ATO on AWS When to Leverage AWS Services

Tres Vance Lead Solutions Architect

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How do organizations implement software on AWS?

AWS SOFTWARE DEPLOYMENT OPTIONS









Traditional software installation on an Amazon EC2 instance using Windows Installer (.MSI), Linux-based (.RPM), and Unixbased (.DEB) packages.

AMAZON MACHINE IMAGE (AMI)

Public or private software template that provides the information required to launch an AWS EC2 instance. Include root volume, launch permissions, and block device mappings.

SOFTWARE AS A SERVICE (SAAS)

Software licensing and delivery model whereby software is centrally managed and hosted on AWS and available to customers on a subscription basis.

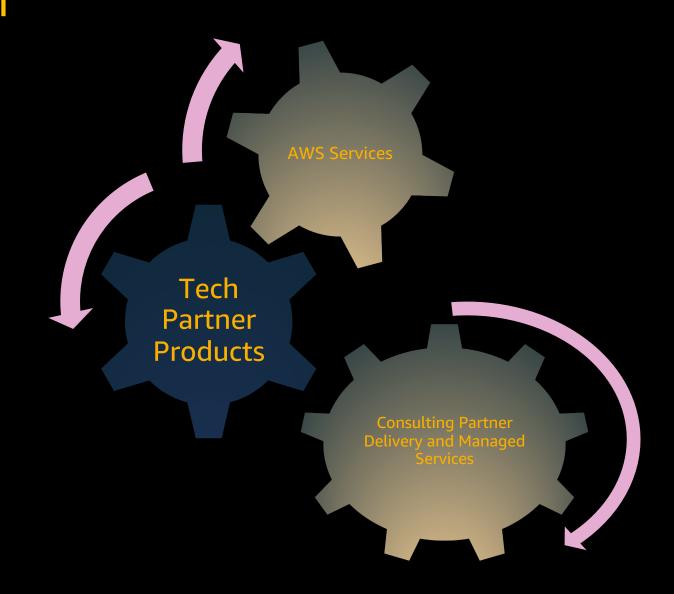




How ATO on AWS includes Partners

Partner Driven and Partner Led Solution

- AWS services provide AWS scale, durability, cloud economics and access to cloud-based analytics
- AWS Technology Partners
 Independent Software Vendors that offer advanced and differentiated solutions
- Consulting Partners help customers deploy and manage end-to-end business solutions







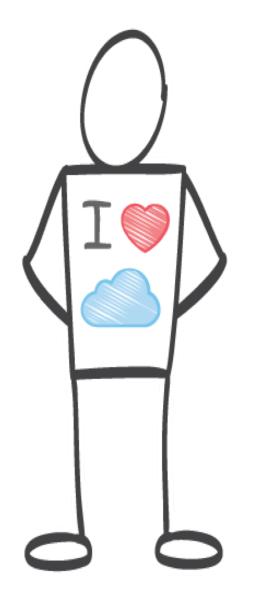
With the AWS cloud, you only pay for what you use







Why move to AWS?



Leveraging the scale, breadth, and scope of AWS services to increase operational efficiency.

Stop managing servers when services are available.

Inherit and extend strong security and compliance practices.





This is not your old fashioned data center





Embracing cloud economics



"We've seen a 52% total cost of ownership reduction."

Ben Wilson, CTO GE Oil & Gas



Regarding their 58% cost reduction, "People who conclude the cloud is too expensive are doing it wrong." Jake Burns, VP of Cloud Services

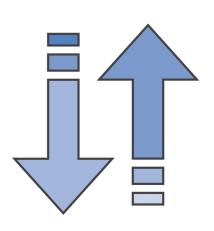




"40% decrease in usage cost per hour, while growing usage by 70%."



The five pillars of cost optimization









Right-sizing your instances

Increase elasticity

Pick the right pricing model

Match usage to services



Measuring & monitoring



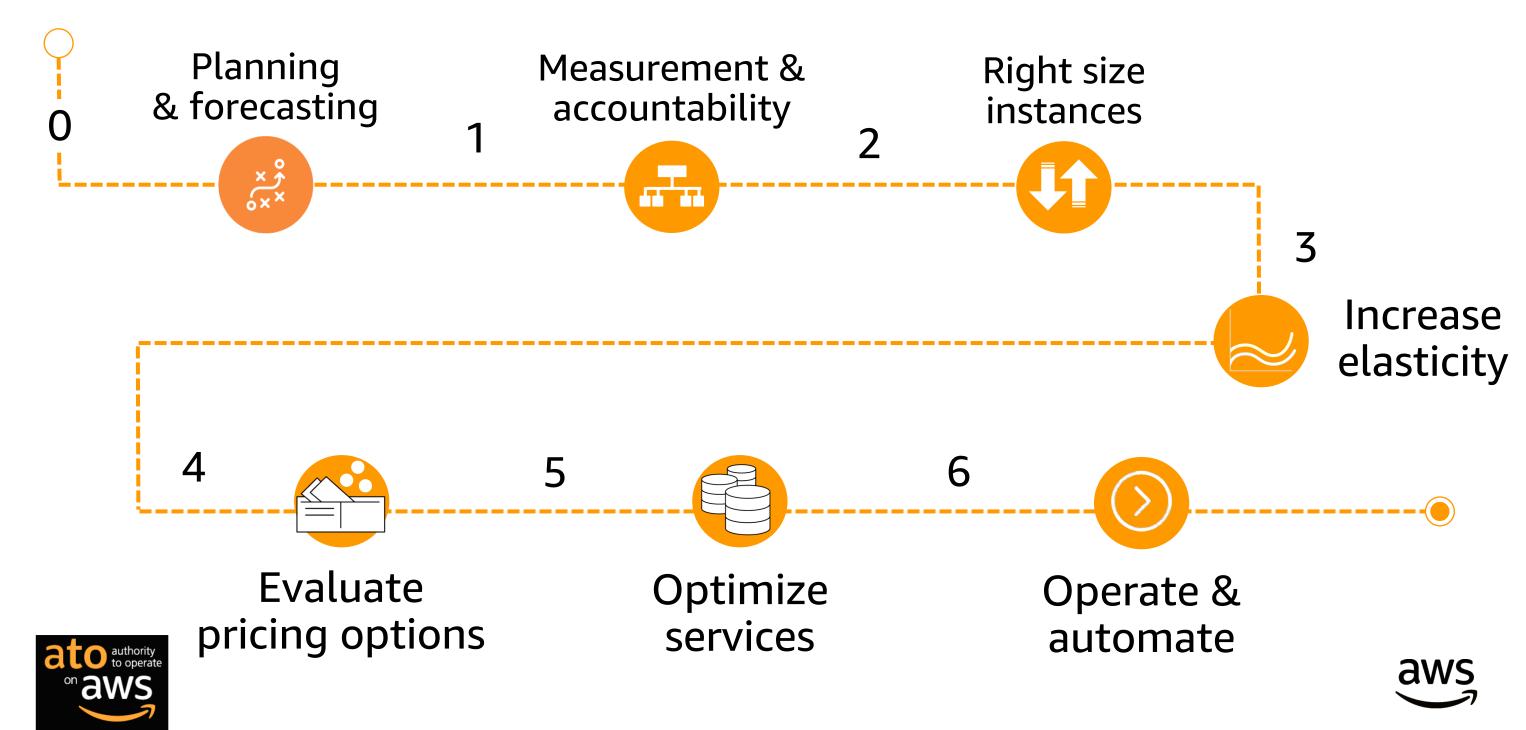
"The trick to optimizing spend? It starts with a shift in behavior."

Marco Carrubba, Vodafone





Re: Designing the process



Cloud financial management framework

Planning & forecasting

- Business planning
- Usage forecasting
- Cost forecasting
- Budgeting

Measurement & accountability

- Account strategy
- Tagging strategy & maintenance
- Cost visibility & analysis
- Metrics tracking & monitoring

Cost optimization

- Cost aware architecture
- Right-sizing & elasticity
- Storage optimization
- Reserved instances
- Spot usage

Cloud financial operations

- Build your cloud team
- Tool adoption & training
- Establish culture of cost accountability

- Governance & controls
- Procurement strategy
- Automation



Any Questions?





