High Availability

Protects against data center, availability zone. Server. Network and storage subsystem   
 failures

All AZs in AWS regions are interconnected with high bandwidth, low-latency networking.

Data centers located in different AWS AZs have a discrete, uninterruptible power supply and   
 onsite backup generation facilities

99,9 to 99,999

AWS HA

Design the system or application to have no single point of failure by using automated monitoring, detection adnd failover mehanicsm for stateless and stateful components

Correctly instrument and test system availability

Prepare operating procedures for manual mechanisms to respond to, mitigate and recover from the failure

Elasticity

Provides the ability to almost instantly provision and de-provision assorted cloud resources (containers, appliances,database tables…)

It involves leveraging dynamic auto-scaling technologies

Agility

Leverages features for rapid deployment, testing, experimentation and innovation

Customers can quickly overcome geographical limitations

This means = reducing time and costs for testing, innovation, and experimentation

Advantages:  
 producer, consumers can co-create value and deliver data, application services…  
 it includes the concept of flexibility in terms of many different options  
 also build or buy can be more adaptable for devops  
 this value proposition integrates with agile development and project management