Amazon Web Services (AWS) is a secure cloud platform international business which offers its clients compute power, database storage, and content deliver to help business scale internationally.

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| **Strengths** | **Weaknesses** |
| * Low cost – pay as you use the resources. * Open and flexible – works well with other programming technologies * Secure – Industry security certifications. * Backup and Storage – data is stored across multiple data centers. * Application hosting – on demand infrastructure to host applications * Content delivery – easy to distribute content worldwide fast * Optimization * AWS Regions and Availability Zones – discrete data centers that are housed across the world to increase redundancy and reliability * Documentation – everything is easily documented so that clients can start using AWS * Elasticity – allows you the ability to innovate fast by scaling your applications up or down. | * Government regulations – hosting different datacenters around the world, AWS runs into issues about hosting government data commercial data, or health data. * One source of backup – if the backup goes down for aws, then the entire application platform for aws is unavailable. * No static resources allocation – Since you can scale up and down within AWS, the ip address don’t stay the same so you have to configure your system to be dynamic |
| **Opportunities** | **Threats** |
| * New industry – AWS can be used in any industry or government since the data is secure | * Customer technology taste – with innovation continuing to push technology to new standards, AWS has to stay in touch with its customers so that they know market trends and how their customers * Competition – competition is always a threat in this market when someone can produce similar products |