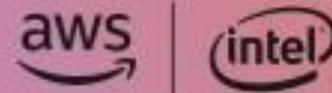


# AWSOME DAY

ONLINE CONFERENCE | 19.03.20



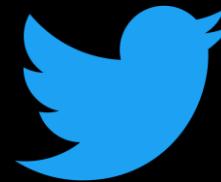
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# Welcome!

STEVEN BRYEN | AWS DEVELOPER RELATIONS | [@!\[\]\(529949c2c3dadbaa4e538e8c643454bc\_img.jpg\) steven\\_bryen](https://twitter.com/steven_bryen)

# Feedback – it's really important to AWS

Give us feedback on Twitter



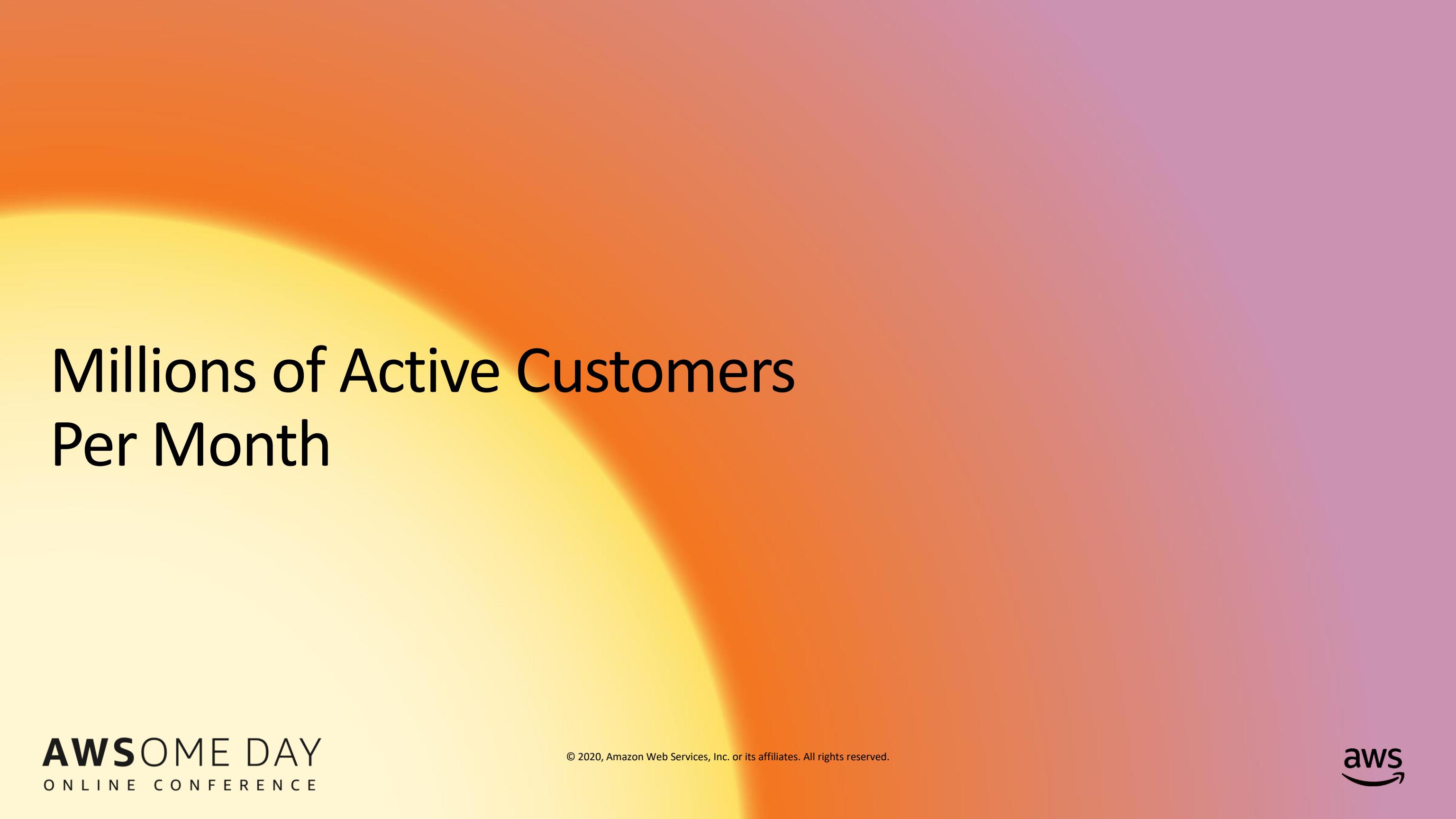
#AWSomeDay  
#AWS

We'll give you the slides, in return for your  
feedback on our post-event survey



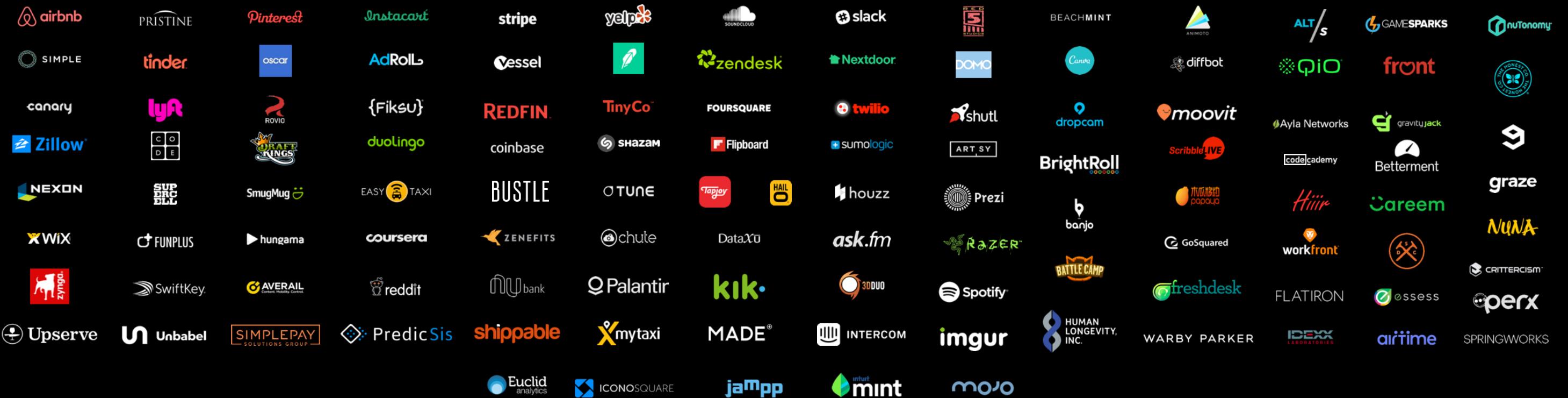
# An Introduction to AWS

STEVEN BRYEN | AWS DEVELOPER RELATIONS | [@steven\\_bryen](https://twitter.com/steven_bryen)



# Millions of Active Customers Per Month

# Largest Numbers of Startup Customers



# Largest Numbers of Enterprise Customers



# Broadest Ecosystem of ISVs

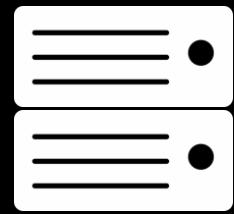


# Cloud Has Become The New Normal

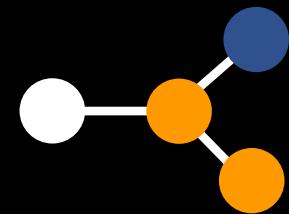
# What Are The Patterns Of This New Normal?

# 1. Start-ups Build Businesses From Scratch In The Cloud

# Building New Applications In The Cloud



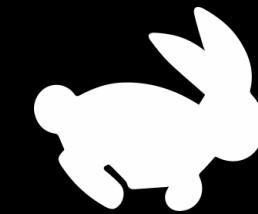
No Legacy



No Dependencies



Lower Cost Structure



Move Quickly

# Disrupt Long Standing Industries, Quickly



Hotels



Education & Training



Gaming



Advertising



Collaboration



Matchmaking

## 2. Speed is Not Just for Start-ups: Companies of All Sizes Can Move Faster Than Ever Before





# It's Impossible To Stay Competitive Today Without The Cloud

# In The Old Days...

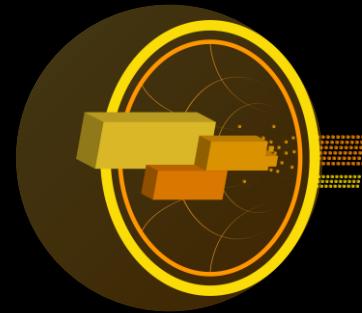
Spend millions for expensive, inflexible,  
slow-moving infrastructure that is  
**#FrozenInTime**



# Old World

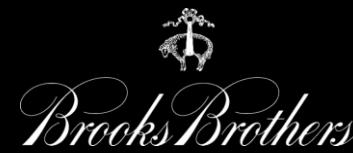


- Large upfront capital investment
- Basic compute and storage only
- Responsible for feature upgrades
- Slow to get new capabilities



- Low, variable cost
- Broad and deep platform
- New features arrive daily
- Ready to use

# Cloud Powered Enterprise Transformation



HEARST corporation

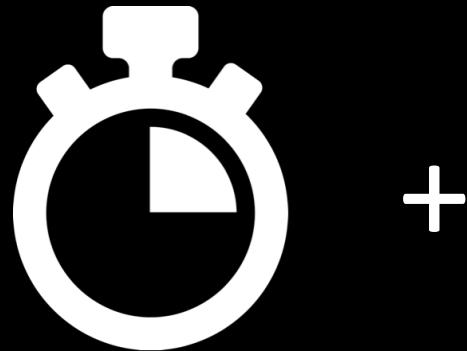


Time Inc.



# 3. Customers Want Access To The Sunday Roast With All The Trimmings

# Key Components of Agility



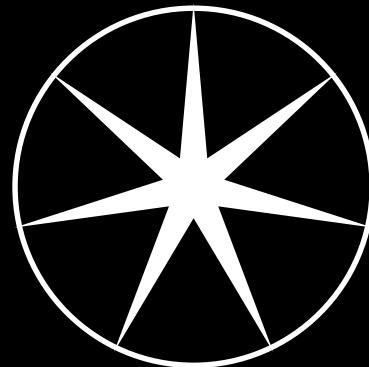
Quick to  
Provision



Most Fully Featured Technology  
Platform



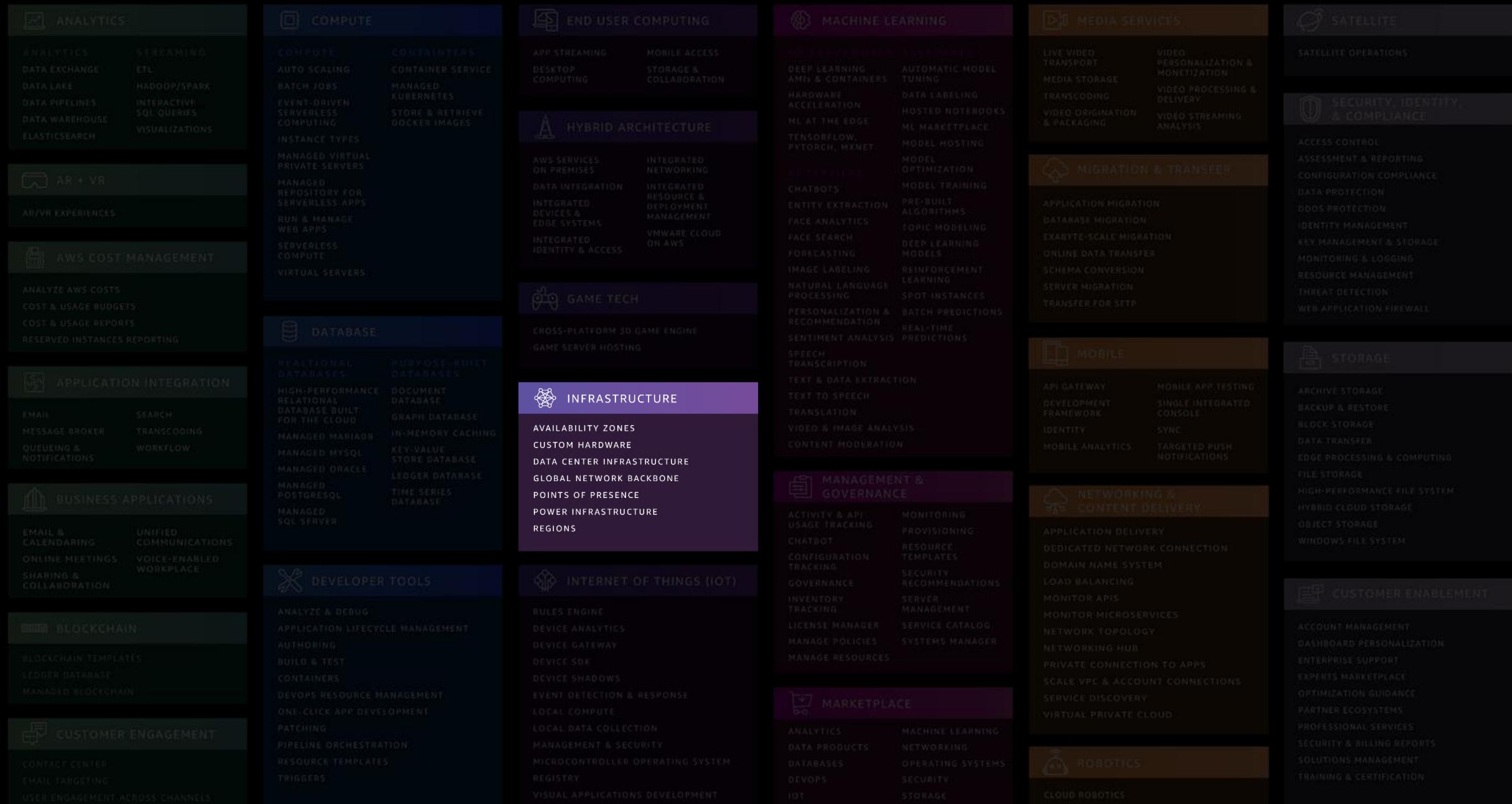
Don't have to  
reinvent the wheel



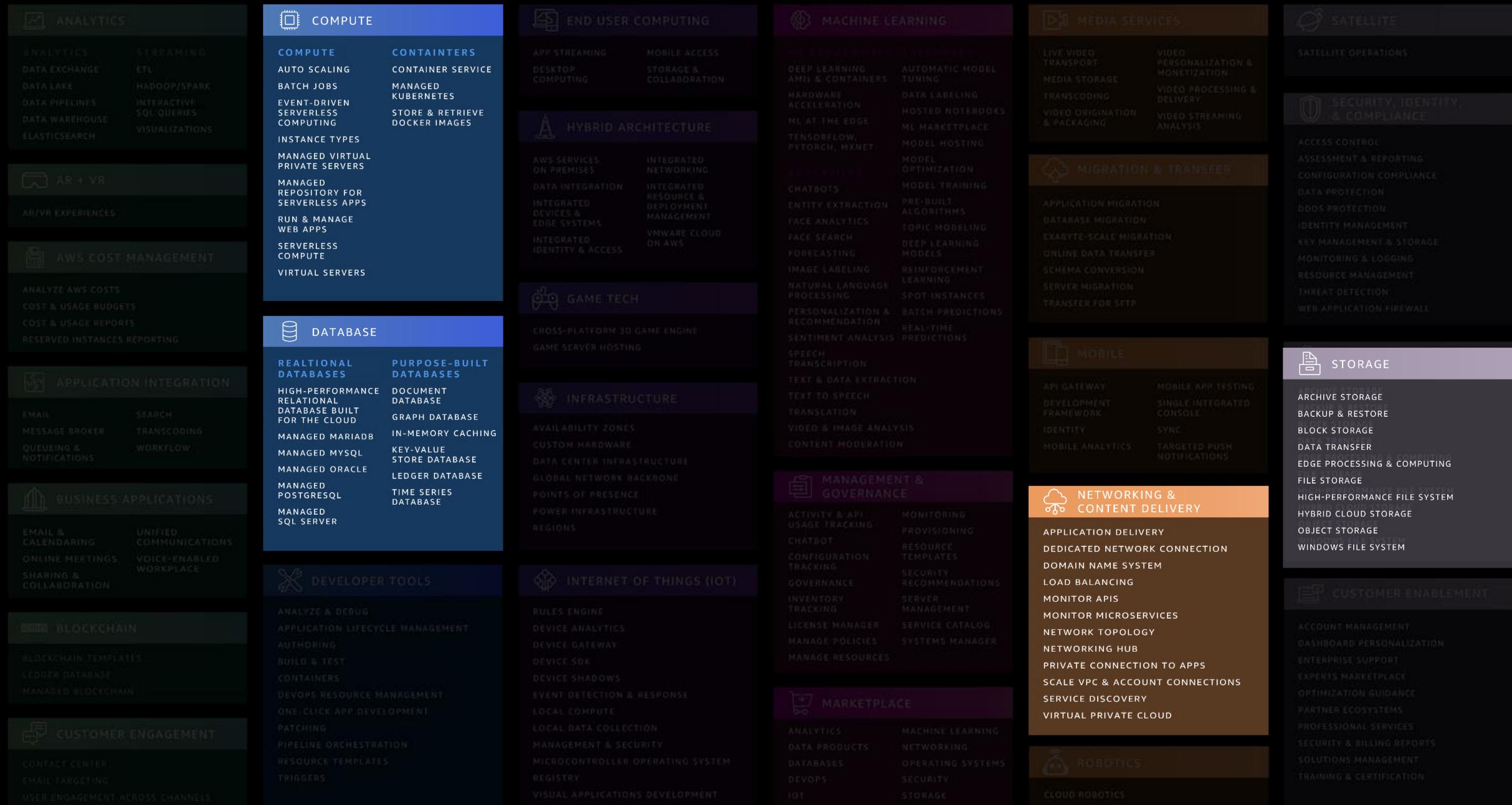
# Most robust, fully featured technology platform



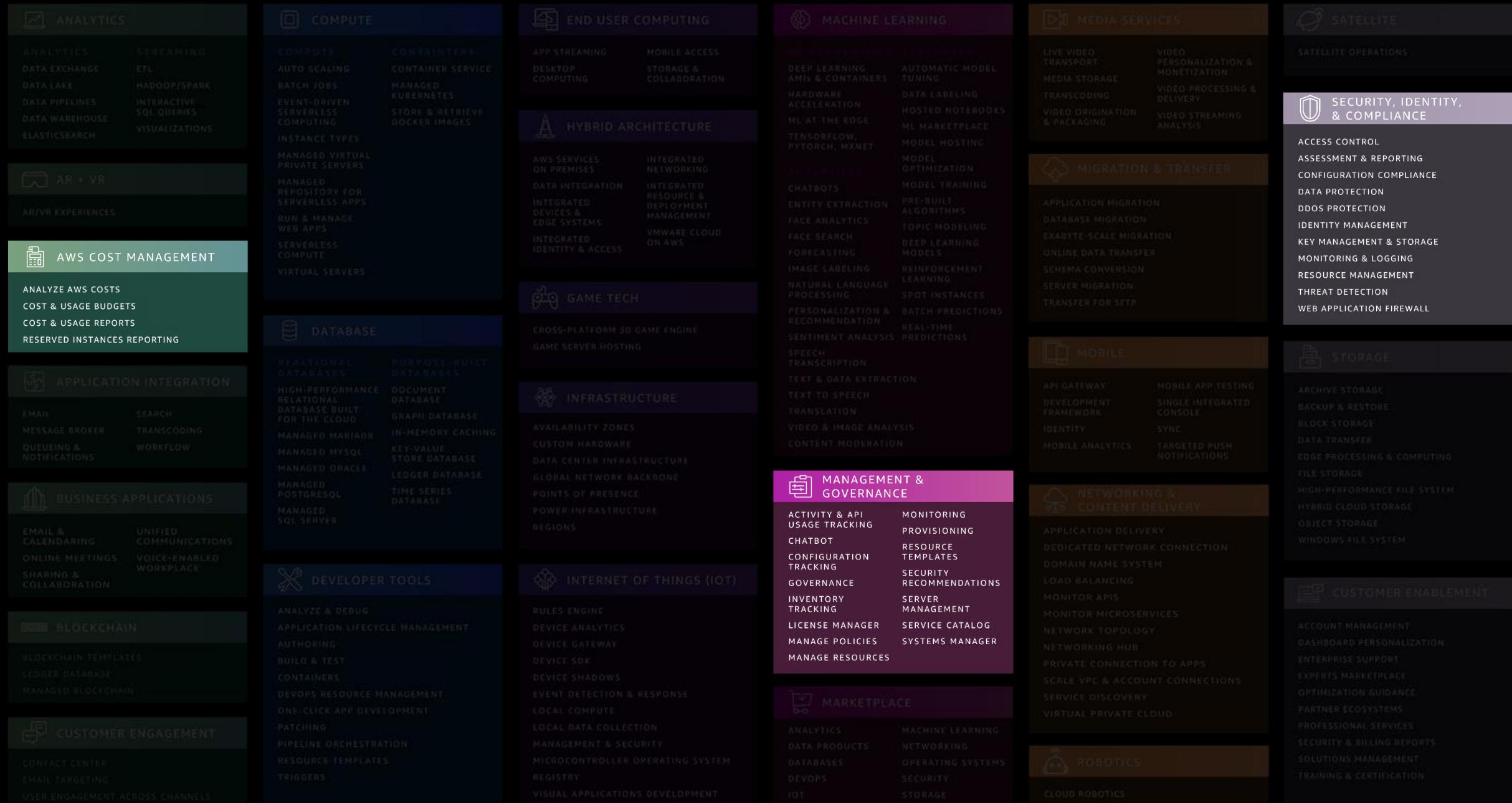
# Most robust, fully featured technology platform



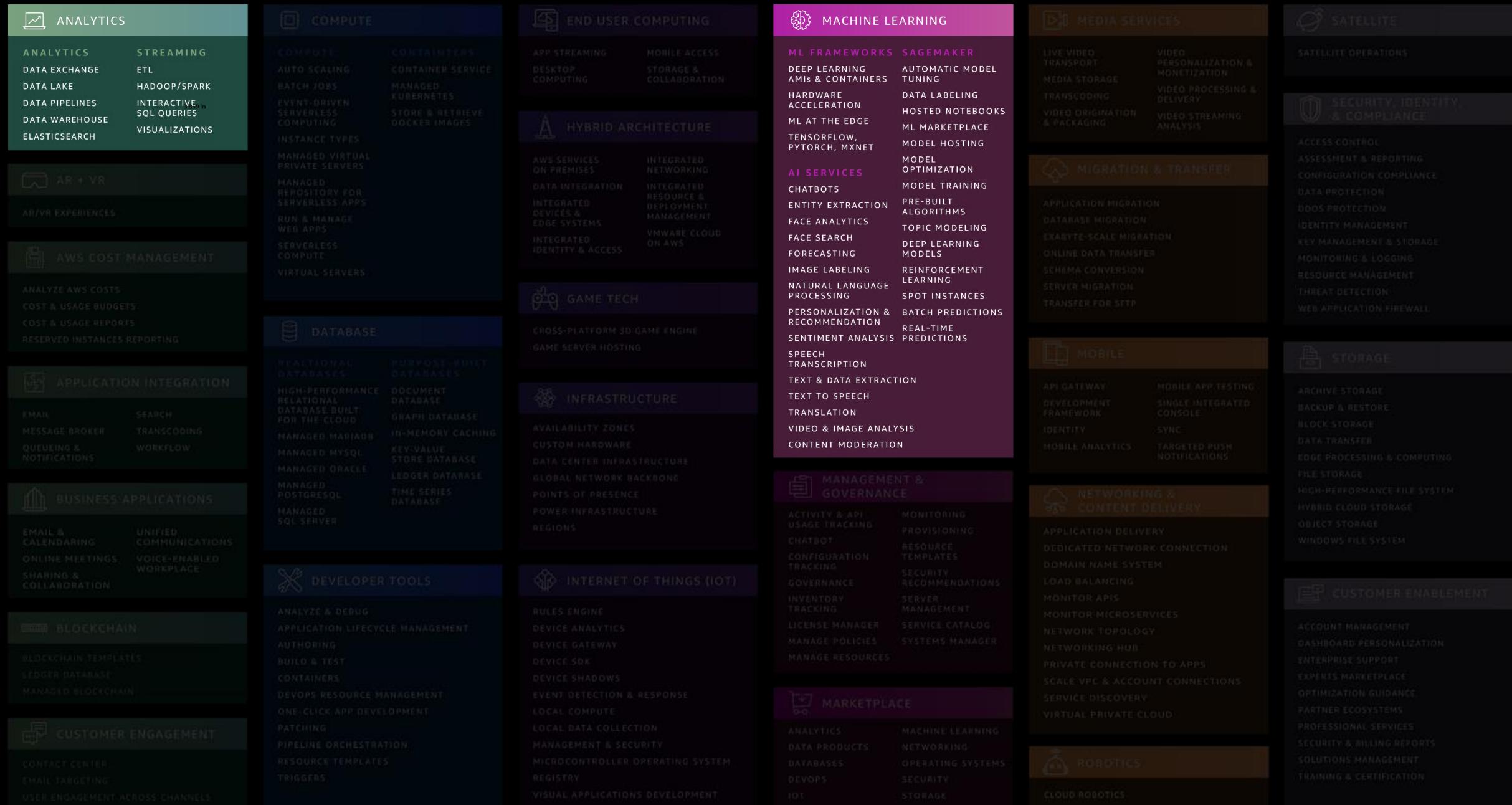
# Most robust, fully featured technology platform



# Most robust, fully featured technology platform



# Most robust, fully featured technology platform



# Most robust, fully featured technology platform



# 4. Moving Apps To The Cloud

# Choosing the right Amazon EC2 Instance

General Purpose	Compute Optimised	Storage Optimised	Memory Optimised	Memory Intensive	High Memory Intensive	I/O Optimised	Bare Metal High I/O	GPU	GPU Compute	Burstable
<b>M5</b>	<b>C5</b>	<b>D2</b>	<b>R5</b>	<b>X1/X1e</b>	<b>Z1</b>	<b>I3</b>	<b>I3m</b>	<b>G3</b>	<b>P3</b>	<b>T3</b>



Intel® AVX-512  
Intel AES-NI  
Intel® Turbo Boost Technology

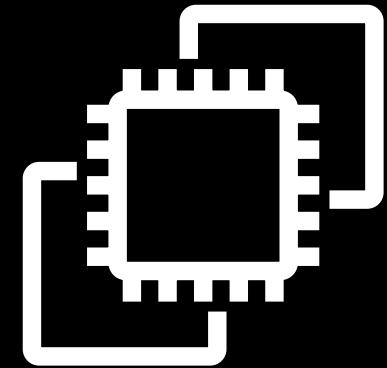
# Choosing the right Amazon EC2 Instance

Consider the following when choosing your instances:

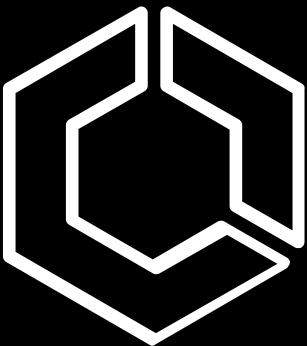
- Core Count
- Memory Size
- Storage Size & Type
- Network Performance
- CPU Technologies



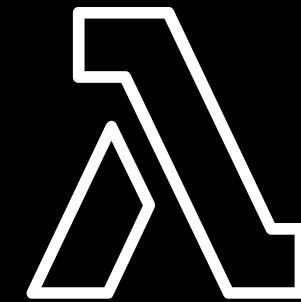
# Broadest and deepest platform choice



Amazon EC2



Amazon ECS,  
EKS, and Fargate



AWS Lambda



COMIC  
RELIEF

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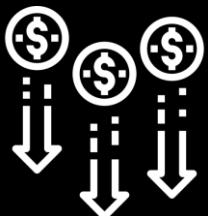


COMIC  
RELIEF



350

Donations per second



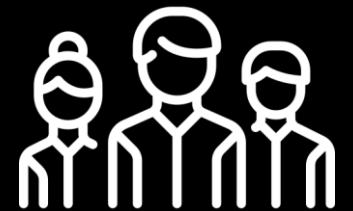
93%

Cost Savings



~4

Months



2-3

Engineers

# Learning More About AWS

[aws.amazon.com/blogs/aws](https://aws.amazon.com/blogs/aws)

[aws.amazon.com/new](https://aws.amazon.com/new)

[aws.amazon.com/partners](https://aws.amazon.com/partners)

@AWScloud  #AWSomeDay

# Thank you!



#AWSomeDay