What is

is the world’s most comprehensive and broadly adopted cloud platform, offering over 200 fully featured services from data centers globally. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—are using AWS to lower costs, become more agile, and innovate faster.

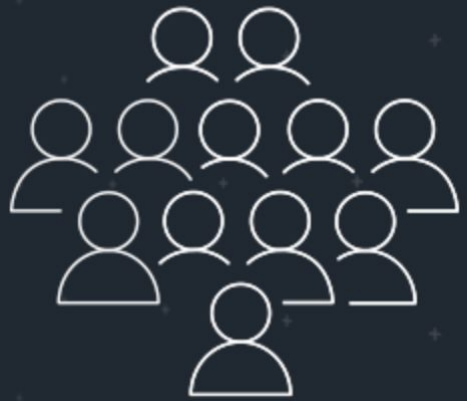
Most functionality

AWS has significantly more services, and more features within those services, than any other cloud provider–from infrastructure technologies like compute, storage, and databases–to emerging technologies, such as machine learning and artificial intelligence, data lakes and analytics, and Internet of Things. This makes it faster, easier, and more cost effective to move your existing applications to the cloud and build nearly anything you can imagine.

AWS also has the deepest functionality within those services. For example, AWS offers the widest variety of databases that are purpose-built for different types of applications so you can choose the right tool for the job to get the best cost and performance.

Largest community of customers and partners

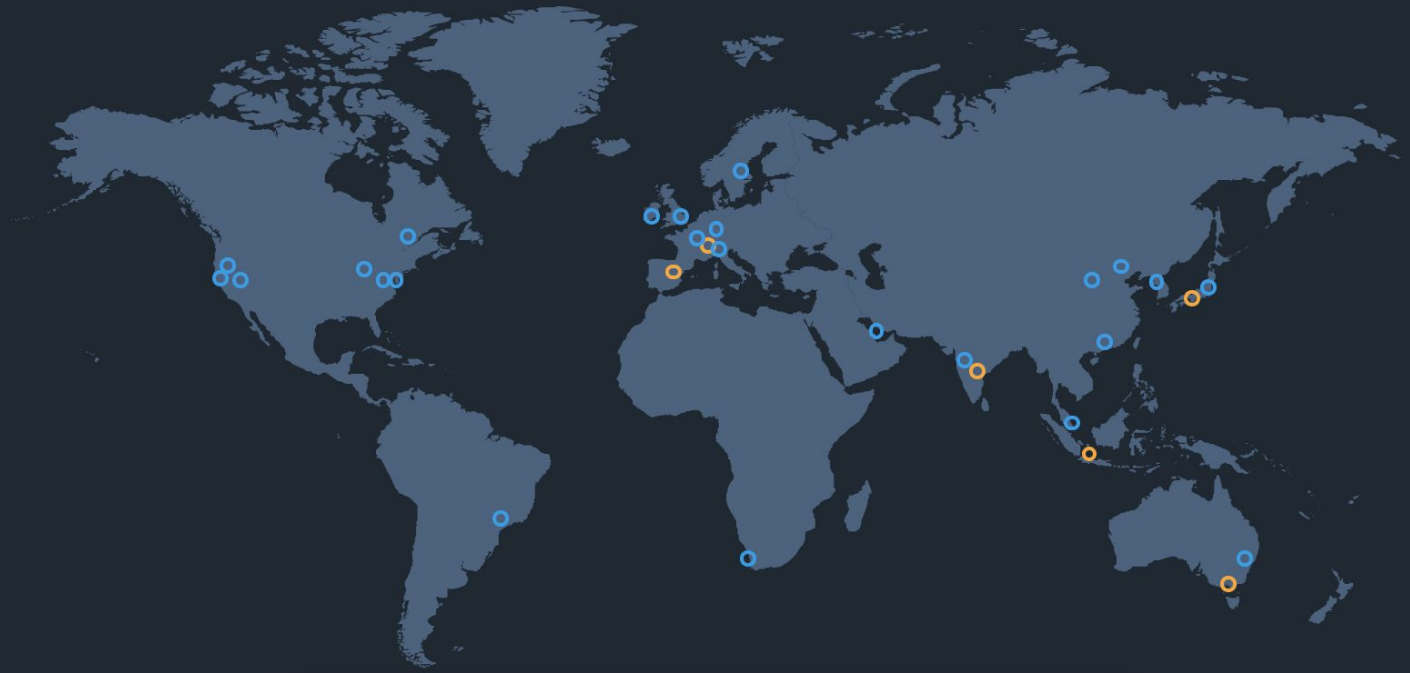
AWS has the largest and most dynamic community, with millions of active customers and tens of thousands of partners globally. Customers across virtually every industry and of every size, including startups, enterprises, and public sector organizations, are running every imaginable use case on AWS. The AWS Partner Network (APN) includes thousands of systems integrators who specialize in AWS services and tens of thousands of independent software vendors (ISVs) who adapt their technology to work on AWS.



Global network of AWS Regions

AWS has the most extensive global cloud infrastructure. No other cloud provider offers as many Regions with multiple Availability Zones connected by low latency, high throughput, and highly redundant networking. AWS has 77 Availability Zones within 24 geographic regions around the world, and has announced plans for 18 more Availability Zones and 6 more AWS Regions in Australia, India, Indonesia, Japan, Spain, and Switzerland. The AWS Region/Availability Zone model has been recognized by Gartner as the recommended approach for running enterprise applications that require high availability.

Learn more »



The Big Spenders

Clearly, AWS is the cloud computing platform of choice for businesses across a range of industries. But who are the biggest, and how much money are they spending on these services?

According to Intricately, 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

Netflix Pushes AWS to its Limits

1. Among enterprises, Netflix was the most prominent early user of AWS, adopting it in 2009.
2. According to an article in *Business Insider* from January 2016, Netflix placed enormous demands on the resources available to AWS at the time, often pushing the service to its limits and beyond. The ongoing pressure from Netflix, combined with Amazon's willingness to improve its service and meet its customers' requirements, pushed AWS to develop into the full, enterprise-scale integrated set of services that it is today.

A Few AWS Case Studies
Let's have a closer look at some of AWS's biggest clients:

Expedia

As cloud and mobile technologies continue to dominate the business landscape, lots of firms are moving away from physical data centres in search for more sustainable and efficient alternatives.

Travel comparison website Expedia is an excellent example, having unveiled plans to move 80% of mission-critical applications to the cloud through AWS. The firm decided to do this after discovering that the main reason for people leaving its website was due to error pages. Expedia wanted customers to get around its websites quickly and without running into any issues.

Using a range of AWS solutions, Expedia claims that it has become more resilient, has the ability to develop new applications faster and can save millions in the process. Magesh Chandramouli, Principal Architect, said: “By using AWS, I’m not bound by throughput limitations or CPU capacity. When I think of AWS, freedom is the first word that comes to mind”.