



# AWS Cloud and It's Case Studies



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**Amazon Web Services** started providing IT infrastructure solutions to enterprises and business in the form of web services, commonly referred to as “cloud computing.”

## What is AWS ?

Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud platform , offering compute power, database storage, content delivery and other functionality to help businesses scale and grow.

Today, AWS offers highly scalable, reliable, low-cost services to companies across 190 countries. Let's take a look at some of the most common questions related to cloud computing and AWS .In the first quarter of 2020, AWS brought in a record **\$10 billion** of revenue, accounting for **13.5% of Amazon's** total revenue. Having grown steadily in the 30-percent range the past few quarters, AWS is a frontrunner to other cloud computing platforms such as competitor Microsoft Azure.

Amazon offers flexible pricing options for its cloud services platform — that is, **users pay only for what they use**, and there are no upfront charges or long-term plans. It is considered one of the most low cost and cost-effective platforms available and even offers a **free tier of services** for certain companies.

## **A Look at AWS Users**

According to **Amazon**, the **number** of active **AWS users** exceeds **1,000,000**. While small and mid-size companies make up the majority of that **user** base, recent polls by private consulting firms suggest that enterprise-scale **users** make up at least 10% of that total .

## **AWS Customers List**

The top ten AWS users based on EC2 monthly spend are:

1. Netflix: \$19 million
2. Twitch: \$15 million
3. LinkedIn: \$13 million
4. Facebook: \$11 million
5. Turner Broadcasting: \$10 million
6. BBC: \$9 million
7. Baidu: \$9 million
8. ESPN: \$8 million
9. Adobe: \$8 million
10. Twitter: \$7 million

Companies which have huge databases to manage and manipulate, and who require large-scale distribution of their services, can greatly benefit by using AWS .

Here are the names that are on record publicly as using AWS:

*Aon, Adobe, Airbnb, Alcatel-Lucent, AOL, Acquia, AdRoll, AEG, Alert Logic, Autodesk, Bitdefender, BMW, British Gas, Baidu, Bristol-Myers Squibb, Canon, Capital One, Channel 4, Chef, Citrix, Coinbase, Comcast, Coursera, Disney, Docker, Dow Jones, European Space Agency, ESPN, Expedia, Financial Times, FINRA, General Electric, GoSquared, Guardian News & Media, Harvard Medical School, Hearst Corporation, Hitachi, HTC, IMDb, International Centre for Radio Astronomy Research, International Civil Aviation Organization, ITV, iZettle, Johnson & Johnson, JustGiving, JWT, Kaplan, Kellogg's, Lamborghini, Lonely Planet, Lyft, Made.com, McDonalds, NASA, NASDAQ OMX, National Rail Enquiries, National Trust, Netflix, News International, News UK, Nokia, Nordstrom, Novartis, Pfizer, Philips, Pinterest, Qantas, Reddit, Sage, Samsung, SAP, Schneider Electric, Scribd, Securitas Direct, Siemens, Slack, Sony, SoundCloud, Spotify, Square Enix, Tata Motors, The Weather Company, Twitch, Turner Broadcasting, Ticketmaster, Time Inc., Trainline, Ubisoft, UCAS, Unilever, US Department of State, USDA Food and Nutrition Service, UK Ministry of Justice, Vodafone Italy, WeTransfer, WIX, Xiaomi, Yelp, Zynga and Zillow.*

## **AWS Case Studies**

### **Netflix**



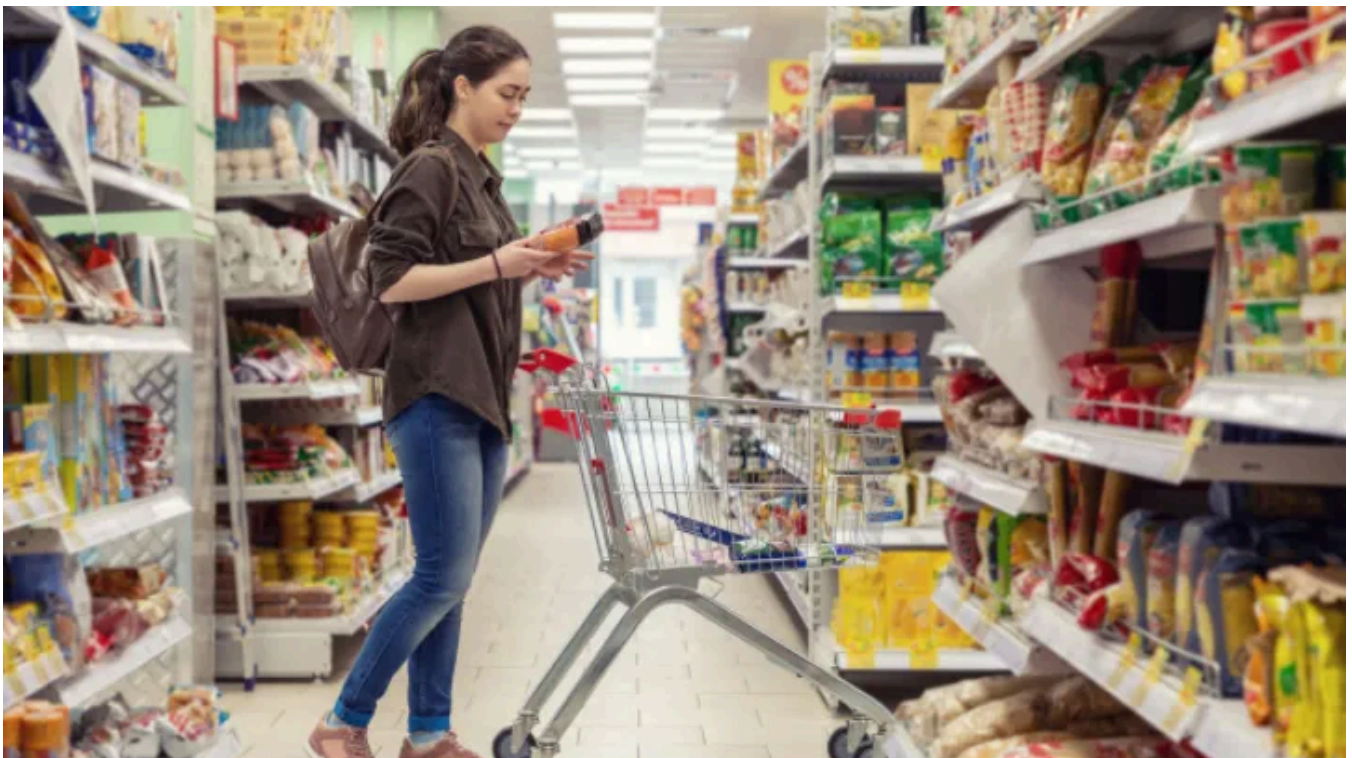
Netflix is the world's leading internet television network, with more than 100 million members worldwide enjoying **125 million hours of TV shows** and movies each day, including original series, documentaries, and feature films. Members can watch as much as they want, anytime, anywhere, on nearly any Internet-connected screen.

Among enterprises, Netflix was the most prominent early user of AWS, adopting it in 2009 .

Netflix uses Amazon Web Services (AWS) for nearly all its computing and storage needs, including databases, analytics, recommendation engines, video transcoding, and more — hundreds of functions that in total use more than **100,000 server instances** on AWS.

This results in an **extremely complex** and **dynamic networking** environment where applications are constantly communicating inside AWS and across the Internet. Monitoring and optimizing its network is critical for Netflix to continue improving customer experience, increasing efficiency, and reducing costs.

## **Unilever**



**Unilever** was formed in 1930 by the merger of Dutch margarine producer, Margarine Unie and British soap maker, Lever Brothers. Today, the consumer goods giant sells food, home care, refreshments, and personal care products in over 190 countries.

After a comprehensive RFP and review process involving more than 16 companies, Unilever chose Amazon Web Services (AWS). “With AWS, we have the same hosting provider for all regions, which means we don’t have to customize and tweak hosting solutions per region,” says **Yalamanchili**. “Unilever is focused on delivering great brands to consumers; it’s not an IT shop. We’re able to spend less and get more innovation by working with AWS and members of the AWS Partner Network.”

The Unilever IT team had **two goals for the AWS migration**: deliver a common technology platform for websites with regional content delivery architecture, and migrate existing web properties to the cloud.

## **Facebook**

Facebook is among the world’s most popular social networking sites and has a rich developer platform on which you can create and share your applications with a massive and growing community of users. A Facebook application is, effectively, a hosted web application that utilizes the Facebook Developer API to be accessed from within the Facebook environment. Developers can host their Facebook applications on **Amazon Web Services (AWS)** to access a reliable, scalable, and cost-effective compute infrastructure.

## **iFlix**

iFlix built a business with 30 developers and signed up one million customers in just seven months using AWS. The company is an on-demand video startup expanding throughout Southeast Asia. iFlix uses a broad range of AWS services including AWS Lambda, Amazon K, Amazon CloudFront, and Amazon API Gateway.

## **Coca-Cola**

The Coca-Cola Company , with more than 500 brands sold in over 207 countries , runs hundreds of marketing promotions every year. During Super Bowl XLVII, The Coca-Cola Company ran an ad that encouraged audience members to vote online for their favorite commercial ending. At the time, the company’s environment was **on premises** , and the massive spike of traffic to the site caused **delays** and a **poor user experience**. According to Michael Connor, digital marketing platform architect at Coca-Cola North America, this event triggered an internal **push to move to the public cloud** with Amazon Web Services (AWS).

In this replay from re:Invent 2014, The Coca-Cola Company migrated to AWS. By migrating to AWS, The Coca-Cola Company achieved **40 %** operational savings, coupled with an **80 %** reduction in IT help desk tickets due to added automation.



## AWS Opportunity

For many different organisations, the use of AWS is evidently widespread. But it's not just interesting to see companies of varying industries implementing Amazon's cloud tools.

They're also using it for different use cases, whether it's mitigating cyber security threats or developing faster websites. The opportunity here is huge.

Thank You

Aws Cloud



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I am a Computer Science Undergraduate , who is seeking for opportunity to do work in challenging work environment .

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