

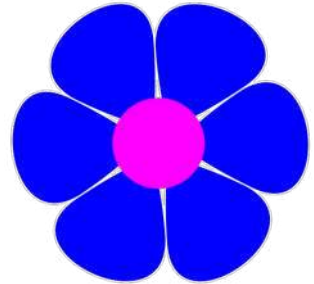
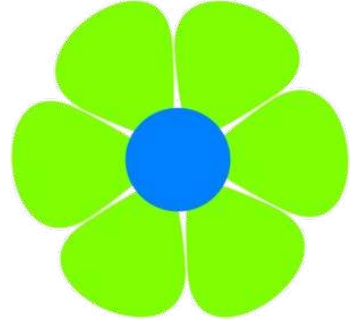
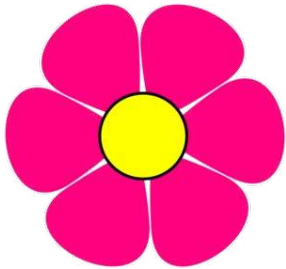
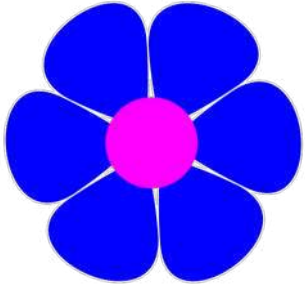
An abstract graphic on the left side of the slide, composed of various geometric shapes like triangles and polygons in shades of orange, grey, and black, arranged in a dynamic, overlapping fashion.

## Why startups are building with AWS (and why you should, too!)

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# Ready for 30 seconds of infrastructure bliss?



**Want to hear the real story?**



# Meet the horsemen of infrapocalypse ©

Buy

Build

Run, scale, fix

And my favorite... disaster recovery

MATCOK  
2011

# Buying infrastructure





# Building infrastructure



# Running, scaling, fixing



# Recovering from disasters (or not)





**Do you see the light?**



# Why startups are building with AWS

- They want to **focus on their real job** : building a great service
  - Experimenting, deploying & scaling are just a few clicks away
  - Unique technology: AWS Aurora, Kinesis, Lambda, Redshift
  - Great ecosystem: AWS Marketplace, SaaS
- They've been using it for a while now and **it just works**
  - Time to server: minutes, not days
  - « Infrastructure as code » : not a marketing gimmick. It's alive!
- They're **ready** and **eager** for it
  - Agile, MVP, « fail fast" »
  - Developers and Operations work hand in hand, not against each other
- They want to **measure ROI** and **optimize cost**

# Getting started

- Join our special program for startups : [aws.amazon.com/fr/activate/](https://aws.amazon.com/fr/activate/)
- Start building:
  - [aws.amazon.com/fr/getting-started/](https://aws.amazon.com/fr/getting-started/)
  - “Your first week on Amazon Web Services”  
must-watch video from AWS Summit 2014 (on Youtube)
- Training & certification: [aws.amazon.com/fr/training/](https://aws.amazon.com/fr/training/)
- Live events: [aws.amazon.com/fr/events/](https://aws.amazon.com/fr/events/) → **AWSome Day on November 10**
- Stay in touch: **@awscloud** on Twitter

Thank  
You