

# Why AWS?

## Six advantages of AWS to elevate your business potential with cloud solutions

### Trade fixed expense for variable expense

Instead of making large upfront investments in IT infrastructure, with AWS, you pay only for the cloud resources you use and when you use them. For example, consider how a seasonal business can create online presence during peak months without investing in year-round infrastructure.

### Benefit from massive economies of scale

Cloud providers such as AWS can offer services at lower prices because they're operating at a higher scale. This translates into lower pay as-you-go prices compared to maintaining its own IT infrastructure.

### Stop guessing capacity

You can adapt cloud resources to your needs and scale based on demand. This eliminates the need to predict capacity in advance. As an example, a streaming service can quickly increase its server capacity during a popular live event and scale back afterwards.

### Increase speed and agility

Cloud IT resources can be provisioned in minutes, helping you start new projects or experiments almost instantly. Think of teams that can set up development, testing, and production environments for an application without waiting weeks for hardware procurement.

### Stop spending money running and maintaining data centers

Focus on creating value for your customers and innovating in your field, instead of spending time and energy on maintaining servers and data centers. Your cloud provider will take care of the physical IT infrastructure, including security and routine maintenance of hardware.

### Go global in minutes

Thinking to expand your market? You can deploy applications worldwide simultaneously in multiple countries and different Regions, regardless of your application's size and complexity.