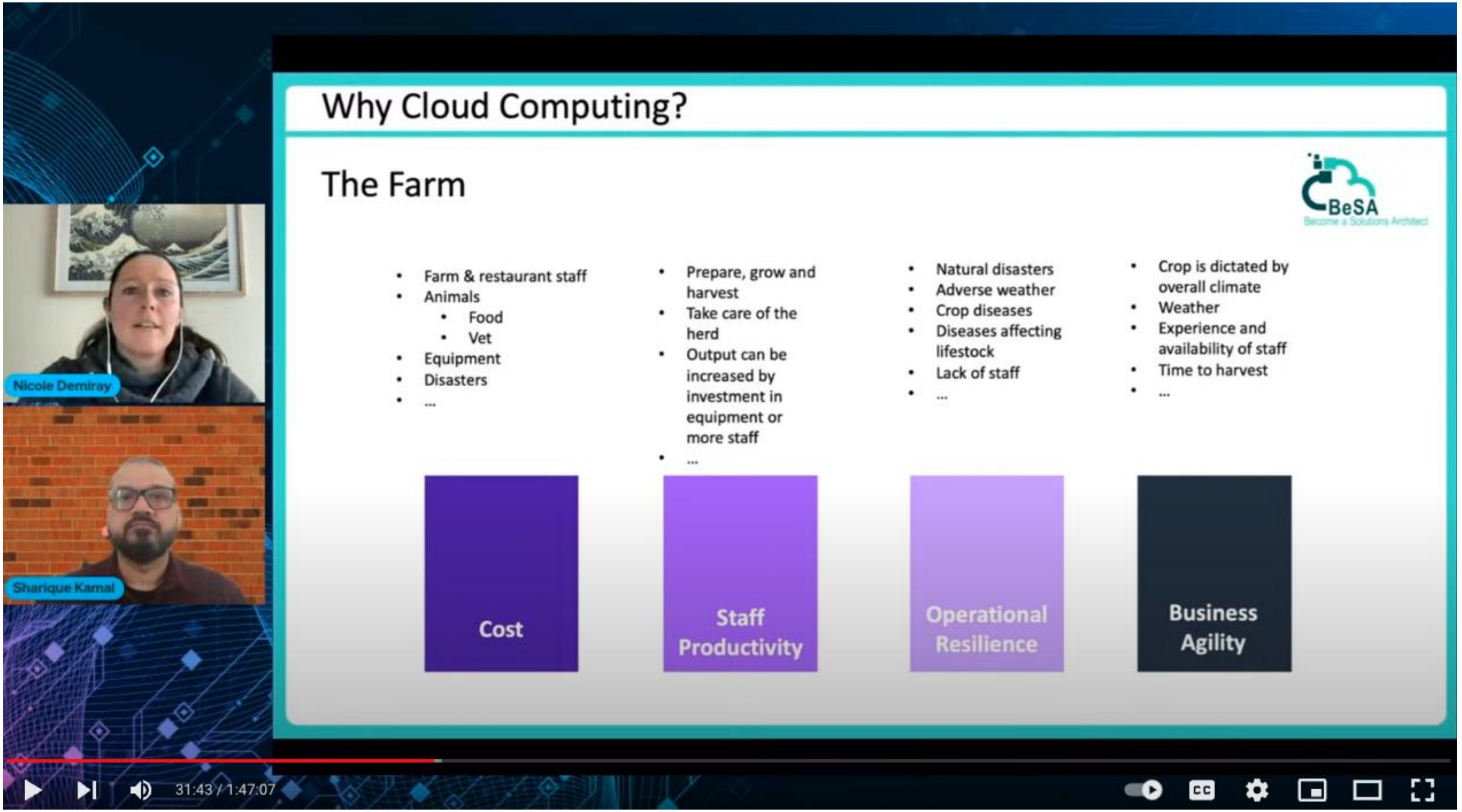
Supermarket

Graphics created with AWS PartyRock

Nicole Demiray

Sharique Kamal

31:09 / 1:47:07


Nicole Demiray
Sharique Kamal
Why Cloud Computing?
The Farm
BeSA
Become a Solutions Architect
Farm & restaurant staff
Animals
Food
Vet
Equipment
Disasters
...
Prepare, grow and harvest
Take care of the herd
Output can be increased by investment in equipment or more staff
...
Natural disasters
Adverse weather
Crop diseases
Diseases affecting lifestock
Lack of staff
...
Crop is dictated by overall climate
Weather
Experience and availability of staff
Time to harvest
...
Cost
Staff Productivity
Operational Resilience
Business Agility
31:43 / 1:47:07

Talking at the 10,000-foot level:

- Understand the business goals, requirements, and constraints from a strategic perspective.
- Use simple, non-technical language to explain the big picture and the value proposition to non-technical stakeholders and executives.
- Focus on the "why" and the "what" of the solution, not the technical implementation details.

Zooming into technical details:

- For technical teams and subject matter experts, be prepared to dive deep into the technical specifics of the proposed solution.
- Explain the intricacies of the architecture, design patterns, technologies, and implementation details involved.
- Use accurate technical terminology and industry-standard best practices when discussing the solution with engineers and architects.
- Be ready to address potential challenges, trade-offs, and alternative approaches at a granular level.

Compute on AWS

BeSA
Become a Solutions Architect

Instances

Containers

Serverless

EDA?

Compute: Instances

EC2 instances are secure and resizable compute capacity (virtual servers) in the cloud. They come in different flavours to fit different use cases. There are also different different pricing options for EC2 instances, so you can optimize usage cost for your use case.

BeSA
Become a Solutions Architect

On-Demand Instances let you pay for compute capacity by the hour or second with no long-term commitments.

Example use case:
Applications being developed or tested on EC2 for the first time

Savings Plans is a flexible pricing model that can help you reduce your bill by up to 72% compared to On-Demand prices.

Example use case:
Consistent amount of usage (measured in $/hour) for a 1- or 3-year term.

EC2 Spot Instances let you take advantage of unused EC2 capacity in the AWS cloud and are available at a discount of up to 90% compared to On-Demand prices.

Example use case:
Fault tolerant or stateless workloads

Understand the problem, re-iterate to ensure everyone is on the same page before proposing a solution

- Active listening and comprehension
  - Actively listen to stakeholders to fully understand their requirements, constraints, and expectations.
  - Ask clarifying questions to fill in any gaps or ambiguities in the problem statement.
  - Seek additional context or background information that may be relevant to the problem.

- Reiterating the problem
  - After gathering all the necessary information, restate the problem in your own words to the stakeholders.
  - This step ensures that you have accurately understood the problem and that everyone is on the same page.
  - It also provides an opportunity for stakeholders to correct any misunderstandings or add additional context.

Identity & Access Management (IAM)

The principle of least privilege states that identities should only be permitted to perform the smallest set of actions necessary to fulfill a specific task. This balances usability, efficiency, and security.

BeSA
Become a Solutions Architect

USER

- A human/workload that uses IAM to interact with AWS
- Consists of a name and credentials
- By default no permissions
- Use **federation** for human users

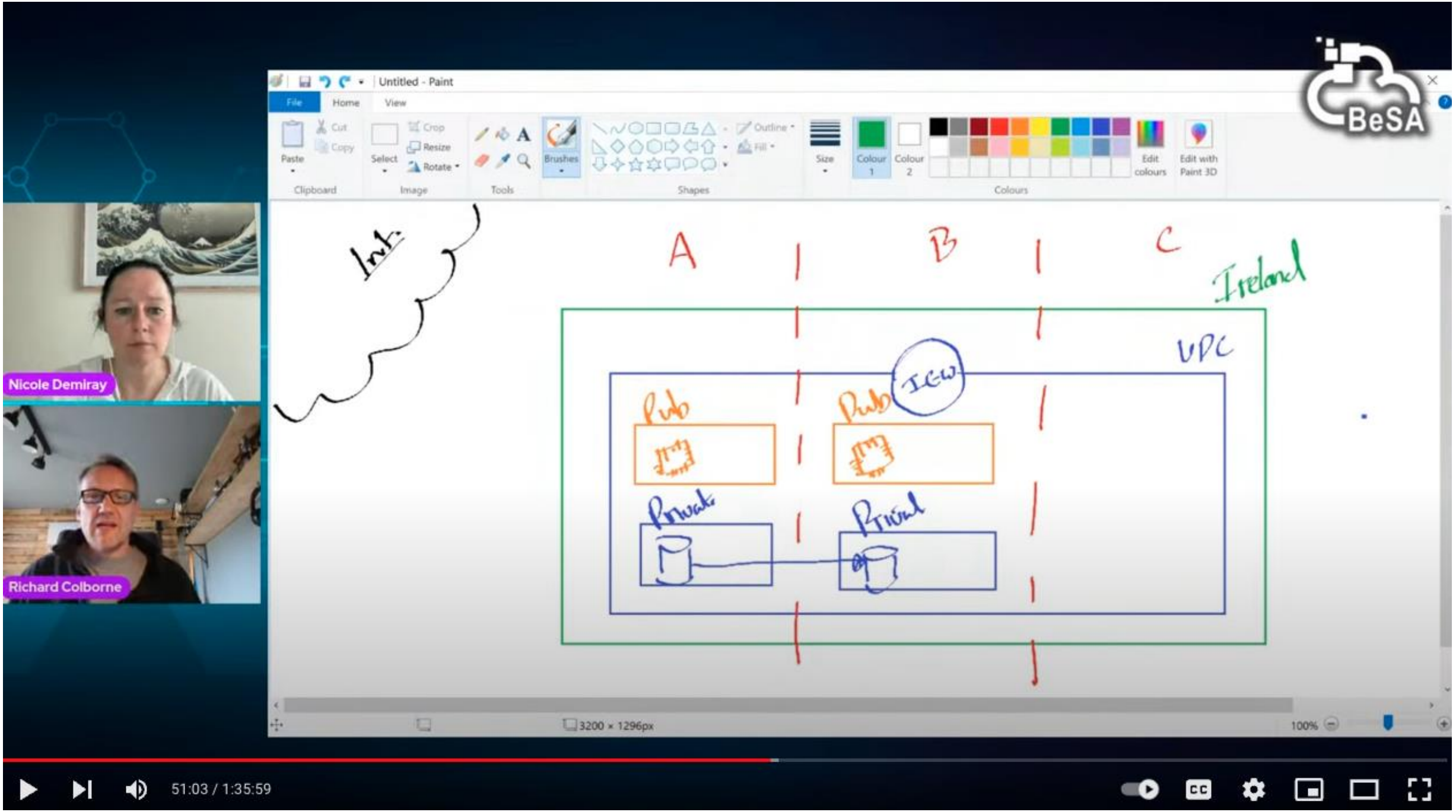
GROUP

- Specify permissions for a group of users required to perform the same tasks in AWS, e.g. admins

ROLE

- Provide temporary permissions to trusted entities
- Security best practice

Effective Whiteboarding skills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Richard Colborne
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Edit with Paint 3D
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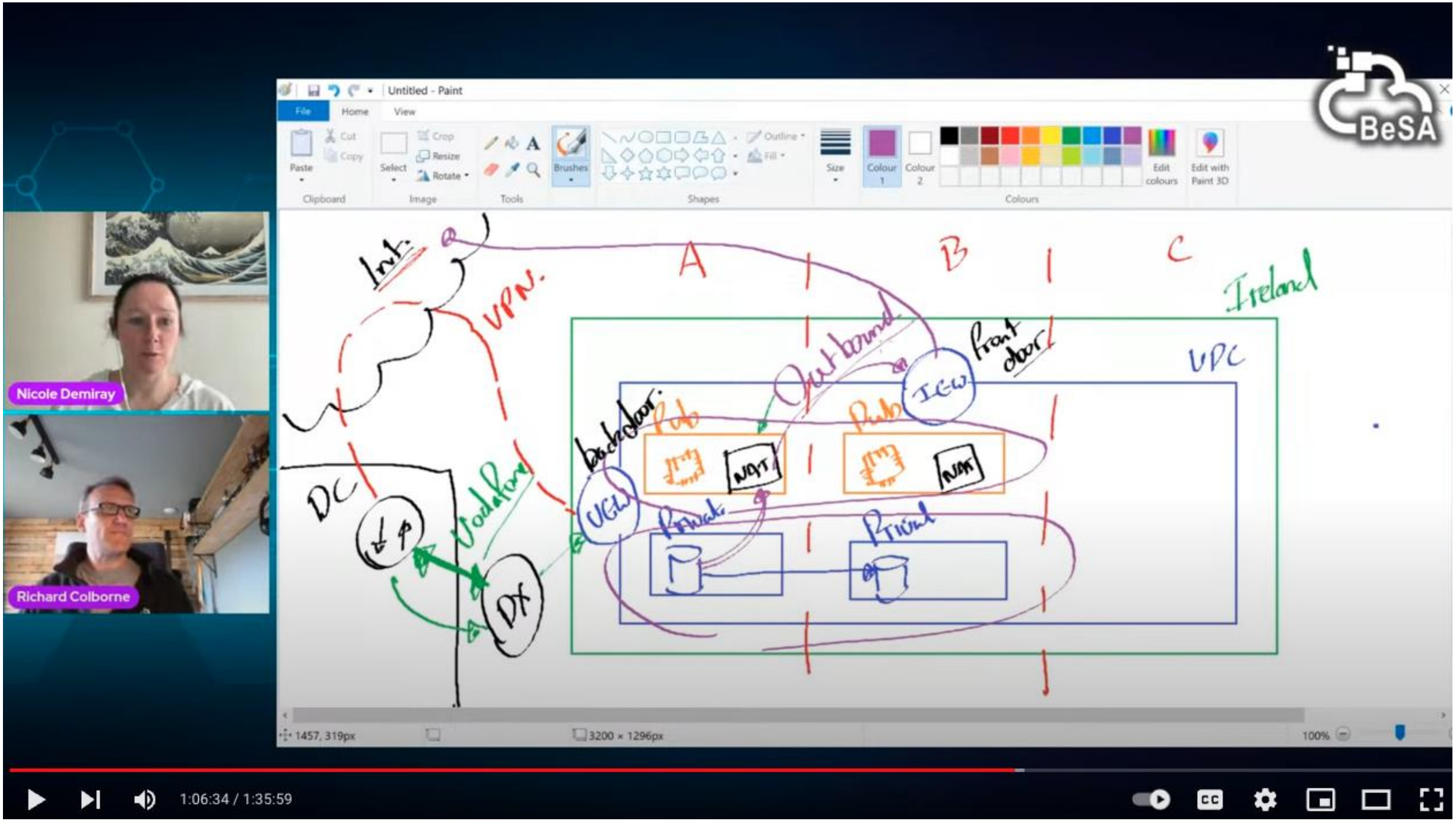
Nicole Demiray
Richard Colborne
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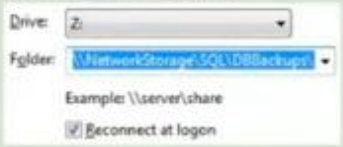
Take a step back and look at basics / big picture

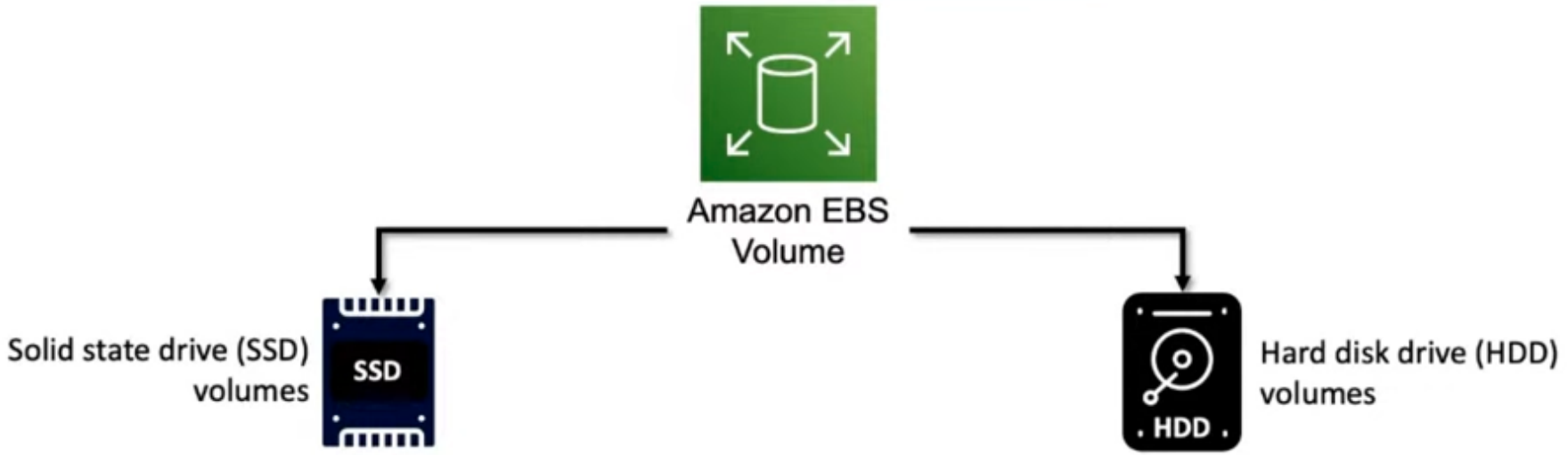
Storage Types

Block Storage	File Storage	Object Storage
A Piece of Land	An Apartment	Storage Unit

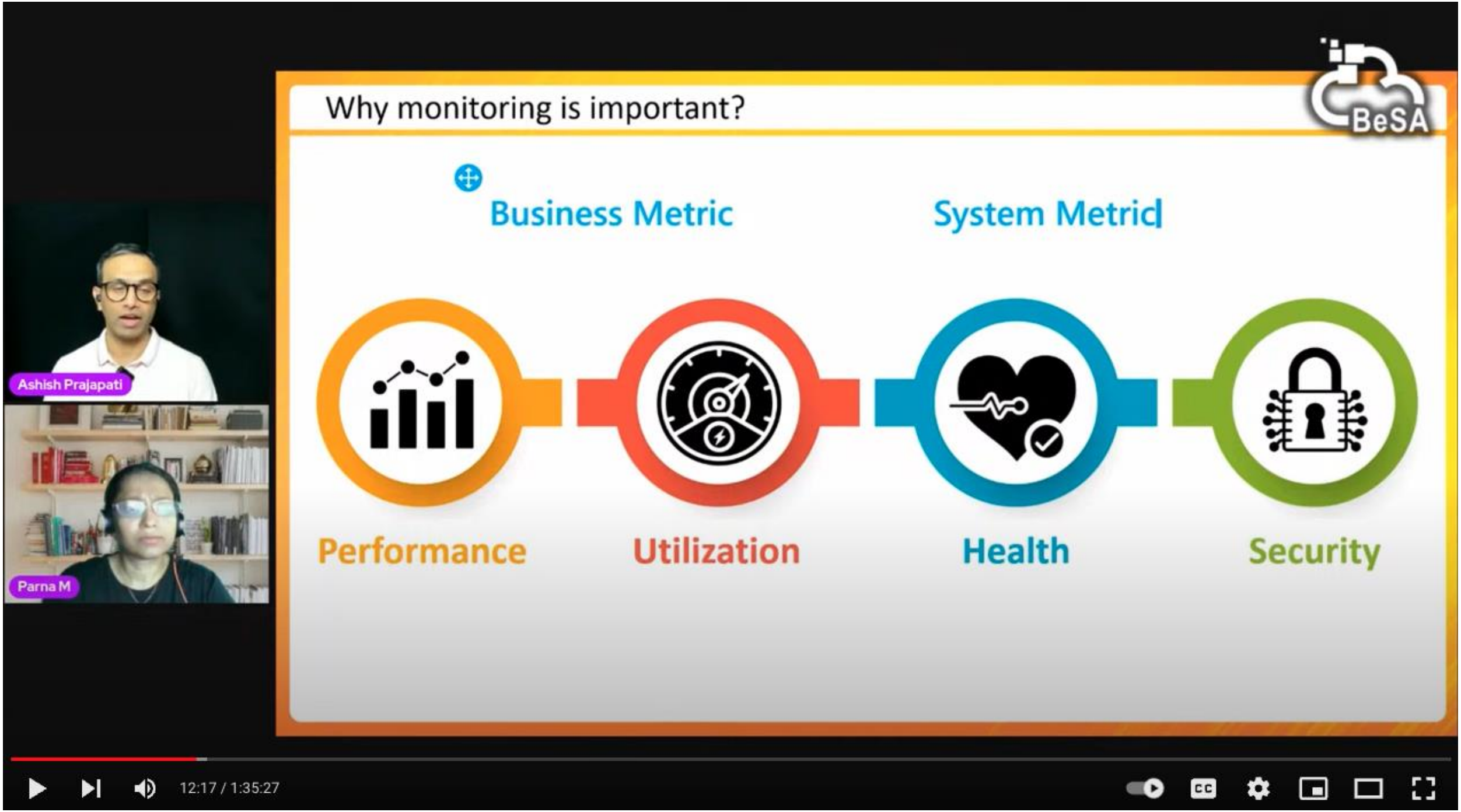
Storage Types

	Block Storage	File Storage	Object Storage
Unit of Transaction	Blocks	Files	Objects (files with metadata)
Example	Laptop Disk 	Windows Share 	OneDrive / Google Drive / Dropbox 
How can you update?	You can directly update the file	You can directly update the file	You cannot update the object directly. You create a new version of the object and replace the existing one or keep multiple versions of the same object
Protocols	SCSI, Fiber Channel, SATA	SMB, CIFS, NFS	REST/SOAP over HTTP/HTTPs
Support for metadata	No metadata support it stores only file system attributes	No metadata support it stores only file system attributes	Supports custom metadata
AWS Services	Amazon EBS Amazon Instance Store	Amazon EFS Amazon FSX	Amazon S3 Amazon Glacier

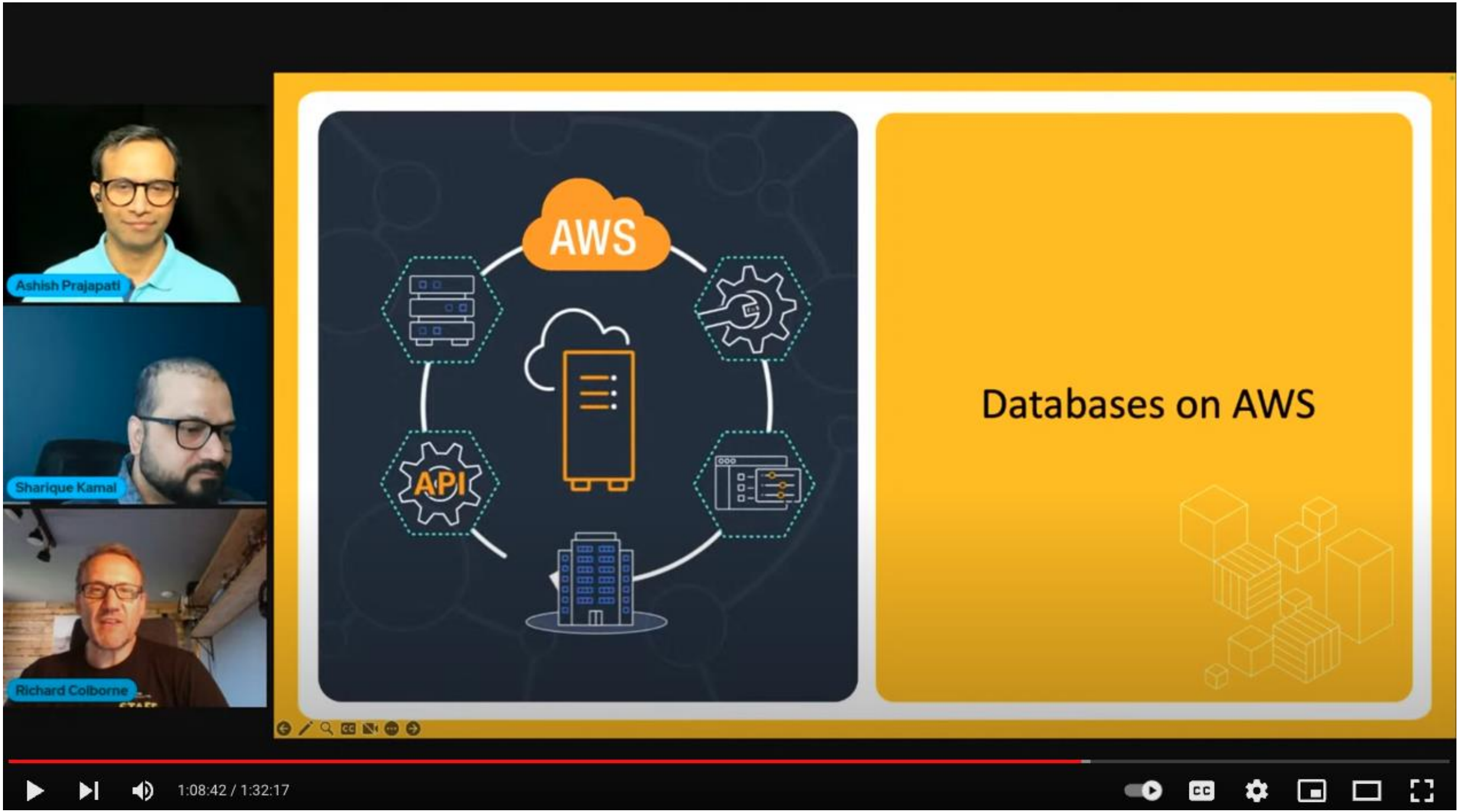
• Amazon EBS Volume Types



Explaining the full spectrum and options available


Why monitoring is important?
BeSA
Business Metric
System Metric
Performance
Utilization
Health
Security
Ashish Prajapati
Parna M
12:17 / 1:35:27

Time management


Ashish Prajapati
Sharique Kamal
Richard Colborne
AWS
API
Databases on AWS
1:08:42 / 1:32:17