

# AWS Summit 2013 Milan

31 Ottobre 2013



# TRANSFORMATION POWERED BY THE AWS CLOUD

Carlos Conde

Sr. Mgr. Solutions Architecture



New York City

Amsterdam

Tokyo

London

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Our largest AWS Summit series, ever.  
Over 40,000 people registered

Sydney

Stockholm

Berlin

Paris

San Francisco

# 7 YEARS YOUNG

AMAZON S3 LAUNCHED ON MARCH 14TH 2006

The screenshot shows the Amazon.com website's press releases section. The top navigation bar includes links for "Hello," "Sign in," "Start here," "Your Amazon.com," "Today's Deals," "Gifts & Wish Lists," "Gift Cards," "Shop All Departments," a search bar, and a "GO" button. The main content area features a sidebar titled "Amazon Press Info" with links to "Home," "Press Releases," "Images & Videos," "Press Rooms" (sub-links: "Amazon Web Services," "Kindle"), and "About Amazon.com" (sub-links: "Overview," "Company Facts," "History & Timeline"). The main content area has a title "Press Releases" and a sub-section titled "Amazon Web Services Launches 'Amazon S3,' a Simple Storage Service for Software Developers". It includes a summary of the service and a link to the announcement wire. On the right, there's a "Contact Amazon PR" sidebar with email and phone contact information, and another sidebar for Kindle Marketing/Brand Inquiries.

Hello. [Sign in](#) to get personalized recommendations. New customer? [Start here.](#)

Your Amazon.com | [Today's Deals](#) | [Gifts & Wish Lists](#) | [Gift Cards](#)

[Shop All Departments](#) [Search](#) All Departments [GO](#) [Cart](#) [Wish List](#)

**Press Releases**

[Amazon Web Services Launches "Amazon S3," a Simple Storage Service for Software Developers](#)

S3 Provides Application Programming Interface for Highly Scalable Reliable, Low-Latency Storage at Very Low Costs

SEATTLE--(BUSINESS WIRE)--March 14, 2006-- Amazon Web Services today announced "Amazon S3(TM)," a simple storage service that offers software developers a highly scalable, reliable, and low-latency data storage infrastructure at very low costs. Amazon S3 is available today at <http://aws.amazon.com/s3>.

Amazon S3 is storage for the Internet. It's designed to make web-scale computing easier for developers. Amazon S3 provides a simple web services interface that can be used to store and retrieve large amounts of data, at any time, from anywhere on the web. It gives any

**Contact Amazon PR**

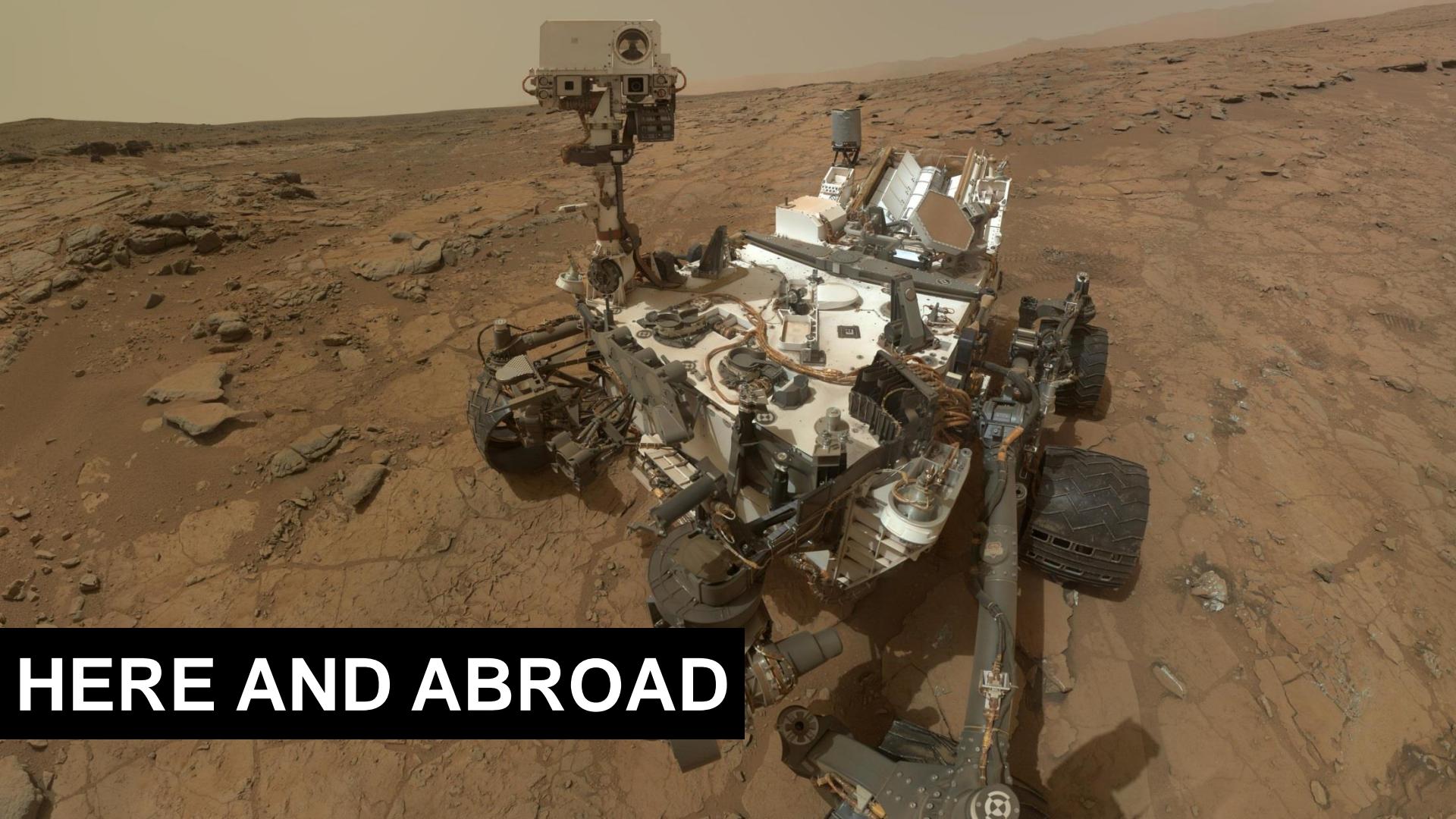
contact by email:  
Amazon.com PR  
Amazon Web Services PR  
Kindle PR

contact by phone:  
(206) 266-7180

For non-media inquiries:  
Amazon Customer Service

For Kindle Marketing/Brand Inquiries:  
Kindle Brand Use Guidelines

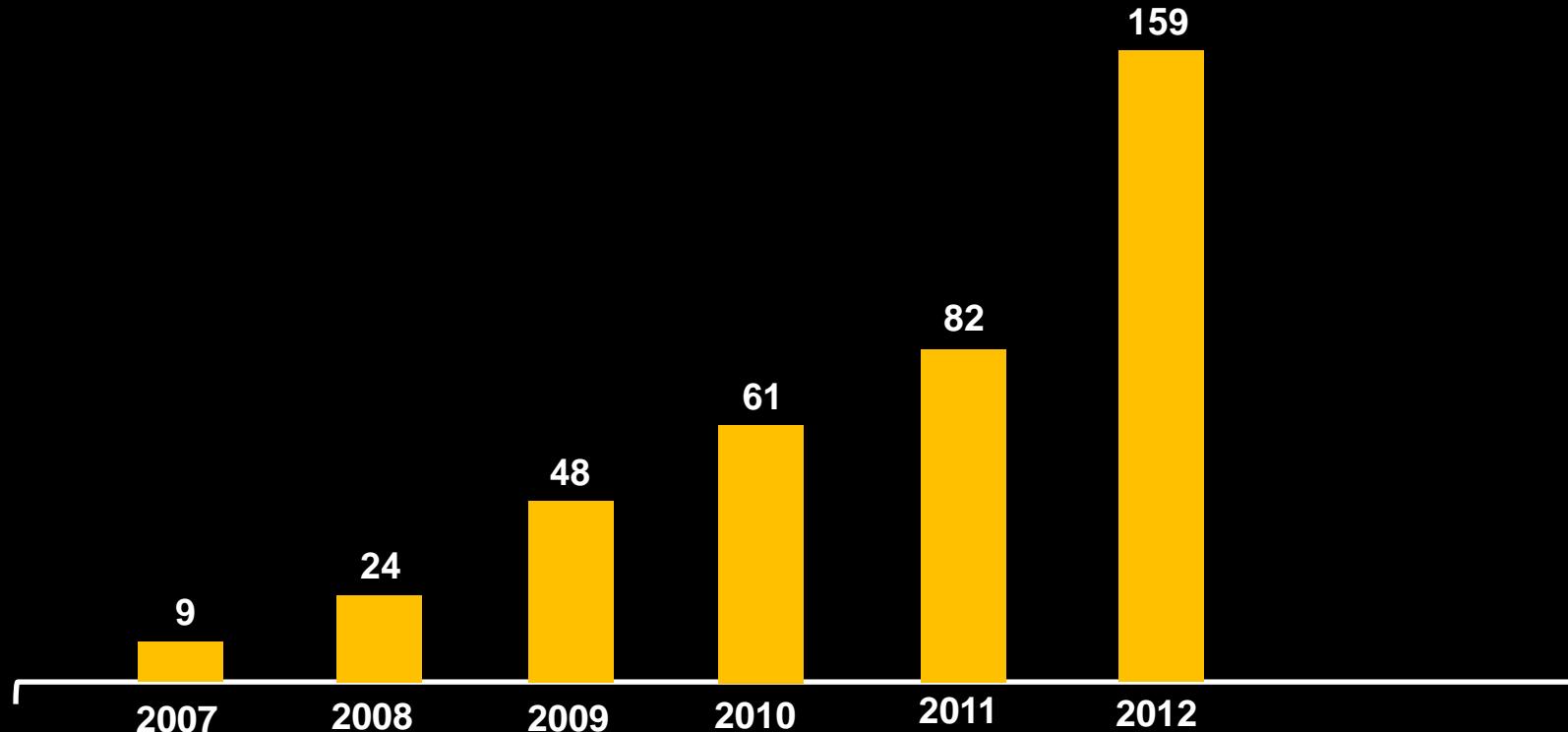
**100,000s**  
**OF CUSTOMERS, ACROSS 190 COUNTRIES.**



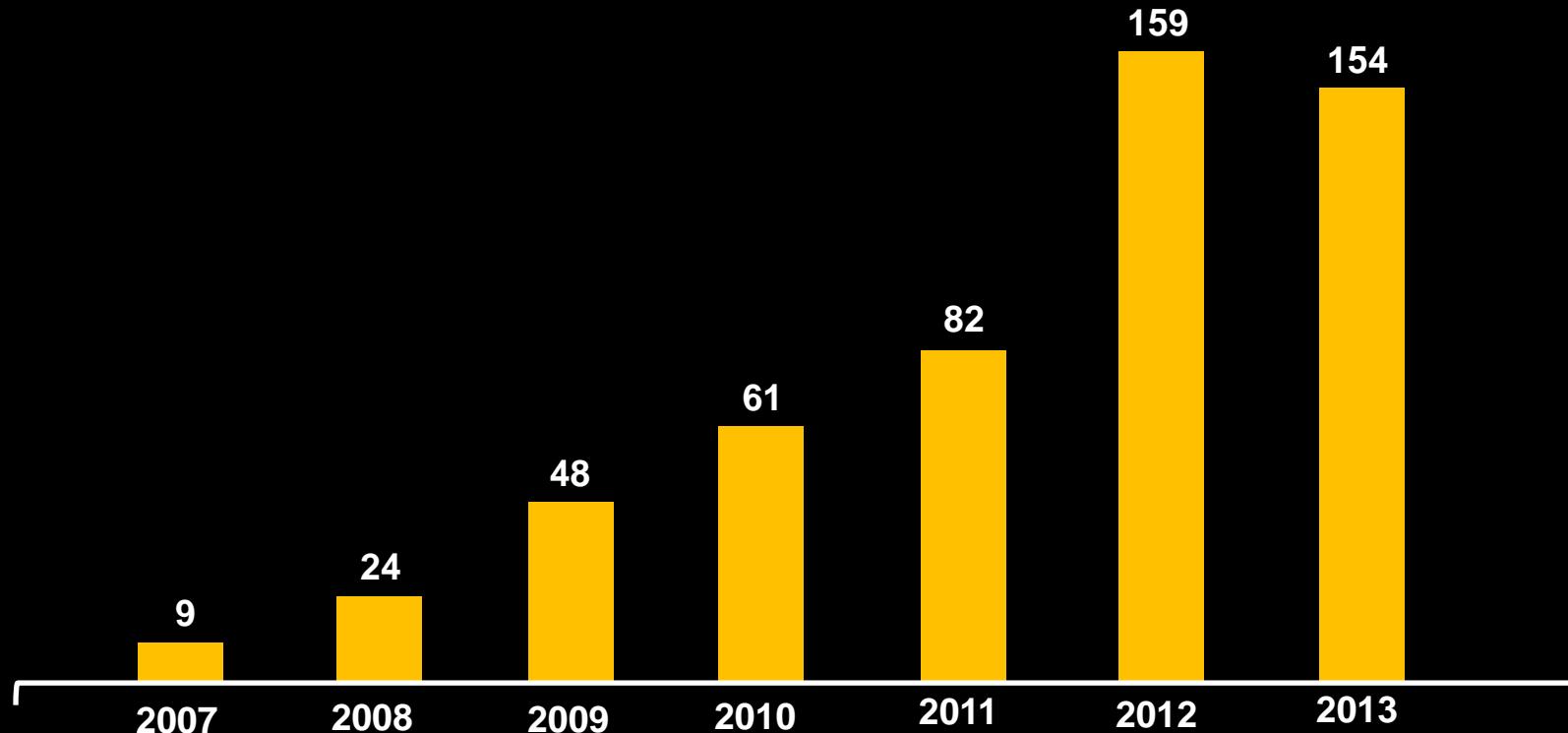
HERE AND ABROAD

**30+ SERVICES**  
**COMPUTE, STORAGE, DATABASE,**  
**APPLICATION MANAGEMENT...**

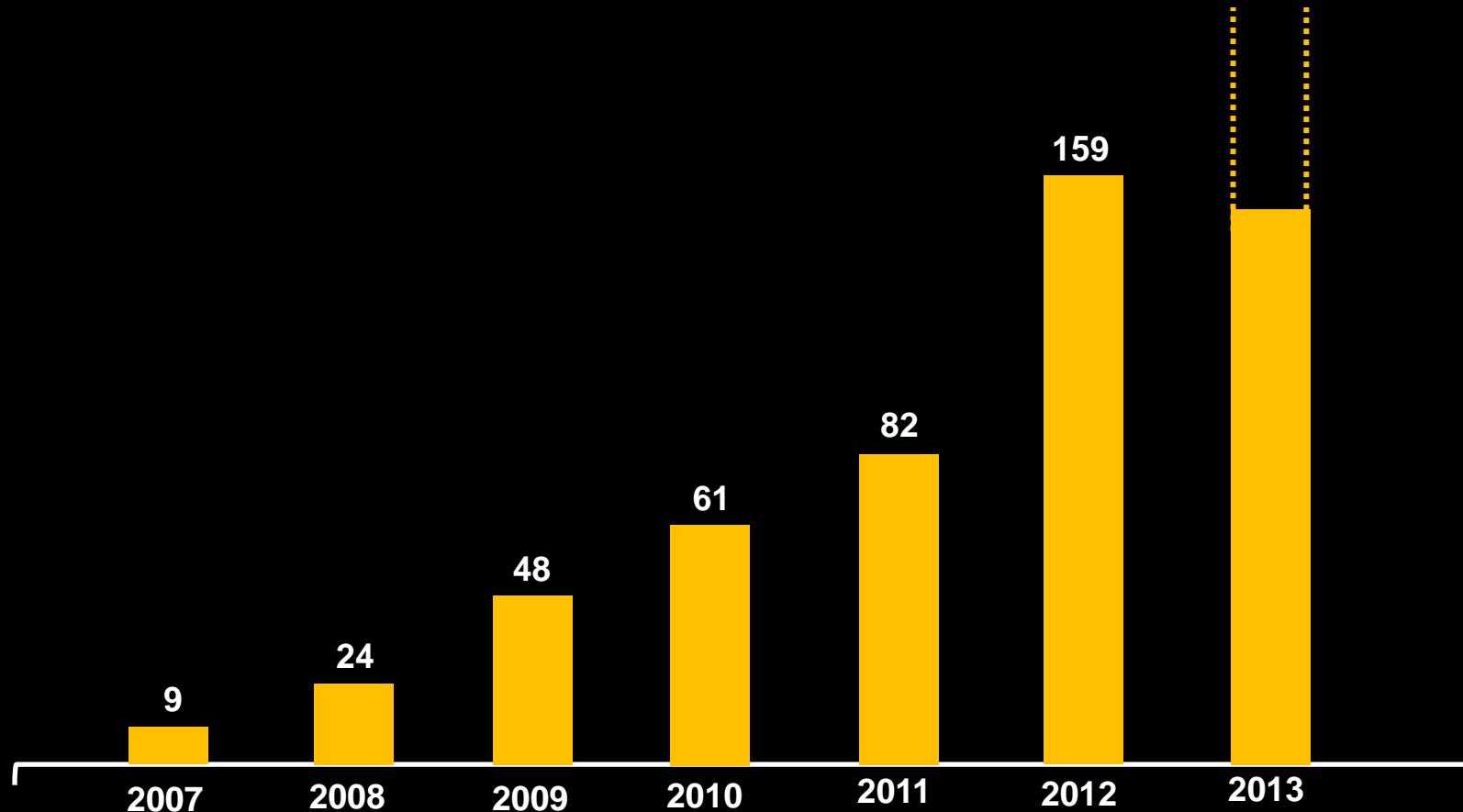
# AWS SERVICE AND FEATURE LAUNCHES



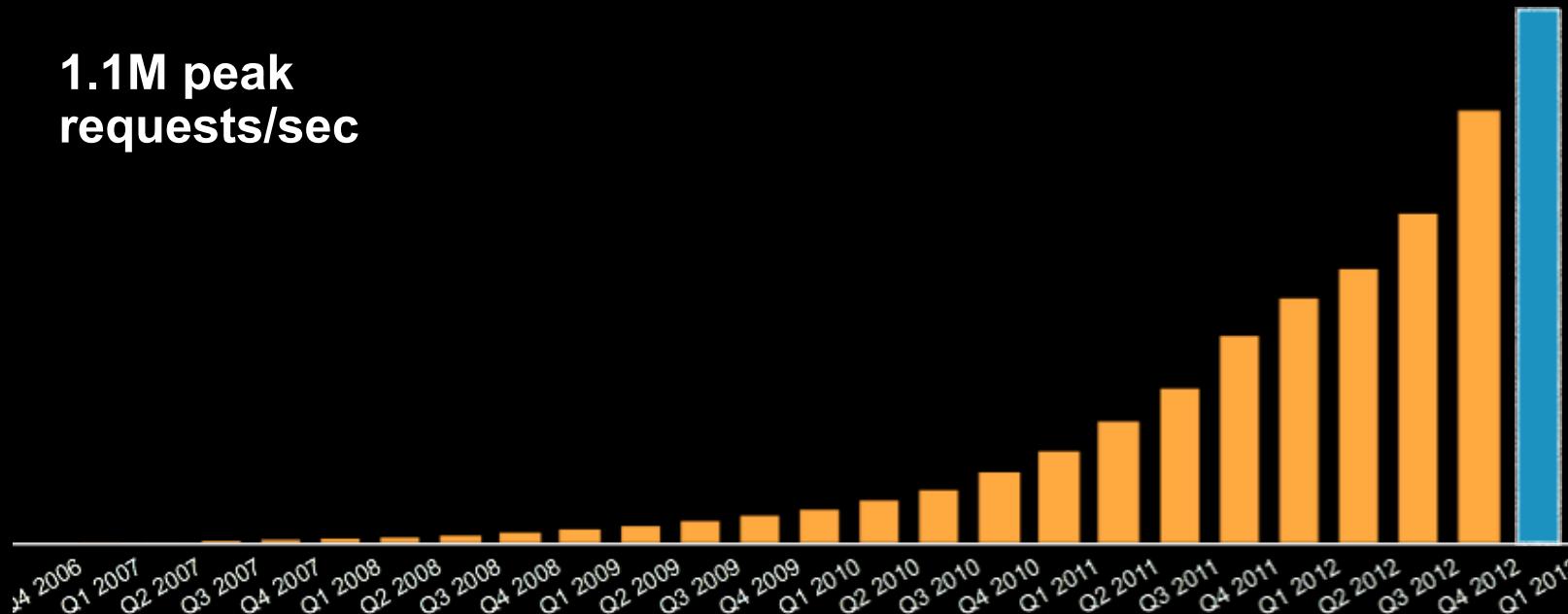
# AWS SERVICE AND FEATURE LAUNCHES



# AWS SERVICE AND FEATURE LAUNCHES

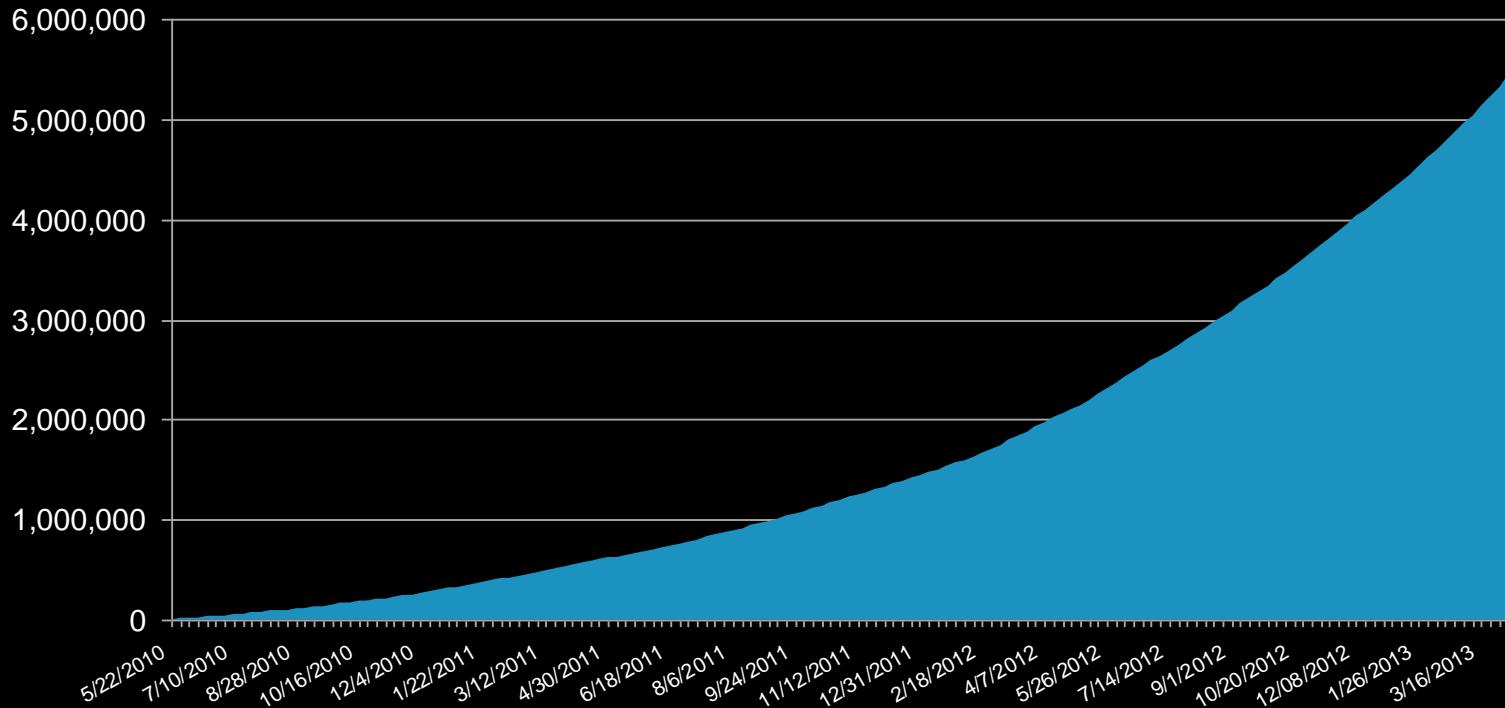


# AMAZON S3: OVER 2 TRILLION TOTAL OBJECTS



# AMAZON ELASTIC MAPREDUCE

## 5.5 MILLION CLUSTERS LAUNCHED





## Infrastructure as a Service Magic Quadrant 2013



As of August 2013

“AWS is the overwhelming market share leader, with **more than five times the compute capacity** in use than the aggregate total of the other fourteen providers.”

Gartner®

“The most radical and transformative of inventions are those that empower others to unleash their creativity to pursue their dreams”

Jeff Bezos, Letter to Shareholders, 2012

“The most radical and **transformative** of inventions are those that empower others to unleash their creativity to pursue their dreams”

Jeff Bezos, Letter to Shareholders, 2012

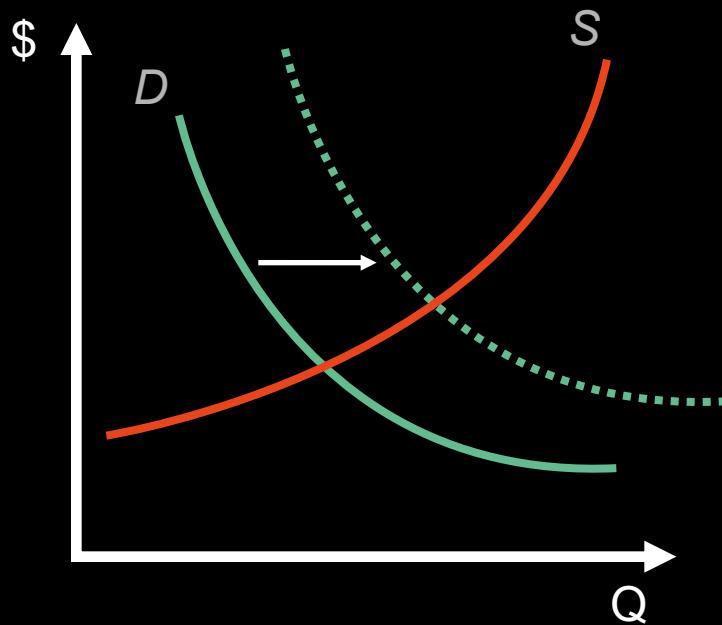
# **TRANSFORMATION:**

- » WHAT DRIVES IT ?**
- » WHO IS DOING IT ?**
- » WHAT IS NEXT ?**

# TRANSFORMATION:

- » **WHAT DRIVES IT ?**
- » **WHO IS DOING IT ?**
- » **WHAT IS NEXT ?**

## ECONOMIC DRIVERS



Abundance of products

Intensifying competition

Growing consumer power

Reduced customer loyalty

Limited capital

## **VARIABLE EXPENSE**

Replace capital expenditure with variable expense

## **ECONOMIES OF SCALE**

Lower variable expense than companies can achieve themselves

## **ELASTIC CAPACITY**

No need to guess capacity requirements and over-provision

## **SPEED AND AGILITY**

Infrastructure in minutes not weeks

## **FOCUS ON BUSINESS**

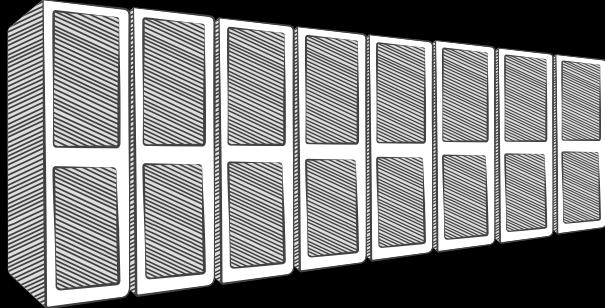
Not undifferentiated heavy IT lifting

## **INCREASE INNOVATION**

Lower the cost of experimentation

# VARIABLE EXPENSE

REPLACE CAPITAL EXPENDITURE  
WITH VARIABLE EXPENSE



**Capital investment  
Physical installation**



**\$0 to get started  
Pay as you go**

**\$34 MILLION  
SAVED IN THE  
FIRST 2 YEARS**

-SAMSUNG

The Samsung logo, which consists of the word "SAMSUNG" in white capital letters inside a blue rounded rectangular frame.

**SAMSUNG**

# ECONOMIES OF SCALE

LOWER VARIABLE EXPENSE  
THAN COMPANIES CAN ACHIEVE THEMSELVES

# 2003



- **\$5.2B retail business**
- **7,800 employees**
- **A whole lot of servers**

# 2003

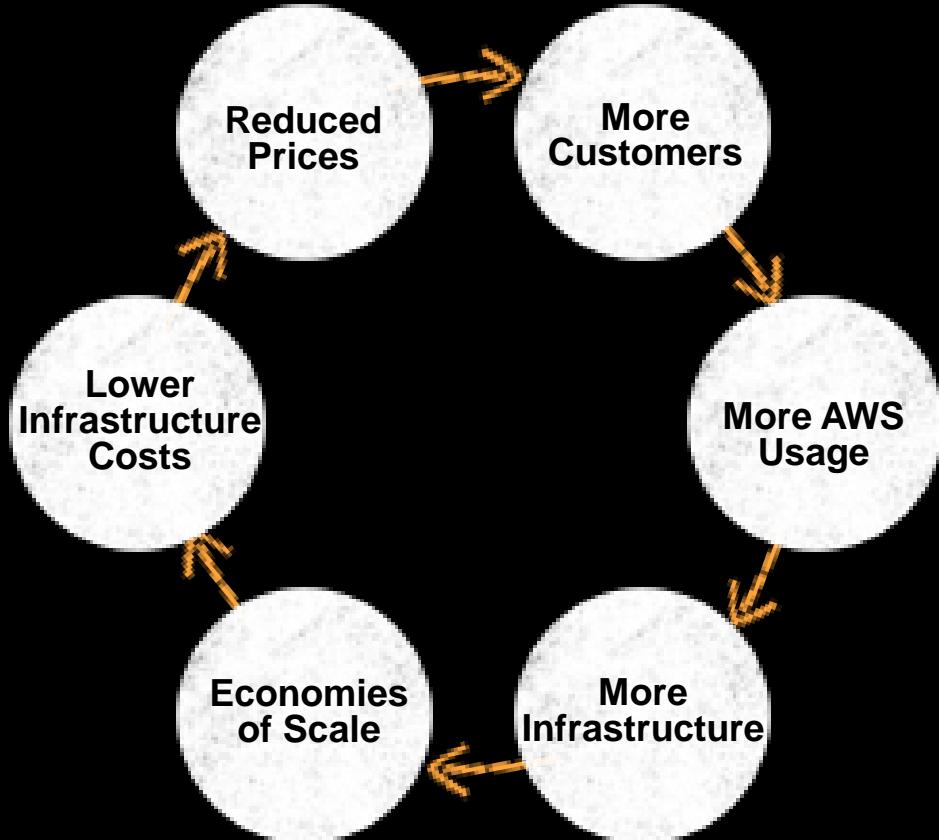


- \$5.2B retail business
- 7,800 employees
- A whole lot of servers

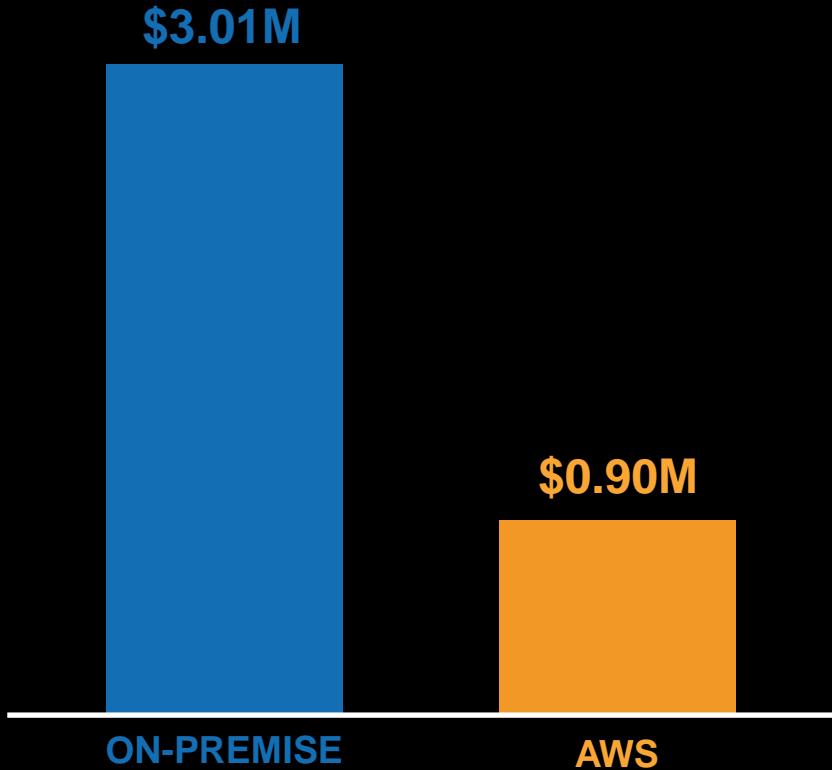
# 2013



Every day, AWS adds enough server capacity to power that whole \$5B enterprise



**37 PRICE  
REDUCTIONS  
SINCE 2006**



**70% LOWER  
5 YEAR TCO  
PER APP**

*Source IDC Whitepaper, sponsored by Amazon, "The Business Value of Amazon Web Services Accelerates Over Time." July 2012*



# TRUSTED ADVISOR

## Customer Audits:

Saves money  
Improves availability  
Closes security gaps  
Increases performance

## Recent Performance:

329,000 recommendations  
**\$22M in annualized savings**

The screenshot shows the AWS Trusted Advisor interface. At the top, there's a navigation bar with 'Trusted Advisor Beta', 'Download All', 'Refresh All', and 'Contact Support'. Below the navigation, a message states: 'The AWS Trusted Advisor program monitors AWS infrastructure services, identifies customer configurations, compares them to known best practices, and then notifies customers when opportunities may exist to save money, improve system performance, or close security gaps. Help us make Trusted Advisor better - click here to provide feedback.' A status bar at the top indicates 'No issue detected' (green), 'Investigation Recommended' (yellow), 'Action Recommended' (red), and 'Not Available' (grey).

Below the status bar, there are five tabs: 'Summary' (selected), 'Cost Optimizing', 'Security', 'Fault Tolerance', and 'Performance'. Under 'Summary', it shows '\$1,927,409 in potential annual savings', '151 Opportunities to enhance security', '35 Recommendations to improve availability', and '2 Opportunities to improve performance'. Each category has a circular gauge chart indicating the number of warnings.

Category	Value	Warnings
Cost Optimizing	151	4
Security	35	4
Fault Tolerance	2	5
Performance	2	2

Under 'Recently Launched Checks', there's a list of items with status icons (New, Info, Warning, Error) and descriptions:

- New RDS Idle DB Instances: 0 of 0 RDS DB Instances appear to be idle. Annual savings of up to \$0 are available by minimizing idle RDS DB Instances.
- New MFA On Root: Root user has MFA enabled.
- New IAM Password Policy: Password policy is configured, but at least one optional criteria is missing.
- New RDS Security Group Access Risk: 1 of 1 RDS Security Group rules create potential security vulnerabilities by granting global access.
- New S3 Bucket Logging: We are sorry. The results for this check have yet to be processed.
- New EC2 Security Group Rule Proliferation: 0 of 418 Security Groups have excessive security group rules.
- New EC2 Instance Security Group Rule Proliferation: 0 of 1648 EC2 Instances are bound to an excessive number of security group rules.

### EC2 Reserved Instances Optimization



- ▶ Annual savings of up to \$125,644 (53.3%) are available with optimal reserved instance usage

### Underutilized EC2 Instances



- ▶ 31 of 34 EC2 instances are potentially underutilized. Annual savings of up to \$120,547 are available by minimizing underutilized instances.

### Idle Elastic Load Balancers



- ▶ 12 of 15 Elastic Load Balancers appear to be idle. Annual savings of up to \$0 are available by minimizing unused ELBs

### Underutilized EBS Volumes



- ▶ 22 of 85 EBS Volumes appear to be underutilized. Annual savings of up to \$2,169 are available by minimizing under used EBS volumes

### Unused Elastic IPs



- ▶ 1 of 8 Elastic IPs are not in use

### RDS Idle DB Instances

New



- ▶ 11 of 15 RDS DB Instances appear to be idle. Annual savings of up to \$27,380 are available by minimizing idle RDS DB Instances



**Reduced web  
infrastructure cost  
by 50%**

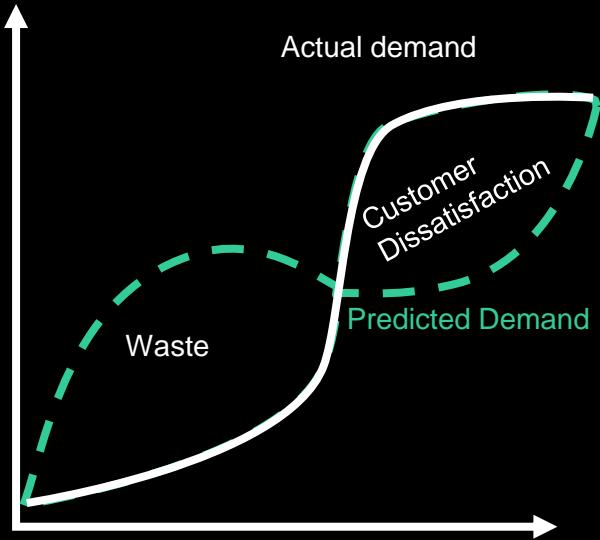


**Reduce IT costs by  
40% over a five  
year period**

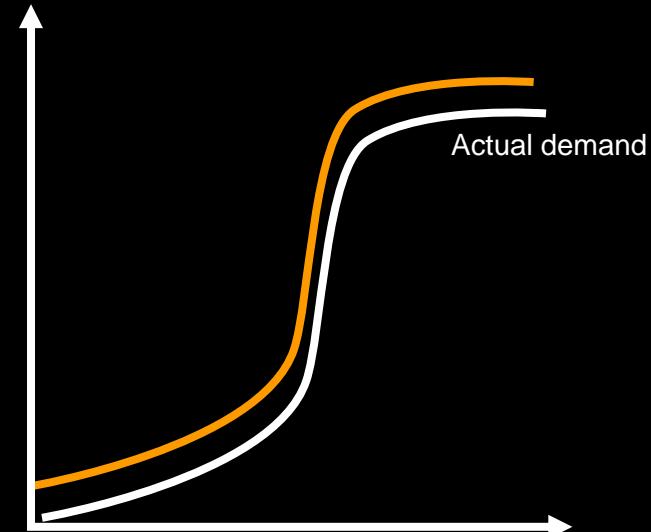
# ELASTIC CAPACITY

NO NEED TO GUESS CAPACITY REQUIREMENTS  
AND OVER-PROVISION

# SELF HOSTING

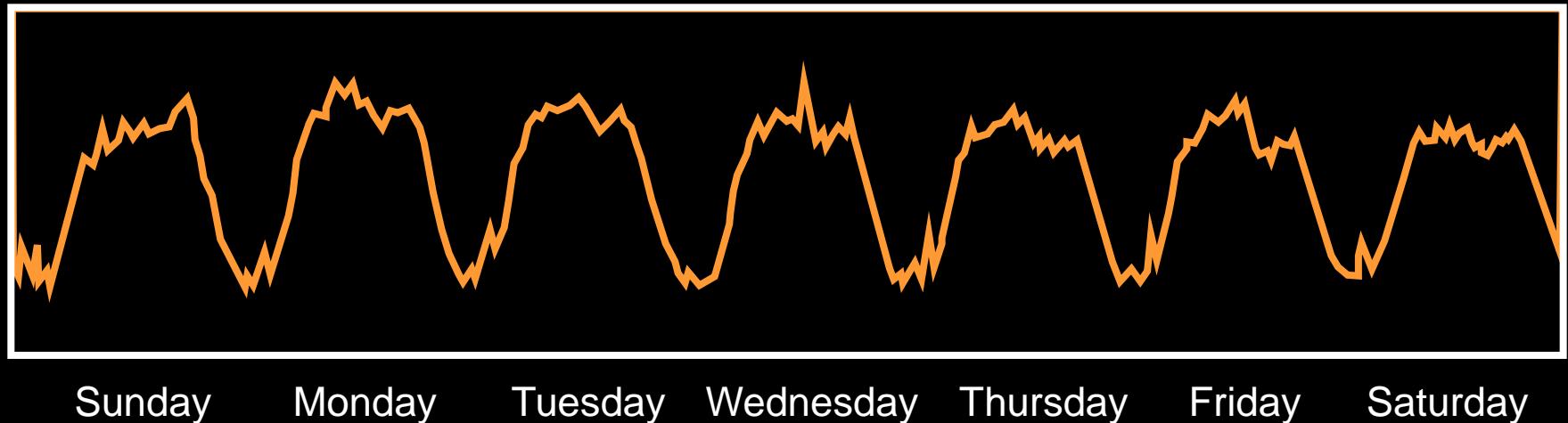


RIGID

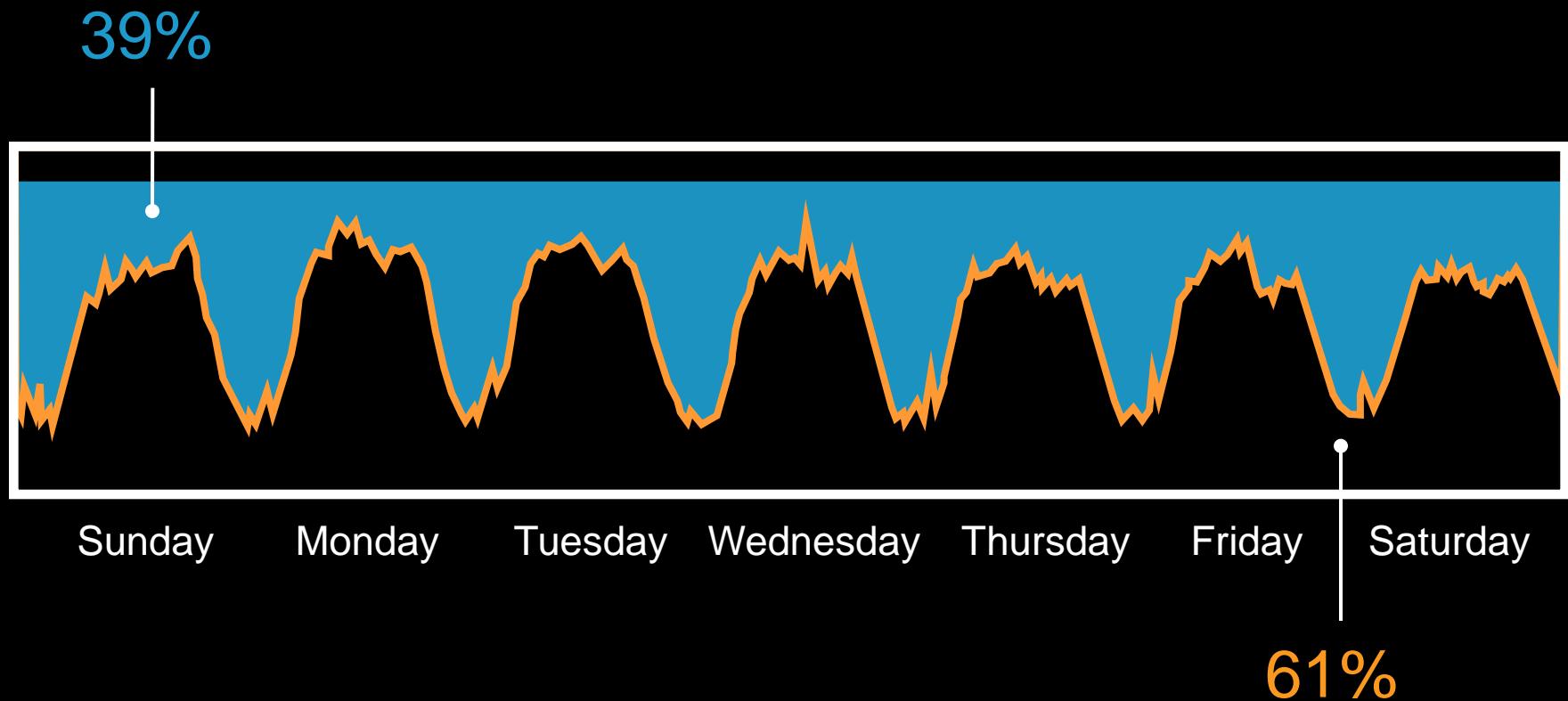


ELASTIC

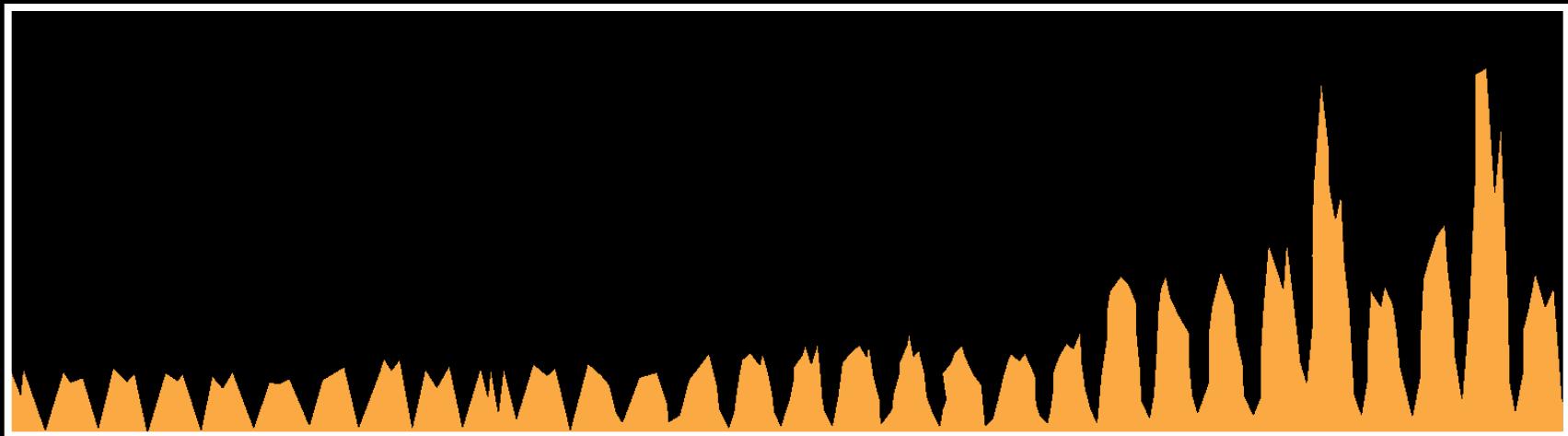
# TYPICAL WEEKLY TRAFFIC TO AMAZON.COM



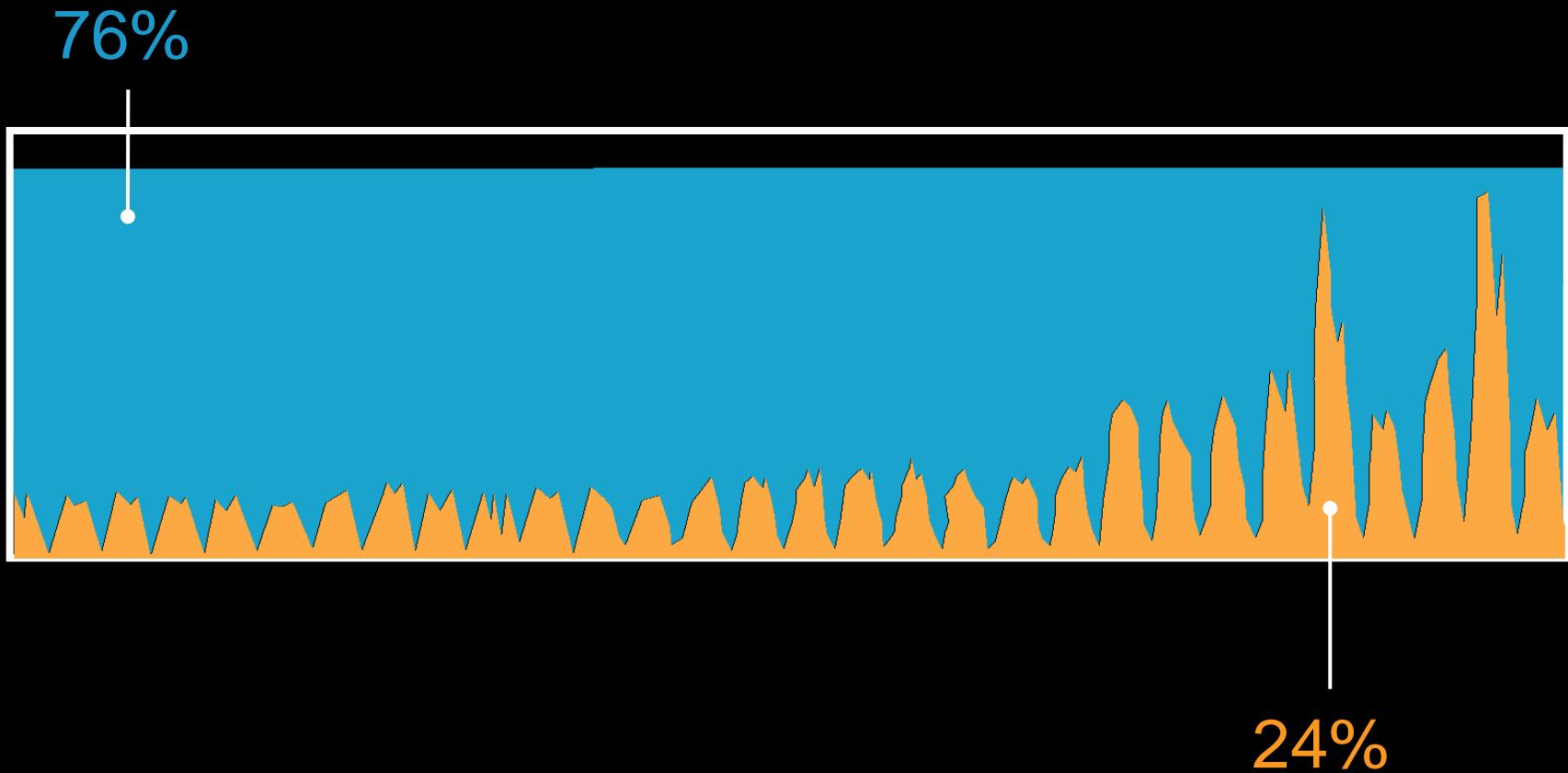
# TYPICAL WEEKLY TRAFFIC TO AMAZON.COM



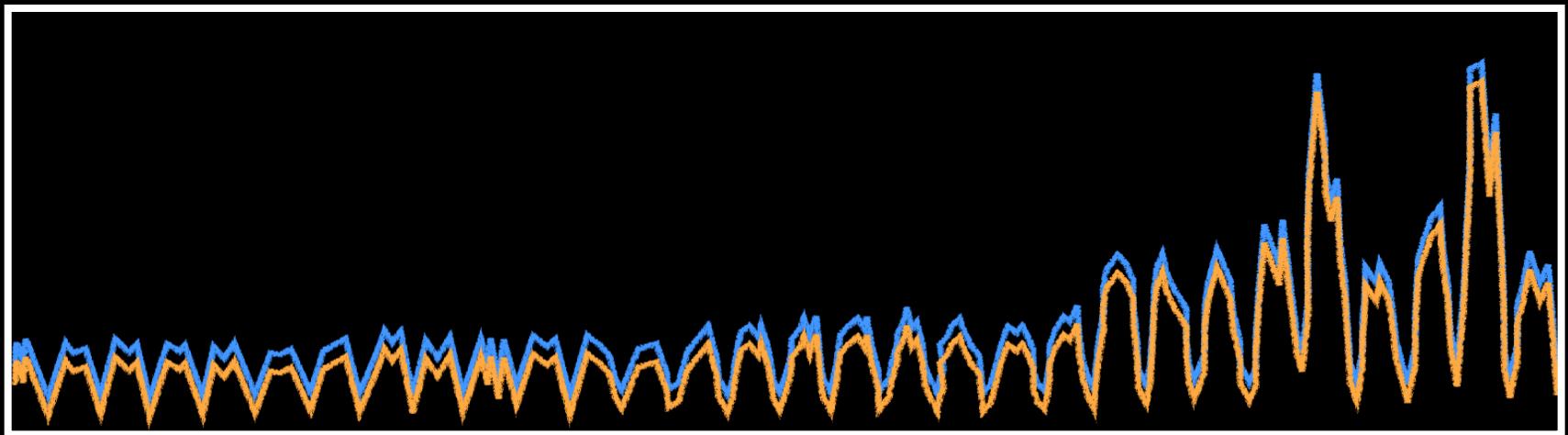
# NOVEMBER TRAFFIC TO AMAZON.COM



# NOVEMBER TRAFFIC TO AMAZON.COM



# NOVEMBER TRAFFIC TO AMAZON.COM



**NOVEMBER 10<sup>TH</sup> 2010**

**TURNED OFF LAST PHYSICAL WEB SERVER  
OF AMAZON.COM**

**NOVEMBER 10<sup>TH</sup> 2010**

**TURNED OFF LAST PHYSICAL WEB SERVER  
OF AMAZON.COM**

**OCTOBER 31<sup>ST</sup> 2011**

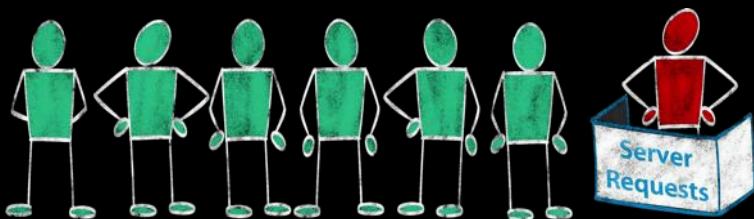
**TURNED OFF LAST WEB SERVERS SUPPORTING  
EUROPEAN BUSINESS**

# SPEED & AGILITY

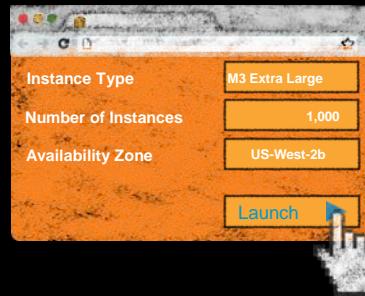
INFRASTRUCTURE IN MINUTES, NOT WEEKS



## Old World: Infrastructure in Weeks



## Infrastructure in Minutes



- Add New Dev Environment
- Add New Production Environment
- Add New Environment in Japan
- Add 1,000 Servers
- Remove 1,000 servers

“We reduced application deployment times from 2 months to 3 days.”

# News Limited

“Time to deploy from went weeks to hours.”

LIONSGATE

“We can double server capacity in 20 seconds”



BandPage

« Money is a renewable resource.  
Time is not. »

**FOCUS ON  
BUSINESS**

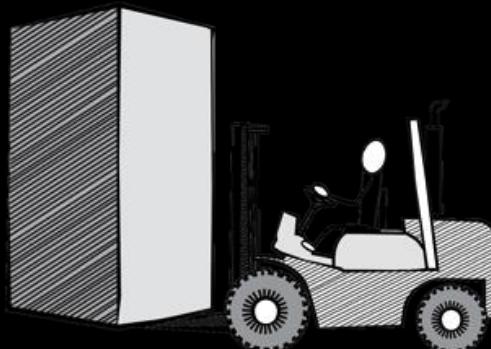
**NO INDIFFERENTIATED HEAVY IT LIFTING**

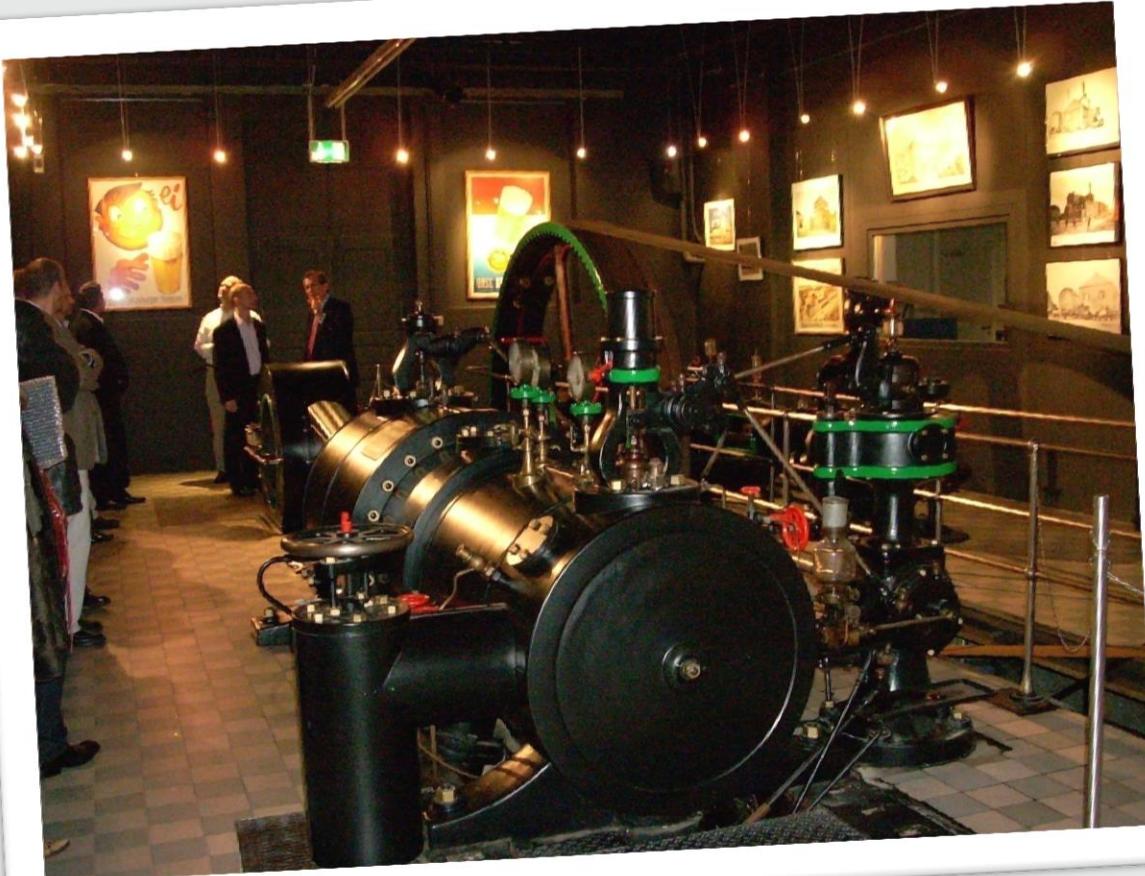
## We take care of it...

Data Centers	Racks
Power	Servers
Cooling	Storage
Cabling	Labor
Networking	

## So you don't have to ...

Buy and install new hardware  
Setup and configure new  
software  
build or upgrade data centers





**STOP SPENDING MONEY ON  
UNDIFFERENTIATED HEAVY LIFTING**

**INCREASE  
INNOVATION**

**LOWER THE COST OF EXPERIMENTATION**



## ON-PREMISES

Experiment Infrequently  
Failure is expensive  
Less Innovation



Experiment Often  
Fail quickly at a low cost  
More Innovation

« Want to increase innovation?  
Lower the cost of failure »

Joi Ito

- + ELASTIC CAPACITY
  - + NO CAPEX
  - + PAY AS YOU GO
  - + AVAILABLE ON-DEMAND
- 

= NO CONSTRAINTS

- + ELASTIC CAPACITY
  - + NO CAPEX
  - + PAY AS YOU GO
  - + AVAILABLE ON-DEMAND
- 

= NO RISKS

# Introducing AWS Activate



**aws**  **activate**



All the resources you need  
to get started and scale on  
AWS:

*AWS Training*

*AWS Support*

*Startup Forum*

*AWS Promotional Credit*

*Special offers from third parties*

Learn more and sign up at <https://aws.amazon.com/activate/>



0:11 / 1:12



# TRANSFORMATION:

- » WHAT DRIVES IT ?
- » WHO IS DOING IT ?
- » WHAT IS NEXT ?

# EVERY SECTOR

« A startup is a human institution  
designed to create a new product  
or service under conditions of  
**extreme uncertainty** »

Eric Ries – The Lean Startup

G U C C I



Milan, October 31 2013

# MANAGEMENT ESSENTIALS

Davide Paganoni  
WW Learning and Development Director

AS A PEOPLE MANAGER, DO YOU KNOW HOW TO MAKE A REAL DIFFERENCE?  
GUCCI PEOPLE WANT THE OPPORTUNITY TO DO MORE...  
HOW DO YOU SUPPORT THE DEVELOPMENT OF YOUR TEAM?

WATCH THIS MOVIE: YOUR LEARNING EXPERIENCE STARTS HERE...



# INTERNET, WEB AND MOBILE APPLICATIONS

- A deep respect for the past but at the same time with an eye firmly focused on the future

The image is a collage of screenshots from the Gucci website, social media pages, and mobile app, illustrating the brand's digital presence across various platforms. The top row shows the desktop version of the Gucci website with navigation menus like 'world of gucci', 'the house of gucci', 'gucci history', 'gucci museo', 'gucci icons', 'creative director', 'made in italy', 'flagship stores', and 'equestrian world'. It also features a search bar and links for 'login | create account | wish list | shopping bag' and 'free express shipping and returns'. Below this, there are several product categories: 'women', 'men', 'kids', 'gifts', 'icons', 'collections', 'trends', 'world of gucci', 'store locator', and 'store locator'. The middle section displays a grid of images showing various Gucci products and models. The bottom row includes links for 'may we help?', 'purchase information', 'store locator', 'about gucci', 'news and events', 'careers', 'legal notices/privacy', 'YouTube', 'Facebook', 'Twitter', 'Instagram', 'LinkedIn', 'Pinterest', 'Tumblr', 'Gucci Official YouTube Channel', 'Facebook Page', 'Instagram Page', and 'Twitter Page'. On the right side, there is a map of the world with numerous orange location pins indicating Gucci stores worldwide. The bottom right corner features the Gucci logo.

# MANAGEMENT ESSENTIALS

## CORPORATE CITIZENSHIP

Fostering a Talent Management Culture

Delivering a WW Learning Program

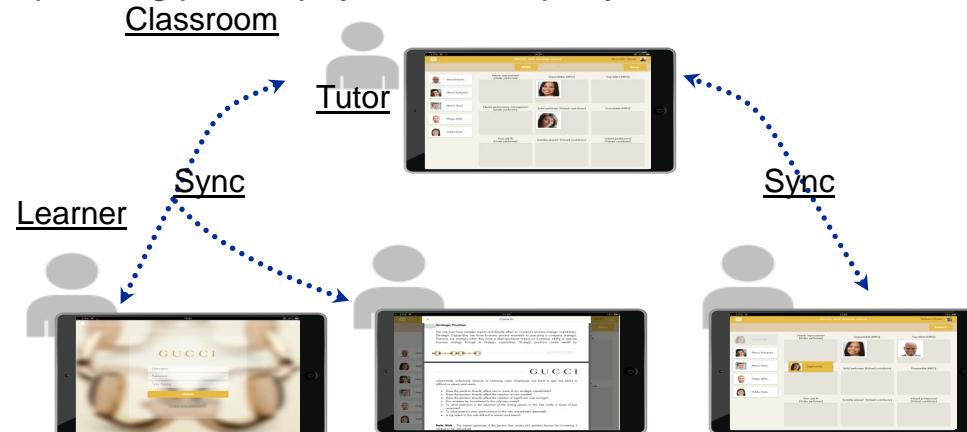
Be Innovative and Creative

How can we support the  
learner?



Alongside the values of quality, creativity and Italian artisanal craftsmanship Gucci also believes in the importance of a responsible attitude towards people, the environment and the communities in which it operates.

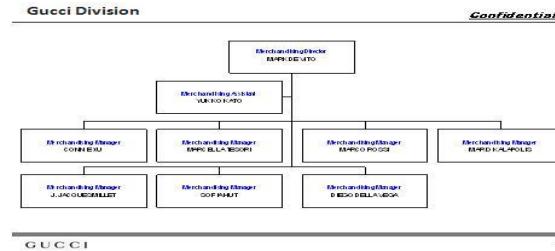
Corporate citizenship is a fundamental part of the mission and operating philosophy of the company.



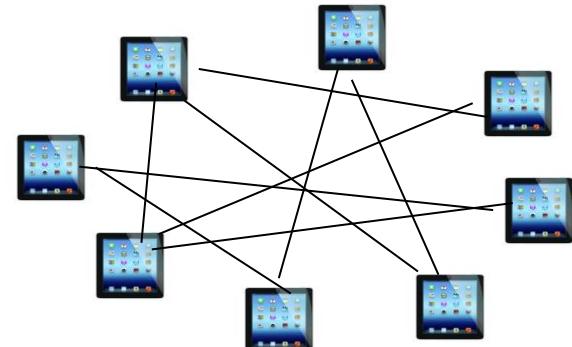
# COURSE FORMAT AND GUCCI VALUES

- CRAFTMANSHIP: 100% Gucci tailored program  
A business case as trigger for customization  
Overview on HR tools and processes

## Business case



- RESPONSIBLE: Every Manager is a Chief Talent Officer
- INNOVATIVE & COOL : New learning experience!  
iPad interaction among participants anywhere, anytime,  
in different languages



62

# TIME TO MARKET: SHORT !

App design, development  
and implementation  
April – May 2013



Pilot session  
Florence, May 2013



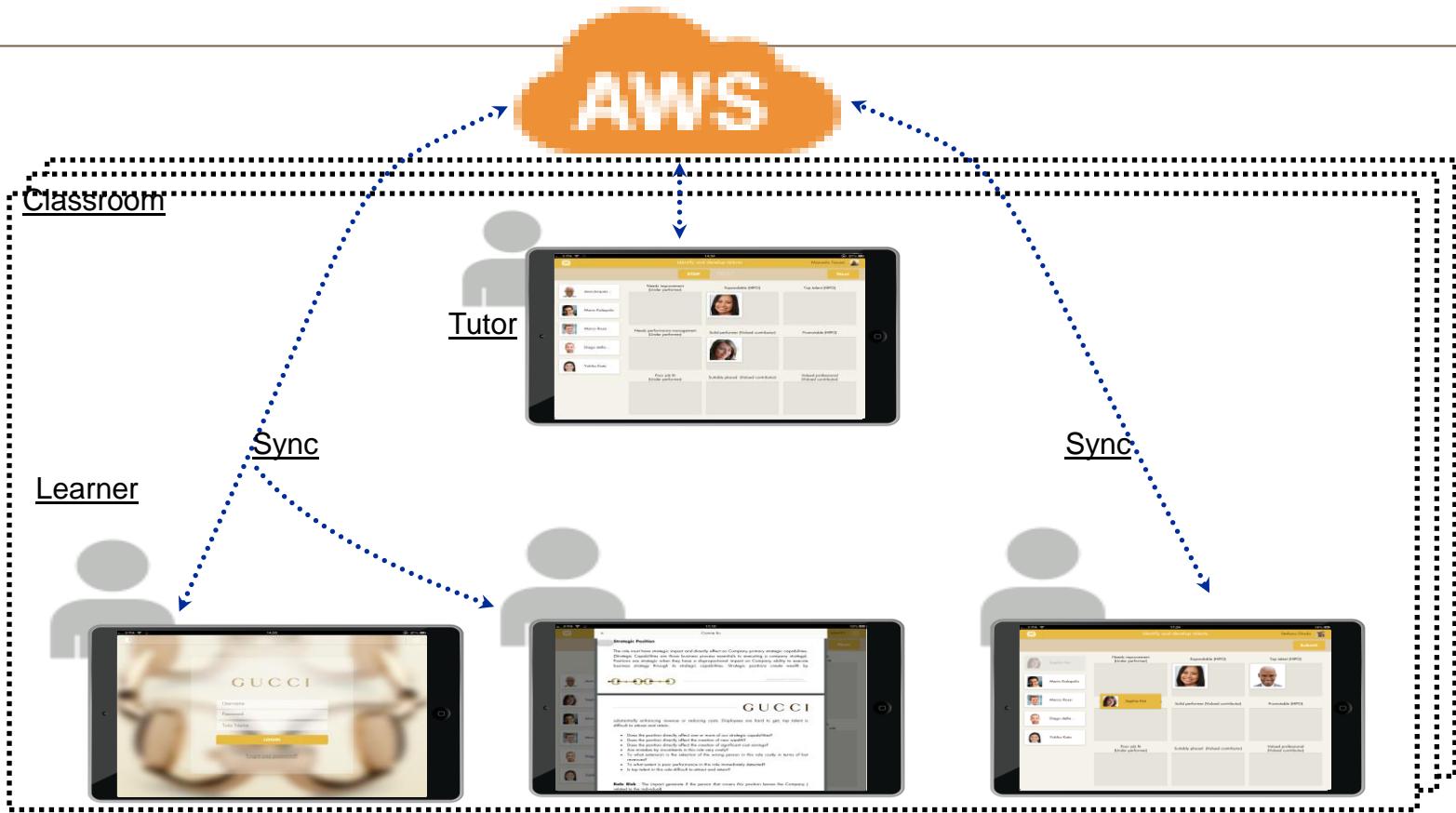
TTT for WW Learning Community  
Seoul, July 2013



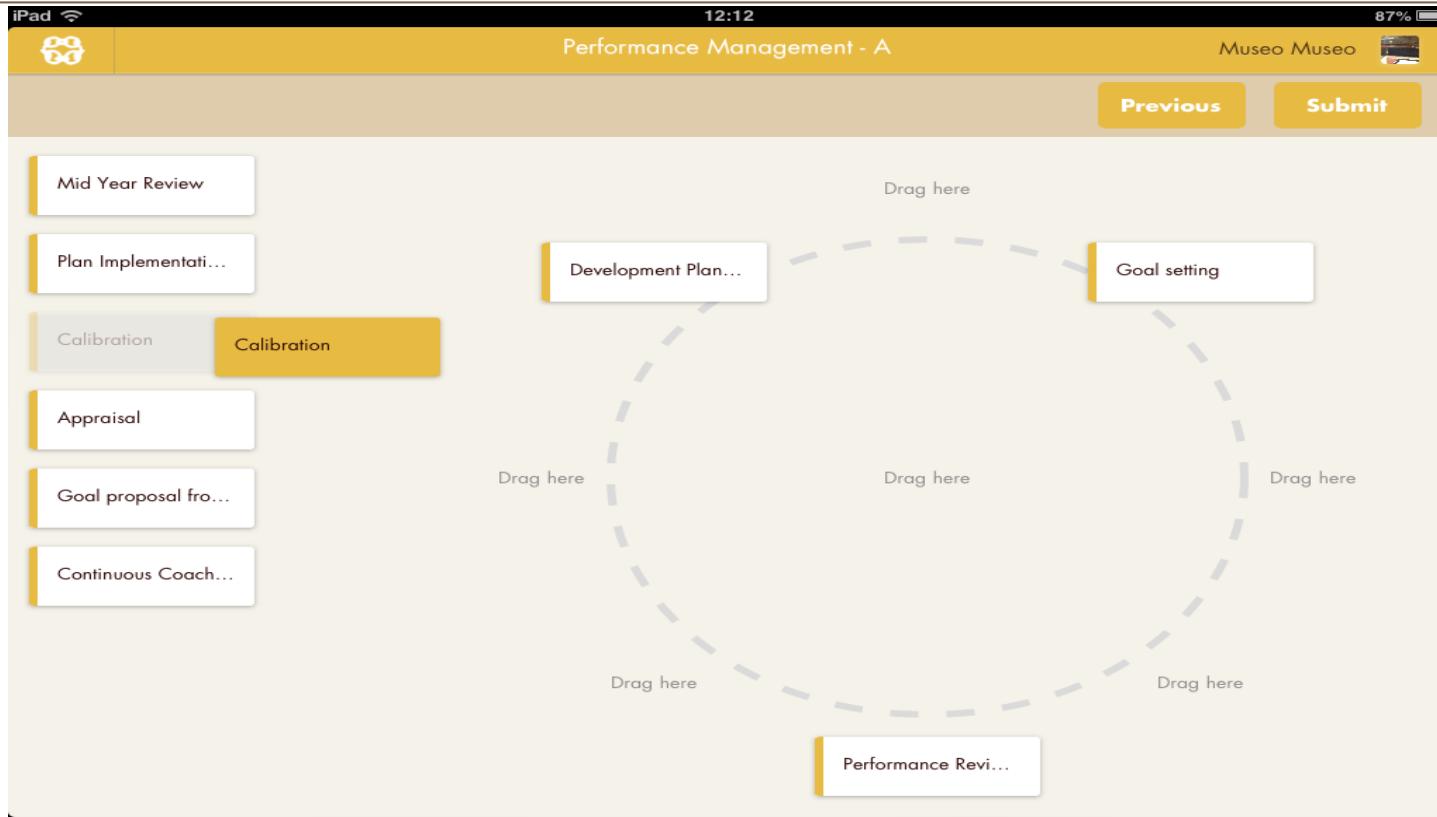
Global delivery  
ongoing



# THE PROJECT



# APP PREVIEW: PERFORMANCE MANAGEMENT PROCESS



# APP PREVIEW: TALENT MAPPING

iPad 12:25 85% Museo Museo

Identify and Develop talents

Submit

Needs Improvement (Under Performer)

Jean-Jacques... Jean-Jacques...

Mario Kalapolis

Diego della... Diego della...

Expandable (HIPO)

Solid Performer (Valued Contributor)

Promotable (HIPO)

Poor Job Fit (Under Performer)

Suitably Placed (Valued Contributor)

Valued Professional (Valued Contributor)

# APP PREVIEW: MANAGERIAL ROLE

The screenshot shows a mobile application interface for an assessment titled "Make the difference - B". The top bar includes the device name "iPad", signal strength, time "12:07", battery level "88%", and the word "Museo" repeated twice. Below the title, there are "Previous" and "Submit" buttons. The main content area is titled "My role Models - Criteria" and lists ten characteristics, each preceded by a circular icon:

- Ethical - tell the truth and do the right thing; direct and straightforward
- Visionary & Strategic - shape the future; point the way and develop compelling plans
- Results driven - extraordinarily committed to goals; thrive on facts, figures, and data
- Passionate & Optimistic - every word and action demonstrates passion and positive energy
- Team builder - build and lead high performing teams
- Develops other - build the next generation and foster people competencies
- Inspirational & Persuasive - inspire everyone to get onboard; bring others to their point of view speaking from their heart
- Focused on business priorities - select impactful projects and achieve what they set out to do before launching new initiatives
- Emotional intelligent - understand effectively oneself and others and relate well to people recognize
- Decisive - make decision quickly, sometimes shooting from the hip

# APP PREVIEW: PERFORMANCE APPRAISAL

iPad 12:14 87%

Performance Management - C Museo Museo

Name Current Evaluation Your Proposal

Name	Current Evaluation	Your Proposal
Marco Rossi	5	3
Connie Xu	4	0
Mario Kalapolis	3	3
Sophia Hut	3	0
JeanJacques Millet	5	0
Diego della Vega	2	0



# **HEALTHCARE & BIOTECHNOLOGY**

**HUGE IMPACT**

**COLLABORATIVE ON A GLOBAL SCALE**

**→ RAPID INNOVATION**

## The traditional approach... Supercomputers, clusters



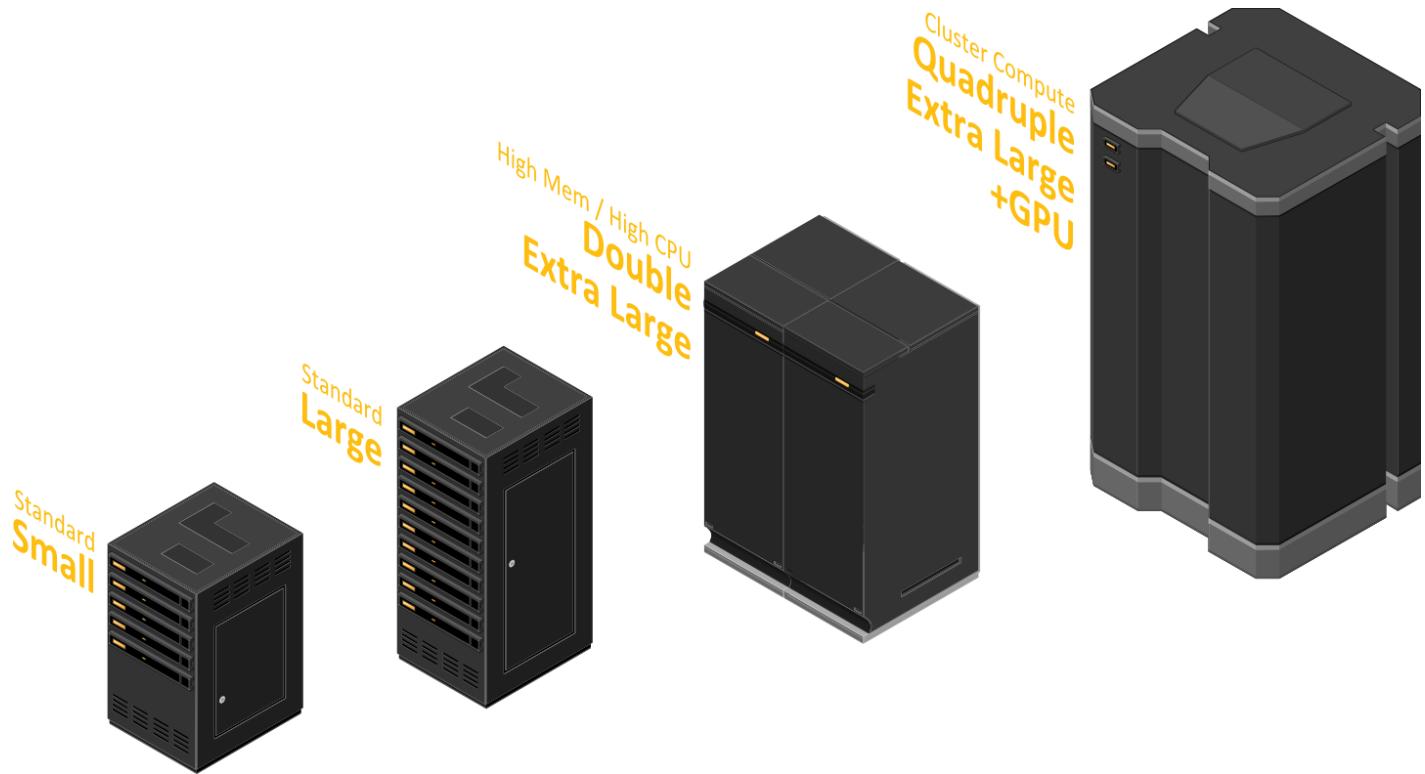
IBM Blue Gene  
Argonne National Laboratory (Illinois)  
US Department of Energy  
1 PFLOP  
Other installations in progress  
(Germany) will reach 4 PFLOP by 2011  
64K Nodes and more

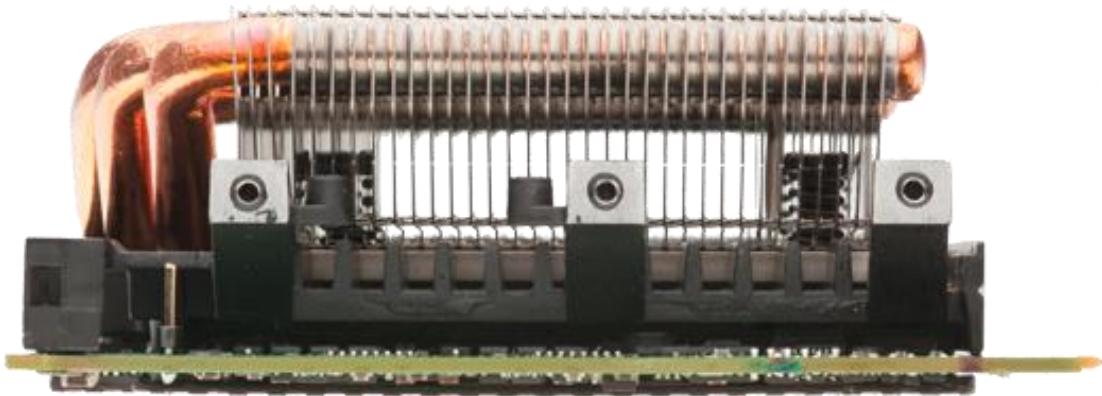


"Ranger" cluster at UT Austin TX  
Ca. 4000 nodes (Linux based)  
580 Tflops  
31 TB local memory



"Hydra" at Texas A&M  
52 nodes, 832 IBM processors (AIX based)  
6.3 Tflops  
1.6 TB memory, 20 TB storage





# CLUSTER GPU QUADRUPLE EXTRA LARGE

**2x** Intel Xeon X5570, quad-core  
**Nehalem** architecture

**2x** NVIDIA Tesla Fermi  
**M2050 GPUs**

22 GB of memory – 1.7 TB of storage

CLUSTER GPU

# QUADRUPLE EXTRA RGE

\$? • 1

PER HOUR

**2x** Intel Xeon X5570, quad  
Nehalem architecture

**2x** NVIDIA Tesla Fermi  
**M2050 GPUs**

22 GB of memory – 1.7 TB of storage

# ON A SINGLE INSTANCE



COMPUTE TIME: **4h**

COST:  $4\text{h} \times \$2.1 = \$8.4$

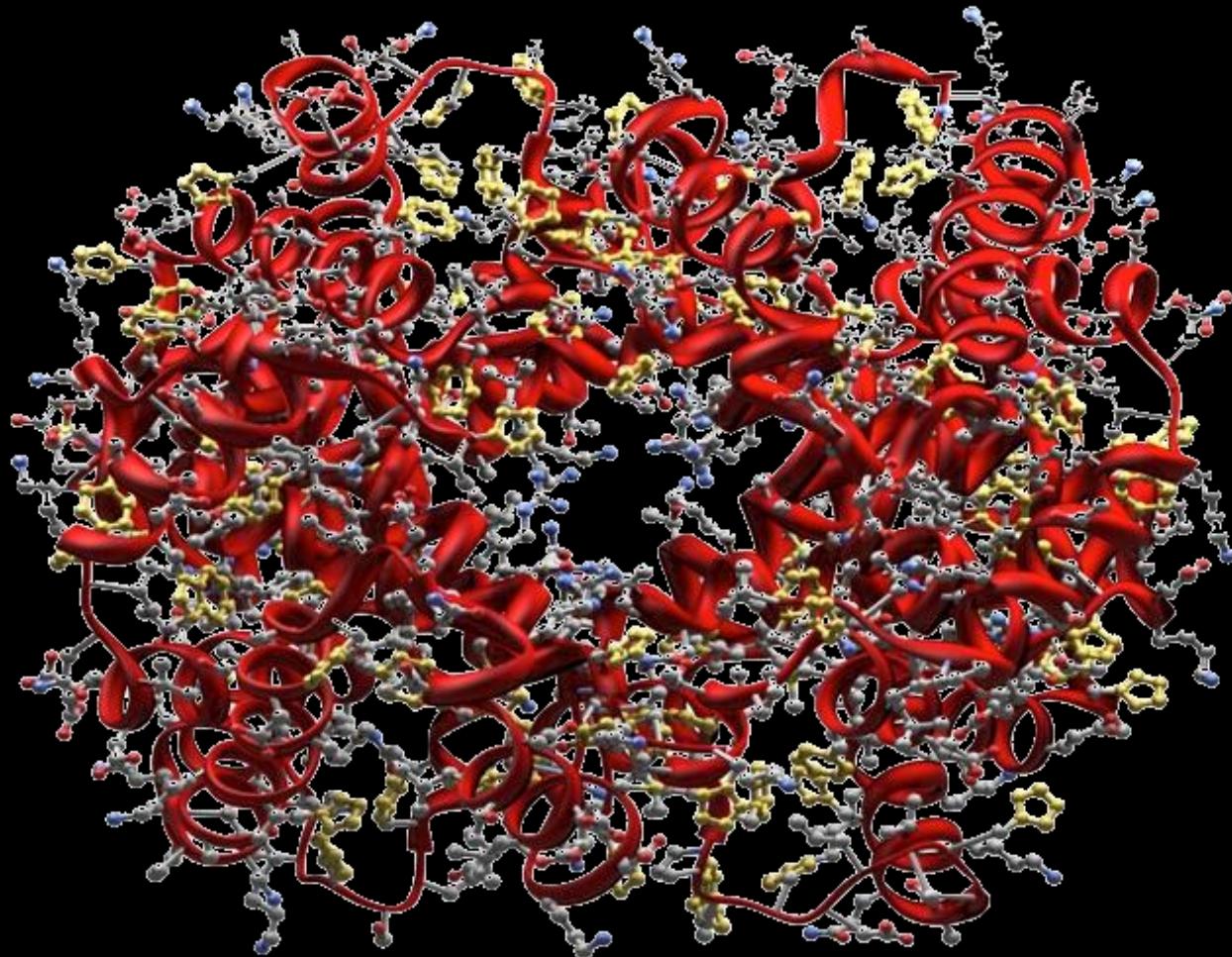
# ON MULTIPLE INSTANCES

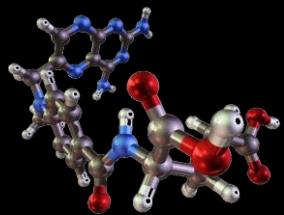


COMPUTE TIME: **1h**

COST:  $1\text{h} \times 4 \times \$2.1 = \$8.4$

SCHRÖDINGER®



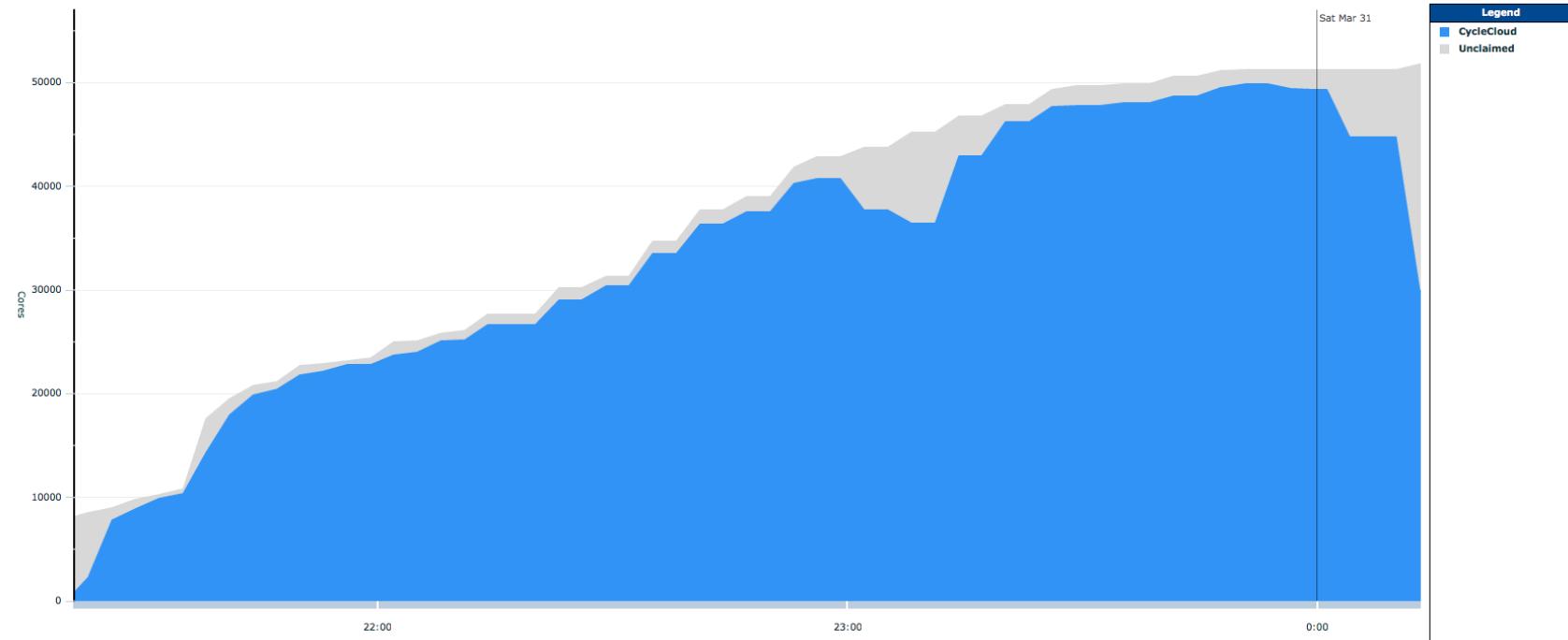






## Show: Historical grid usage in Naga-RC1 pool

Time Frame: 3 Hours | Day | Week | Month



**3 HOURS  
FOR \$4828.85 / hr**

INSTEAD OF  
**\$20 MILLIONS**  
IN INFRASTRUCTURE



POLITECNICO  
DI MILANO

# **FINANCIAL SERVICES**

**EXTREME COMPETITION**

**NEW PRODUCTS AND INSTRUMENTS DAILY**

**→ RAPID DATA ANALYSIS**

**STRINGENT REGULATORY,  
COMPLIANCE AND SECURITY  
REQUIREMENTS.**

**ROBECO**

The Investment Engineers



ohpen



**Commonwealth**Bank



**Investec**

 **UniCredit**

**bankinter.**

**NASDAQ OMX®**

**A Request New Replay**

Symbol: GOOG  
Date: 08/15/2008  
Time: 10:15:00.000  
Timespan: 12:00:00.000

Quotes    Trades    All

Run

**B Replays**

- L A GOOG 08/15/2008 10:15:00.000
- A SIRI 08/15/2008 12:00:00.000
- A GOOG 08/15/2008 12:00:00.000
- X NDAQ 08/18/2008 12:00:00.000



**E** Last Sale: 506.5700 Quantity: 200 Exchange: ADFN Time: 10:10:30.997

		Best Bid	Best Offer		
NBBO	200	506.18	506.58	400	NBBO
NSDQ	200	506.18	506.58	300	NSDQ
CINN	300	506.17	506.58	100	ARCX
ARCX	100	506.15	506.59	100	CINN
ADFN	500	496.10	510.00	10000	ADFN
CBOE	0	0.00	510.22	100	ISEG
CHXE	0	0.00	999,999.00	0	CBOE
ISEG	0	0.00	999,999.00	0	CHXE

Timespan 10:05:00.000 10:24:59.999

**F Trades**

High: 509.2745 Trades: 1,787  
Low: 505.5000 Shares: 262,375  
VWAP: 506.7651

	Time	Price	Quantity	MC
10:10:27.400	506.6300	100	D	
10:10:27.730	506.4000	100	D	
10:10:27.730	506.3900	100	Q	
10:10:27.730	506.3900	200	Q	
10:10:27.730	506.3900	300	Q	
10:10:27.777	506.4000	100	D	
10:10:28.103	506.4000	495	D	
10:10:28.980	506.2300	100	Q	
10:10:29.527	506.4500	100	Q	
10:10:29.527	506.4900	500	Q	
10:10:29.543	506.5000	100	Q	
10:10:29.543	506.5000	100	Q	
10:10:30.933	506.5700	100	C	
10:10:30.997	506.5700	200	D	
10:10:31.933	506.5700	100	Q	
10:10:31.933	506.5000	100	Q	
10:10:31.933	506.5800	100	Q	
10:10:31.933	506.5800	100	Q	

**G Quotes**

	Low Bid	High Bid	Low Ask	High Ask
NBBO	505.50	508.28	505.72	508.29
ARCX	505.50	508.28	505.72	508.42
NSDQ	505.42	508.20	505.73	508.50
ADFN	496.10	506.19	507.01	510.00
CINN	490.01	508.05	505.72	508.49
CBOE	0.00	506.54	506.82	999,999.
ISEG	0.00	506.38	510.22	510.22
CHXE	0.00	0.00	999,999.	999,999.

Open

Send

Delete

# HOSPITALITY

**COST CONSCIOUS, RAPID ONLINE GROWTH  
HUGE OPPORTUNITIES FOR ONLINE ENGAGEMENT  
→ FOCUS ON THE CUSTOMER**

# Kempinski

HOTELIERS SINCE 1897

Kempinski  
HOTELIERS SINCE 1897

DESTINATIONS

LOYALTY PROGRAMME

MEETINGS & EVENTS

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- > Increase direct sale & ROI
- > Simplify work & optimize resources
- > Control global distributions

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PMS on the cloud

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Hoteliners 10



Vacation rentals, private

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Find a place to stay.

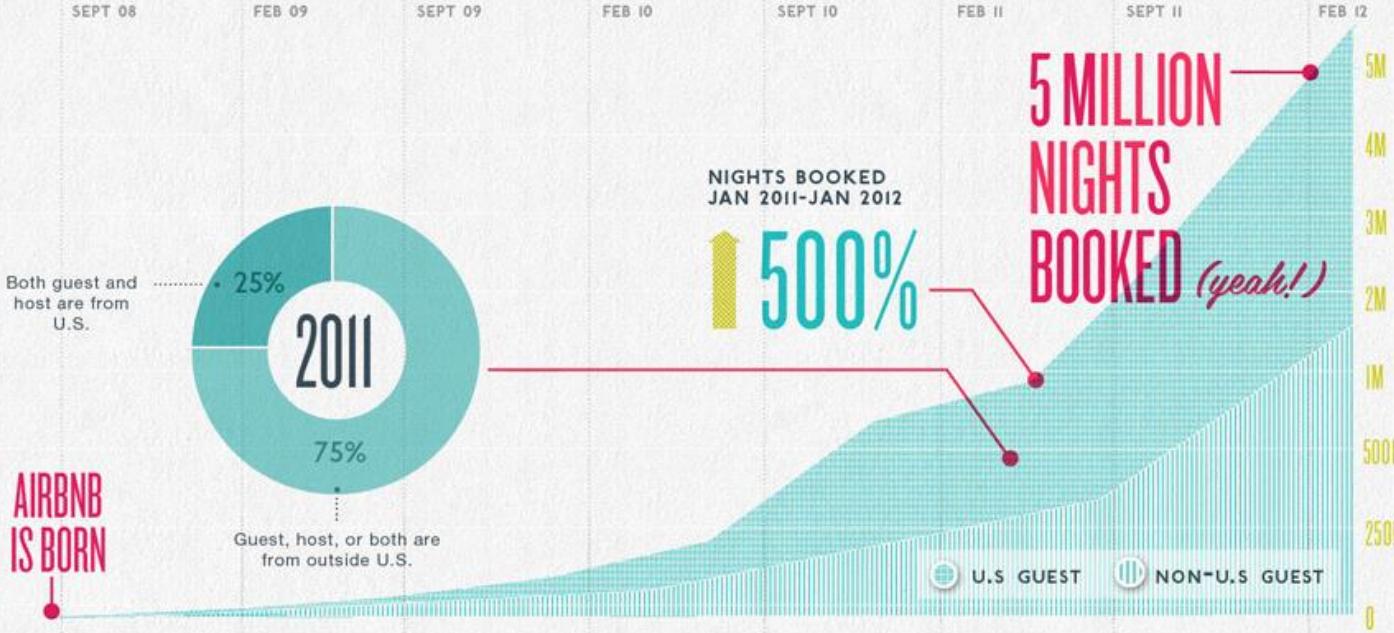
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Where do you want to go? Check in  Check out  1 Guest

Neighborhood Guides

Not sure where to stay? We've created neighborhood guides for cities all around the world.

# GUEST NIGHTS BOOKED



Nº. OF CITIES

19,000+

Nº. OF COUNTRIES

192



EUROPEAN GROWTH IN 2011

UK 748%  
FRANCE 425%

ITALY 946%  
SPAIN 719%

AIRBNB LISTINGS IN SAN FRANCISCO: BLOCK-BY-BLOCK

THEN  
(2008)

NOW  
(2012)



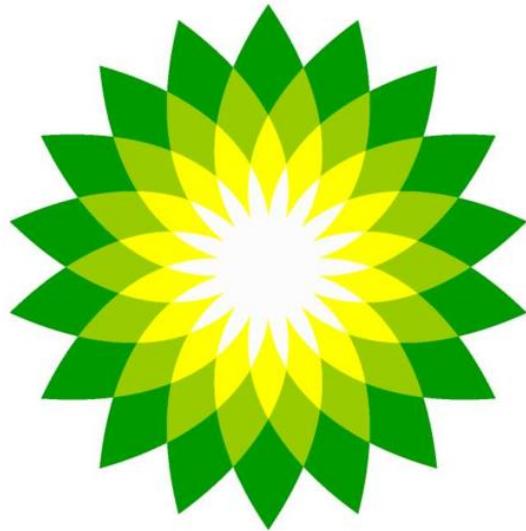
# **INDUSTRIES**

**HUGE ORGANIZATIONS**

**STRIVE FOR AGILITY**

**→ IT IS A FUNDAMENTAL COMPONENT**





bp



# AWS Case Study

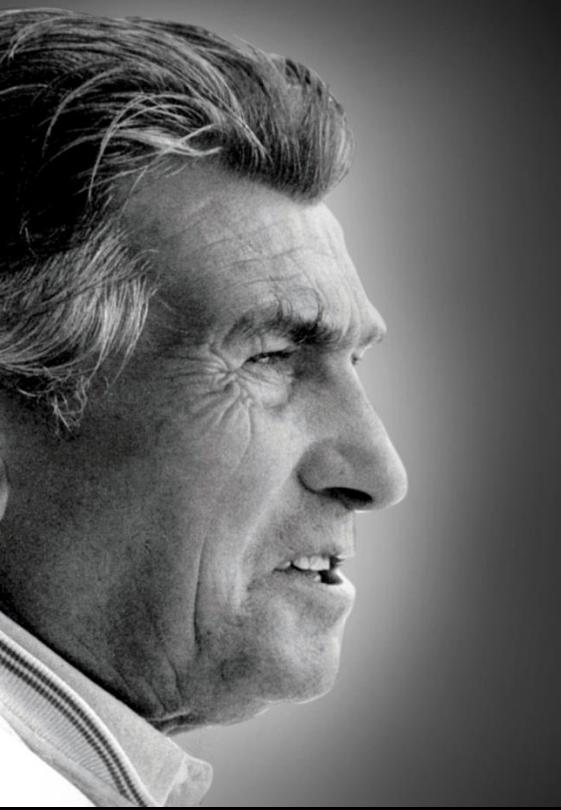
## Automobili Lamborghini

# COMPANY AND BRAND OVERVIEW

## The origin



“THE LAMBORGHINI STORY IS TOLD  
RAPIDLY: THE OTHERS WEREN’T GOOD  
ENOUGH.”

A black and white profile photograph of Ferruccio Lamborghini, showing his head and shoulders. He has light-colored hair and is looking towards the right.

Founded in 1963 by Ferruccio Lamborghini, Automobili Lamborghini S.p.A is headquartered in Sant’Agata Bolognese, Italy, where it manufactures exclusive super sports cars.



# COMPANY AND BRAND OVERVIEW

## Product portfolio





# COMPANY AND BRAND OVERVIEW

## Product portfolio/2

	2001	<b>Murciélagos Coupé</b>	
	2003	<b>Gallardo Coupé</b>	
	2005	<b>Gallardo Spyder</b>	
	2007	<b>Reventón</b>	
	2009	<b>Murciélagos LP 670-4 Superveloce</b>	
	2011	<b>Aventador LP 700</b>	
	2012		



# COMPANY AND BRAND OVERVIEW

Today



HQs: Sant'Agata Bolognese

Regional offices: Washington, Beijing, Tokyo, Singapore

Employees: 1.006

Dealer Network: 121 – 43 Markets

Turnover: 469 mio. Eur (+46% Vs. 2011)

Sales: 2.083 units (+30% Vs. 2011)

Mkt. Share ESS segment: 7,7%





# THE CHALLENGE

Identifying the right hosting solution for corporate website

Lamborghini. MODEL RANGE



Aventador LP 700-4  
**Gallardo LP 560-4**  
Gallardo LP 560-4 Spyder  
Gallardo LP 570-4 Superleggera  
Gallardo LP 550-2 Valentino Balboni  
Gallardo LP 570-4 Spyder Performante  
Gallardo Bicolore  
Original Accessories  
return

.movies

.pictures

**chassis and body** engine drivetrain performance dimensions  
capacities fuel consumption

**FRAME**  
Structural aluminium spaceframe, based on aluminium extruded parts  
welded to aluminium casted joint elements

**BODY**  
Aluminium with thermoplastic "hang on" parts  
**REAR SPOILER**  
Electronically controlled

**MIRRORS**  
External mirror with electrical closing system  
**SUSPENSIONS**  
Double wishbones front and rear suspension system, antiroll bar anti-dive  
and anti-squat

**ESP 8.0**  
Full ESP System with ABS, ASR and ABD

**AIRBAGS**  
Front Dual Stage driver and passenger airbags, side Head-thorax airbags

Hosted on an outdated infrastructure

Not scalable

Bandwidth was not optimized

No internal IT support

Very tight deadline



## AVAILABLE OPTIONS

July 28th, 2011: 38 days to go live ...

1. On-premise data center
2. Local hosting provider
3. Cloud Computing solution

We considered business analysts' evaluation and forecast. We acted as a startup and choosed the most flexible IaaS platform on the market.





# BENEFITS

## The right move

A screenshot of the Lamborghini website. At the top, there's a navigation bar with links for HOME, SEARCH, MODELS, HERITAGE, DEALERS, SERVICE, EXPERIENCE, SQUADRA CORSE, and STORE. To the right of the navigation are two badges: a '50' badge and a Lamborghini logo badge. Below the navigation, a red banner reads 'FROM THE TRACK TO THE ROAD' and 'DISCOVER THE NEW GALLARDO LP 570-4 SQUADRA CORSE ». In the center, a silver Lamborghini Gallardo LP 570-4 Squadra Corse is shown from a front-three-quarter angle, parked in a dark, modern building with large windows. At the bottom of the page, there are links for LANGUAGE, COMPANY, MEDIA, CONTACT US, PRIVACY &amp; LEGAL, and SITEMAP. A small note at the bottom left says 'Powered by 2013 Automobili Lamborghini S.p.A. All rights reserved. VAT n. IT 01001401024'.

+346,43% traffic increase YoY

Robust and scalable infrastructure  
against unpredictable spikes of traffic

Cost per visit reduced by 25%

Fully outsourced

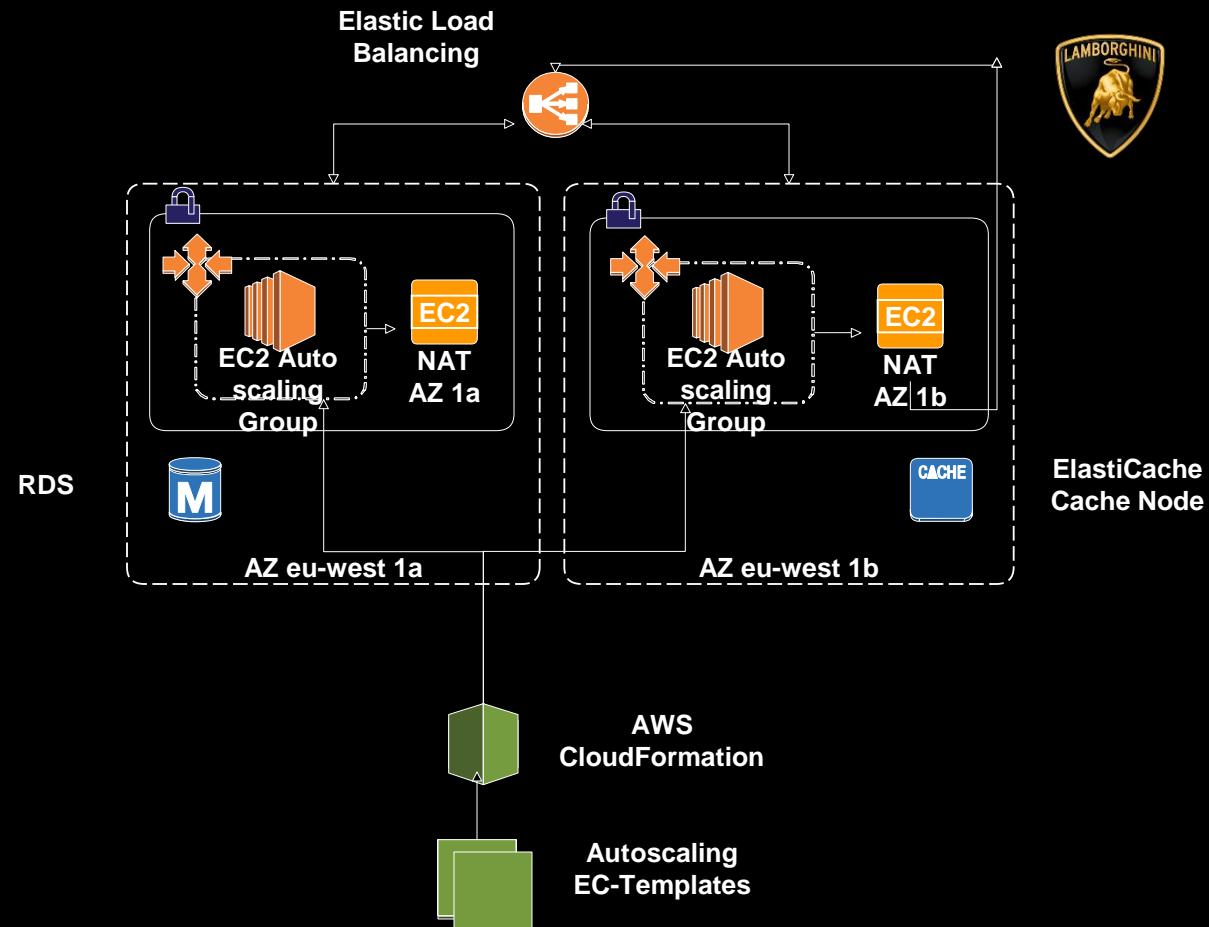
# AWS ARCHITECTURE

## Basic overview

Located in Ireland

LAMP stack

TYPO3 Enterprise class  
OSS CMS





## NEXT STEPS

Better serving emerging markets



Amazon CloudFront for Dynamic Content

Route53

Multiple regions



THANKS!

Roberto Ciacci  
Digital Marketing Manager  
@robertociacci

# MEDIA & ADVERTISING

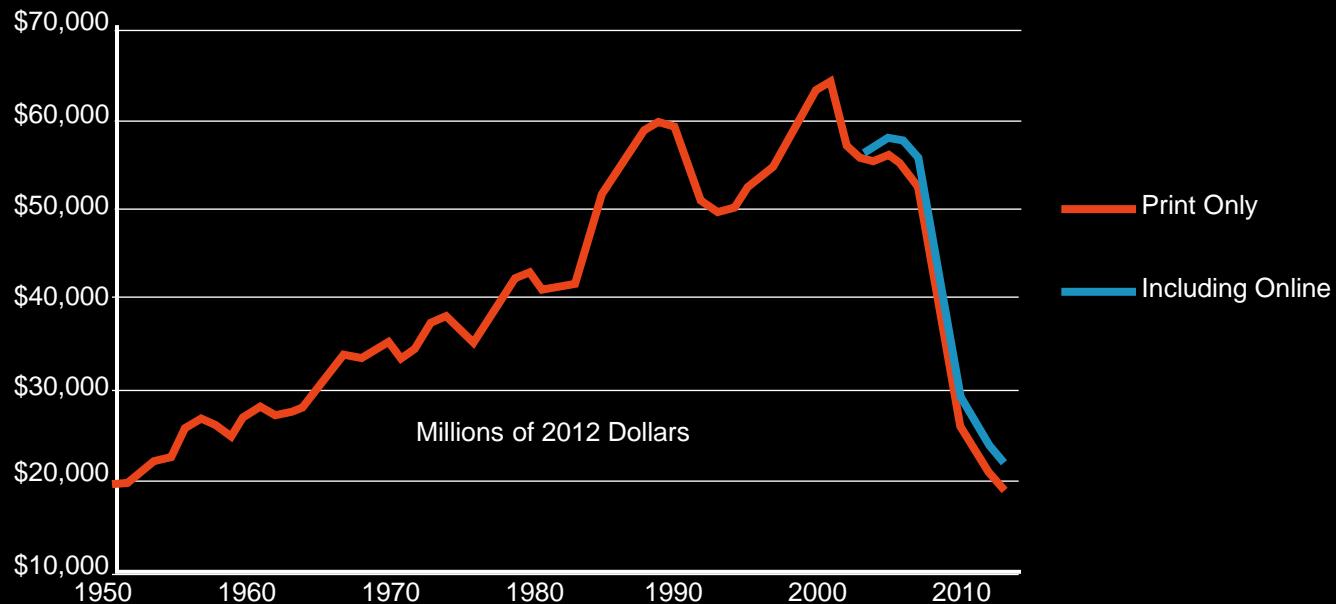
DATA-DRIVEN

COMPETITIVE LANDSCAPE CHANGING

→ NEW WAYS TO MONETIZE CONTENT

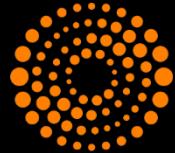
# Newspaper Advertising Revenue

Adjusted for Inflation, 1950 to 2012



Source: Newspaper Association of America  
Carpe Diem Blog

# News International



THOMSON  
REUTERS



SPIEGEL.TV

The Daily Telegraph

THE INDEPENDENT

the guardian

FOX

PBS

The New York Times

The Washington Post

Newsweek



Funzioni

Upgrade

Assistenza

Accedi

Scarica Spotify

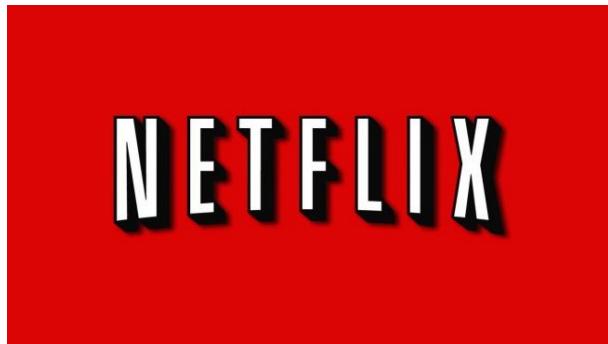
# La colonna sonora della tua vita

Lascia che Spotify ti offra la giusta musica per ogni umore e momento.  
I brani perfetti per il tuo allenamento, la tua serata o per accompagnarti a lavoro.

Scarica Spotify gratis

O prova il nostro Lettore Web











**Competitie toplijsten**

**SPELERS** **TEAMS**

SCHOTEN		SCHOTEN OP DOEL		TOPSCORER	
Dries Mertens	86	Dries Mertens	60	Bas Dost	19
Luuk de Jong	77	Bas Dost	44	John Guidetti	18
Tim Matavz	75	Luuk de Jong	43	Luuk de Jong	16
Bas Dost	66	John Guidetti	38	Sanharib Maliki	16
KONING VAN DE ASSIST		GEWINNEN DUELS *		VERLOREN DUELS *	
Luciano Narsingh	13	Rangelo Janga	45	Uche Nwofor	54
Ola John	11	Maya Yoshida	39	Rangelo Janga	46
Christian Eriksen	11	Roland Alberg	38	Yanic Wildschut	45



*Wood Ball*



# *Cycle-ball*

# OLYMPICS WIDGET

Live and latest results

Complete USA All sports ▾  only medal events

Now

17:00	Athletics - Men 100m
17:30	Athletics - Men 200m
18:00	Athletics - Men 400m
18:30	Soccer - NED - DEN
	Live: 0-1
19:00	Badminton - Singles - 1/8 final
19:15	Badminton - Doubles - 1/8 final
19:30	Basketball - Men final

Earlier today

16:00	Athletics - Men 100m
	Usain Bolt
	Richard Thompson
	Walter Dix

Infostrada sports

Live (semi finals)

NLD - DEN (2-1) GER - POR (0-0)

NED 2 - 1 DEN

van Persie 12' ⚪ van Persie 58' ⚪ 14' vön Berland 59' vön Berland

Timeline Stats

59' Yellow card NLD - Ron Vlaar

58' Goal NLD - Robin van Persie 2 - 1

42' Yellow card NLD - Mark van Bommel

22' Yellow card NLD - Robin van Persie

14' Goal DEN - Knoekwie vön Berland 1 - 1

Infostrada sports

# EURO 2012 WIDGET

*“AWS helped us to survive the  
Olympic summer of 2012”*

ABLE TO SERVE  
**30 MILLION WIDGETS**  
DURING THE OLYMPICS

SERVING MORE THAN  
**320 MILLION WIDGETS**

# **SOFTWARE**

**HIGHLY COMPETITIVE**

**RAPIDLY INOVATING**

→ **NEW WAYS TO DISTRIBUTE SOFTWARE**

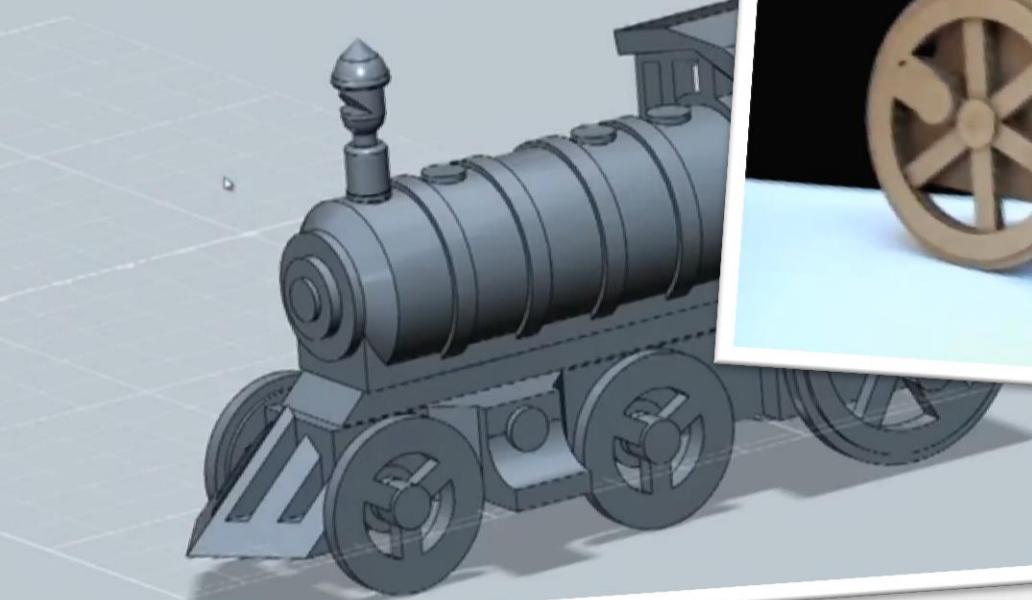


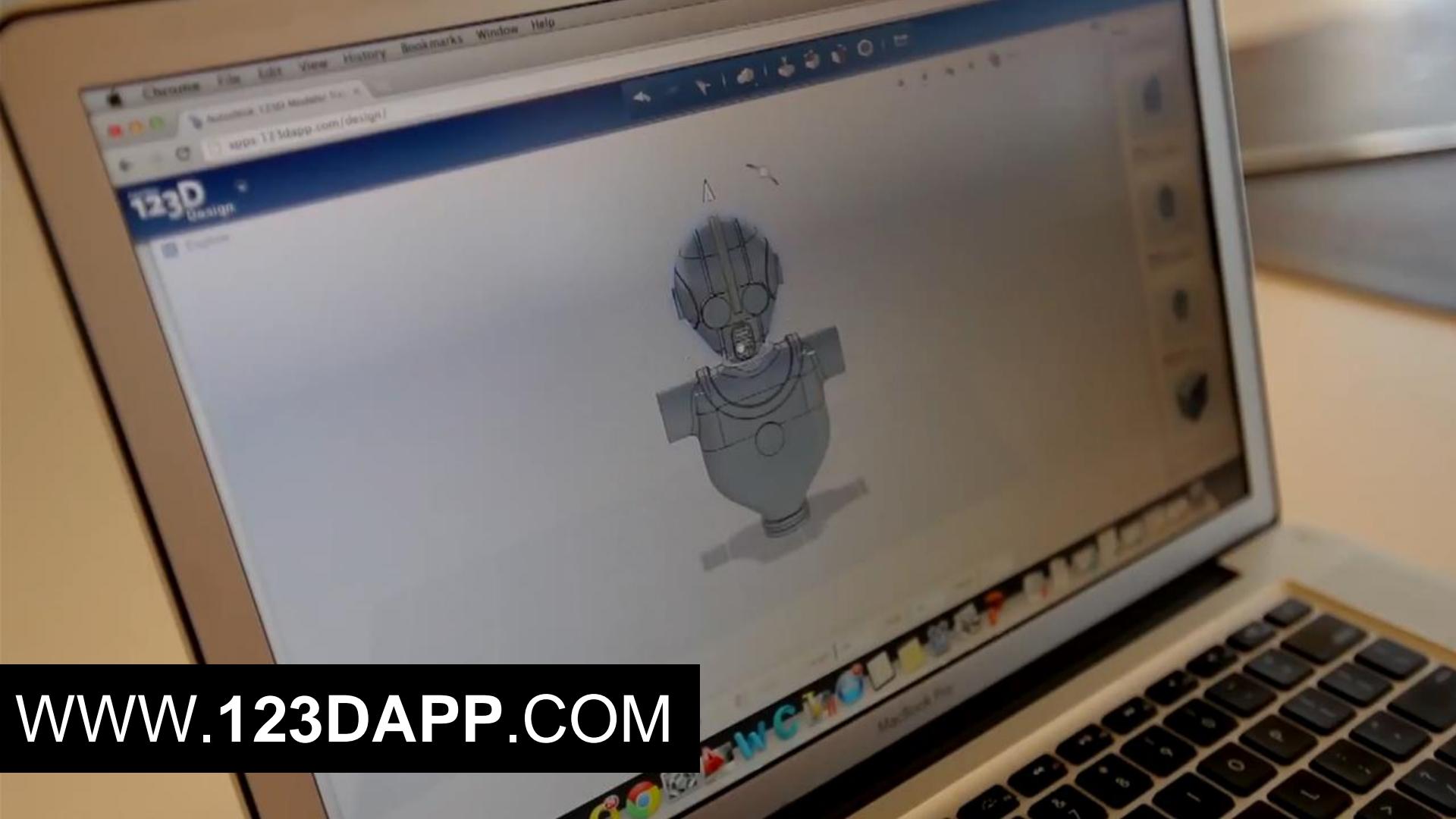
AUTODESK® 123D®

Apps

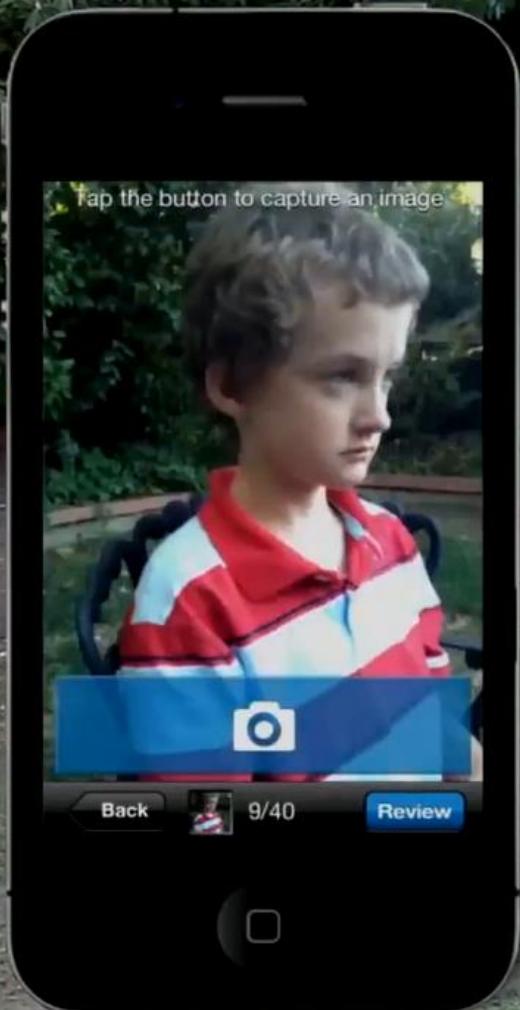
Explore

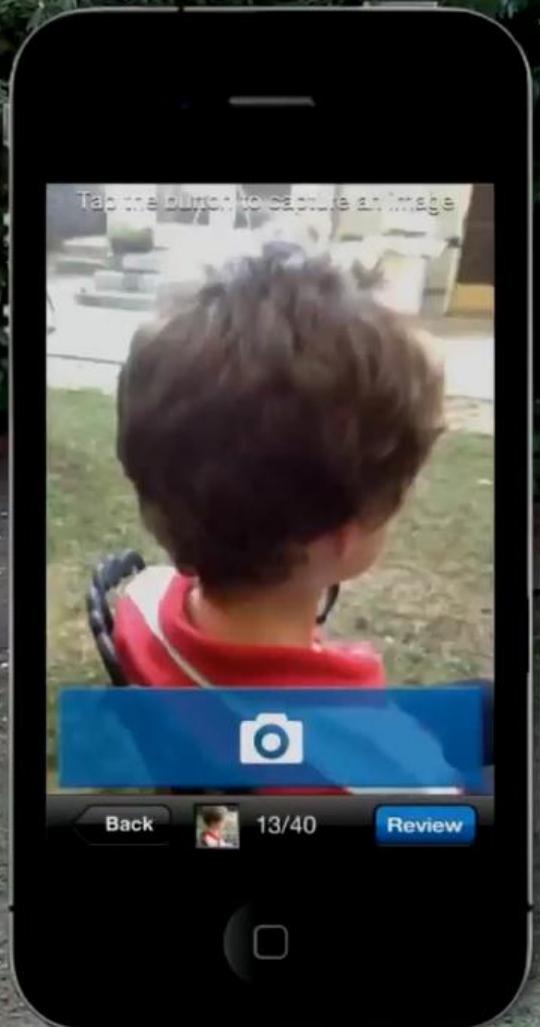
Fabri

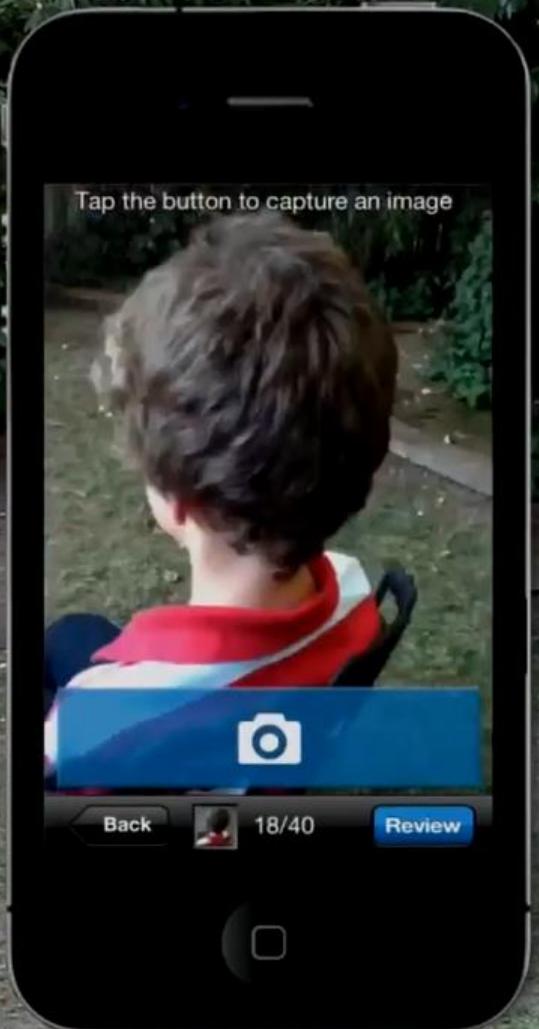




WWW.123DAPP.COM







Autodesk 123D Catch ×

apps.123dapp.com/catch/

123D ▾ Make it 3D Print it Christian Pramuk i

My Captures ▾ Model Details

Delete Add Thumbnail



apps

gallery

fabricate

how-to

my corner

## Order a 3D Print

Choose a Model → Set Model Size → Choose a 3D printing service →

Complete your order through the Sculpteo site below.\*

## 123D Project by Anonymous

\$7  
Shipped in days.

## Modify options of the designs

Description

+ CUSTOMIZE

White plastic

≈ 2.8x1.9x2.8 cm

Solidity check

1 H x 7.05 S - \$7.05

Receive it on if you pass the order in the next.

Add to basket

Background color:

3D technology: Auto | Web3D | Java | Flash | JS

Permalink Embed

Tweet 0    +1 0    Like 0

## Select the material that will be used to print the model

More informations on materials

## Plastics

White plastic

Black plastic

Blue plastic

Yellow plastic

Red plastic

Green plastic

## Polished plastic

## Detail resin

## Ceramic

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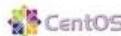
Wowza Media Server 3

Wowza Media Systems, Inc.  
[Bring Your Own License](#)

SafeNet ProtectV: 5 Nodes

SafeNet, Inc.  
[\\$0.27/hr for software](#)

SAP HANA One

SAP  
[\\$0.99/hr for software + Charges for EC2 with SUSE](#)

Free Tier Eligible

CentOS 6.4 (i386) - Release Media

CentOS.org

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Free Tier Eligible

Debian GNU/Linux

Debian

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Free Tier Eligible

Red Hat Enterprise Linux (RHEL) 6



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Software  
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Space is limited.

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25 CATEGORIES

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Wowza Media Server 3  
Wowza Media Systems, Inc.  
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SafeNet ProtectV: 5 Nodes  
SafeNet, Inc.  
[\\$0.27/hr for software](#)



SAP HANA One



Register now for Wowza's  
CloudFront 10/23 webinar »

## Operating Systems



Free Tier Eligible  
CentOS 6.4 (28G)

GROWTH SINCE JAN 1<sup>st</sup> 2013

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ACTIVE CUSTOMERS +308%  
USAGE PER CUSTOMER +152%

Red Hat Enterprise  
Linux (RHEL) 6



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## SAP HANA One

on SUSE Linux Enterprise Server 11 SP1

Sold by: SAP

Perform real-time analysis, develop and deploy real-time applications with the SAP HANA One, an instance of SAP HANA in-memory platform on AWS. Natively build on in-memory technology and now deployed on AWS, SAP HANA One is designed to accelerate transactional processing, operational reporting, OLAP, predictive and text analysis while bypassing traditional data latency & maintenance issues created through pre-materializing views and pre-caching query results. Unlike other database management systems in the market today, the SAP HANA One on AWS streamlines both transactional (OLTP) and analytical ...

[Read more](#)

Customer Rating (8 Customer Reviews)

Latest Version Rev 52.1

Base Operating System Linux/Unix, SUSE Linux Enterprise Server 11 SP1

Delivery Method 64-bit Amazon Machine Image (AMI) ([Learn more](#))

Support [See details below](#)

AWS Services Required Amazon EC2, Amazon EBS

- Highlights
- SAP HANA One transforms decision processing by streamlining transactions, analytics, planning, predictive and text analytics on a single in-memory platform running on AWS so business can operate in real-time.
  - Connectivity to SAP HANA One is provided via open

[Continue](#)

You will have an opportunity to review your order before launching or being charged.

### Pricing Details

For region [US East \(Virginia\)](#)

Hourly Fees (includes SUSE Linux Enterprise Server 11 SP1)

Total hourly fees will vary by instance type and EC2 region.

EC2 Instance Type	Software	EC2	Total
Cluster Compute 8XL (cc2.8xlarge)	\$0.99/hr	\$2.50/hr	\$3.49/hr

### EBS Storage Fees

\$0.10 / GB / Month

# **TRANSFORMATION:**

- » **WHAT DRIVES IT ?**
- » **WHO IS DOING IT ?**
- » **WHAT IS NEXT ?**

**TRANSFORM  
YOUR  
BUSINESS**

# THANK YOU

carlosco@amazon.lu