

Architecting for Performance Efficiency on AWS

UNDERSTANDING THE DESIGN PRINCIPLES



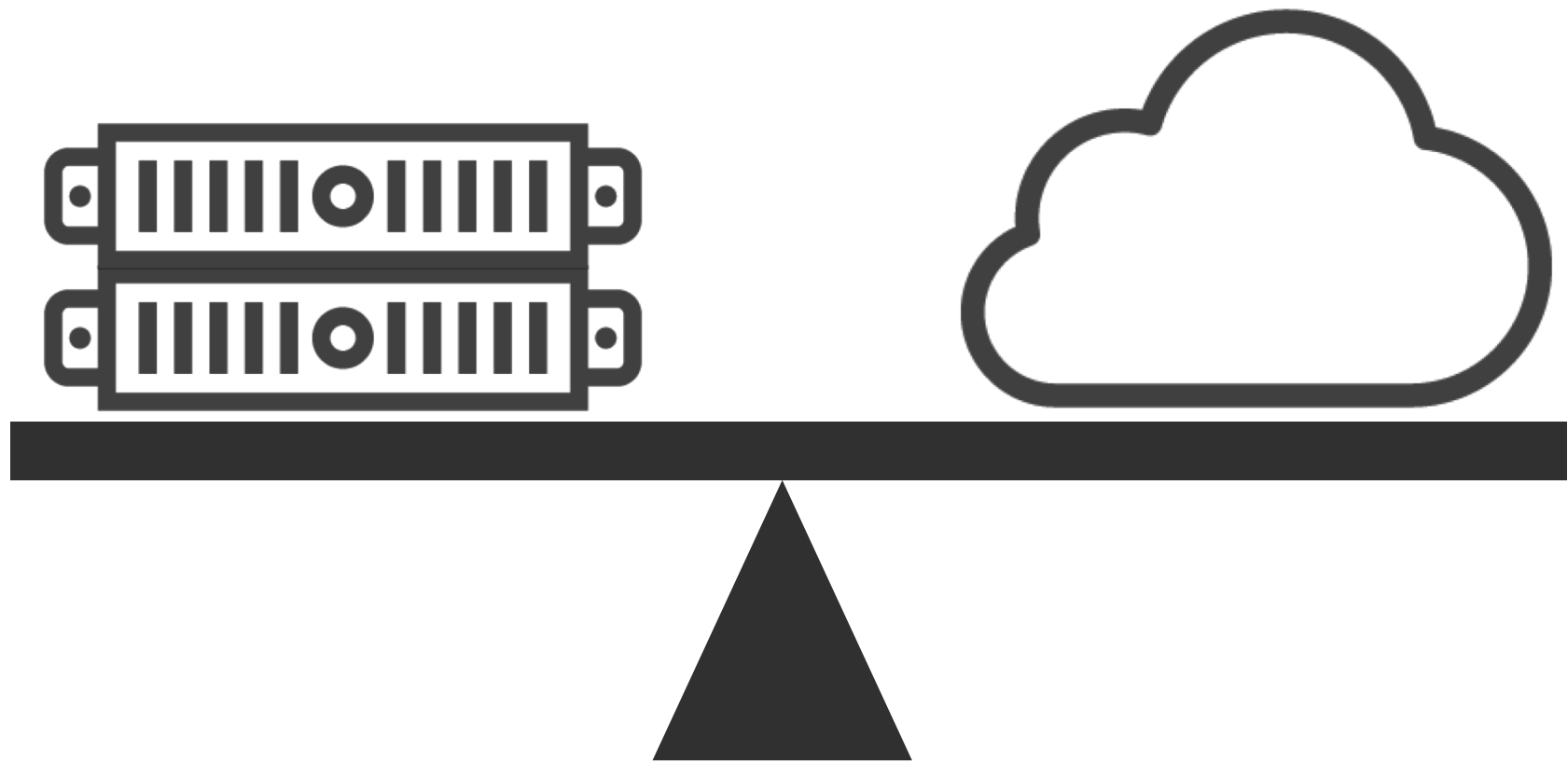
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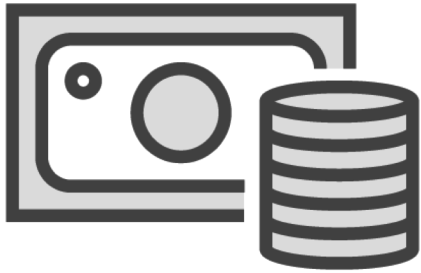
@mgerickson







Why Build on the Cloud?



Cost



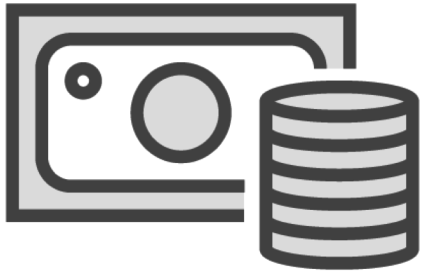
Security



Performance



Performance Efficiency



Cost



Security



Performance





Deploy to any AWS region

Process close to users

Comply with laws and regulations





Do not manage servers

Simplify scaling

Lower costs

PaaS





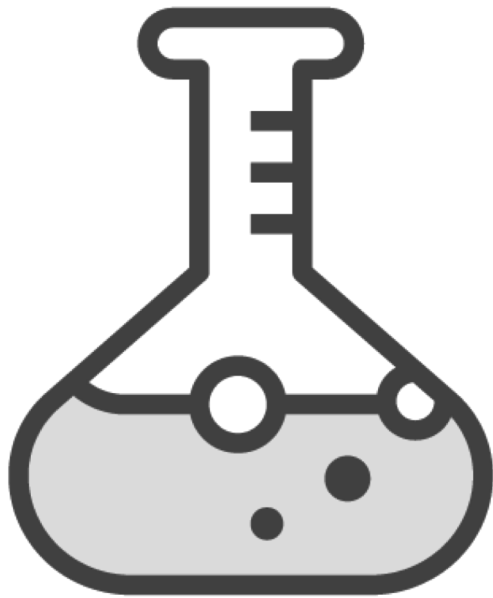
Our industry moves fast

Most businesses move slow

We are "resource constrained"

Focus on product not tools





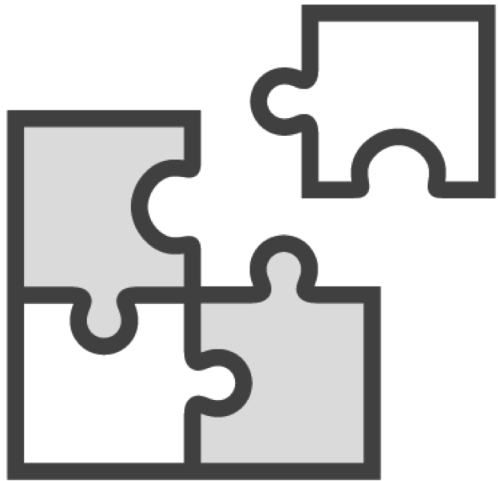
Unlimited resources

Access to new services

Automatic provisioning

Quick testing





Use the best technology
Select for the task



The Design Principles

Go global

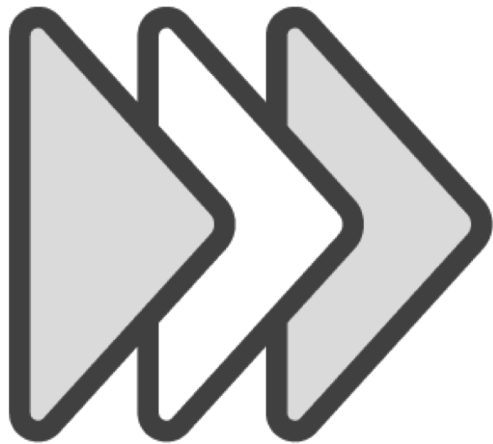
Think serverless

**Use new
technologies**

Experiment often

**Right tool for the
task**





Compute performance

