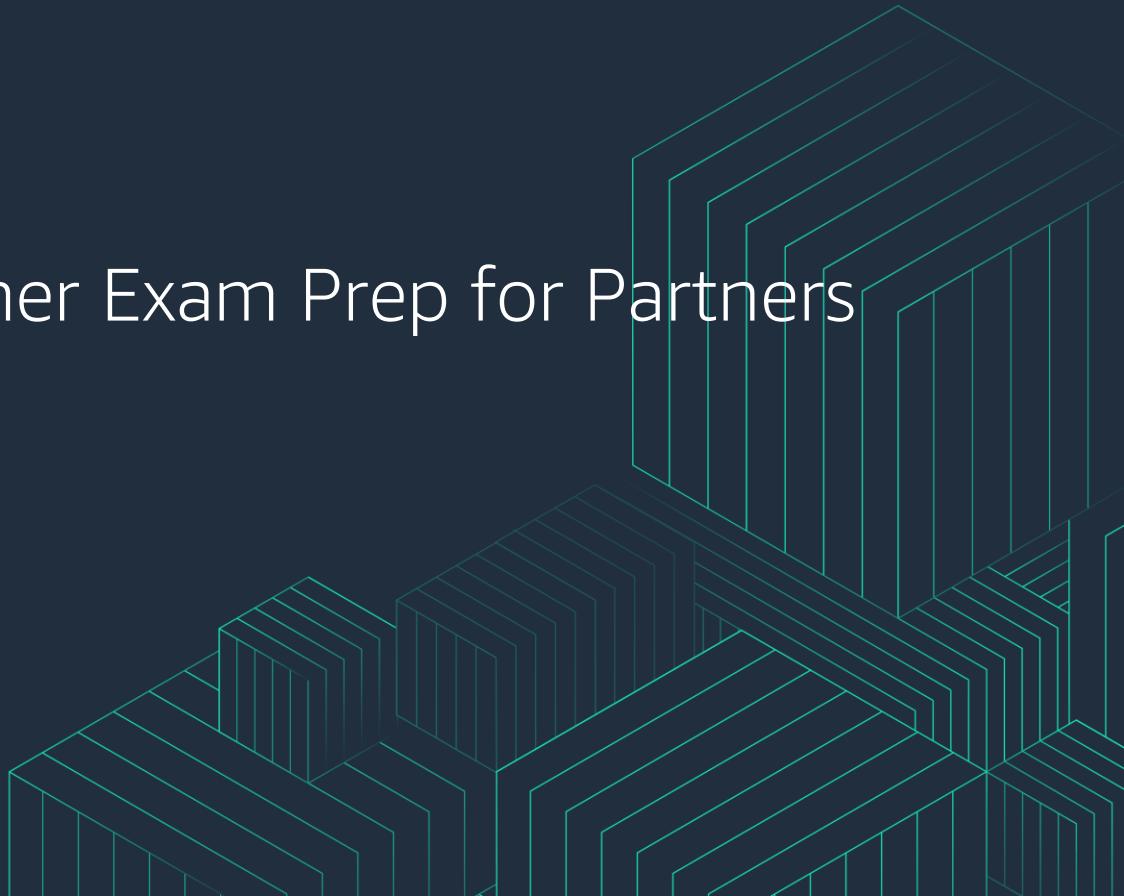




AWS Cloud Practitioner Exam Prep for Partners

AWS Training and Certification

Arturo Martínez | AWS Partner Trainer
rturom@amazon.com



Course Agenda

AWS Cloud & Core Services

- cube Welcome and Introductions
- cube Module 1: Understanding the AWS Cloud
- cube Module 2: Security and Compliance
- cube Module 3: AWS Services
- cube Module 4: Pricing, TCO and Cost Optimization
- cube Module 5: AWS Well Architected Framework
- cube Module 6: APN Resources to Help You

Q&A Session

Welcome

- Guide for the AWS Certified Cloud Practitioner.
- Should not be taken as the sole source of study to perform the exam AWS CCP.
- Consider supporting material to further your studies.



Knowledge Check

Question 1

Which of the following are features of an edge location. Choose 3 answers from the options given below

- A) Used in Conjunction with the CloudFront Service
- B) Distribute Load across multiple resources
- C) Cache common responses
- D) Distribute content to users



Question 2

Which of the below mentioned services is equivalent to hosting virtual servers on an on-premise location?

- A) Amazon EC2
- B) AWS Regions
- C) AWS IAM
- D) AWS Server

Question 3

You have a set of EC2 Instances and get a DDoS attack from the internet which of the following can help in reducing the overall threat to your EC2 Instances. Choose 2 answers from the options given below

- A) Usage of AWS Config
- B) Usage of Internet Gateway
- C) Usage of Security Groups
- D) Usage of Network Access Control Lists



Question 4

Which service allows for the collection and tracking of metrics for AWS services?

- A) Amazon CloudFront
- B) Amazon CloudSearch
- C) Amazon CloudWatch
- D) Amazon Machine Learning (Amazon ML)

Question 5

Which service should an administrator use to register a new domain name with AWS?

- A) Amazon Route 53
- B) Amazon Cloud Front
- C) Elastic Load Balancing
- D) Amazon Virtual Private Cloud (Amazon VPC)

Question 6

Which of the following services uses AWS edge locations?

- A) Amazon Virtual Private Cloud (Amazon VPC)
- B) Amazon CloudFront
- C) Amazon Elastic Compute Cloud (Amazon EC2)
- D) AWS Storage Gateway



Question 7

Which AWS services can be used to store files? Choose 2 answers from the options given below

- A) Amazon CloudWatch
- B) Amazon Simple Storage Service (Amazon S3)
- C) Amazon Elastic Block Store (Amazon EBS)
- D) AWS Config
- E) Amazon Athena

Question 8

Who has control of the data in an AWS account?

- A) AWS Support Team
- B) AWS Account Owner
- C) AWS Security Team
- D) AWS Technical Account Manager (TAM)



AWS Certified Cloud Practitioner

AWS Certified Cloud Practitioner

About the Exam

- 90 minutes
- US\$ 100,00
- Immediate Result
- Score : 100 to 1000 (Minimum 700 PASS)
- 65 questions

Multiple-responses:

What are AWS services? :

- (•) IAM
- (•) CloudFront
- () AWS Games
- () ForCloud
- () Discovery Tiers

Multiple-Choice:

CloudFront Service Infrastructure:

- (•) EdgeLocations
- () Data Centers
- () AWS Transceivers
- () Cloud Content
- () External DNS

AWS Certified Cloud Practitioner

Exam Topics

The table below lists the main content domains and their weightings.		Domain	% of Examination
Domain 1: Cloud Concepts			28%
Domain 2: Security			24%
Domain 3: Technology			36%
Domain 4: Billing and Pricing			12%
TOTAL			100%

<https://aws.amazon.com/certification/certified-cloud-practitioner/>

How to add 30min (1/2)

Non-native English speaking countries are eligible to add 30min to exam time.

Standard Time: 90min

Extended Time: 120min

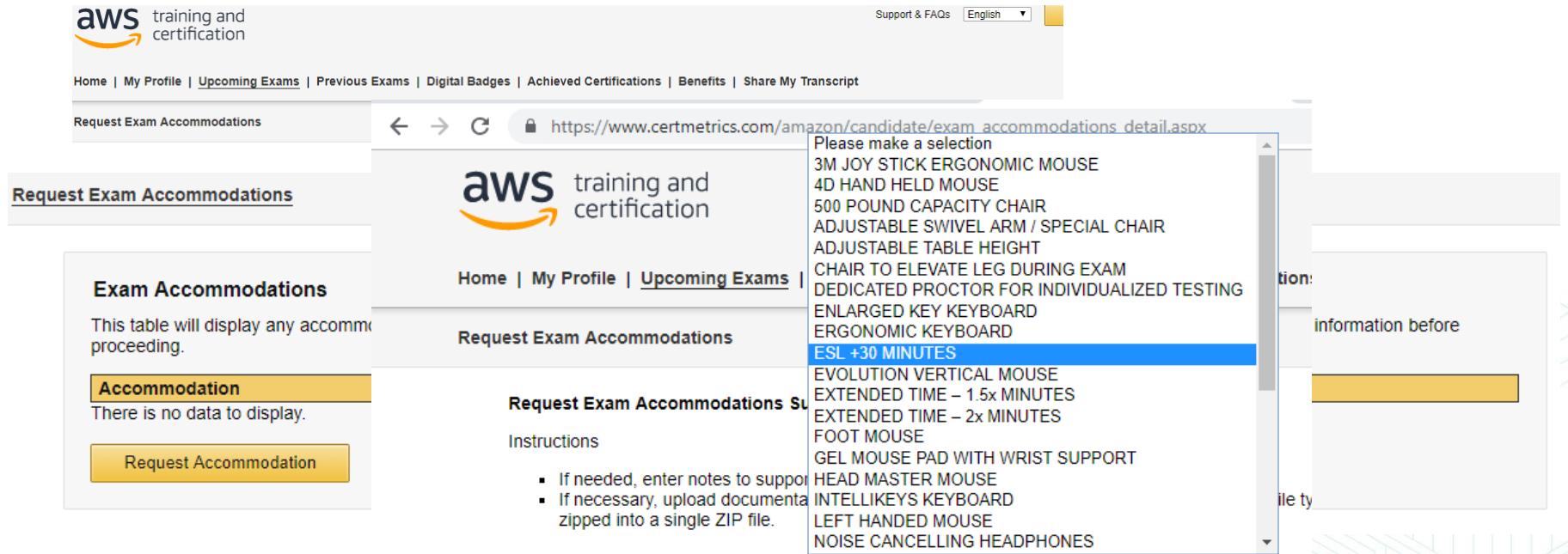
- ✓ Must be done before exam scheduling.
- ✓ Auto approval process.
- ✓ 1 time only.

How to do this?

Go to certification portal (aws.training/Certification)



How to add 30min (2/2)



The screenshot shows a web browser displaying the AWS Candidate Exam Accommodations page. The URL in the address bar is https://www.certmetrics.com/amazon/candidate/exam_accommodations_detail.aspx. The page title is "Request Exam Accommodations".

The main content area displays a table for "Exam Accommodations" with one row: "Accommodation" (with a note "There is no data to display") and a "Request Accommodation" button.

A dropdown menu is open over the "Request Exam Accommodations" button, listing various accommodation options. The option "ESL +30 MINUTES" is highlighted with a blue background.

The dropdown menu items are:

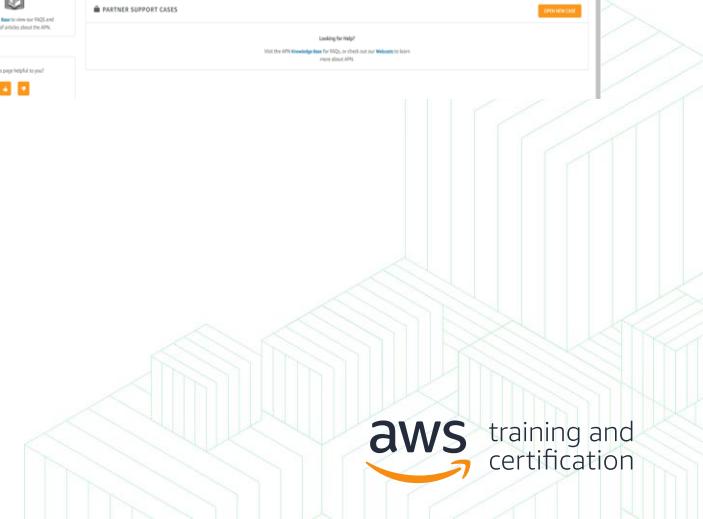
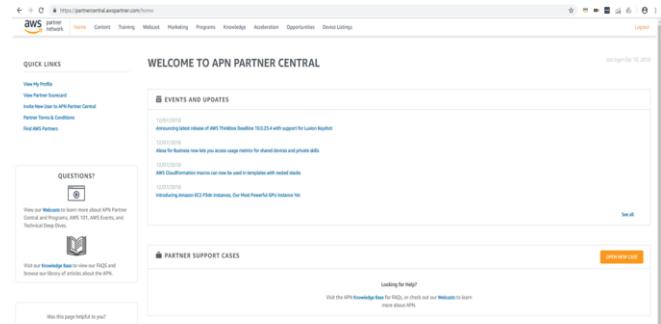
- 3M JOY STICK ERGONOMIC MOUSE
- 4D HAND HELD MOUSE
- 500 POUND CAPACITY CHAIR
- ADJUSTABLE SWIVEL ARM / SPECIAL CHAIR
- ADJUSTABLE TABLE HEIGHT
- CHAIR TO ELEVATE LEG DURING EXAM
- DEDICATED PROCTOR FOR INDIVIDUALIZED TESTING
- ENLARGED KEY KEYBOARD
- ERGONOMIC KEYBOARD
- ESL +30 MINUTES** (highlighted)
- EVOLUTION VERTICAL MOUSE
- EXTENDED TIME – 1.5x MINUTES
- EXTENDED TIME – 2x MINUTES
- FOOT MOUSE
- GEL MOUSE PAD WITH WRIST SUPPORT
- HEAD MASTER MOUSE
- INTELLIKEYS KEYBOARD
- LEFT HANDED MOUSE
- NOISE CANCELLING HEADPHONES

AWS Certified Cloud Practitioner

Resources

- AWS Training (aws.amazon.com/training)
 - [AWS Business Professional \(Digital\)](#)
 - [AWS TCO and Cloud Economics \(Digital\)](#)
- [Whitepapers on AWS](#)
 - [Overview of Amazon Web Services](#)
 - [Architecting for the Cloud: AWS Best Practices](#)
 - [How AWS Pricing Works](#)
 - [Cost Management in the AWS Cloud](#)
 - [AWS support plan comparison](#)

apn-portal.com



AWS Certified Cloud Practitioner

To Do

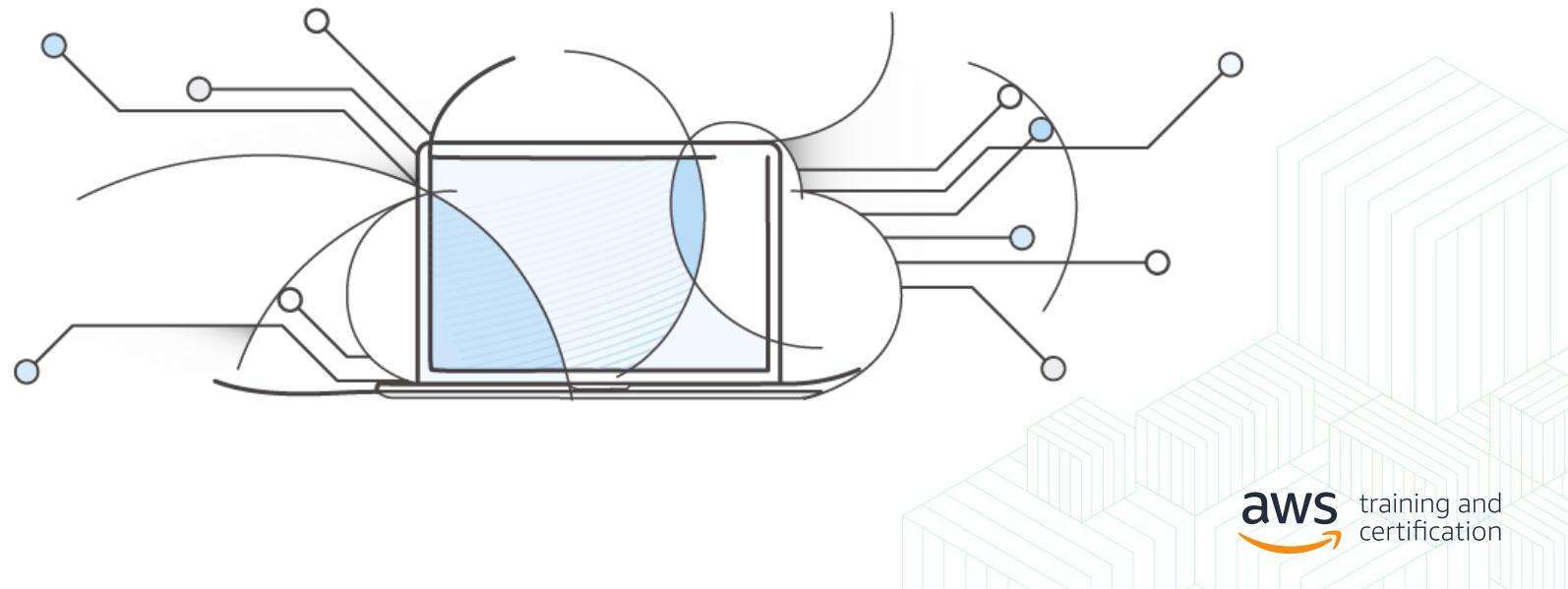
- Review this material.
- Go to AWS site and read about the main services <https://aws.amazon.com>
- Understand Cloud AWS value proposition, principles and advantages.
- Security in the cloud: [AUP](#), [SRM](#), [Compliance](#), [IAM](#), [MFA](#).
- [Global AWS Infrastructure](#), multi-AZ architectures, services scope.
- Pricing models and organizational structure.



Module 1: Understanding the AWS Cloud

What is Cloud Computing

Cloud computing is the on-demand delivery of compute power, database storage, applications, and other IT resources through a cloud services platform via the internet with pay-as-you-go pricing.



Why Customers are Moving to AWS



Trade Capital
Expense for Variable
Expense



Increase Speed
& Agility



Streamline &
Enhance
Infrastructure
Decisions



Reduce
Expenses



Scale Globally



Increase
Innovation

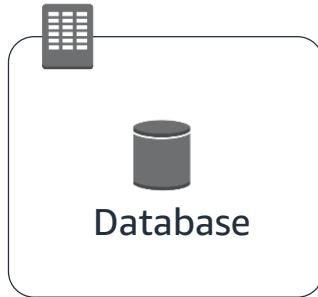


Accelerate Time
to Business
Value



Transitioning from a Self-Managed to a Fully Managed Service

Self-Managed



Corporate data center

Amazon EC2 Service



AWS Data Center(s)

Fully Managed Service



AWS Data Center(s)

What Sets AWS Apart?

Enterprise Leadership



Building and managing the cloud since 2006

Service Breadth and Depth



Over 165 services

Pace of Innovation



1957 features in 2018

Global Presence



69 Availability Zones in 22 geographic regions around the world

Amazon Culture



+70 proactive price reductions

Security



#1 Priority

Largest Partner Ecosystem



AWS Marketplace and APN

Hybrid Cloud



Broadest set of hybrid capabilities of any cloud provider

AWS Global Infrastructure

22 Geographical Regions, 1 Local Region, 69 Availability Zones, 160+ PoPs

Region & Number of Availability Zones (AZs)



GovCloud (US)

US-East (3), US-West (3)

Europe

Frankfurt (3)

Ireland (3)

London (3)

Paris (3)

Stockholm (3)

US West

Oregon (4)

Northern California (3)

US East

N. Virginia (6), Ohio (3)

Canada

Central (2)

South America

São Paulo (3)

Asia Pacific

Singapore (3), Sydney (3),

Tokyo (4), Osaka-Local (1)*

Seoul (2), Mumbai (2)

Hong Kong SAR (3)

China

Beijing (2), Ningxia (3)

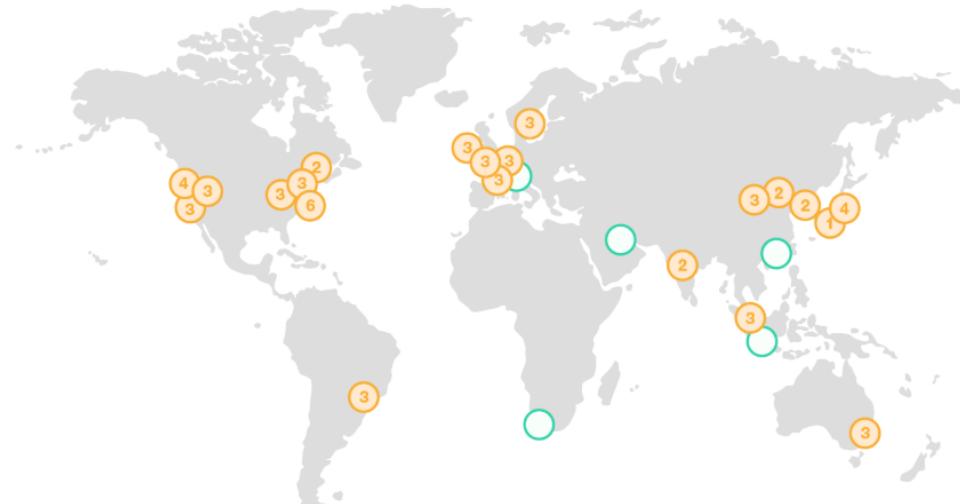
Middle East

Bahrain (3)



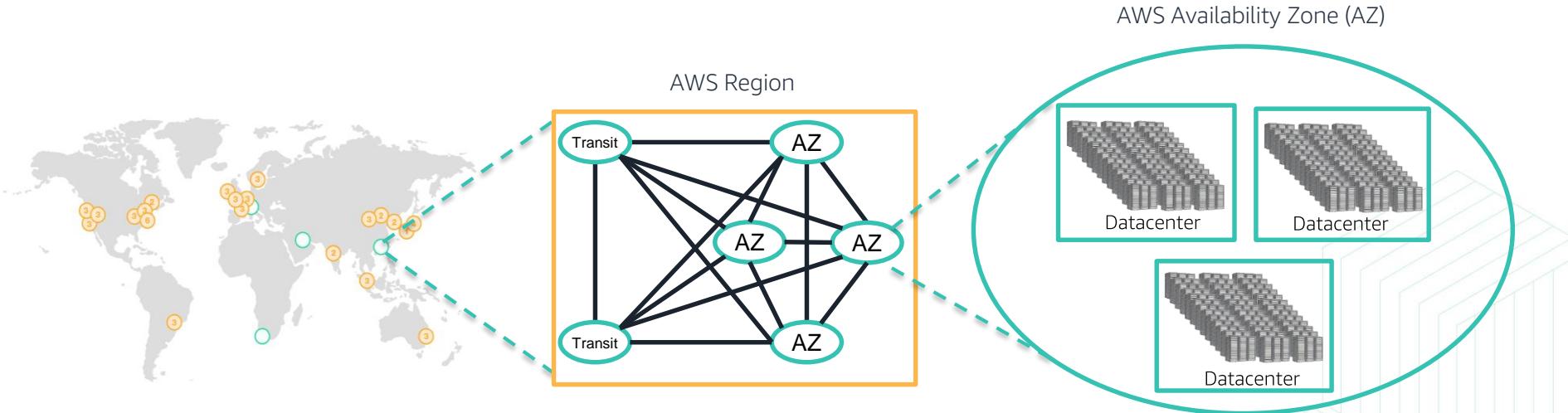
Announced Regions

Four Regions and 12 AZs in Bahrain, Cape Town, Jakarta and Milan



AWS Region Design

AWS Regions are comprised of multiple AZs for high availability, high scalability, and high fault tolerance. Applications and data are replicated in real time and consistent in the different AZs



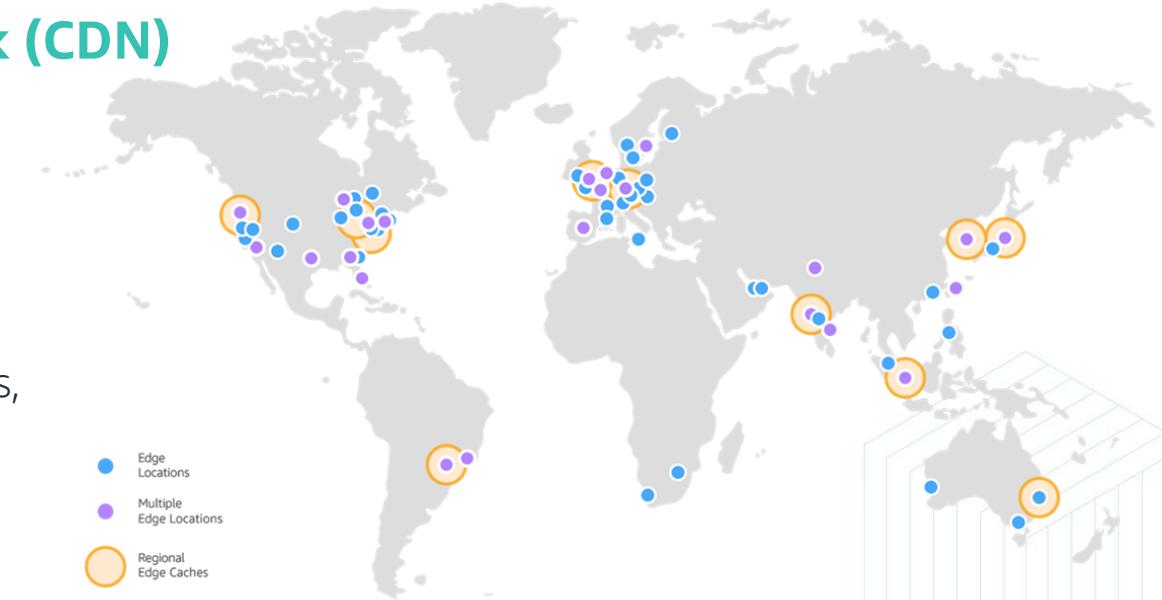
A **Region** is a physical location in the world where we have multiple **Availability Zones**.

Availability Zones consist of one or more discrete data centers, each with redundant power, networking, and connectivity, housed in separate facilities.

Amazon CloudFront

Content Delivery Network (CDN)

- Netflix
- Content close to users = less latency
- Static content (web pages, texts, images, movies)



Edge Location = Point of presence where the content cache is performed.

AWS Platform Services

Over 165 Services

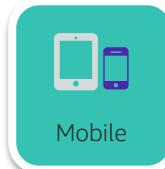
Advanced Services



Analytics



Artificial Intelligence



Mobile



Internet of Things



Game Development



AWS Marketplace

Business Process Services



Developer Tools



Management Tools



Business Productivity



Application Services

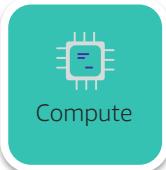


Desktop and App Streaming



Technical and Business Support

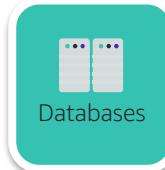
Foundational Services



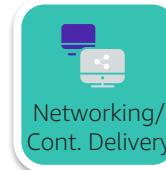
Compute



Storage



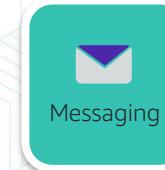
Databases



Networking/
Cont. Delivery

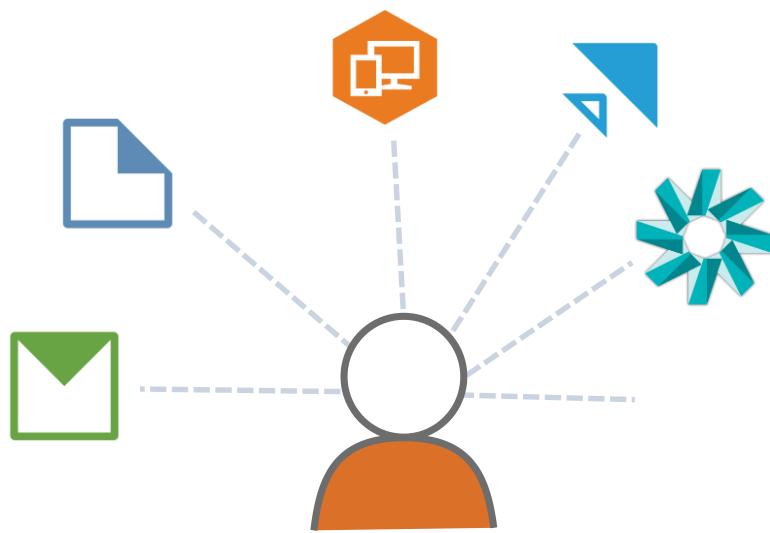


Hybrid Cloud
Architecture



Messaging

Introducing Amazon Enterprise Applications



Services Availability per Region

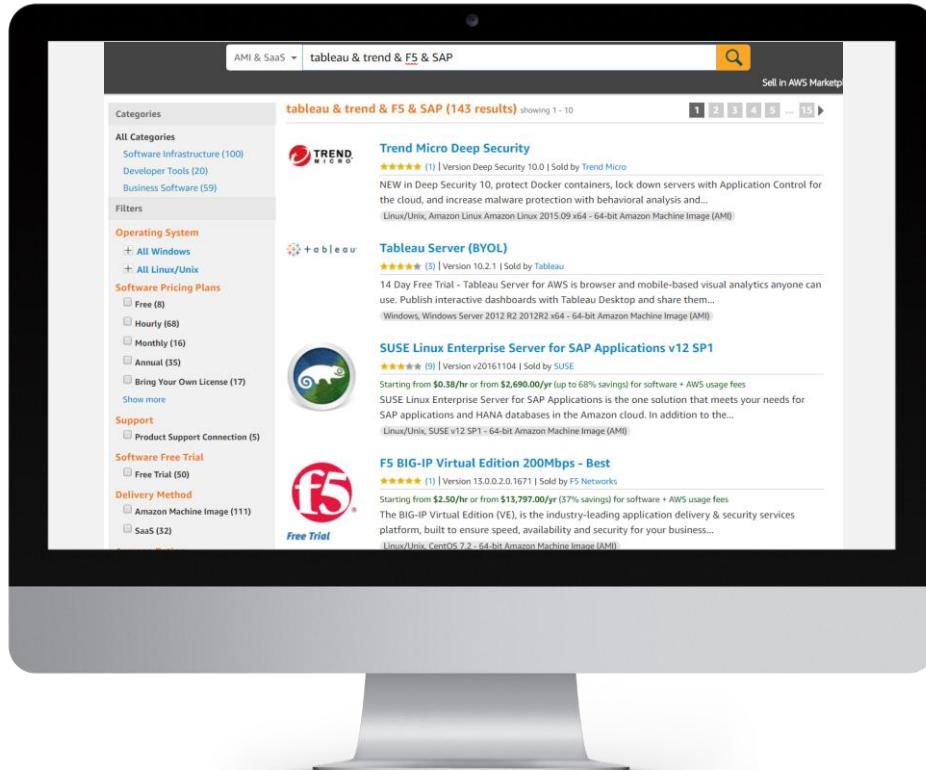
Services Offered:	Americas		Europe / Middle East / Africa			Asia Pacific			
	Northern Virginia		Ohio	Oregon	Northern California	Montreal	São Paulo	GovCloud (US-West)	GovCloud (US-East)
Alexa for Business								✓	
Amazon API Gateway	✓	✓	✓	✓	✓	✓	✓	✓	✓
Amazon AppStream 2.0	✓			✓					
Amazon Athena	✓	✓	✓					✓	
Amazon Aurora - MySQL-compatible	✓	✓	✓	✓	✓	✓	✓	✓	✓
Amazon Aurora - PostgreSQL-compatible	✓	✓	✓	✓	✓	✓	✓	✓	✓
Amazon Chime		✓							
Amazon Cloud Directory	✓	✓	✓						
Amazon CloudSearch	✓			✓	✓		✓		

Region Table

- Take into account the availability of services in each region.
- Service values vary by region.

<https://aws.amazon.com/about-aws/global-infrastructure/regional-product-services/>

AWS Marketplace Overview



AWS Marketplace is an online store that supports:

0
1

Over 1,400 participating ISVs

0
2

190,000+ active customers

0
3

4,200+ software listings

0
4

Over 570M hours of software per month



AWS Hybrid Architecture Support

01.

Almost **every AWS customer with on-premises infrastructure is running a hybrid architecture.**

02.

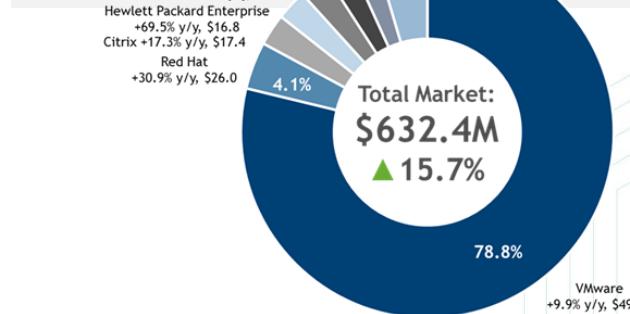
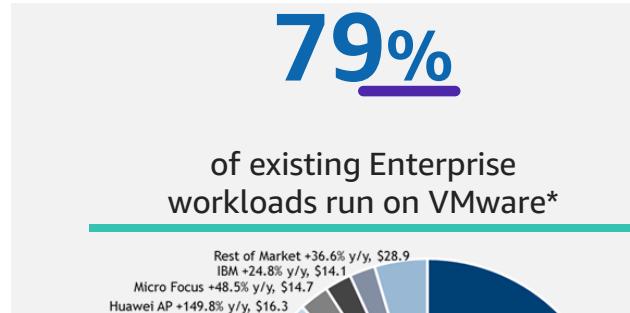
AWS offers seamless integration with existing on-premises data centers - customers can leverage existing investments

03.

Easily run on VMWare workloads on AWS **with seamless deployment and management**

04.

AWS offers the only **VMWare-delivered, sold and supported** service available on a leading public cloud



* IDC Worldwide Cloud System Software 2015 Share Snapshot



Module 2: Security and Compliance

Customers Benefit from Advanced Security Controls



Over 50 global compliance certifications and accreditations



Powerful native functionality and tools at little or no cost



Leverage security enhancements gleaned from 1M+ customer experiences



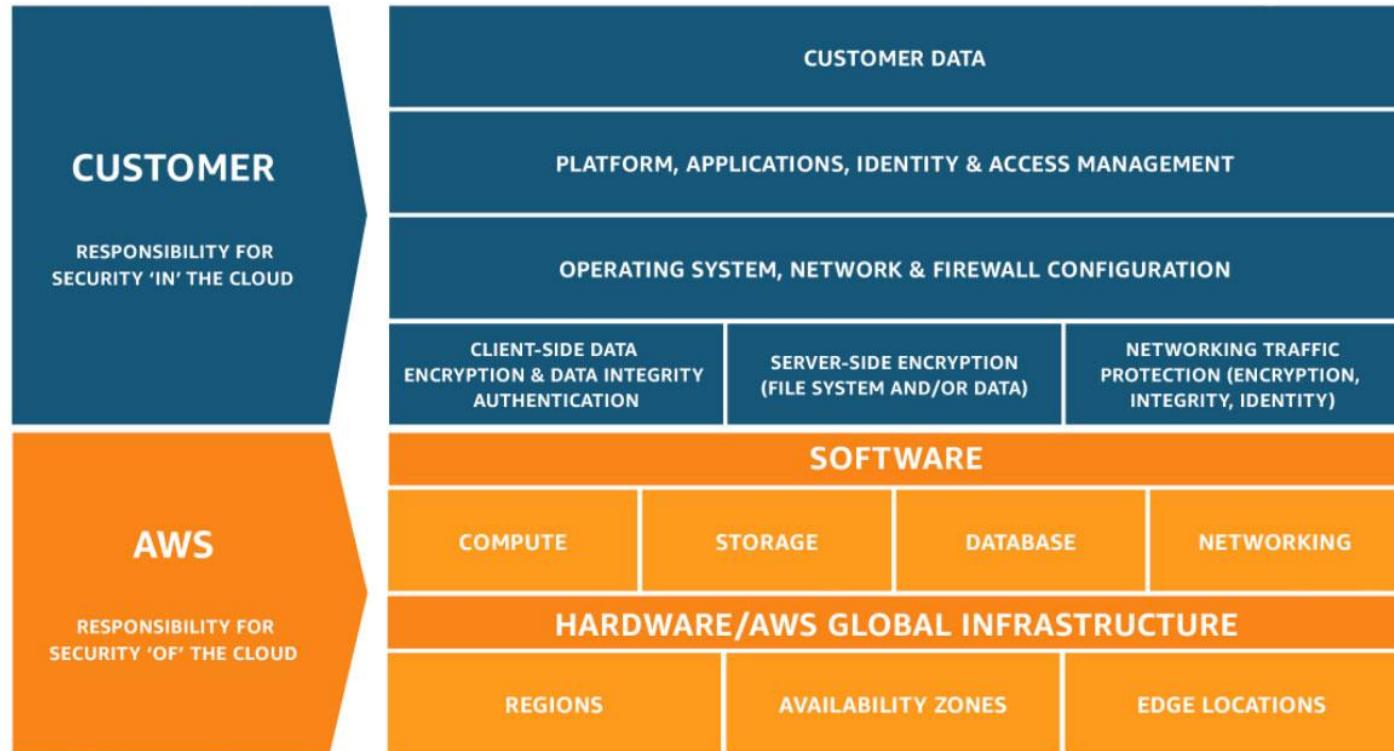
Security infrastructure built to satisfy military, global banks, and other high-sensitivity organizations



Benefit from AWS industry leading security teams 24/7, 365 days a year



Shared Responsibility Model



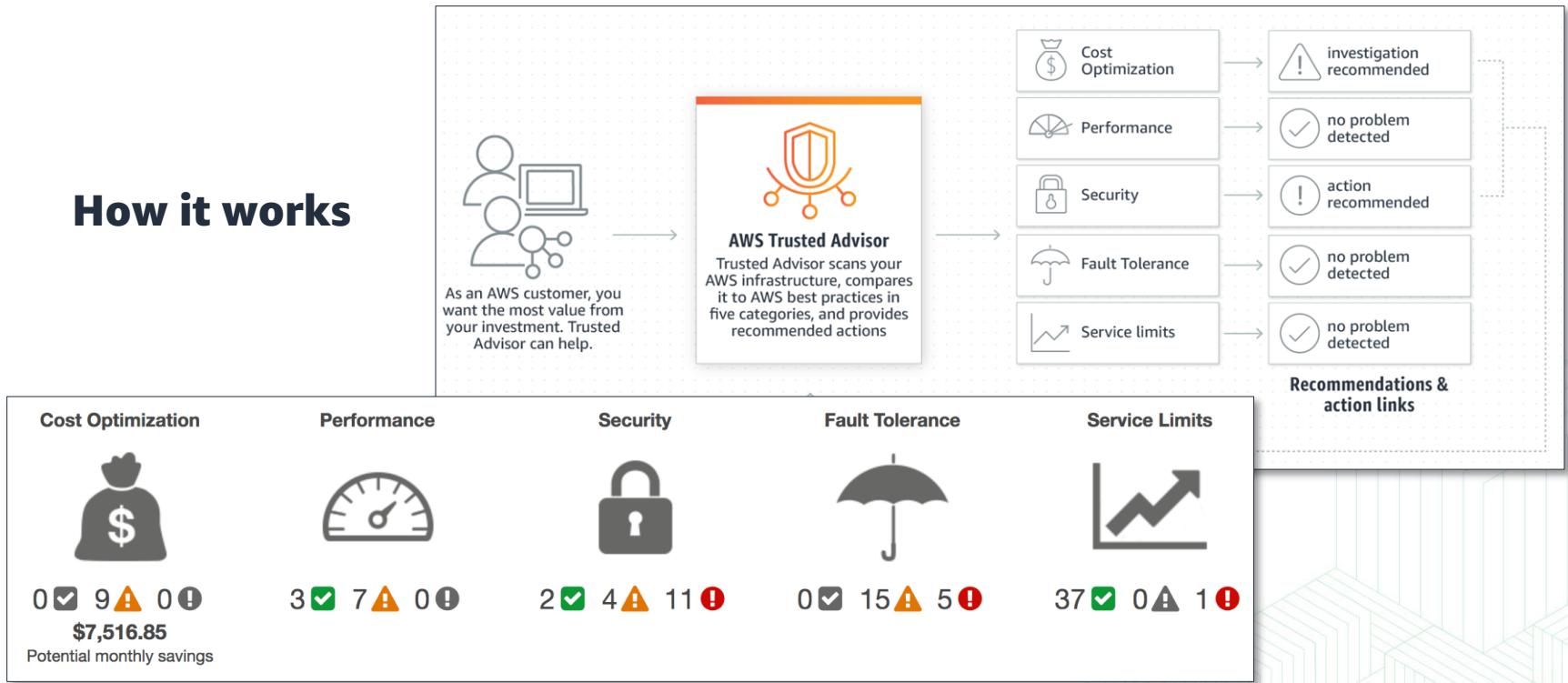
AWS Built-In Security

Security Focus	Security Services and Features
Infrastructure Security	<ul style="list-style-type: none">Amazon VPCAWS WAFEncryption in-transit with TLS with all servicesAWS Artifact
Identity and Access Control	<ul style="list-style-type: none">AWS Identity and Access Management (IAM)AWS Multi-Factor AuthenticationAWS Directory Service
Monitoring and Logging	<ul style="list-style-type: none">AWS Trusted AdvisorAWS CloudTrailAmazon CloudWatchAmazon Macie
Inventory and Configuration	<ul style="list-style-type: none">Amazon InspectorAWS ConfigAWS CloudFormation
DDoS Mitigation	<ul style="list-style-type: none">AWS ShieldAuto ScalingAmazon CloudFrontAmazon Route 53
Data Encryption	<ul style="list-style-type: none">Encryption with all AWS storage and database servicesAWS KMSAWS CloudHSM



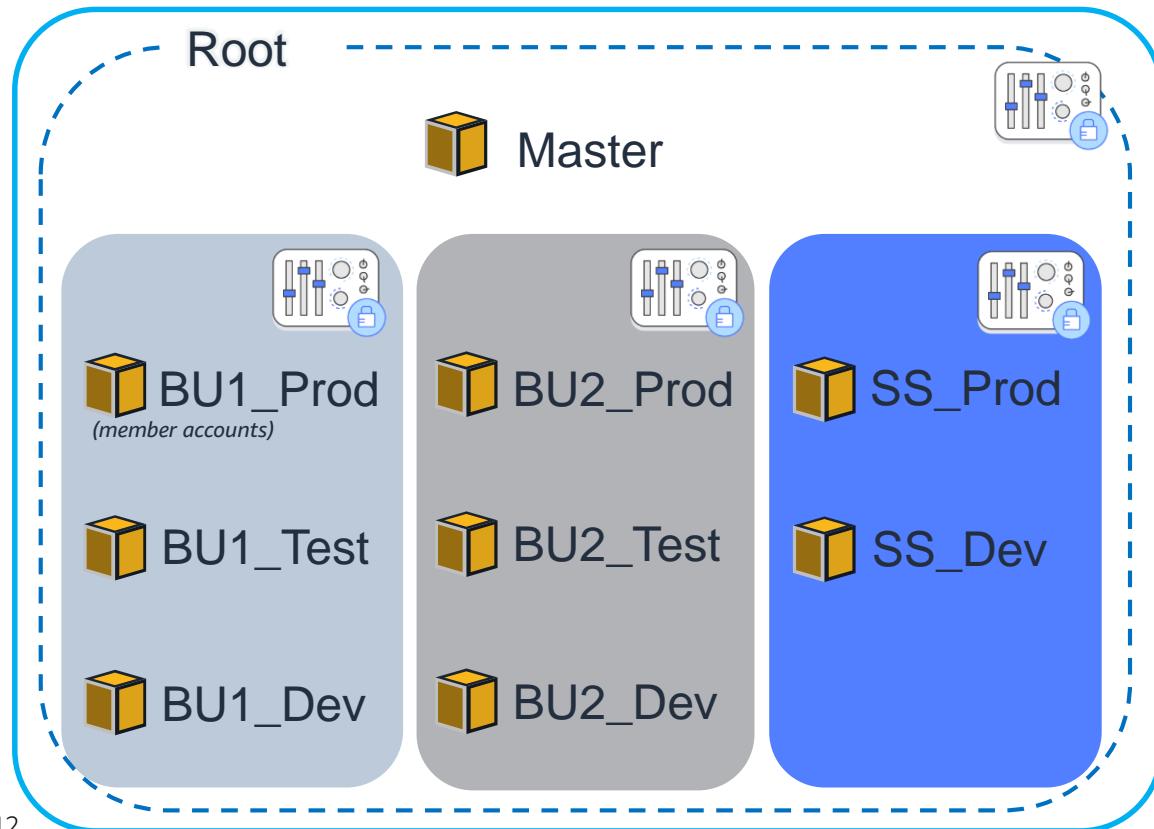
AWS Trusted Advisor

How it works



<https://aws.amazon.com/premiumsupport/technology/trusted-advisor/>

AWS Organizations



Organization

Root

Master account

Member accounts

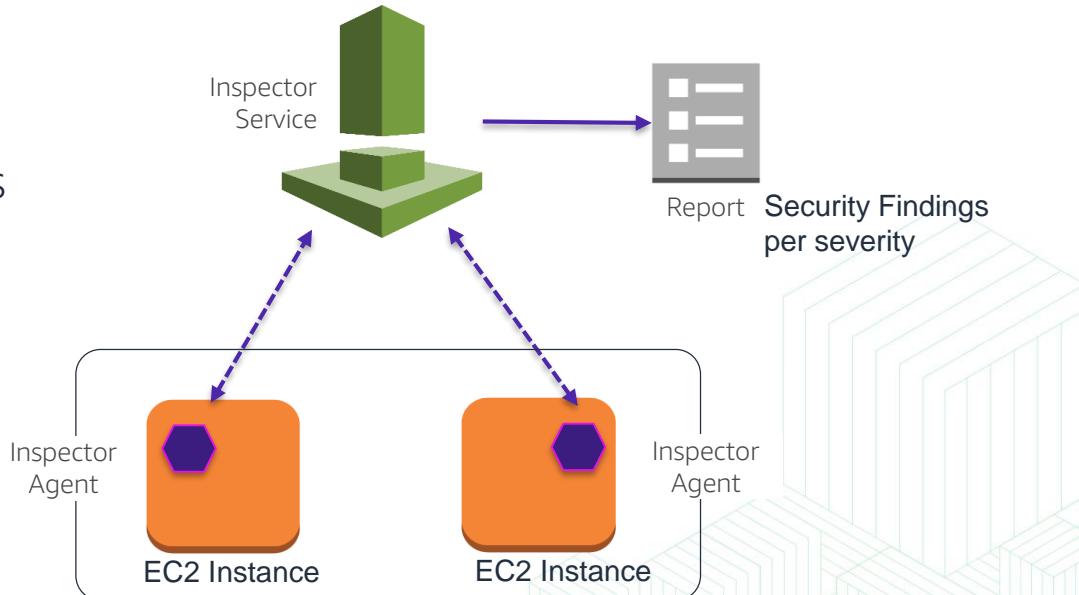
Organizational unit

Service control policy

Amazon Inspector

Vulnerability Assessment Service

- On-Demand Pricing model
- CVE & CIS Rules Packages
- AWS AppSec Best Practices



<https://aws.amazon.com/inspector/>

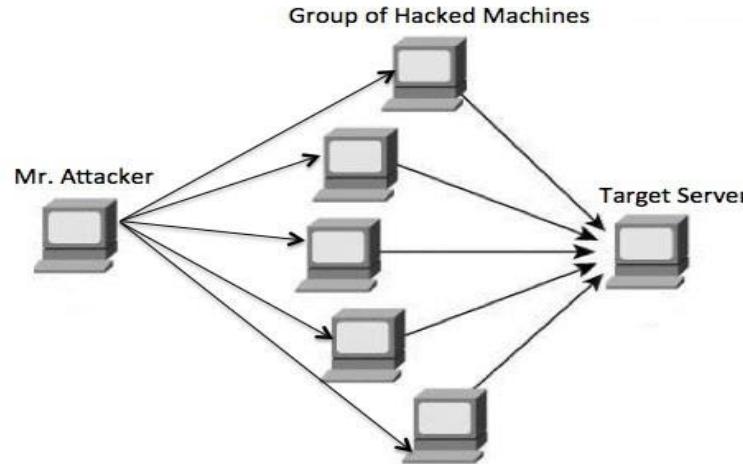
AWS Shield and AWS Shield Advanced



Provides DDoS protection service that safeguards your customers' web applications running on AWS.

- Always-on Detection
- Defend against common attacks
- No Cost for Standard
- DDos Response Team 24x7
- DDos cost protection
- Global availability

DDoS : Distributed Denial of Service.
Botnets, massive attacks



AWS Assurance Programs:

58+ Certifications



Certifications / Attestations

C5 [Germany]
Cyber Essentials Plus [UK]
DoD SRG
FedRAMP
FIPS
IRAP [Australia]
ISO 9001
ISO 27001
ISO 27017
ISO 27018
MLPS Level 3 [China]



Laws, Regulations, and Privacy

CISPE
EU Model Clauses
FERPA
GLBA
HIPAA
HITECH
IRS 1075
ITAR
My Number Act [Japan]
U.K. DPA - 1988
VPAT / Section 508



Alignments / Frameworks

CIS
CJIS
CSA
ENS [Spain]
EU-US Privacy Shield
FISC
FISMA
G-Cloud [UK]
GxP (FDA CFR 21 Part 11)
ICREA
IT Grundschutz [Germany]

<https://aws.amazon.com/compliance/>

On-Demand Access to Compliance Reports



AWS Artifact

Download Compliance Reports on Demand

 AICPA Service Organization Controlled Environment SOC Type I and II Reports	 ISO 27017 International Organization for Standardization	 iDA SINGAPORE	 DEPARTMENT OF DEFENSE U.S. UNITED STATES OF AMERICA
 ISO 27018 International Organization for Standardization	 ISO 27001 International Organization for Standardization	 CYBER ESSENTIALS PLUS	 FIPS VALIDATED 140-2
 ISO 9001 International Organization for Standardization	 ISO 9001 International Organization for Standardization	 FedRAMP Federal Risk Authorization Management Program	 irap
 ISO 27018 International Organization for Standardization	 C5	 DJCP	 PCI Participating Organization

AWS Security



The image shows the AWS Cloud Security landing page. At the top is a dark blue header with the AWS logo (a shield icon inside a circle) and the text "AWS Cloud Security". Below the header is a sub-header "Protect your data with cloud-powered security." followed by a horizontal line. The main content area has a light gray background and contains several navigation links: "Cloud Security", "Penetration Testing", "Security Bulletins", "Resources", "Compliance", and "Partners".

No matter how carefully engineered the services are, from time to time it may be necessary to notify customers of security and privacy events with AWS services. We will publish security bulletins below. You can also [subscribe to our Security Bulletin RSS Feed](#) to keep abreast of security announcements.

ID	Date	Type	Subject
AWS-2019-002	February 11, 2019	Important	Container Security Issue (CVE-2019-5736)
AWS-2019-001	January 4, 2019	Important	Kubernetes Security Issues (CVE-2018-18264 and kubectl proxy)
AWS-2018-020	December 4, 2018	Important	Kubernetes Security Issue (CVE-2018-1002105)
AWS-2018-019	August 14, 2018	Important	L1 Terminal Fault Speculative Execution Issue
AWS-2018-018	August 6, 2018	Important	Linux Kernel Updates to address SegmentSmack & FragmentSmack
AWS-2018-017	June 13, 2018	Important	Xen Security Advisory 267
AWS-2018-016	June 13, 2018	Informational	Redis Security Advisory
AWS-2018-015	May 21, 2018	Important	Additional Processor Speculative Execution Research Disclosures
AWS-2018-014	May 8, 2018	Informational	Xen Security Advisories 260-262 (XSA-260, XSA-261, XSA-262)
AWS-2018-013	January 3, 2018	Important	Processor Speculative Execution Research Disclosure

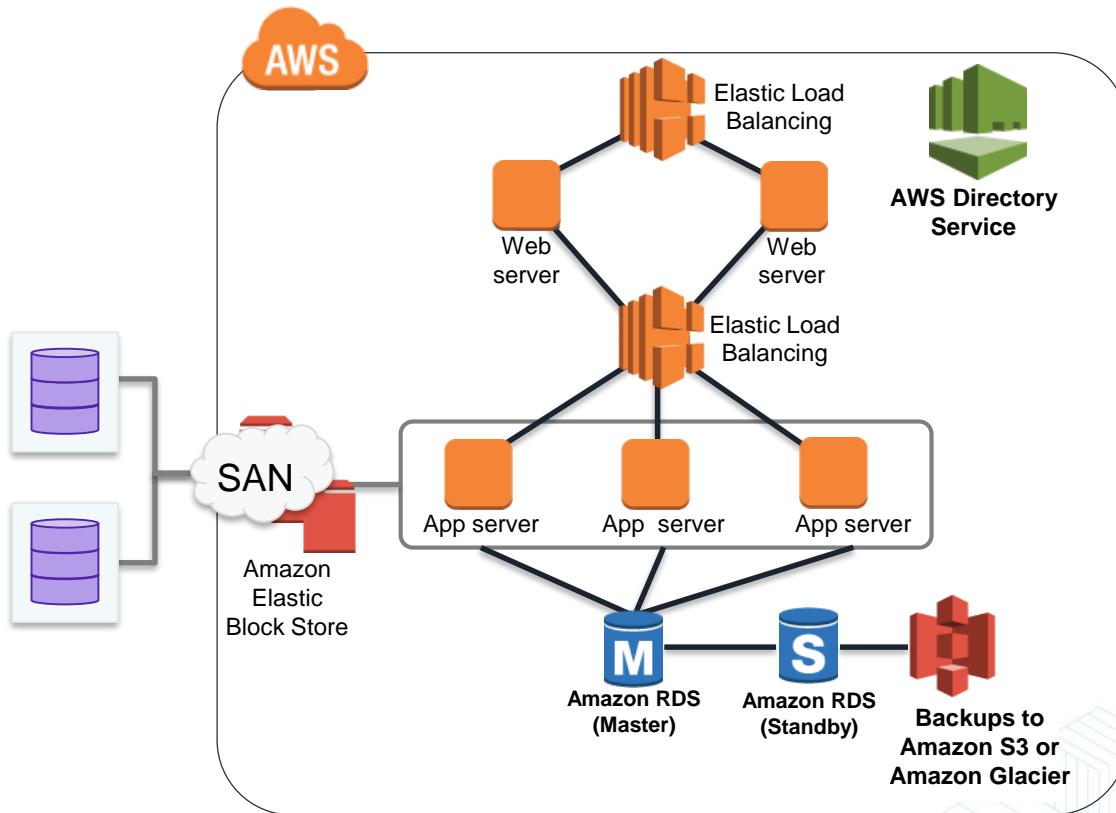
Security Bulletins





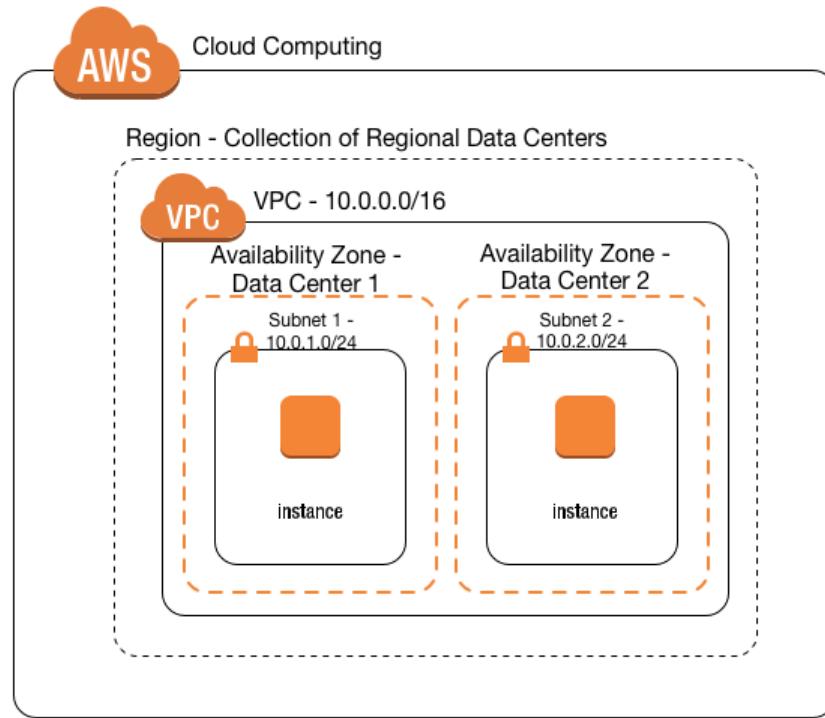
Module 3: AWS Architecture and Services

Mapping On-premises Services to AWS



AWS Cloud Hierarchy

Global Services > Regional > VPC > AZ > Host



Route 53 – DNS
CloudFront

Region

Buckets S3
AMI Images

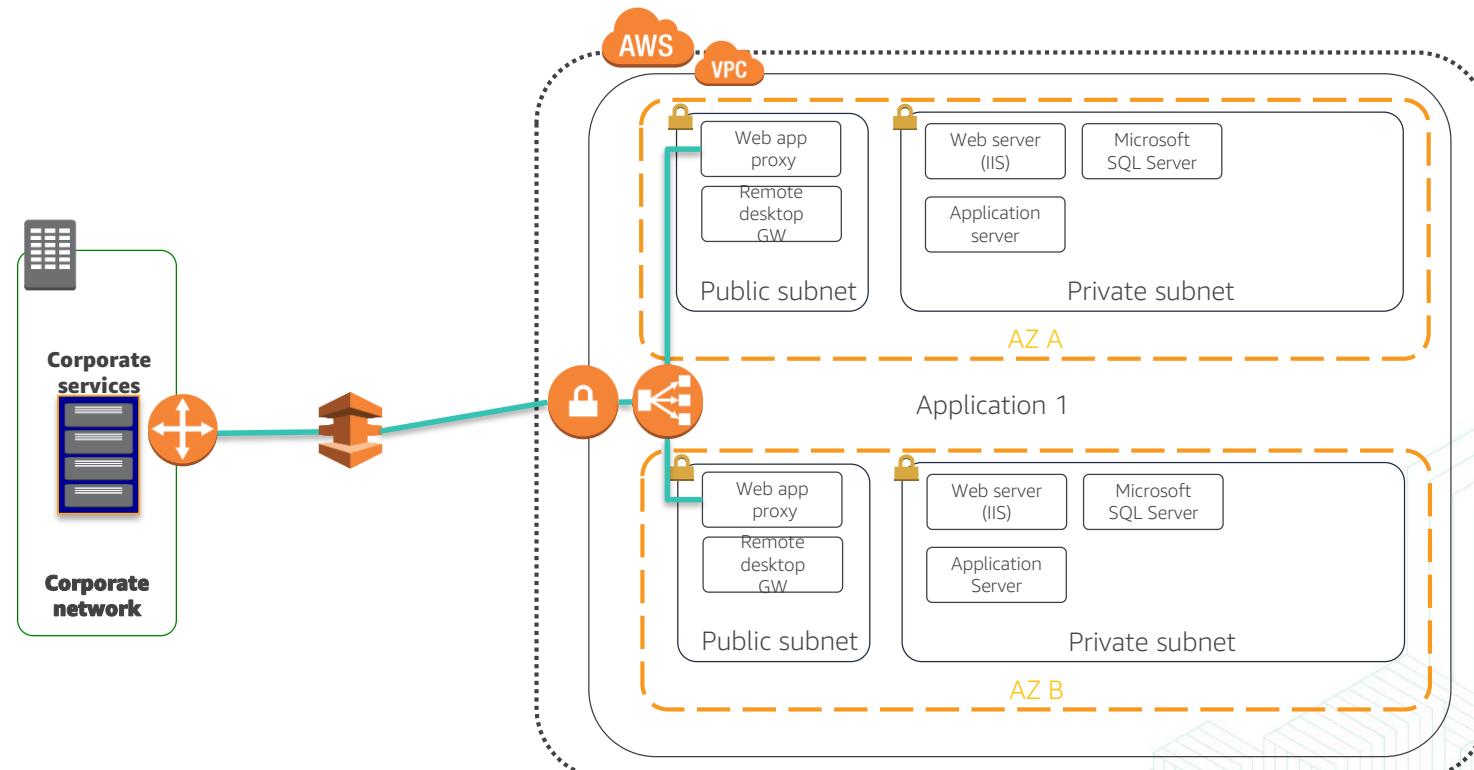
AZ

Instances EC2/RDS
Volumes EBS
Containers

Host

Host applications
Anti-virus, Licenses

Use Multi-AZ Patterns to Increase Reliability

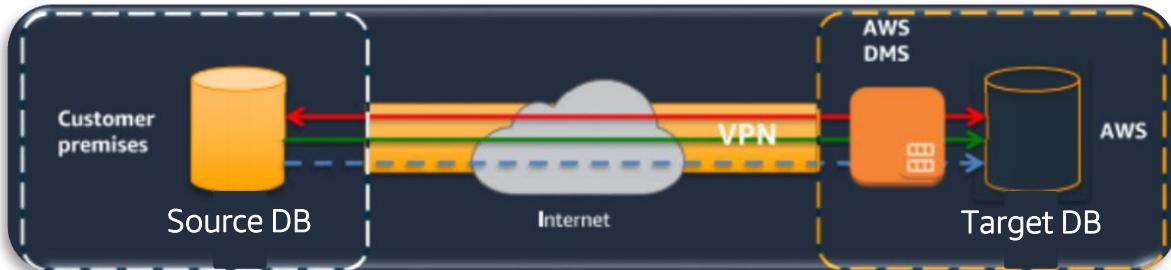


Tools for Migrations

- Server Migration Service



- Database Migration Service



- Snowball



- Secure, Fast, Offline transfer
- Size: 50TB, 80TB, 100TB.
- Low bandwidth uplinks.

AWS Compute Services

Compute



Amazon EC2



Amazon ECS



Amazon Glacier



Amazon EBS



Elastic Load Balancing*



Amazon Route 53



Amazon RDS



Amazon Aurora



IAM



AWS WAF



Amazon CloudWatch



AWS CloudTrail



Auto Scaling



AWS Lambda



Amazon S3



Amazon EFS



Application Load Balancer



Amazon VPC*



Amazon DynamoDB



Amazon ElastiCache



AWS KMS



AWS Shield



AWS CloudFormation



AWS Config



Amazon Storage Gateway



AWS Direct Connect



VPN connection



Amazon Redshift



Amazon EC2 Systems Manager

AWS Compute Services

How will you deliver the application executables?

- Instances
 - Amazon EC2
- Containers
 - Amazon ECS, Amazon EKS
 - AWS Fargate
- Serverless
 - AWS Lambda



Amazon EC2

Amazon Elastic Compute Cloud (Amazon EC2)



- Virtual machine instance running on an AWS hypervisor
- Support numerous distributions of Linux or Microsoft Windows
- Complete control of your host operating system with root and administrator accounts
- Responsible for all installed applications
- Multiple types and sizes of instances
- Remote access via SSH or Remote Desktop

<https://aws.amazon.com/ec2/>



Amazon Machine Image (AMI)

AMI Content

- Defines which OS to use (Linux, Windows)
- Public and private AMI's
- Defined at instance launch process



Amazon EC2 - Instance Types

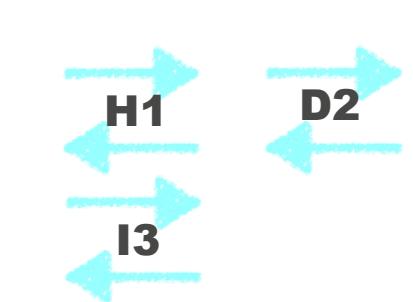
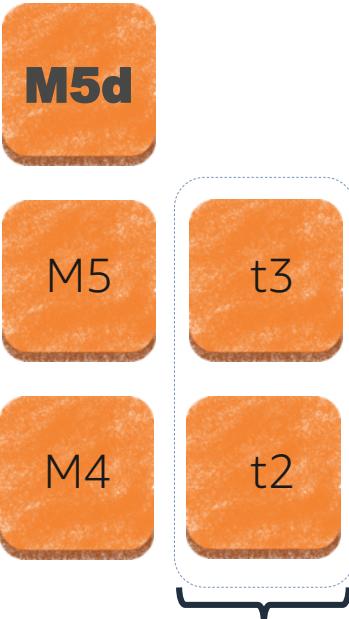
General purpose

Compute optimized

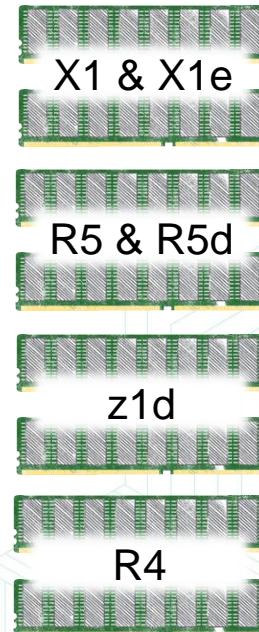
Storage and I/O optimized

GPU enabled

Memory optimized



Instance generation
c4.large
Instance family Instance size



AWS Instance Access

Amazon EC2 Instance Launch:

AWS Management Console

AWS services

Find Services
You can enter names, keywords or acronyms.
Example: Relational Database Service, database, RDS

Recently visited services

All services

- Compute
 - EC2
 - Lightsail
 - ECR
 - ECS
 - EKS
 - Lambda
 - Batch
 - Elastic Beanstalk
 - Serverless Application Repository
- Management & Governance
 - CloudWatch
 - AWS Auto Scaling
 - CloudFormation
 - CloudTrail
 - Config
 - OpsWorks
 - Service Catalog
 - Systems Manager
 - Trusted Advisor
 - Managed Services
 - Control Tower
 - AWS License Manager
 - AWS Well-Architected Tool
 - Personal Health Dashboard
- AWS Cost Management
 - AWS Cost Explorer
 - AWS Budgets
 - AWS Marketplace Subscriptions
- Mobile
 - AWS Amplify
 - Mobile Hub
 - AWS AppSync
 - Device Farm
- AR & VR
 - Amazon Sumerian
- Application Integration
 - Step Functions
 - Amazon MQ
 - Simple Notification Service
 - Simple Queue Service
- Media Services
 - Elastic Transcoder
 - Kinesis Video Streams
 - MediaConnect
 - MediaConvert
- Storage
 - S3
 - EFS
 - FSx
 - S3 Glacier
 - Storage Gateway
 - AWS Backup
- Database
 - RDS

```
Command Prompt - aws ec2 help
```

ec2
^^^

AWS CLI

Description

Amazon Elastic Compute Cloud (Amazon EC2) provides secure and resizable computing capacity in the AWS cloud. Using Amazon EC2 eliminates the need to invest in hardware up front, so you can develop and deploy applications faster.

To learn more about Amazon EC2, Amazon EBS, and Amazon VPC, see the following resources:

- * [Amazon EC2 product page](#)
- * [Amazon EC2 documentation](#)
- * [Amazon EBS product page](#)

-- More --

AWS SDK



AWS CLI

How to use the AWS CLI tool:

- Can be installed on : Windows, Linux, macOS, or Unix
- Requires : Python 2 version 2.6.5+ or Python 3 version 3.3+
- Easy installation method using 'pip'

Created into an IAM user [
 \$ aws configure
 AWS Access Key ID [None]: **AKIAIOSFODNN7EXAMPLE**
 AWS Secret Access Key [None]: **wJalrXutnFEMI/K7MDENG/bPxRfi**
 Default region name [None]: **us-west-2**
 Default output format [None]: **ENTER**

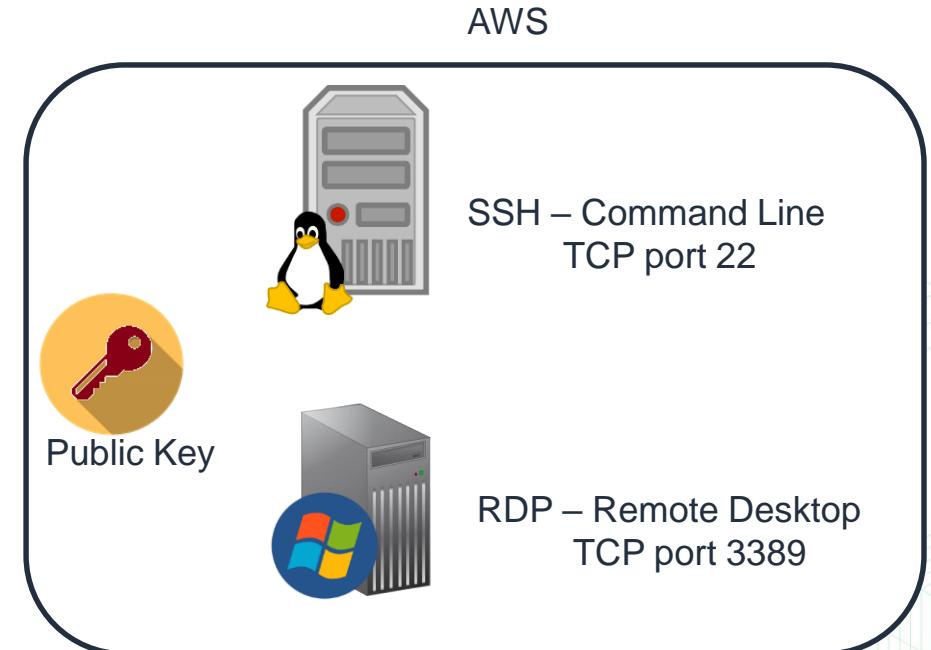
IAM > Users > 'user' > Security Credentials > Access keys

Access key ID	Created	Last used	Status	
AKIAJUQGZHI-[REDACTED]	2019-01-28 17:20 UTC-0300	2019-01-29 15:48 UTC-0300 with s3 in us-east-1	Active Make inactive	x
AKIAIU7243X-[REDACTED]	2019-02-05 09:00 UTC-0300	2019-03-08 10:55 UTC-0300 with ec2 in us-east-1	Active Make inactive	x

Amazon EC2 –Remote Access

At the moment of creation of the instance it is defined which key-pair will be used to access the instance.

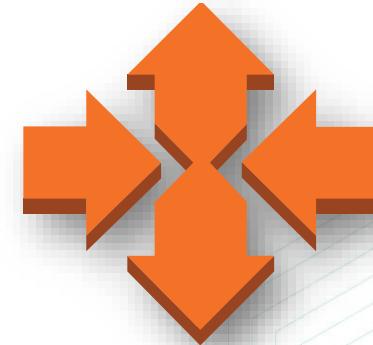
“A key pair consists of a **public key** that AWS stores, and [a private key file stored by the user](#).”



Auto Scaling

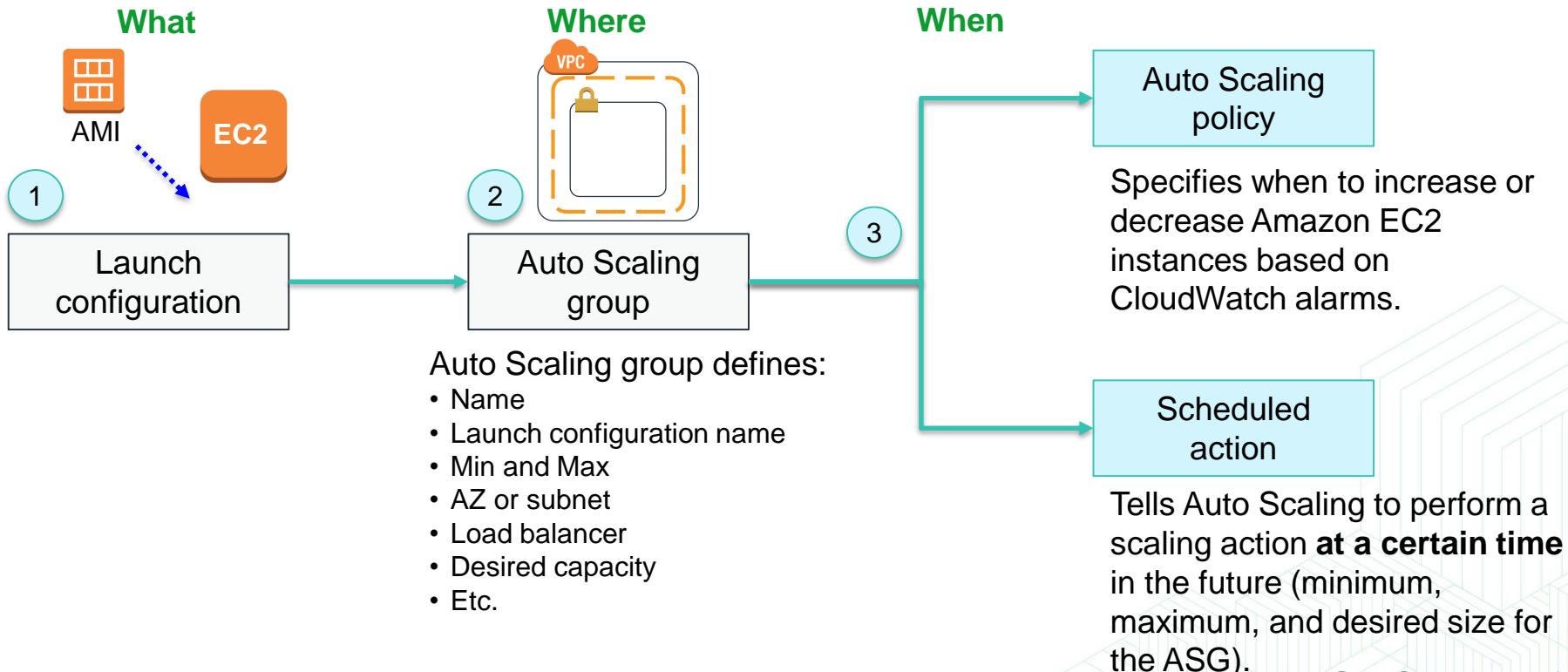
Automatically launch or terminate Amazon EC2 instances

- User-defined policies driven by CloudWatch
- Health status checks
- Schedules
- Manually using set-desired-capacity in the CLI



Scale out to meet demand, scale in to reduce costs.

How Does Auto Scaling Work?



Auto Scaling: Maximum Capacity Size

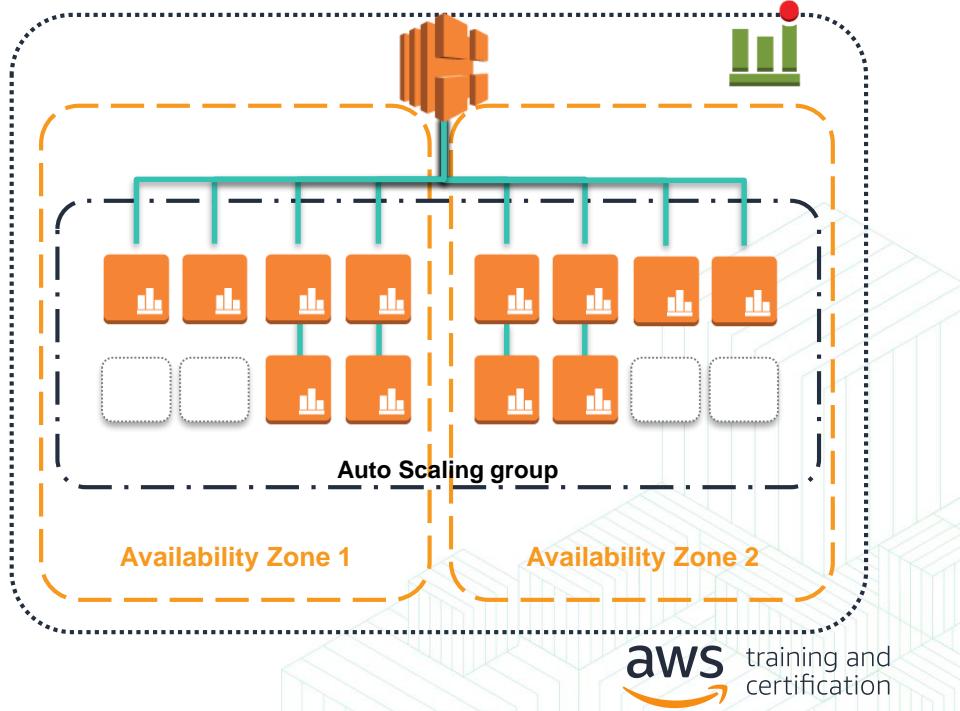
Auto Scaling group:

- Minimum = 2
- Maximum = 12

Auto Scaling policy:

- When CPU utilization is greater than 60%
- Add 100% of group = **double the capacity**

CPU utilization triggers the alarm: capacity is doubled until CPU utilization drops below 60% or max capacity is reached.



Amazon Container

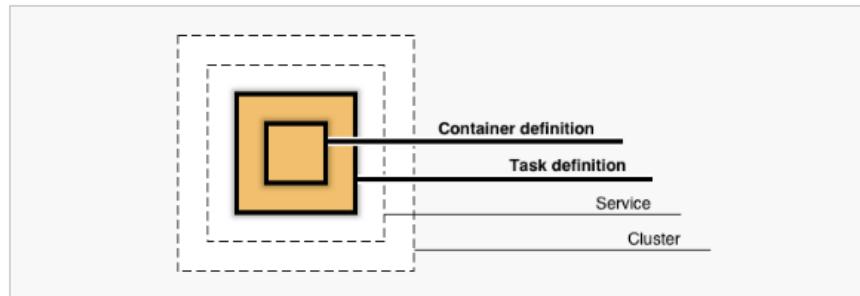
Elastic Container Service (ECS)

Elastic Container Service for Kubernetes (EKS)

- AWS runs the EC2 cluster management
- Eliminates the complexity of operating container infrastructure
- Microservices



Diagram of ECS objects and how they relate



<https://aws.amazon.com/ecs/>

AWS Lambda: Serverless Compute



No servers to manage



Continuous Scaling



Pay only for compute time used

AWS Lambda Video

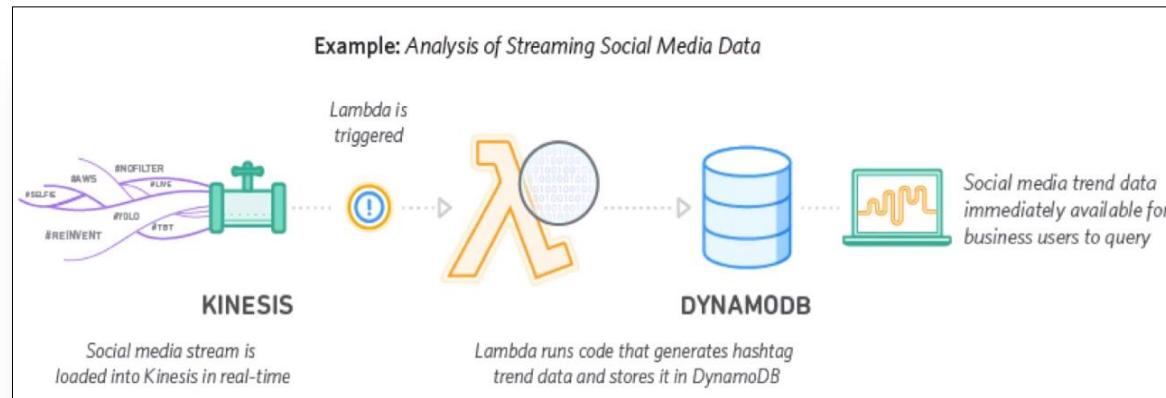


https://www.youtube.com/watch?v=eOBq__h4OJ4 (3:01)

AWS Lambda

Use Cases:

- Building modular, scalable, lightweight applications
- Serverless data processing on demand
- Perform data validation, filtering, sorting, or other transformations.
- Image thumb-nailing, in-app activity, website clicks, or output from devices





Compute – Knowledge Check

Question 1

You are currently hosting an infrastructure and most of the EC2 instances are near 90 - 100% utilized. What is the type of EC2 instances you would utilize to ensure costs are minimized?

- A. Reserved instances
- B. On-demand instances
- C. Spot instances
- D. Regular instances

Question 2

You work for a company that is planning on using the AWS EC2 service. They currently create golden images of their deployed operating system. Which of the following correspond to a golden image in AWS?

- A. EBS Volumes
- B. EBS Snapshots
- C. Amazon Machines Images
- D. EC2 Copies

Question 3

Which of the following services relates the concept of "scaling up resources based on demand"?

- A. Auto Scaling
- B. Elastic Load Balancer
- C. VPC
- D. Subnet

AWS Storage Services

Compute



Amazon EC2



Amazon ECS



Amazon Glacier



Amazon EBS



Elastic Load Balancing*



Amazon Route 53



Amazon RDS



Amazon Aurora



IAM



AWS WAF



Amazon CloudWatch



AWS CloudTrail



Auto Scaling



AWS Lambda



Amazon S3



Amazon EFS



Application Load Balancer



Amazon VPC*



Amazon DynamoDB



Amazon ElastiCache



AWS KMS



AWS Shield



AWS CloudFormation



AWS Config



Amazon Storage Gateway



AWS Direct Connect



VPN connection

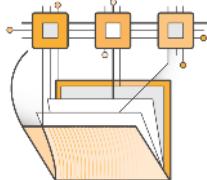


Amazon Redshift



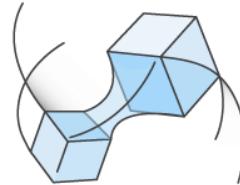
Amazon EC2 Systems Manager

Storage Options



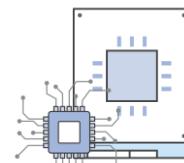
Amazon EFS

File



Amazon EBS

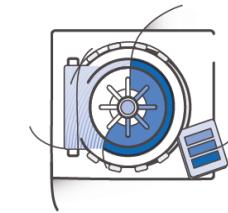
Block



Amazon EC2
Instance Store



Amazon S3



Amazon Glacier

Object

Data Transfer



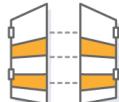
AWS Direct
Connect



AWS
Snowball



S3 Transfer
Acceleration



Storage
Gateway

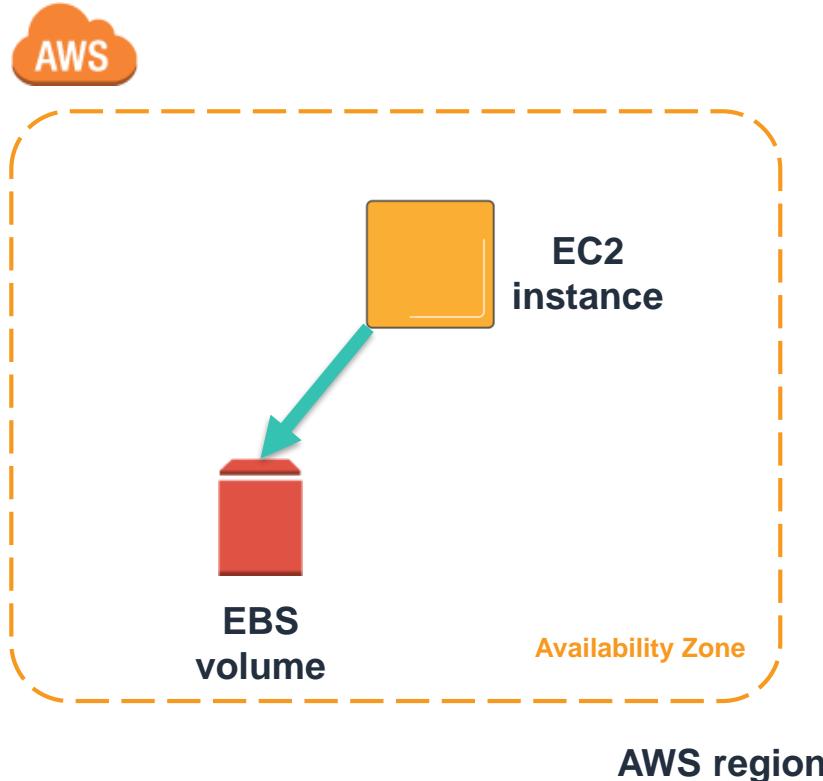


Amazon
Kinesis
Firehose

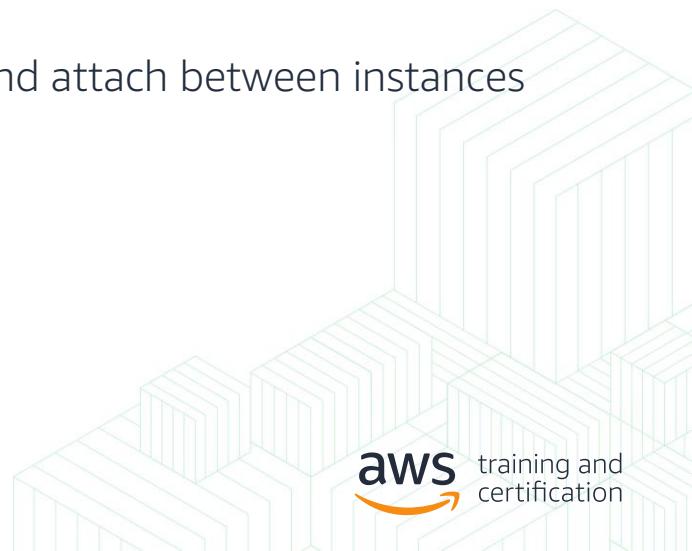


ISV Connectors

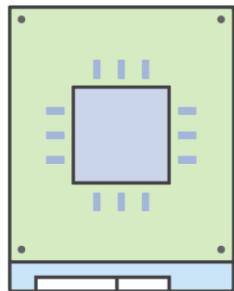
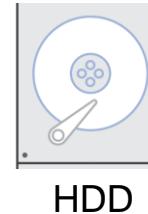
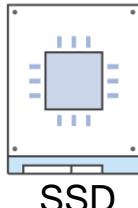
What is Amazon Elastic Block Storage (EBS)?



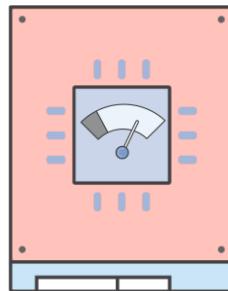
- Block storage as a service
- Create, attach volumes through an API
- Service accessed over the network
- Volume and instance must be in the same AZ
- Detach and attach between instances



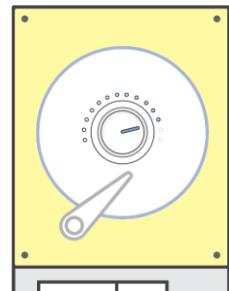
EBS Volume Types



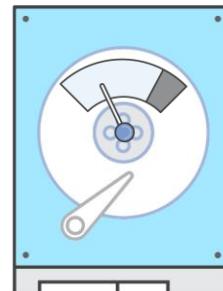
General Purpose
SSD



Provisioned IOPS
SSD



Throughput Optimized
HDD



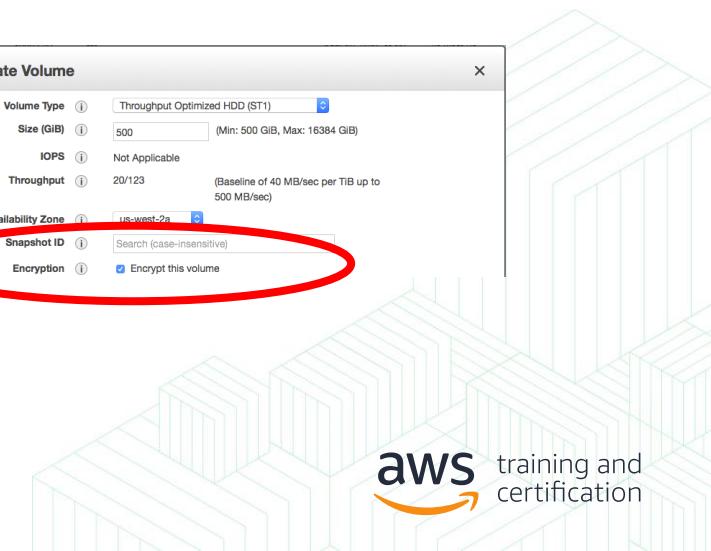
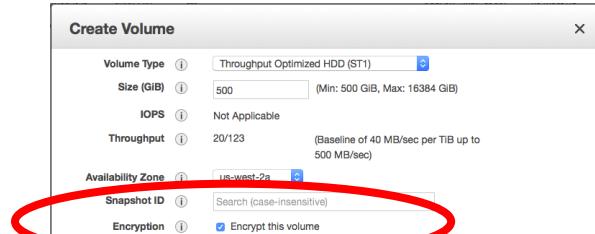
Cold
HDD
aws training and
certification

EBS Encryption

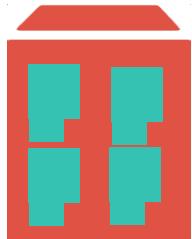
- Boot and data volumes can be encrypted
- Attach both encrypted and unencrypted
- No volume performance impact
- Supported by all Amazon EBS volume types
- Snapshots also encrypted



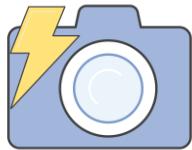
Encryption



Amazon EBS Snapshot



Amazon EBS
volume



- Point-in-time backup
- Stored in Amazon S3 (low cost and high durability backup of data)
- Snapshots can be used to create new volumes



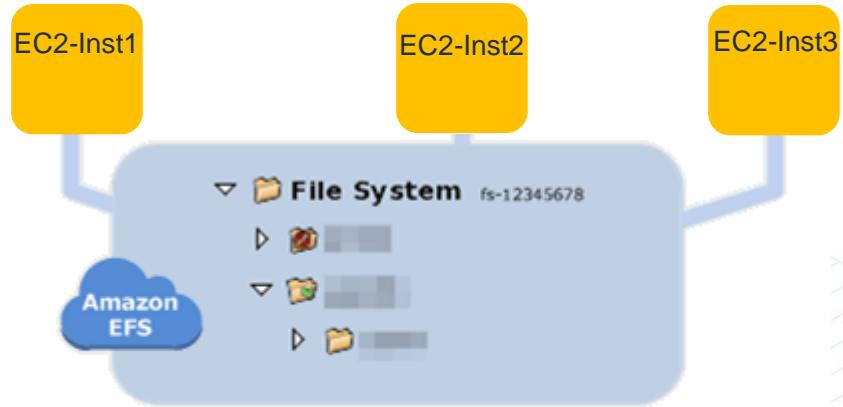
Amazon EBS
snapshot



Amazon EFS

Amazon Elastic File System

- Fully managed
- No hardware, network, file layer
- No need to provision storage in advance
- Create a scalable file system in seconds!
- Simple pricing = Pay for actual storage consumed
- Multiple EC2 instances accessing at the same time



**File System
as a Service**

Amazon S3 – Simple Storage Service

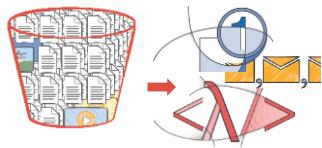
99.99999999% durability and 99.99% availability of objects over a given year

- Storage of any type of file (objects).
- There is no limit on the number of objects or total space.
- Redundantly store your objects on multiple devices across a minimum of 3 Availability Zones (AZs).
- Uses a bucket concept.



Amazon S3 Features

S3 Features



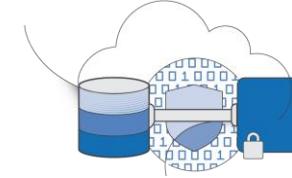
Event notifications



Cross-region replication



S3 Transfer Acceleration



VPC endpoint for Amazon S3



Amazon CloudWatch AWS CloudTrail support



Lifecycle policy



Expired object delete marker



Incomplete multipart upload expiration

Faster upload over long distances S3 Transfer Acceleration

Change your endpoint, not your code

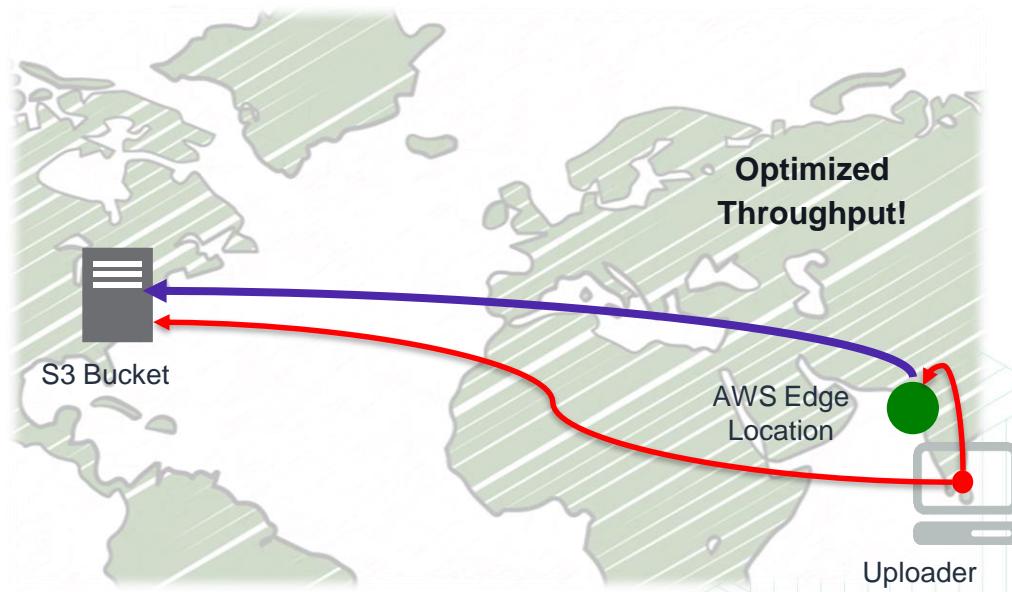
No firewall changes or client software

Longer distance, larger files, more benefit

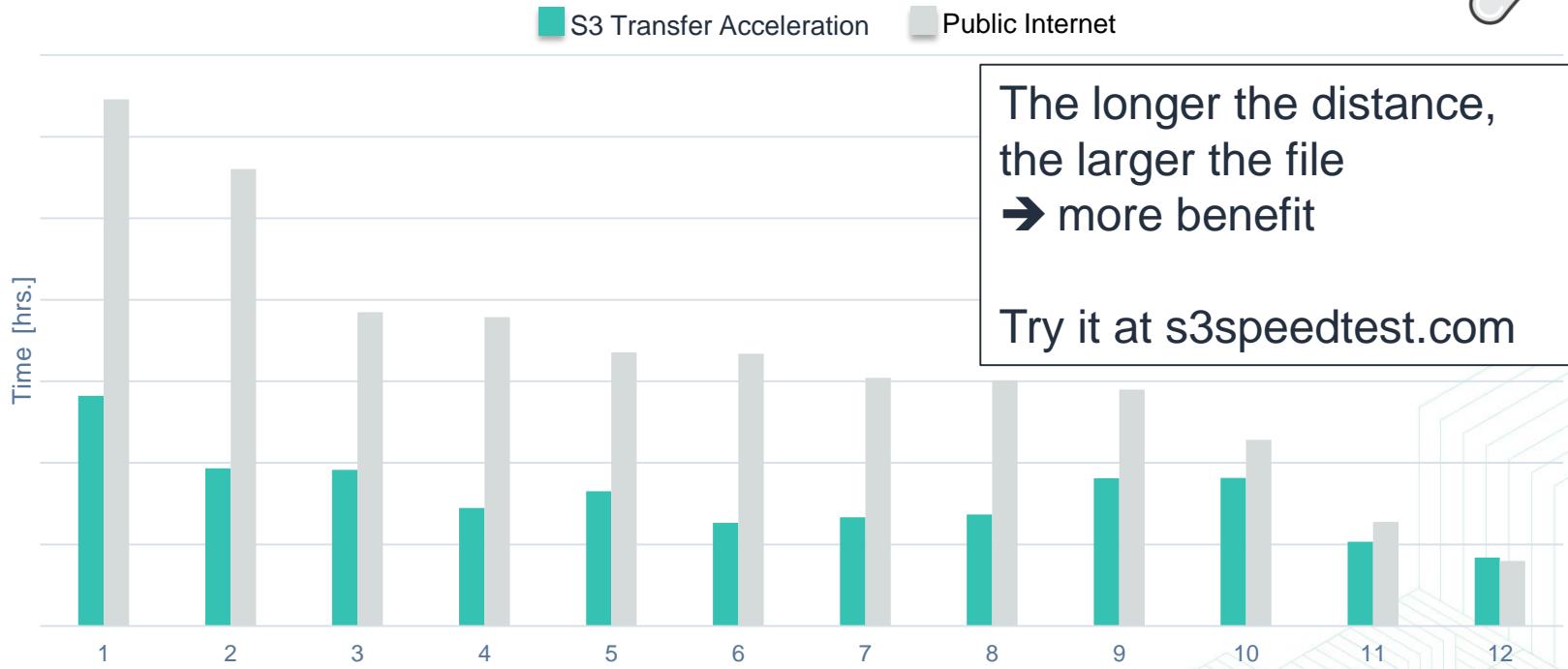
Faster or free

166 global edge locations

Try it at S3speedtest.com



How fast is S3 Transfer Acceleration?



500 GB upload from these edge locations to a bucket in Singapore

Amazon S3 Storage Classes



Standard

Active data

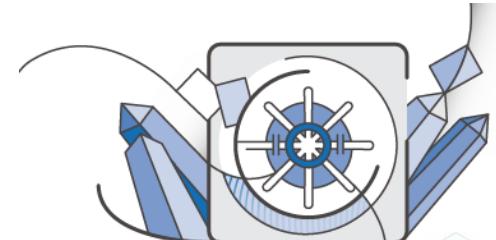


Standard –
Infrequent Access

Infrequently accessed data



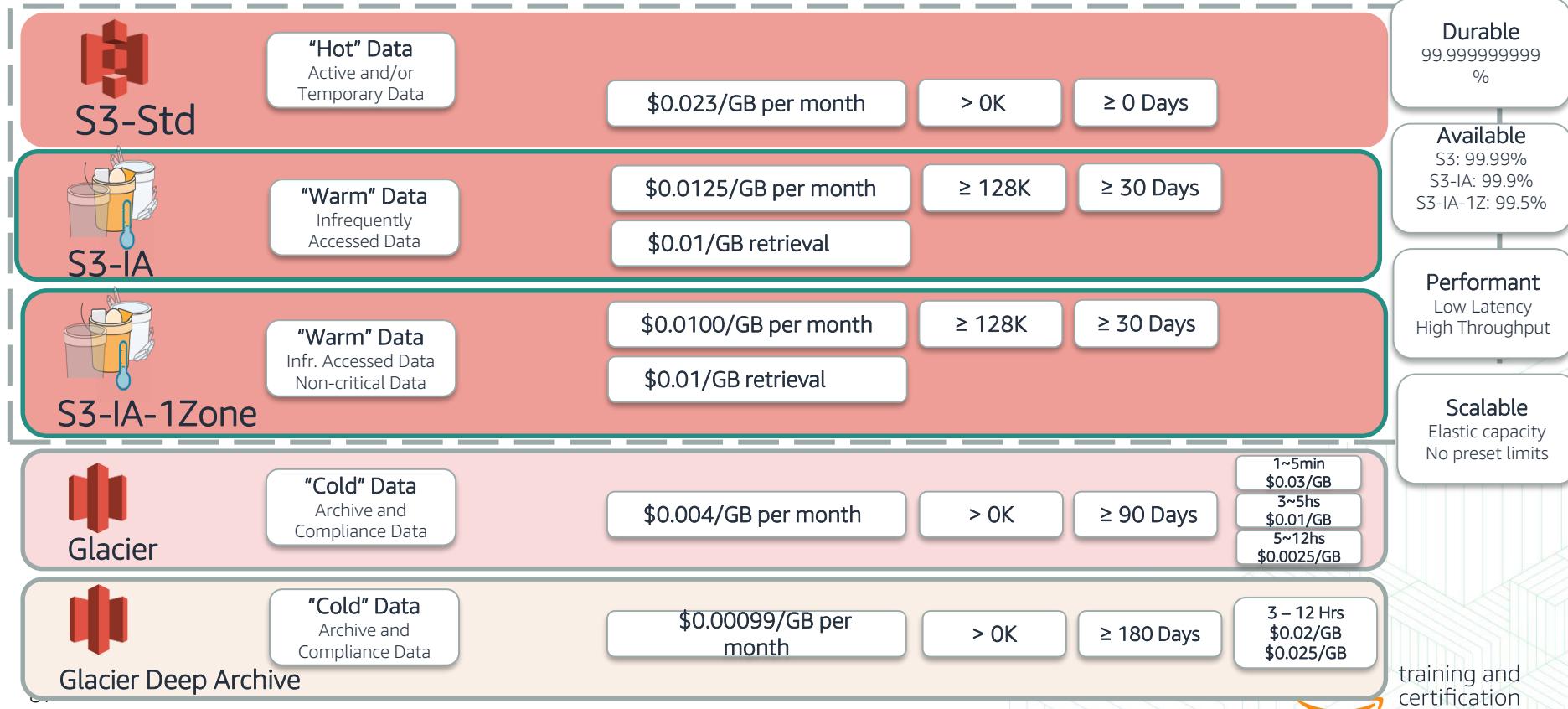
One Zone –
Infrequent Access



Amazon
Glacier

Archive data

Storage Tiered to Your Requirements



Amazon S3 Security

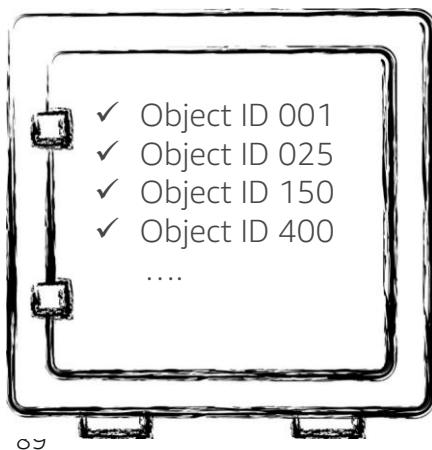
- You can control access to buckets and objects with:
 - Access Control Lists (ACLs)
 - Bucket policies
 - Identity and Access Management (IAM) policies
- You can upload or download data to Amazon S3 via SSL encrypted endpoints.
- You can encrypt data using AWS SDKs.



Amazon S3 Glacier

Long term storage solution

- Long term archiving, backup
- Low cost
- Data are extracted by executing retrieval jobs



Archive retrieval job

- Expedited: 1~5min
- Standard: 3~5hs
- Bulk: 5~12hs



Ready to download!



99.99999999% durability of objects over a given year

What is AWS Storage Gateway?



Service connecting an on-premises software appliance with cloud-based storage



Works with your existing applications



Secure and durable storage in AWS



Low-latency for frequently used data

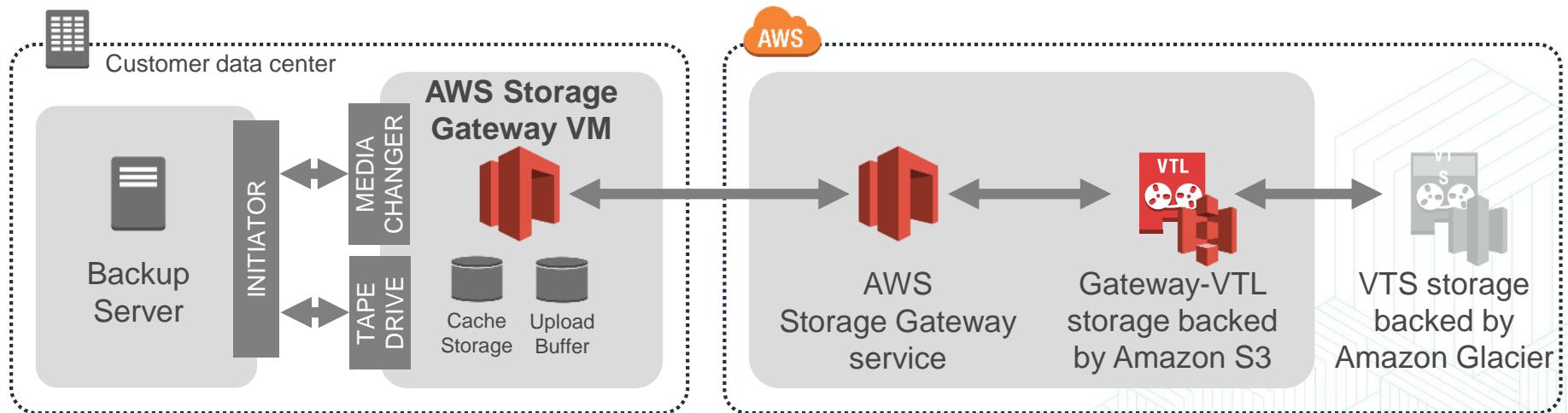


Scalable and cost-effective on-premises storage - \$125 per gateway per month + S3/Glacier storage fees



Storage Gateway VTL (Enterprise Backup Use Case)

- Replace or augment your aging tape infrastructure with durable object storage
- Virtual tapes stored in AWS. Frequently accessed data cached on-premises





Storage – Knowledge Check

Question 1

Which AWS services can be used to store files? Choose 2 answers

- A. Amazon CloudWatch
- B. Amazon Simple Storage Service (Amazon S3)
- C. Amazon Elastic Block Store (Amazon EBS)
- D. AWS Config
- E. Amazon Athena

Question 2

A company wants to store data that is not frequently accessed. What is the best and cost-efficient solution that should be considered?

- A. Amazon Storage Gateway
- B. Amazon Glacier
- C. Amazon EBS
- D. Amazon S3

Question 3

There is a requirement for storage of objects. The objects should be able to be downloaded via a URL. Which storage option would you choose?

- A. Amazon S3
- B. Amazon Glacier
- C. Amazon Storage Gateway
- D. Amazon EBS

Question 4

Which of the following is the amount of storage that can be stored in the Simple Storage service?

- A. 1 TB
- B. 5 TB
- C. 1 PB
- D. Virtually unlimited storage



Question 5

A company is deploying a two-tier, highly available web application to AWS. Which service provides durable storage for static content while utilizing lower Overall CPU resources for the web tier?

- A. Amazon EBS volume
- B. Amazon S3
- C. Amazon EC2 instance store
- D. Amazon RDS instance

AWS Networking Services

Compute



Amazon EC2



Amazon ECS



Amazon Glacier



Amazon EBS



Elastic Load Balancing*



Amazon Route 53



Amazon RDS



Amazon Aurora



IAM



AWS WAF



Amazon CloudWatch



AWS CloudTrail



Auto Scaling



AWS Lambda



Amazon S3



Amazon EFS



Application Load Balancer



Amazon VPC*



Amazon DynamoDB



Amazon ElastiCache



AWS KMS



AWS Shield



AWS CloudFormation



AWS Config



AWS Storage Gateway



AWS Direct Connect



VPN connection



Amazon Redshift



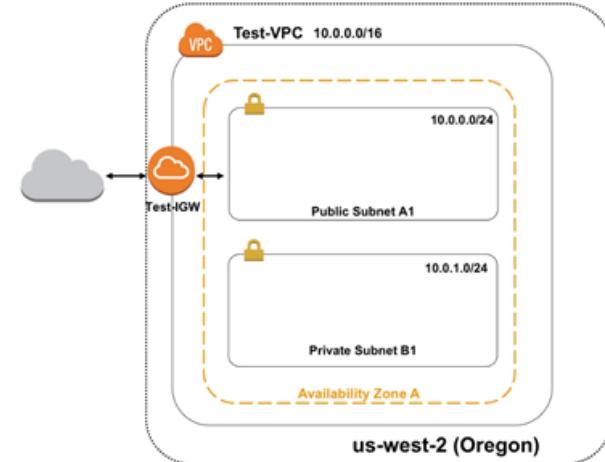
Amazon EC2 Systems Manager

Amazon VPC



Provision a logically isolated section of the AWS cloud

- Control your virtual networking environment
 - Subnets
 - Route tables
 - Security groups
 - Network ACLs
- Connect to your on-premises network via VPN or Direct Connect
- Control if and how your instances access the Internet



Router



Internet gateway



Customer gateway



Virtual private gateway

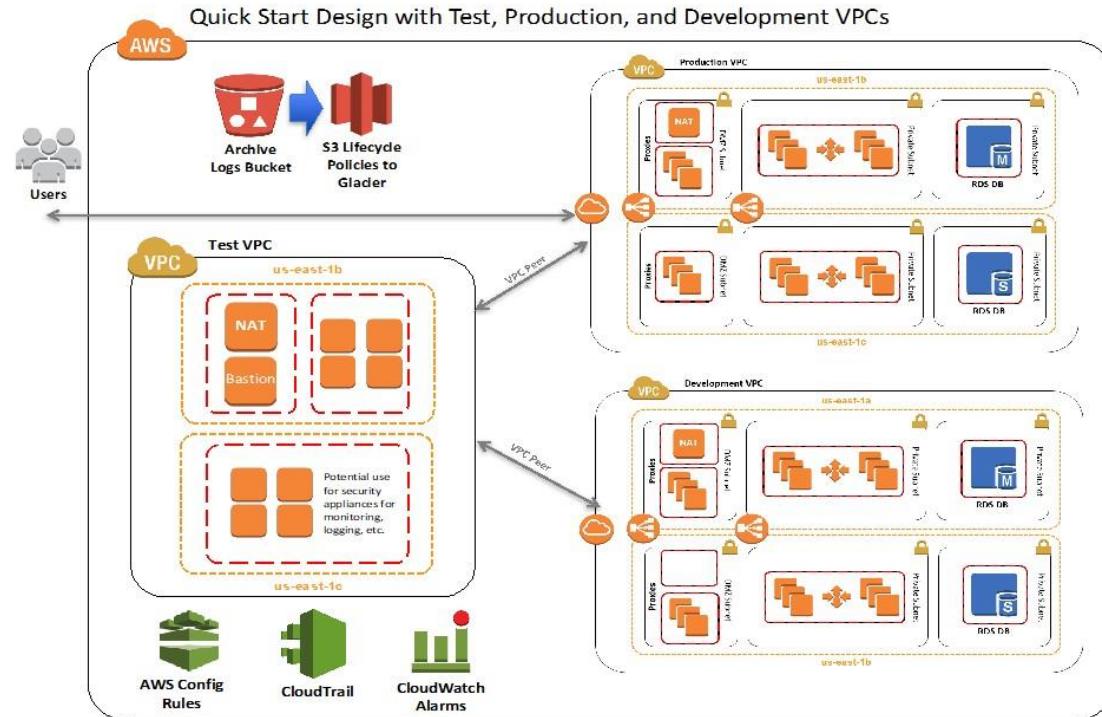


VPN connection



VPC peering

VPCs as Strategy

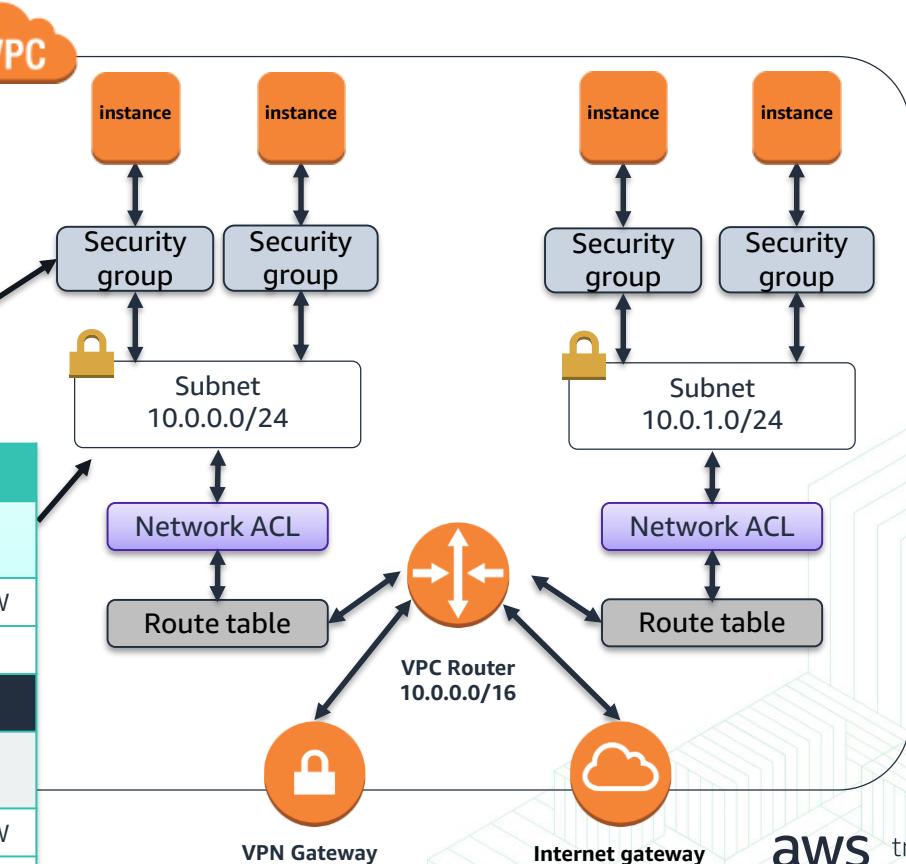


Security in Your VPC

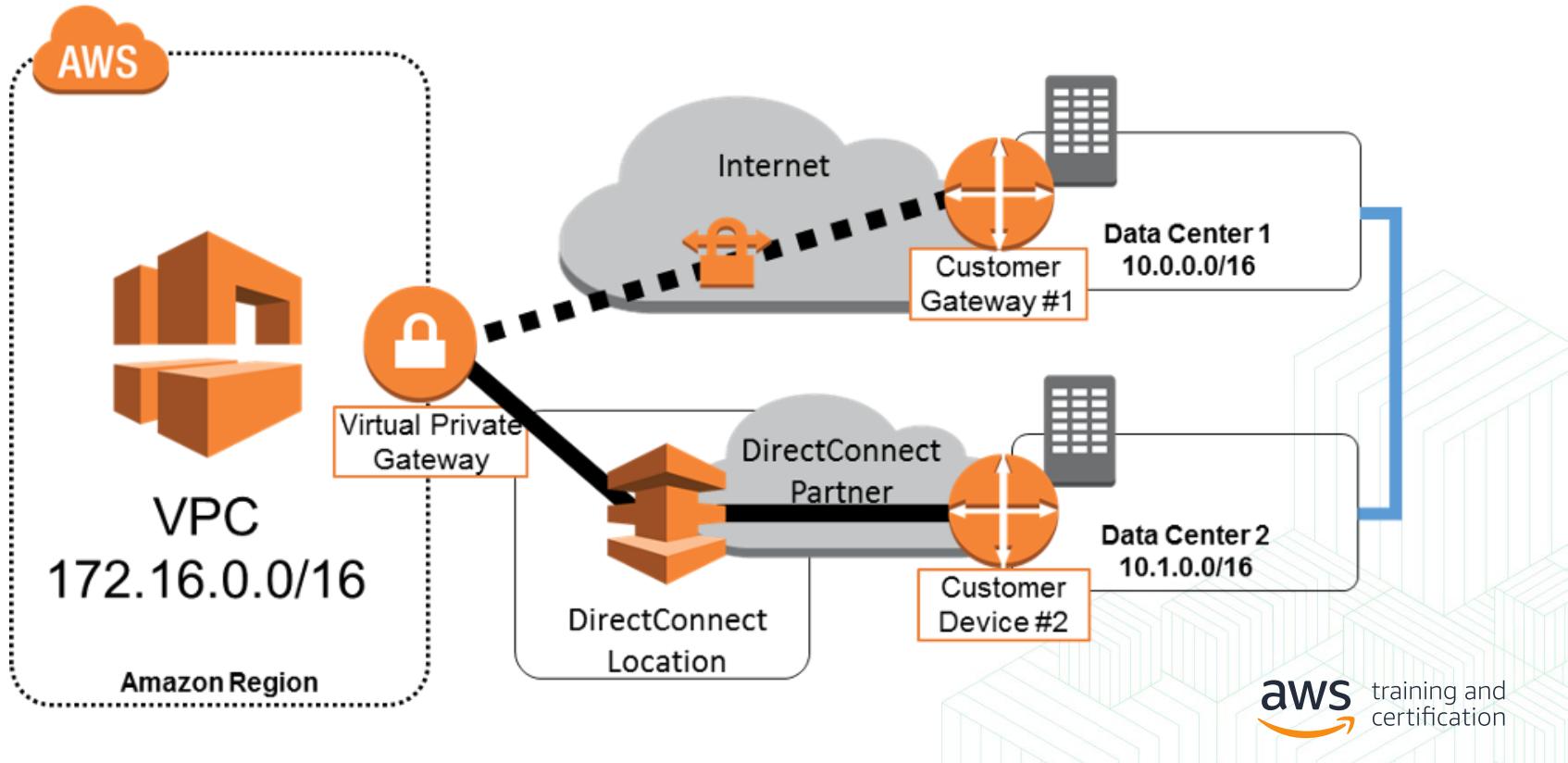
Security groups

- Virtual Firewalls / stateful
- Network access control lists (ACLs)

Security Group Inbound Rules				
Protocol	Port Range	Action	Source IP	Protocol
TCP	443	ALLOW	0.0.0.0/0	All
*	0.0.0.0/0	DENY	0.0.0.0/0	All
Inbound				
Rule #	Source IP	Protocol	Port	Allow/Deny
100	0.0.0.0/0	All	All	ALLOW
*	0.0.0.0/0	All	All	DENY
Outbound				
Rule #	Dest IP	Protocol	Port	Allow/Deny
100	0.0.0.0/0	all	all	ALLOW
*	0.0.0.0/0	all	all	DENY



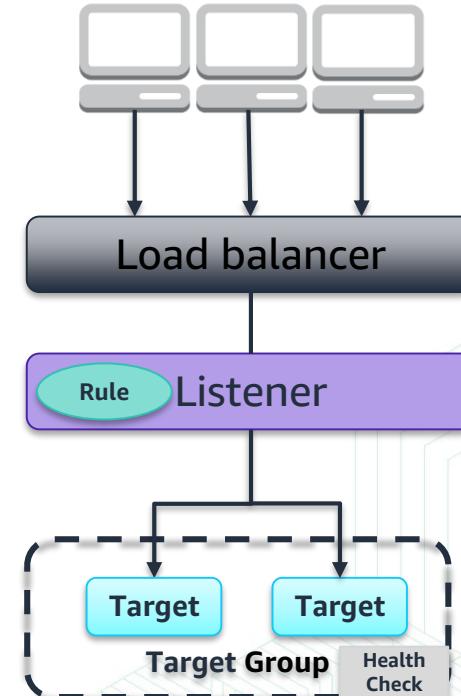
Amazon Virtual Private Cloud Corporate Datacenter Connectivity



Amazon Elastic Load Balancing (ELB)

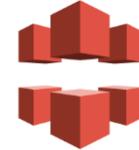
ELB increases application resiliency

- Automatically distributes incoming application traffic
- Health Checks for application high availability
- Integrates with other AWS services
 - Route 53
 - Internet Gateway
 - Identity and Access Management



<https://aws.amazon.com/elasticloadbalancing/>

Amazon CloudFront

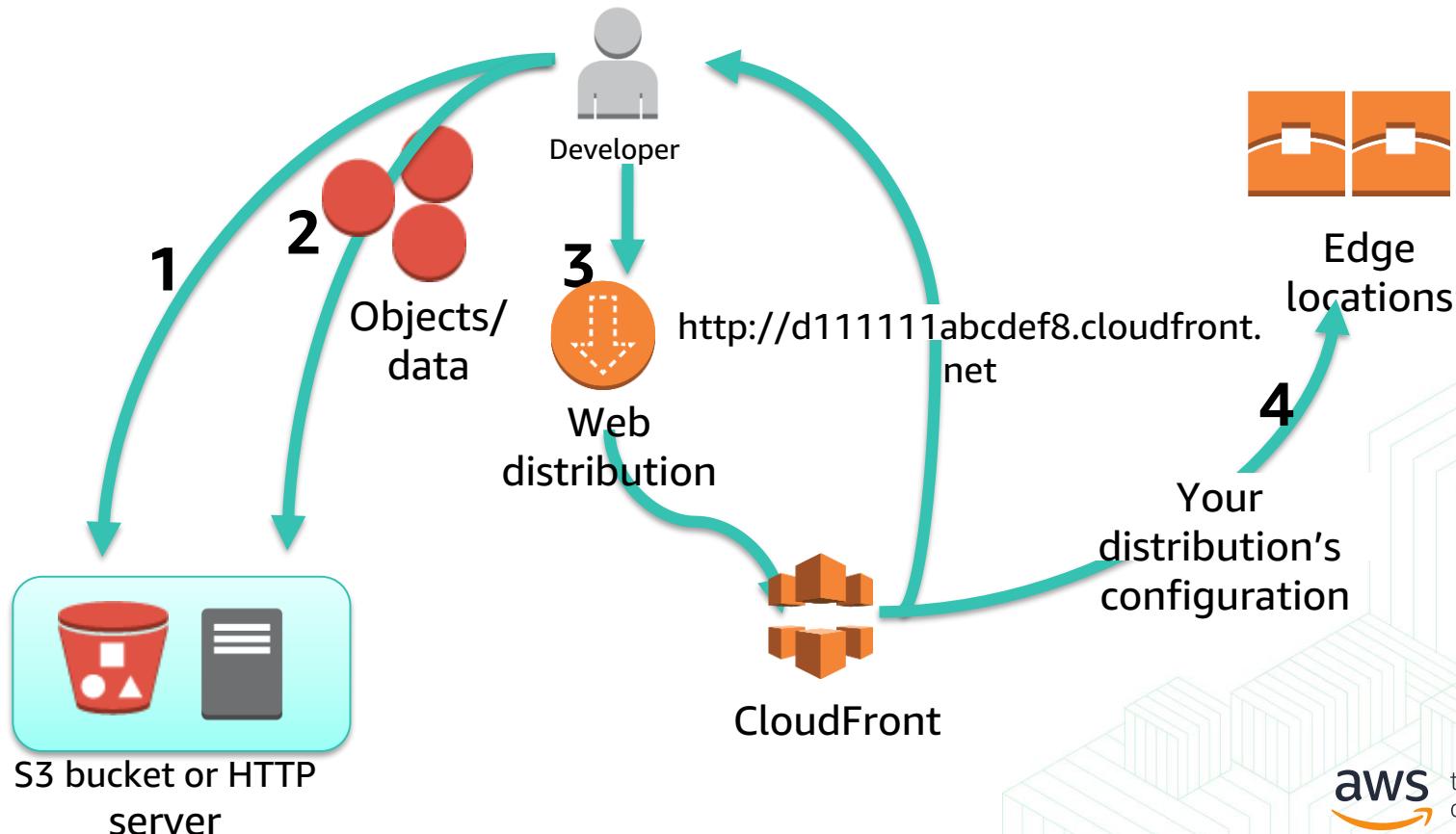


- Content delivery network (CDN) with optimization
- Distribute content to end users with low latency and high data transfer rates
- Broad, geographic presence beyond AWS Regions
- Accelerate data uploaded from end users
- Use cases:
 - Accelerating web application performance
 - Caching static web content and frequent database query results
 - Offloading TLS termination

<https://aws.amazon.com/cloudfront/>



How You Configure CloudFront to Deliver Content



Amazon Route 53

- Global Domain Name System (DNS) service
- Highly available and scalable – 100% availability SLA
- Critical tool integrated with many AWS services



Simple routing



Weighted round robin



Geo-location



Failover



Latency-based



Multi-value answer

<https://aws.amazon.com/route53/>



Network – Knowledge Check

Question 1

Which of the following services helps provide a dedicated connection from on-premise infrastructure to resources hosted in the AWS Cloud?

- A. AWS VPC
- B. AWS VPN
- C. AWS Direct Connect
- D. AWS Subnets

Question 2

You are planning on deploying a video-based application onto the AWS Cloud. These videos will be accessed by users across the world. Which of the below services can help stream the content in an efficient manner to the users across the globe?

- A. Amazon SES
- B. Amazon CloudTrail
- C. Amazon CloudFront
- D. Amazon S3

Question 3

Which of the following service is most useful when a Disaster Recovery method is triggered in AWS?

- A. Amazon Route 53
- B. Amazon SNS
- C. Amazon SQS
- D. Amazon Inspector

Question 4

Which of the following networking component can be used to host EC2 resources in the AWS Cloud?

- A. AWS Trusted Advisor
- B. AWS VPC
- C. AWS Elastic Load Balancer
- D. AWS AutoScaling

Question 5

Which of the following can be used to protect EC2 Instances hosted in AWS? Choose 2 answers from the options given below:

- A. Usage of Security Groups
- B. Usage of AMI's
- C. Usage of Network Access Control Lists
- D. Usage of the Internet gateway

AWS Database Services

Compute



Amazon EC2



Amazon ECS



Amazon Glacier



Amazon EBS



Elastic Load Balancing*



Amazon Route 53



Amazon RDS



Amazon Aurora



IAM



AWS WAF



Amazon CloudWatch



AWS CloudTrail



Auto Scaling



AWS Lambda



Amazon S3



Amazon EFS



Application Load Balancer



Amazon VPC*



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Amazon ElastiCache



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AWS Shield



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AWS Direct Connect



VPN connection



Amazon Redshift



Amazon EC2 Systems Manager

Amazon RDS



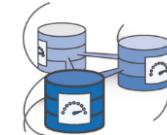
Amazon
RDS

- Relational databases
- Fully managed and secure
- Fast, predictable performance
- Simple and fast to scale
- Low cost, pay for what you use

<https://aws.amazon.com/rds/>



PostgreSQL



Amazon
Aurora



MariaDB

ORACLE®

Microsoft®
SQL Server®

aws training and
certification

Amazon Aurora

Delivered as a managed service on top of RDS



- Speed and availability** of high-end commercial databases
- Up to 64TiB of **auto-scaling SSD storage**
- Automatic Backup** (1 – 35 days)
- Automatic Upgrade**
- Drop-in **compatibility** with MySQL and PostgreSQL
- Simple **pay as you go** pricing

Amazon DynamoDB



Fully managed NoSQL database



Fast, consistent performance



Highly scalable



Flexible



Event-driven programming

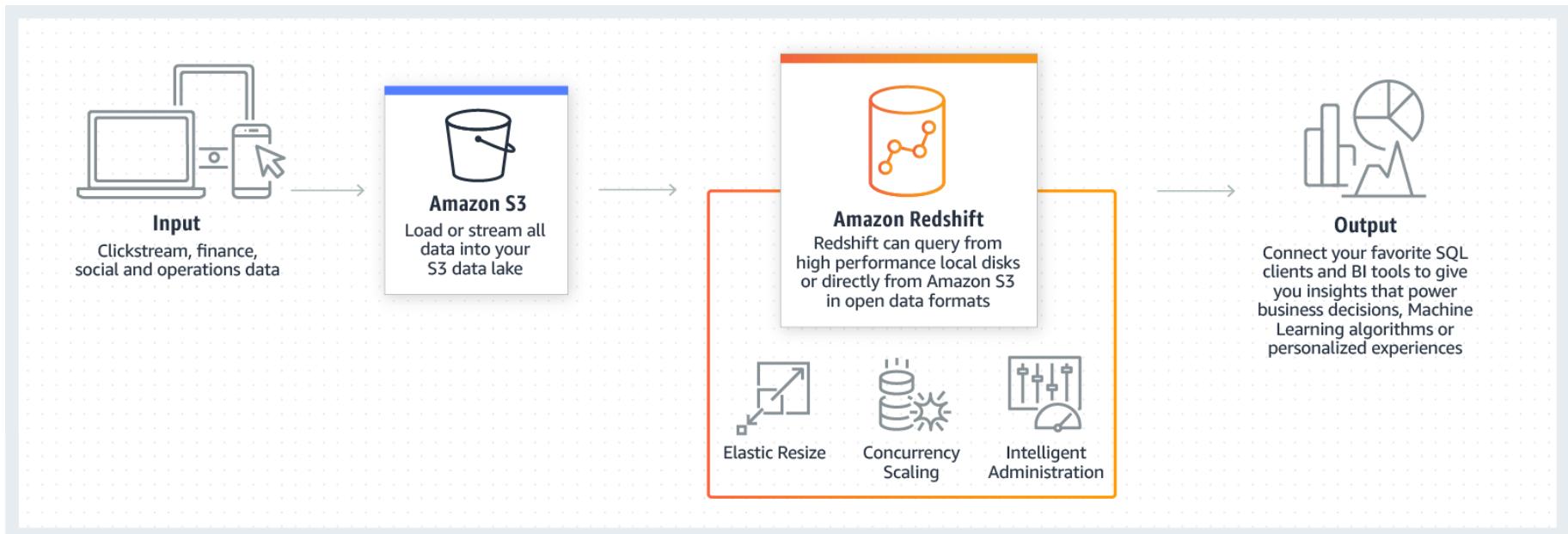


Fine-grained access control



Amazon Redshift: Data Warehousing

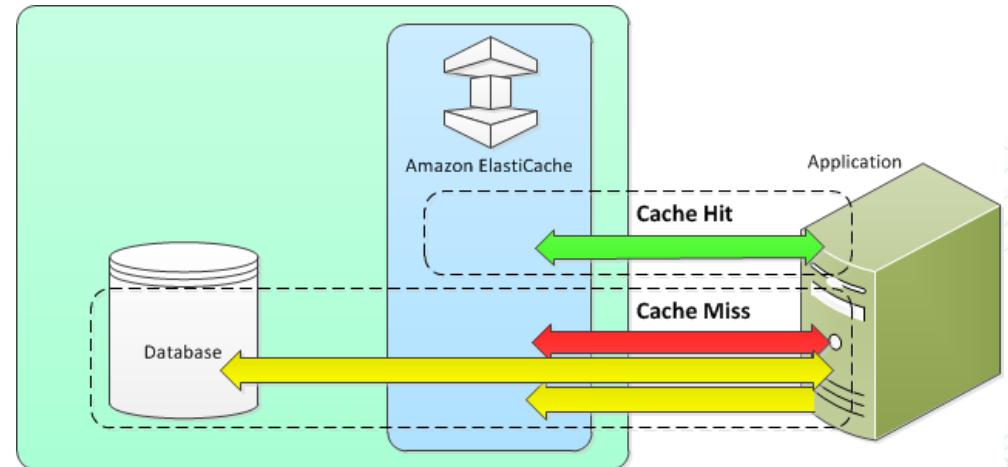
Amazon Redshift is a fast, scalable data warehouse



Amazon ElastiCache

A fully-managed in-memory data store or cache environment in the cloud.

- Improves performance by retrieving data from high-throughput and low-latency, in-memory data stores.
- Use Cases:
 - Gaming
 - Ad-Tech
 - Financial Services
 - Healthcare
 - IoT



<https://aws.amazon.com/elasticsearch/>



Databases – Knowledge Check

Question 1

Which of the following is a fully managed NoSQL database service available with AWS?

- A. AWS RDS
- B. AWS DynamoDB
- C. AWS Redshift
- D. AWS MongoDB

Question 2

Which AWS service automates infrastructure provisioning and administrative tasks for an analytical data warehouse?

- A. Amazon Redshift
- B. Amazon DynamoDB
- C. Amazon ElastiCache
- D. Amazon Aurora

Question 3

Which of the following is a compatible MySQL database which also can grow in storage size on its own?

- A. Aurora
- B. DynamoDB
- C. RDS Microsoft SQL Server
- D. RDS MySQL

Question 4

Which of the following features of Amazon RDS allows for better availability of databases. Choose 2 answers from the options given below:

- A. VPC Peering
- B. Multi-AZ
- C. Read Replicas
- D. Multi-Region

AWS Security Services

Compute



Amazon EC2



Amazon ECS



Amazon Glacier



Amazon EBS



Elastic Load Balancing*



Amazon Route 53



Amazon RDS



Amazon Aurora



IAM



AWS WAF



Amazon CloudWatch



AWS CloudTrail



Auto Scaling



AWS Lambda



Amazon S3



Amazon EFS



Application Load Balancer



Amazon VPC*



Amazon DynamoDB



Amazon ElastiCache



AWS KMS



AWS Shield



AWS CloudFormation



AWS Config



AWS Storage Gateway



AWS Direct Connect



VPN connection



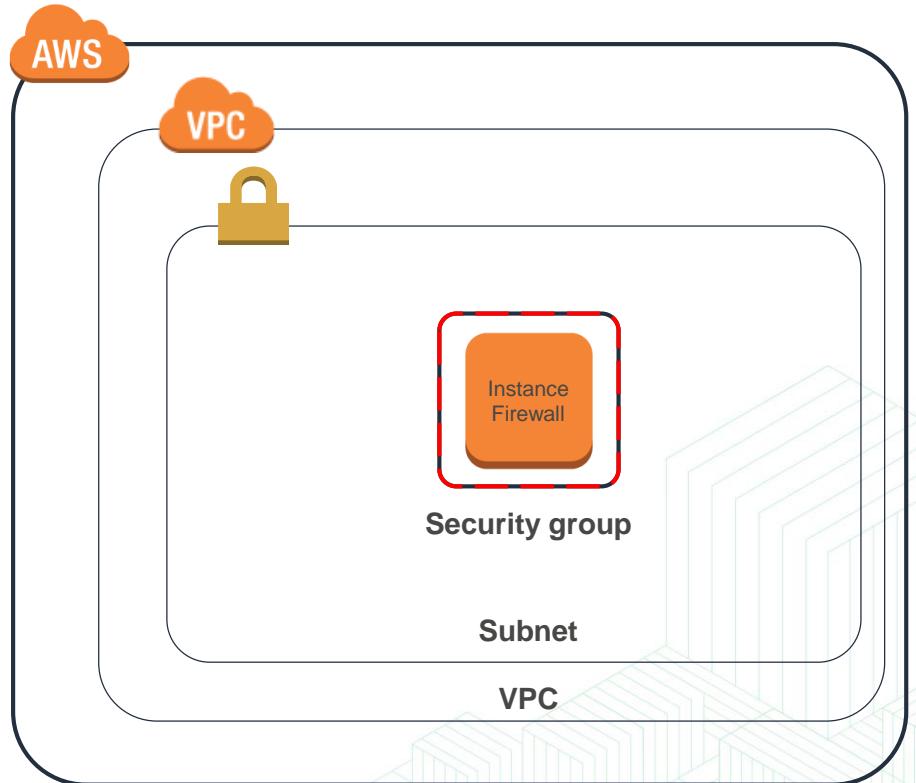
Amazon Redshift



Amazon EC2 Systems Manager

The Layered Security Approach

- Secured Infrastructure
 - Secured endpoints
 - Compliance alignments and frameworks
 - Certifications and attestations
- VPC
 - Workload isolation
- Security Group
 - Port/protocol filtering
- Instance Firewall
 - Rule-based protection at the OS level



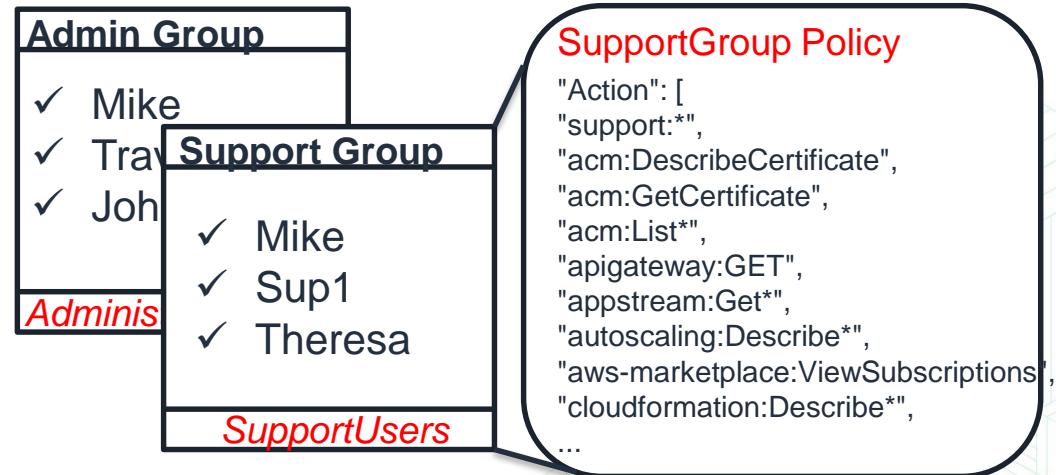
AWS Identity & Access Management



A core AWS security service.

Defines administrative profiles.

Who can do what on the AWS console or by the additional management tools.



<https://aws.amazon.com/iam/>

AWS Principals

Account Owner ID (Root Account)

- Access to all subscribed services.
- Access to billing.
- Access to console and APIs.
- Access to Customer Support.



IAM Users, Groups and Roles

- Access to specific services.
- Access to console and/or APIs.
- Access to Customer Support (Business and Enterprise).



Temporary Security Credentials

- Access to specific services.
- Access to console and/or APIs.



IAM Root Account Best Practices

- 1st account created (email + password)
- Do not use the root user for your everyday tasks
- Securely lock away the root user credentials
 - Delete any programmatic keys
 - Enable MFA on Root Account
 - Change the Root password to a strong password

<https://docs.aws.amazon.com/IAM/latest/UserGuide/best-practices.html>



IAM Roles Best Practices

IAM identity that can be assumable by anyone who needs it.

Ex.: users, applications, services, federated users

- ✗ Long term passwords
- ✗ Long term access keys
- ✓ Temporary security credentials

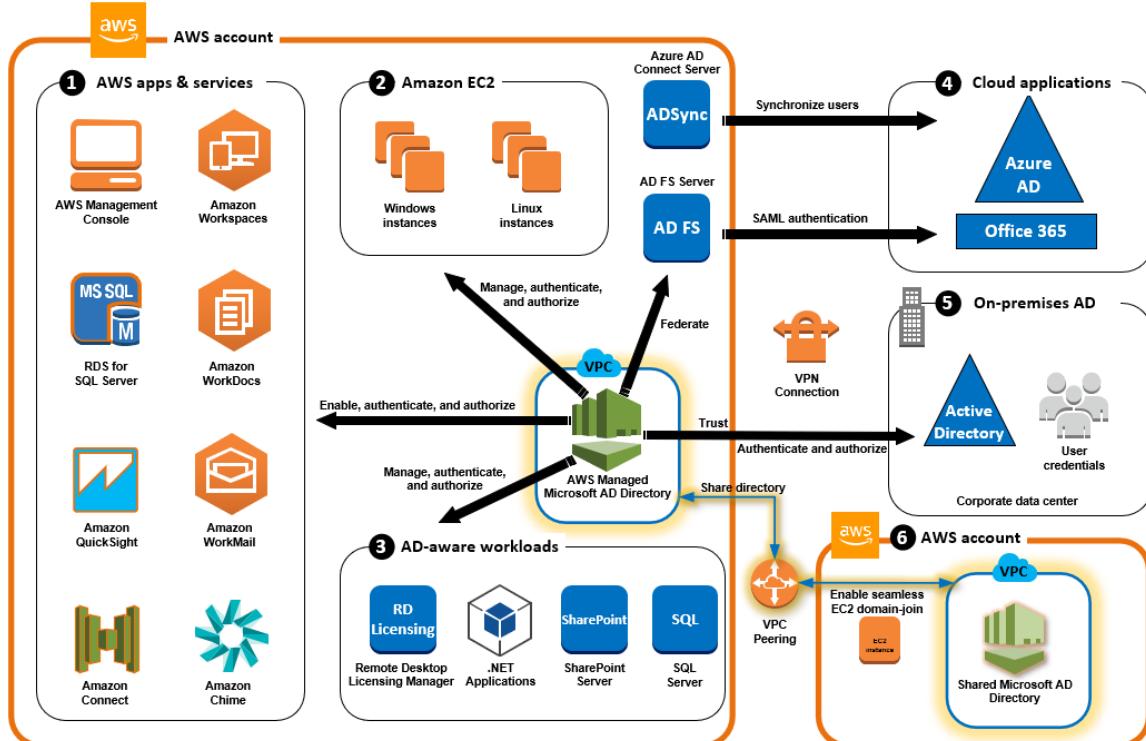


EC2 instance



S3 bucket

AWS Directory Service

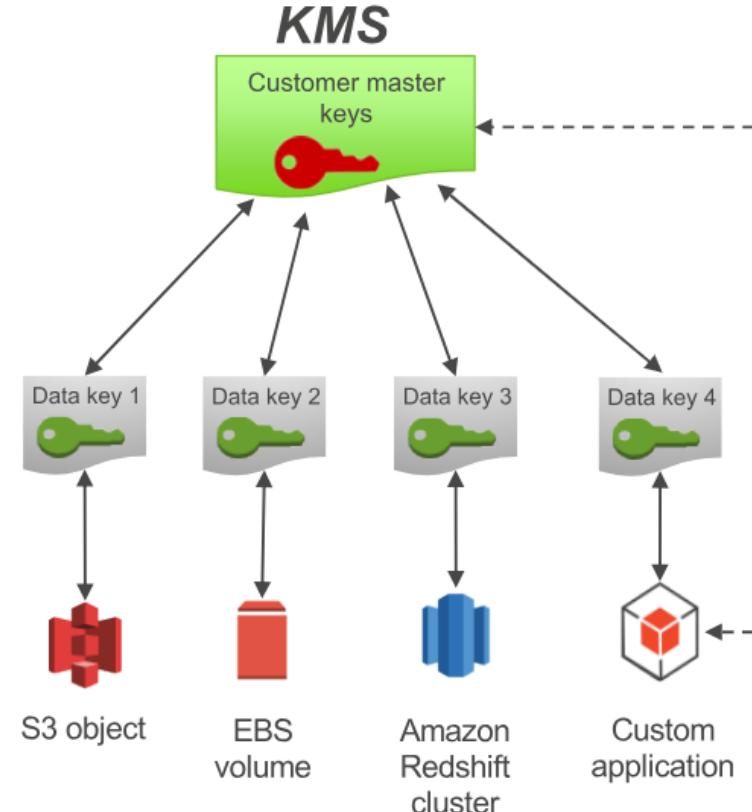


1. Sign In to AWS Applications and Services with AD Credentials
2. Manage Amazon EC2 Instances
3. Provide Directory Services to Your AD-Aware Workloads
4. SSO to Office 365 and Other Cloud Applications
5. Extend Your On-Premises AD to the AWS Cloud
6. Share Your Directory to Seamlessly Join Amazon EC2 Instances to a Domain Across AWS Accounts

AWS Key Management Service (AWS KMS)

Data encryption with KMS

- Managed service to use encryption keys
- Integrated with many AWS services
- Integrated with AWS CloudTrail
 - provide auditable logs of key usage



<https://aws.amazon.com/kms/>

AWS Web Application Firewall (AWS WAF)

- Protects web applications
- Filter traffic based on custom rules
- Easy to deploy as part of Amazon CloudFront or ELB
- Provides real-time metrics and detailed request data
- Configure manually or via an Amazon API
- Integrate third-party, workload-optimized, AWS WAF configuration rules
- AWS Firewall Manager synchronizes AWF WAF rules across multiple-accounts

<https://aws.amazon.com/waf/>



AWS Shield (Standard or Advanced)

- Guards against distributed denial of service (DDoS) attacks
- AWS Shield Standard
 - Addresses common layer 3-4 DDoS incidents
 - Monitors network flows for quick attack detection
 - Mitigates service impacts automatically
- AWS Shield Advanced
 - Enhanced DDoS detection and response
 - Supports customized rules against sophisticated attacks
 - Includes AWS DDoS Response Team 24x7
 - Covers cost of increased resource utilization due to attack



<https://aws.amazon.com/shield/>



Security – Knowledge Check

Question 1

Which service allows an administrator to create and modify AWS user permissions?

- A. AWS Config
- B. AWS Cloud Trail
- C. AWS Key Management Service (AWS KMS)
- D. AWS Identity and Access Management (IAM)

Question 2

Which of the following is the responsibility of the AWS customer according to the Shared Security Model?

- A. Managing AWS Identity and Access Management (IAM)
- B. Securing edge locations
- C. Monitoring physical device security
- D. Implementing service organization Control (SOC) standards

Question 3

Which of the following security requirements are managed by AWS customers? Select 2 answers from the options given below.

- A. Password Policies
- B. User permissions
- C. Physical security
- D. Disk disposal
- E. Hardware patching

Question 4

How can the AWS Management Console be secured against unauthorized access?

- A. Apply Multi-Factor Authentication (MFA)
- B. Set up a secondary password
- C. Request root access privileges
- D. Disable AWS console access

Question 5

When giving permission to users via the AWS Identity and Access Management tool, which of the following principles should be applied when granting permissions?

- A. Principle of least privilege
- B. Principle of greatest privilege
- C. Principle of most privilege
- D. Principle of lower privilege

AWS Management Services

Compute



Amazon EC2



Amazon ECS



Amazon Glacier



Amazon EBS



Elastic Load Balancing*



Amazon Route 53



Amazon RDS



Amazon Aurora



IAM



AWS WAF



Amazon CloudWatch



AWS CloudTrail



Auto Scaling



AWS Lambda



Amazon S3



Amazon EFS



Application Load Balancer



Amazon VPC*



Amazon DynamoDB



Amazon ElastiCache



AWS KMS



AWS Shield



AWS CloudFormation



AWS Config



AWS Storage Gateway



AWS Direct Connect



VPN connection



Amazon Redshift



Amazon EC2 Systems Manager

AWS CloudWatch

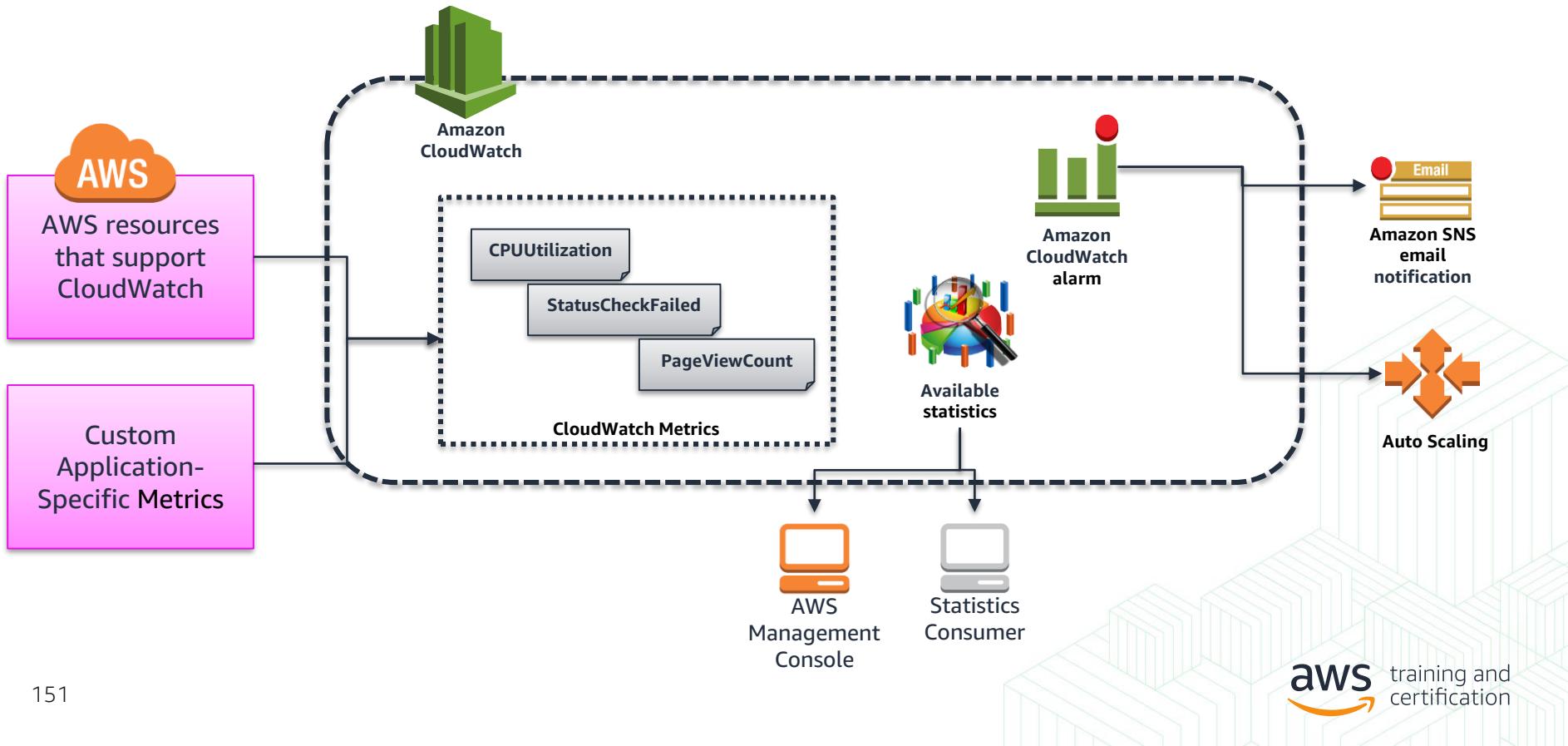
- Monitoring service for AWS cloud resources and applications
- Collect and track metrics, monitor log files, and set alarms
- Gain visibility into resource utilization, application performance, and operational health
- Set alarms to send notifications or take other automated actions
- Supports custom dashboards
- Use cases:
 - Cost management; billing alerts



<https://aws.amazon.com/cloudwatch/>



AWS CloudWatch Alarms



CloudWatch Metrics Examples

CloudWatch Metrics by Category

Your CloudWatch metric summary has loaded. Total metrics: 97

EBS Metrics: 24

Per-Volume Metrics: 24

EC2 Metrics: 38

Per-Instance Metrics: 38

S3 Metrics: 18

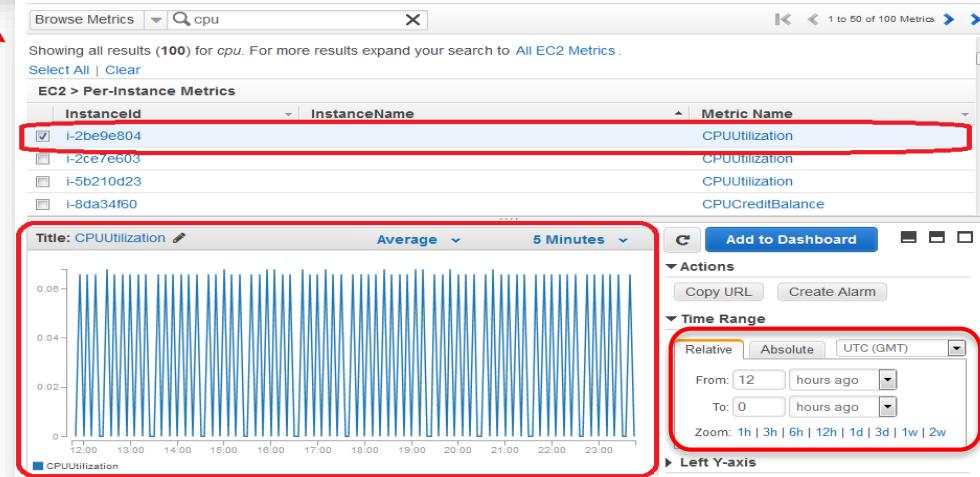
Storage Metrics: 18

SNS Metrics: 3

Topic Metrics: 3

SQS Metrics: 14

Queue Metrics: 14



AWS CloudTrail

CloudTrail provides the event history of AWS account activity

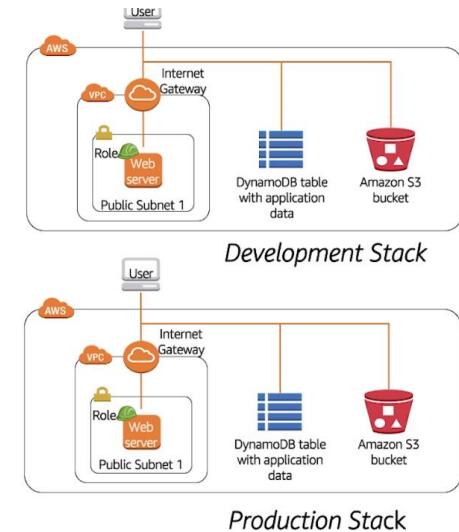
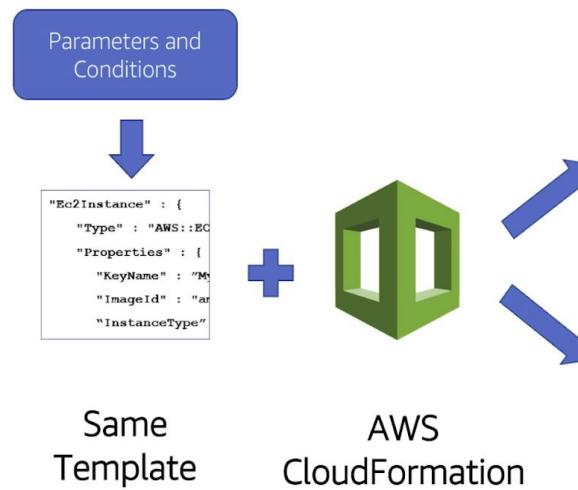
- Permits governance, compliance, audit.
- Logs API calls.
- Security analysis.
- Tracking of resource changes.
- Problems solution.

Who did that?!

	Event time	User name	Event name
▶	2018-12-11, 09:18:14 AM	guilheh	LookupEvents
▶	2018-12-11, 09:18:12 AM	guilheh	LookupEvents
▼	2018-12-11, 09:18:08 AM	guilheh	GetTrailStatus
AWS access key ASIARH23VDGQ7AAGFEHN			Event time 2018-12-11, 09:18
AWS region us-east-1			Read only true
Error code			Request ID 3427bca8-7e4a-4
Event ID a3e0b8ef-5d3f-47a4-93d8-c9a2fcf53757			Source IP address 179.153.59.157
Event name GetTrailStatus			User name guilheh
Event source cloudtrail.amazonaws.com			

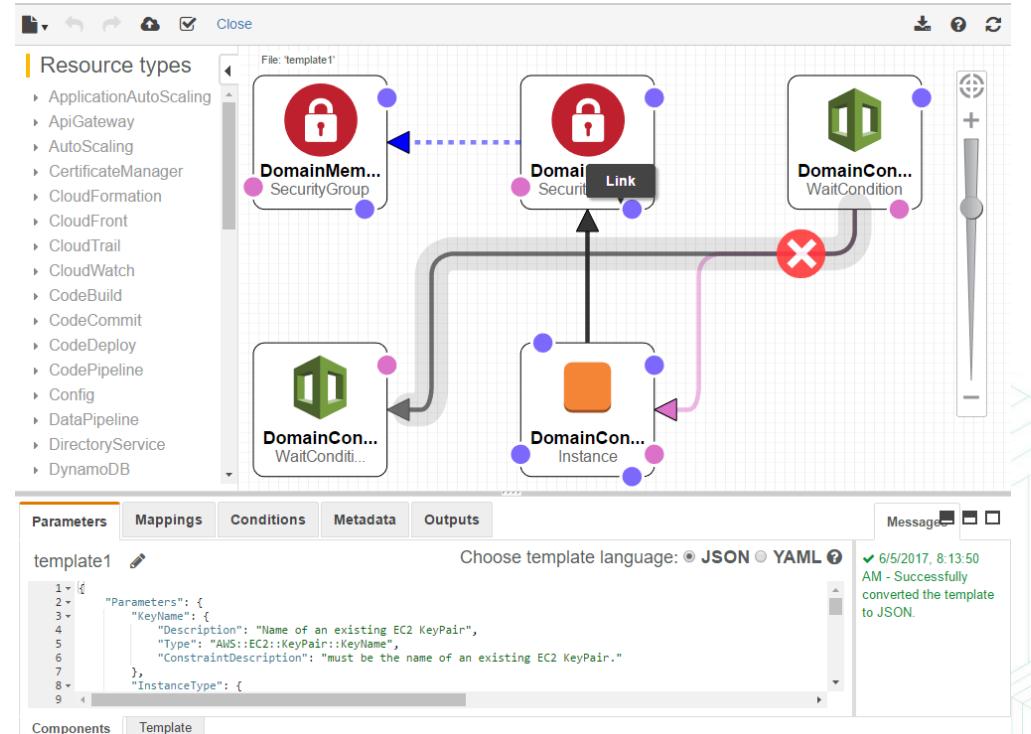
Benefits of AWS CloudFormation

- Create stacks in multiple regions from the same template.
- Update and delete stacks easily.
- Document your infrastructure.
- Maintain your infrastructure as a code artifact
 - Use a code repository such as AWS CodeCommit or GitHub
- Sample templates available for multiple workloads.



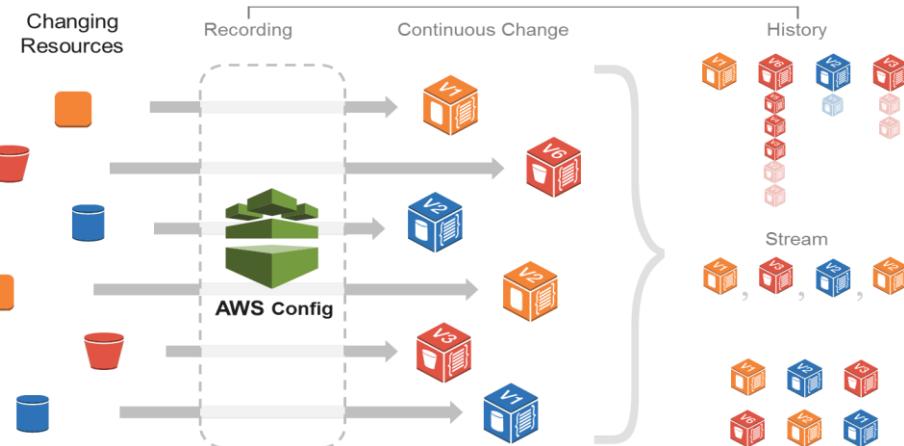
AWS CloudFormation Designer

- Visualize template resources
- Modify template with drag-and-drop gestures
- Customize sample templates



AWS Config

Managed service for tracking AWS inventory and configuration, and configuration change notification.



Security analysis

Audit compliance

Change management

Troubleshooting

Discovery



Management Services – Knowledge Check

Question 1

You want to monitor the CPU utilization of an EC2 resource in AWS. Which of the below services can help in this regard?

- A. AWS CloudTrail
- B. AWS Inspector
- C. AWS Trusted Advisor
- D. AWS CloudWatch

Question 2

Which of the following services helps in governance, compliance, and risk auditing in AWS?

- A. AWS Config
- B. AWS CloudTrail
- C. AWS CloudWatch
- D. AWS SNS

Question 3

A company needs to know which user was responsible for terminating several critical Amazon Elastic Compute Cloud (Amazon EC2) Instances. Where can the customer find this information?

- A. AWS Trusted Advisor
- B. Amazon EC2 instance usage report
- C. Amazon CloudWatch
- D. AWS CloudTrail logs

Question 4

You have a DevOps team in your current organization structure. They are keen to know if there is any service available in AWS which can be used to manage infrastructure as code. Which of the following can be met with such a requirement?

- A. Using AWS CloudFormation
- B. Using AWS Config
- C. Using AWS Inspector
- D. Using AWS Trusted Advisor

Module 4:

Pricing, TCO and Cost Optimization on AWS

Cloud Value Framework



Cost Savings (TCO)



Staff Productivity



Operational Resilience



Business Agility

What is it?

Infrastructure cost savings / avoidance from moving to the Cloud.

Efficiency improvement by function on a task by task basis.

Benefit of improving SLAs & reducing unplanned outage.

Deploying new features / applications faster and reducing errors.

Examples

50%+ reduction in TCO (GE)

Over 500 hours per year of server configuration time saved (Sage)

Critical workloads run in multiple AZs & Regions for robust DR (Expedia)

Launch of new products 75% faster (Unilever)

← Typical Focus →

←

Most Compelling Cloud Benefits

→

TCO the way customers typically see it

illustrative

1

Server Costs

Hardware – Server, (+Maintenance)

Software - OS, Virtualization Licenses
(+Maintenance)

2

Storage Costs

Hardware – Storage Disks

3

Network Costs

Network Hardware – LAN Switches, Load Balancer
Bandwidth costs

4

IT Labor Costs

Server Admin Virtualization Admin

TCO the way it really is

Overhead
*On-prem.
Colocation*

illustrative

1

Server Costs

Hardware – Server, Rack Chassis PDUs, ToR Switches (+Maintenance)

Software - OS, Virtualization Licenses (+Maintenance)

Facilities Cost

Space Power Cooling

2

Storage Costs

Hardware – Storage Disks, SAN/FC Switches

Software - Backup

Facilities Cost

Space Power Cooling

3

Network Costs

Network Hardware – LAN Switches, Load Balancer Bandwidth costs

Software – Network Monitoring

Facilities Cost

Space Power Cooling

4

IT Labor Costs

Server Admin, Virtualization Admin, Storage Admin, Network Admin, Support Team

5

Extras

Project planning, Advisors, Legal, Contractors, Managed Services, Training, Cost of capital

Business Value:

Cost of delays
Risk premium
Competitive abilities
Governance
Etc.

Resources to get started

AWS Total Cost of Ownership (TCO) Calculator

On-Premises vs. AWS Summary

You could save **47%** a year by moving your infrastructure to AWS
Your three year total savings would be **\$ 2,738,450**

3 Years Cost Breakdown

3 Yr. Total Cost of Own

	On-Premises	AWS
Server	\$ 3,301,517	
Storage	\$ 129,170	
Network	\$ 568,592	
IT-Labor	\$ 1,798,200	
Total	\$ 5,817,479	

AWS cost includes

Case Studies & Customer Success Stories, Powered by the AWS Cloud

AWS case studies and success stories showcase why customers chose AWS, what they're running in the cloud, and what business benefits they have achieved after using AWS. Common topics include **Analytics**, **Big Data**, **Enterprise**, **Government & Education**, **Startups**, and **Web Apps**. You can find an alphabetical listing of all AWS customer case studies [here](#).

NETFLIX **airbnb** **NOKIA** **yelp**
Netflix Watch the Video Learn More Watch the Video Watch the Video
airbnb Learn More
NOKIA Watch the Video
yelp Watch the Video

Expedia **Adobe** **Pinterest** **Zynga**
Expedia Learn More Adobe Watch the Video Pinterest Watch the Video Zynga Read the Story

GILT **SAMSUNG BUSINESS** **mlbam** **oscar**
Gilt Watch the Video Samsung Watch the Video MLB Advanced Media Read the Story Oscar Insurance Watch the Video

slack **NOVARTIS** **FOURSQUARE** **lyft**
Slack Read the Story Novartis Watch the Video Foursquare Read the Story Lyft Read the Story

AWS TCO Calculator

<https://awstcocalculator.com>

AWS Economics Center

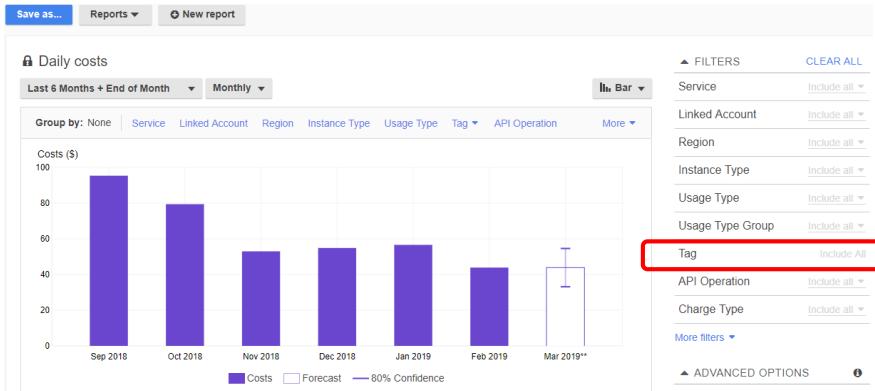
<http://aws.amazon.com/economics/>

Case Studies and Research

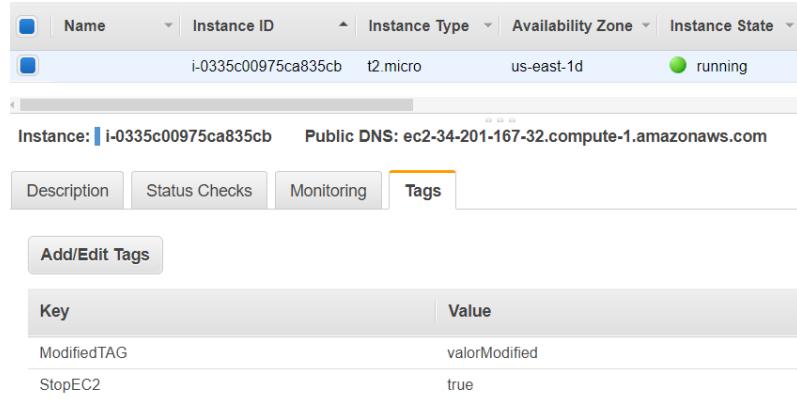
<http://aws.amazon.com/solutions/case-studies>

Tools for Cost Visibility

Cost Explorer



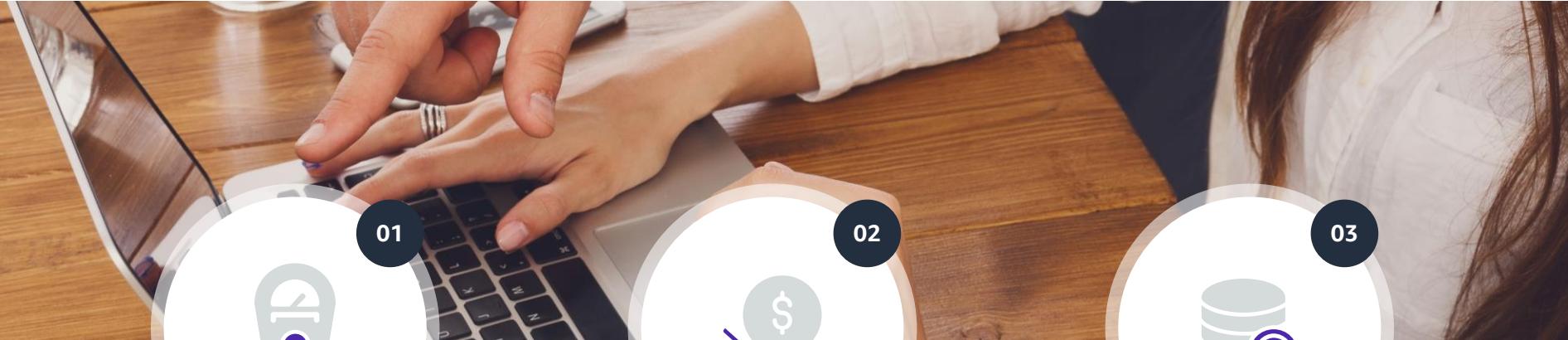
TAGs



- Monthly Spend by Service View
- Monthly Spend by Linked Account View
- Daily Spend View

- Identify and organize your AWS resources
- Integrated with multi AWS Services
- EC2, RDS, S3, Glaciers, Redshift, etc...

AWS Pricing Philosophy



Pay Only for
What You Use

Low Cost

No Up-Front
Capital Expense



On-Demand and Reserved

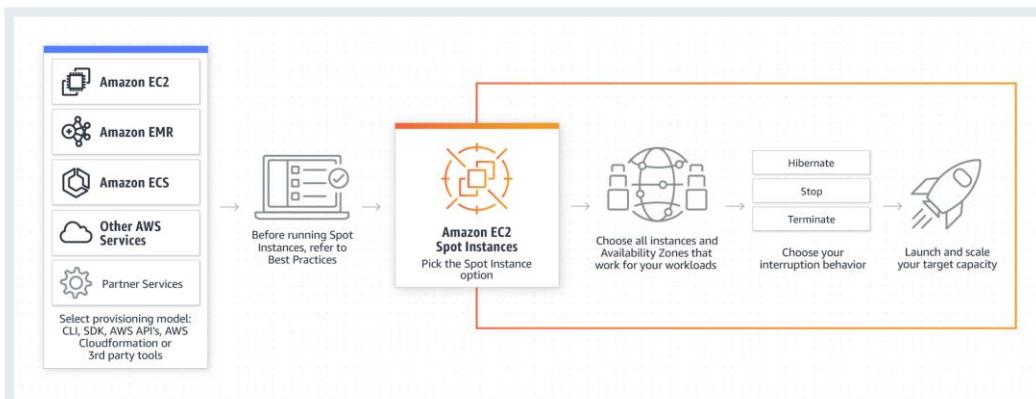
 Instance Type	 Benefits	 When to Position	 Workloads
 On-Demand	<ul style="list-style-type: none"> Billing by the second (new as of 10/2/17) Modify compute capacity	<ul style="list-style-type: none"> Customer seeking to avoid long contracts and upfront payments	<ul style="list-style-type: none"> Short-Term/Fluctuates Desired to Run to Completion Dev/Test
 Standard - Reserved Instance	<ul style="list-style-type: none"> 50%-70% less than On-Demand instances	<ul style="list-style-type: none"> Customer able to commit to 1yr, 3 year term	<ul style="list-style-type: none"> Steady-state applications

Convertible Reserved Instances

Instance Type	Benefits	When to Position	Workloads
Convertible – Reserved Instance	<ul style="list-style-type: none">Reduced price during Reserved Instance termChange Reserved Instance family, type, OS, or tenancy	<ul style="list-style-type: none">For customers lacking understanding of future workloads	<ul style="list-style-type: none">Steady-state but can change <p>Example</p>  <p>C3 RI → C4 RI</p>

Spot Instances

Instance Type	Benefits	When to Position	Workloads
 Spot Fleet Unused EC2 instance that is available for less than the On-Demand price.	 Benefits <ul style="list-style-type: none">Discounts compared to on-demand pricingRun continuously for a set duration at lower pricing	 When to Position <ul style="list-style-type: none">When workloads can continue after interruptions; for diversification across multiple instance types and AZs	 Workloads <ul style="list-style-type: none">Batch processing, Hadoop workflow, HPC gridEncoding, rendering, modeling, analysis, or continuous integration



The diagram illustrates the process of provisioning Amazon EC2 Spot Instances. It starts with a sidebar listing services: Amazon EC2, Amazon EMR, Amazon ECS, Other AWS Services, and Partner Services. Below this, it says 'Select provisioning model: CLI, SDK, AWS APIs, AWS CloudFormation or 3rd party tools'. The main flowchart shows the following steps: 1. 'Before running Spot Instances, refer to Best Practices' (with an arrow to a box). 2. 'Pick the Spot Instance option' (with an arrow to a central box). 3. 'Choose all instances and Availability Zones that work for your workloads' (with an arrow to a box). 4. 'Choose your interruption behavior' (with an arrow to a box). 5. 'Launch and scale your target capacity' (with an arrow to a rocket icon).

Dedicated Instances and Dedicated Hosts

Instance Type	Benefits	When to Position	Workloads
Dedicated Instance	<ul style="list-style-type: none">Instances run on hardware dedicated to you only	<ul style="list-style-type: none">For workloads that require dedicated hardware to meet unique security and compliance needs	<ul style="list-style-type: none">Data isolation required
	<ul style="list-style-type: none">Customer must pay an hourly instance fee	<ul style="list-style-type: none">Customer must pay a dedicated per region fee	
Dedicated Host	<ul style="list-style-type: none">Instances run on hardware dedicated to you onlyLicense portabilityFine grain control of hardware	<ul style="list-style-type: none">For existing server-bound software licenses that are bound to VMs, sockets, or physical cores	<ul style="list-style-type: none">Data isolation requiredLicense dependent applications or services

Billing Comparison

Select Billing Option

Instance Type: m5.xlarge

Operating System: Linux

Usage: 100 % Utilized/Month

N.Virginia, 30thJan2019.

Per Instance Prices & Projected Costs (all in USD)

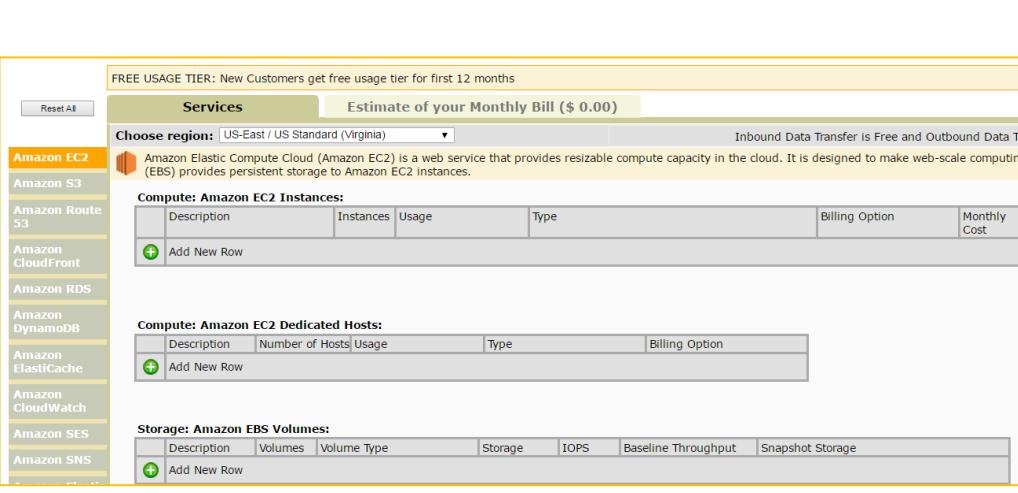
Select	Name	Upfront Price	Effective Hourly Cost	Effective Monthly Cost	1 Year Cost	3 Year Cost
<input checked="" type="radio"/>	On-Demand (No Contract)	---	0.192	140.55	1686.60	5059.80
<input type="radio"/>	1 Yr No Upfront Reserved	0.00	0.123	89.79	1077.48	3232.44
<input type="radio"/>	1 Yr Partial Upfront Reserved	512.00	0.116	85.01	1020.08	3060.24
<input type="radio"/>	1 Yr All Upfront Reserved	1003.00	0.114	83.59	1003.00	3009.00
<input type="radio"/>	3 Yr No Upfront Reserved	0.00	0.085	62.05	---	2233.80
<input type="radio"/>	3 Yr Partial Upfront Reserved	1030.00	0.078	57.09	---	2054.92
<input type="radio"/>	3 Yr All Upfront Reserved	1937.00	0.074	53.81	---	1937.00
<input type="radio"/>	1 Yr No Upfront Convertible	0.00	0.141	102.93	1235.16	3705.48
<input type="radio"/>	1 Yr Partial Upfront Convertible	588.00	0.134	97.91	1174.92	3524.76
<input type="radio"/>	1 Yr All Upfront Convertible	1153.00	0.132	96.09	1153.00	3459.00
<input type="radio"/>	3 Yr No Upfront Convertible	0.00	0.097	70.81	---	2549.16
<input type="radio"/>	3 Yr Partial Upfront Convertible	1185.00	0.090	65.77	---	2367.60
<input type="radio"/>	3 Yr All Upfront Convertible	2322.00	0.088	64.50	---	2322.00

Reserved

Convertible

Estimating Cost Savings

Simple Monthly Calculator



The screenshot shows a web-based monthly cost calculator. At the top, a yellow banner reads "FREE USAGE TIER: New Customers get free usage tier for first 12 months". Below this is a header with "Services" and "Estimate of your Monthly Bill (\$ 0.00)". A dropdown menu "Choose region: US-East / US Standard (Virginia)" is shown. To the right, a note states "Inbound Data Transfer is Free and Outbound Data Transfer (EBS) provides persistent storage to Amazon EC2 instances".

The main interface is divided into three sections:

- Compute: Amazon EC2 Instances:** A table with columns: Description, Instances, Usage, Type, Billing Option, and Monthly Cost. A "Add New Row" button is at the bottom.
- Compute: Amazon EC2 Dedicated Hosts:** A table with columns: Description, Number of Hosts, Usage, Type, and Billing Option. A "Add New Row" button is at the bottom.
- Storage: Amazon EBS Volumes:** A table with columns: Description, Volumes, Volume Type, Storage, IOPS, Baseline Throughput, and Snapshot Storage. A "Add New Row" button is at the bottom.

On the left, a sidebar lists various Amazon services: Amazon EC2 (highlighted in orange), Amazon S3, Amazon S3, Amazon Route 53, Amazon CloudFront, Amazon RDS, Amazon DynamoDB, Amazon ElastiCache, Amazon CloudWatch, Amazon SES, and Amazon SNS.



Module 5: AWS Well-Architected Framework

The AWS Well-Architected Framework

Design Principles

- Stop guessing your capacity needs
- Test systems at production scale
- Automate to make architectural experimentation easier
- Allow for evolutionary architectures
- Data-Driven Architectures
- Improve through game days

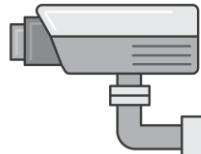


Pillars of AWS Well-Architected

Operational Excellence



Security



Reliability



Performance Efficiency



Cost Optimization



Operational Excellence



The ability to run and monitor systems to deliver business value and continually improve supporting processes and procedures.

Principles

- Perform operations with code
- Align operations processes to business objectives
- Make regular, small, incremental changes
- Test for responses to unexpected events
- Learn from operational events and failures
- Keep operations procedures current

Coverage Area

- Preparation
- Operation
- Response



Operational Excellence: AWS Services



Prepare

- AWS Config rules

Operate

- Amazon CloudWatch

Evolve

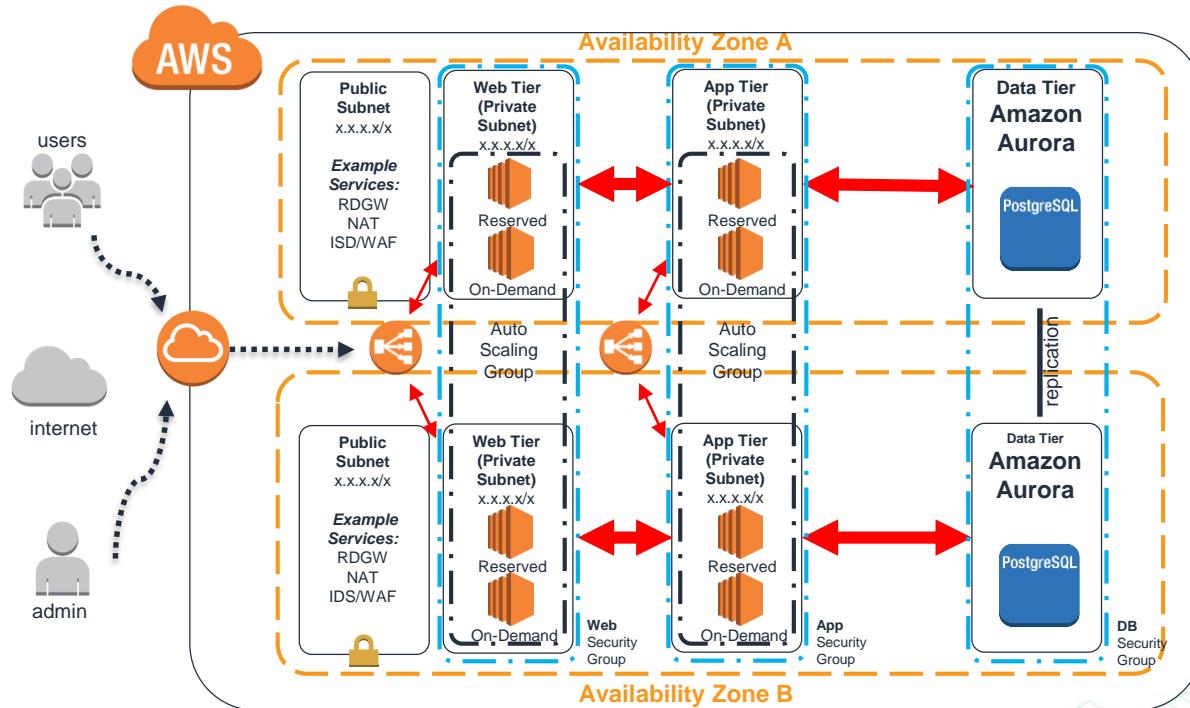
- Amazon ElastiSearch Services (Amazon ES)



Applying Operational Excellence

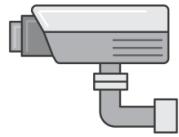


1. Use of CloudWatch to achieve visibility in the cloud



2. Use of CodeStar to deploy Infrastructure as Code

Security



The ability to protect information, systems, and assets while delivering business value through risk assessments and mitigation strategies.

Principles

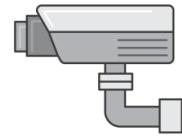
- Apply security at all layers
- Enable traceability
- Implement a principle of least privilege
- Focus on securing your system
- Automate security best practices

Coverage Areas

- Identity and access management
- Detective controls
- Infrastructure protection
- Data protection
- Incident response



Security: AWS Services



Identity and Access Management

- IAM, MFA

Detective Controls

- Cloud Trail, AWS Config, CloudWatch

Infrastructure Protection

- Amazon VPC

Data Protection

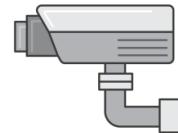
- ELB, Amazon EBS, Amazon S3, Amazon RDS, Amazon Macie, AWS KMS,

Incident Response

- AWS CloudFormation

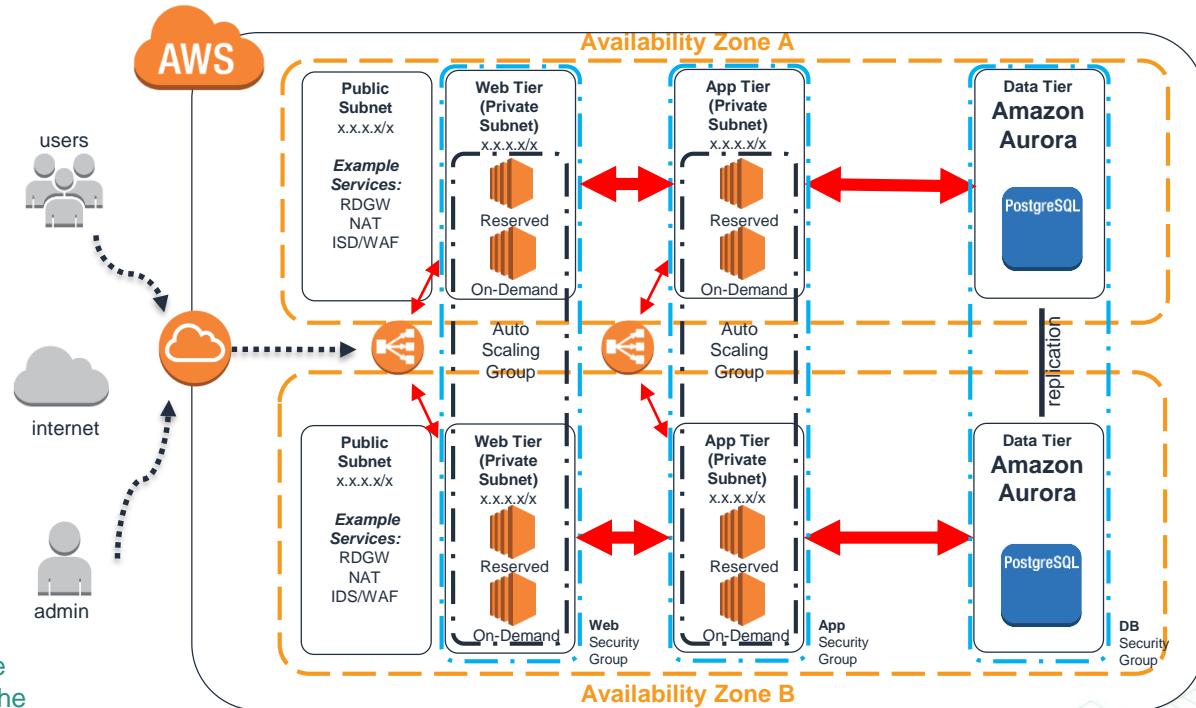


Applying Security Best Practices



- 1. Public and private subnets
 - ELB and other edge devices are the only things the public can reach
 - The application of WAF, and Shield at the edge to control traffic

2. The use of IAM (Dive deep – Understand the roles and users.)



3. The use of CloudTrail and Config to maintain a known infrastructure state
 4. Using IAM to create roles that ensure that only the App tier can talk to the database

Reliability



The ability of a system to recover from infrastructure or service failures, dynamically acquire computing resources to meet demand, and mitigate disruptions such as misconfigurations or transient network issues.

Principles

- Test recovery procedures
- Automatically recover from failure
- Scale horizontally to increase aggregate system availability
- Stop guessing capacity
- Manage change in automation

Coverage Areas

- Foundations
- Change Management
- Failure Management



Reliability: AWS Services



Foundations

- AWS Trusted Advisor , IAM, Amazon VPC, DirectConnect

Change Management

- AWS CloudTrail, AWS Config, Auto Scaling, CloudWatch

Failure Management

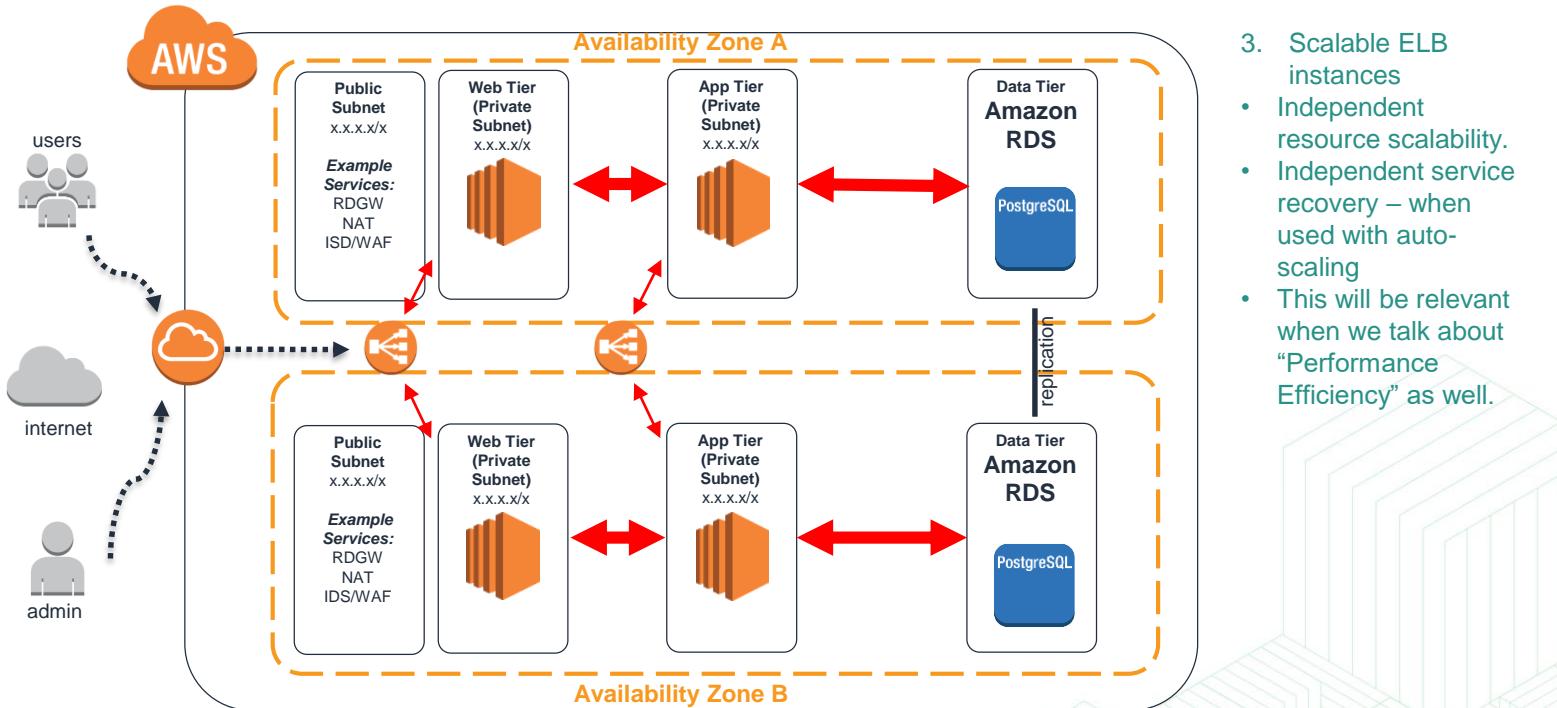
- AWS CloudFormation, Amazon S3, Amazon Glacier, AWS KMS



Applying Reliability



1. Multi-AZ
2. Database replication between the two AZs



3. Scalable ELB instances
- Independent resource scalability.
 - Independent service recovery – when used with auto-scaling
 - This will be relevant when we talk about “Performance Efficiency” as well.

Performance Efficiency



The ability to use computing resources efficiently to meet system requirements, and to maintain that efficiency as demand changes and technologies evolve.

Principles

- Democratize advanced technologies
- Go global in minutes
- Use serverless architectures
- Experiment more often
- Mechanical sympathy

Coverage Areas

- Selection
- Review
- Tradeoffs



Performance Efficiency: AWS Services



Selection

- **Compute:** Auto Scaling
- **Storage:** Amazon EBS, Amazon S3
- **Database:** Amazon RDS, Amazon DynamoDB
- **Network:** Amazon Route 53, Amazon VPC, AWS Direct Connect

Review

- AWS Blog

Monitoring

- Amazon CloudWatch, AWS Lambda

Tradeoffs

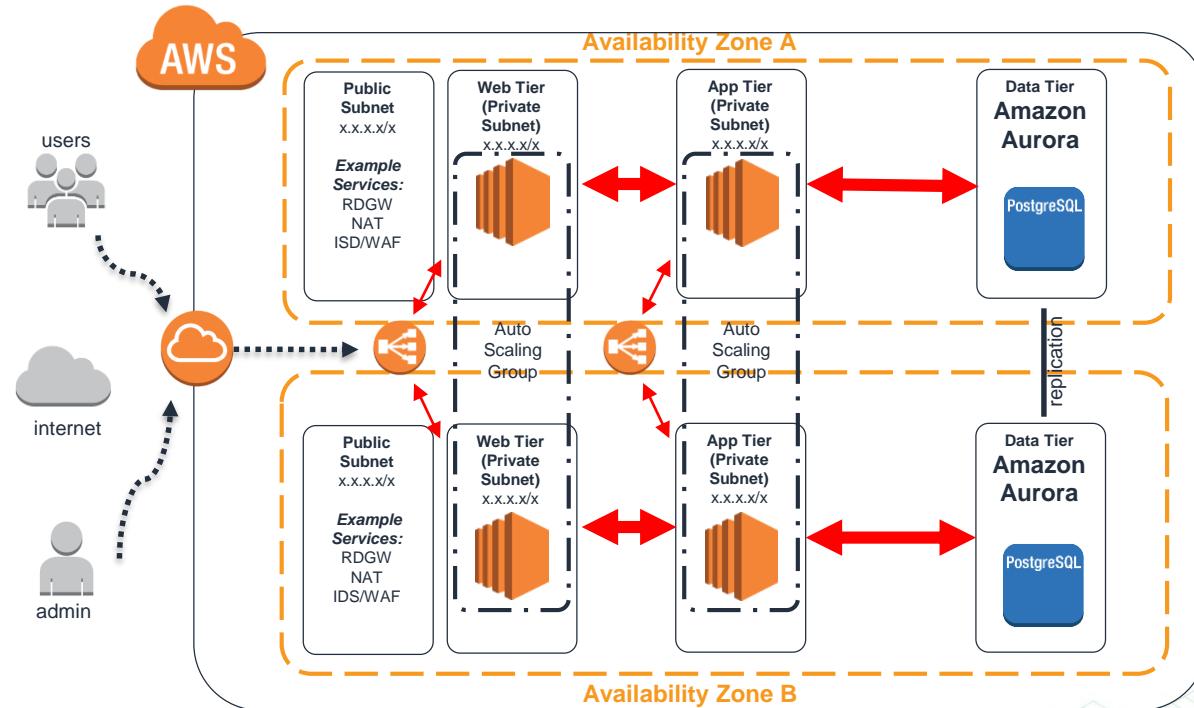
- Amazon ElastiCache, Amazon CloudFront, AWS Snowball, Read replicas for RDS



Applying Performance Efficiency



1. Auto Scaling groups



2. CloudFormation as a tool to facilitate repeatability and global deployment

Cost Optimization



The ability to avoid or eliminate unneeded cost or suboptimal resources

Principles

- Adopt a consumption model
- Benefit from economies of scale
- Stop spending money on data center operations
- Analyze and attribute expenditure
- Use managed services to reduce cost of ownership

Coverage Areas

- Cost-Effective Resources
- Matching Supply and Demand
- Expenditure Awareness
- Optimizing Over Time



Cost Optimization: AWS Services



Cost-Effective Resources

- AWS Well-Architected Framework

Matching Supply and Demand

- Auto Scaling

Expenditure Awareness

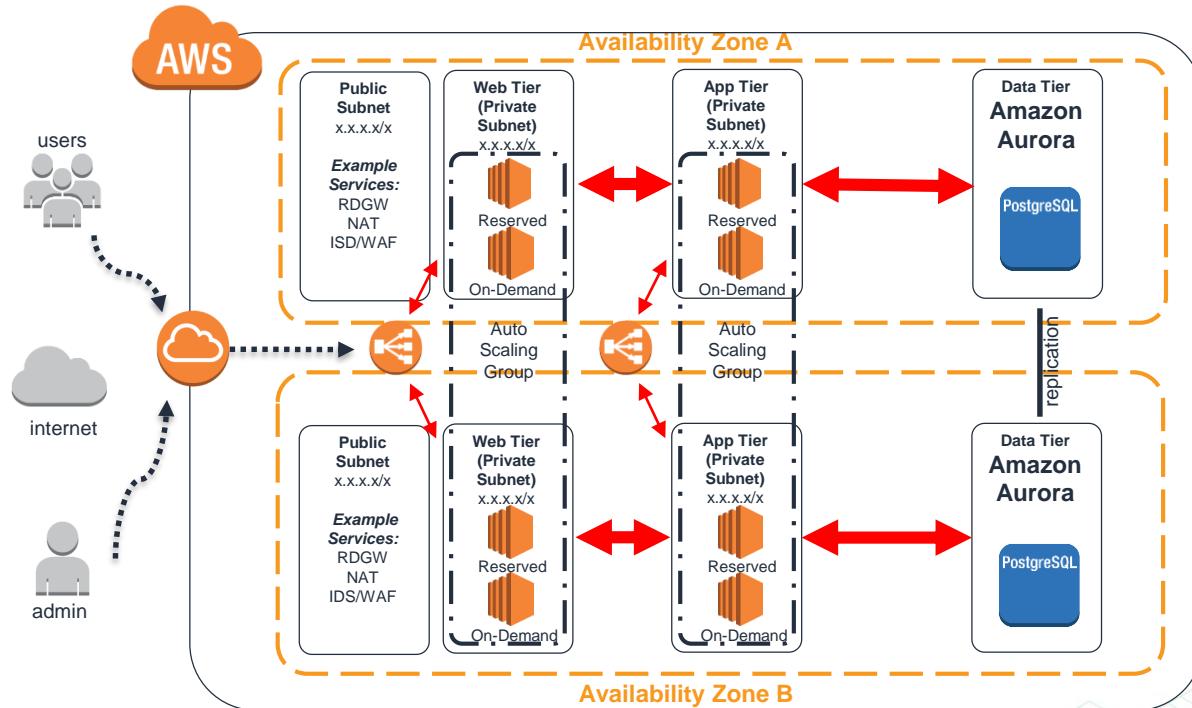
- Amazon CloudWatch, Amazon Simple Notification Services (SNS)

Optimizing Over Time

- AWS Blogs, AWS Trusted Advisor, AWS Cost Explorer



Applying Cost Optimization



Value Proposition

Help Customers:

- Consistent approach to reviewing architectures
- Understand and reduce risk in your architecture
- Learn best practices
- Influence future architectures
- Generate additional opportunities





Module 6: APN Resources to Help You

APN Program Resources

APN Program Guide



Benefits and Requirements



Training and Certification



APN Portal



Marketing



APN Partner Programs

Monthly Partner-Facing Webinars



APN Personnel Resources



APN Blog, Newsletter, Twitter



<https://partnercentral.awspartner.com>

APN How-To Guides and AWS Events

AWS How-To Guides

Building Your Business
With AWS



APN Partner Development
Plan



AWS Events

AWS Global Summits:
one-day events



500-6,000



AWS re:Invent:
four-day events



+50,000



Sponsorship Opportunities

AWS Field Programs
Free half-day events



50-500



Partner Training



Workshops and Bootcamps

AWS Digital Learning Platform

<https://www.aws.training/>



Videos, Labs, and Classes

Specialty Courses for APN Partners With Business and Technical Tracks

Accreditations



Business Track

- AWS Business Professional
- AWS TCO and Cloud Economics
- AWS Foundations Business
- Big Data and Analytics on AWS
- Windows on AWS
- Migration to AWS
- SAP on AWS
- Amazon Connect
- Machine Learning on AWS
- Introduction to Cloud Adoption Framework

Technical Track

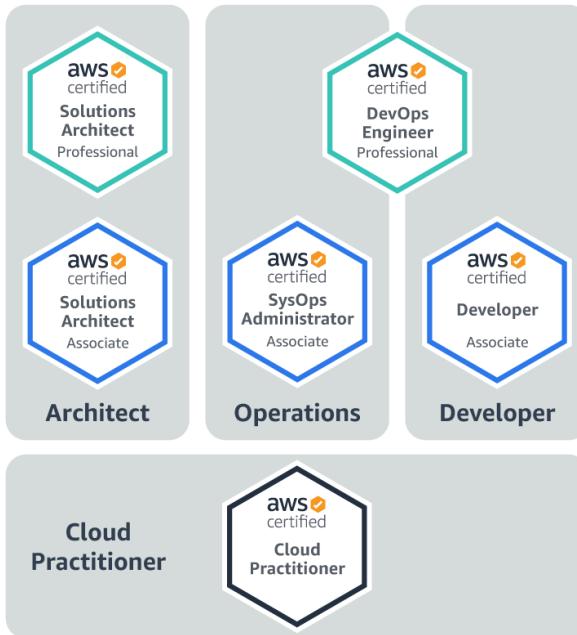
- AWS Technical Professional
- AWS TCO and Cloud Economics
- AWS Foundations Technical**
- Well-Architected Framework
- Windows on AWS
- Migration to AWS
- SAP on AWS
- Amazon Connect
- Professional Services BootCamp
- Machine Learning on AWS

AWS Certification

Available AWS Certifications

Professional

Two years of comprehensive experience designing, operating, and troubleshooting solutions using the AWS Cloud



Associate

One year of experience solving problems and implementing solutions using the AWS Cloud

Foundational

Six months of fundamental AWS Cloud and industry knowledge

aws certified
Updated May 2019

Specialty

Technical AWS Cloud experience in the Specialty domain as specified in the [exam guide](#)



Linking a Partner Account to a Certification Account

Problem: Partners not be credited for employee certifications.

Solution: fill in a new field called "AWS Training and Certification Account Email"

New user registration

Self Registration

Welcome to APN Partner Central

First Name*
Alliance

Last Name*
Lead

Job Title*
Alliance Lead of Testing

Business Email*
AllianceLead@amazon.com

AWS Training and Certification Account Email (Optional)
TCEmail@gmail.com

Phone*
United States 4255555555

Contact Type*
Executive Sponsor

Country
United States

* The information you provide here will be visible to the Alliance Lead for your firm.
** The information you provide in connection with registration will be handled in accordance with the [AWS Privacy Notice](#).

[Forgot your password?](#)
[Login or Registration Help?](#)

Existing user update

APN Partner Central User

User Information

Contact Information

Full Name	APN Partner Central User	Email	apnuser@amazon.com
Title		Phone	1231231231
Contact Type	Alliance Lead	AWS Training and Certification Account	apnuser@gmail.com
		Email	

Address 123 Sesame Street
Seattle WA 98101
United States

Class Evaluation and Assessment

-

Please look for the email link to take the
class evaluation survey.

-

**THANK
YOU!**