**C768, Task 2**

**Robert J. Robinson**

**01168728**

**Western Governors University**

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# **Executive Summary**

In the current world, technology has improved with modern cloud-first solutions. Most companies have embraced the technology, market faster, scale without complications, and offload expensive critical infrastructure. The paper has demonstrated the products provided by Amazon Web Services, such as AWS Lambda. It has explained the serverless computing architecture and the serverless application model with its benefits in empowering modern organizations with cloud-first approaches. A discussion in creating a new API is well articulated with less dependency on infrastructure to attain on-demand scalability that serves our organization. When building our public API, the focus is to make it quickly and scale it on demand. Using a combination of API Gateway and AWS Lambda creates small parts of the API while focusing on quality. The paper shows how the API Gateway allows a Lambda to process and respond to the HTTP request. It explains the Serverless Application Model, SAM, and the accompanying command-line interface tool that provides a simple syntax for event triggers and provisioned resources.

## A1. Executive Summary Tone

The tone I selected here is for stakeholders who need to understand the technology at a high level while also expressing the importance of the technology stank and its relation to our business. The tone is mildly technical but formal and professional.

## A2. Executive Summary Jargon

As an executive of a technology company, I tried to use diction that could be easily understood by professionals who have previously worked in the tech field.

## A3. Executive Summary Message Timing

**Classification:** Internal use for team members and executives.

**Sensitivity:**  This is a high-level message with no proprietary information that would raise issues if an outsider read the proposal.

**Timing:** There is no direct timeline on this message as it is meant for information to be decided on later. Any response to this message could also be processed and reviewed at any time. Our company has already distributed and working remotely, so any action items would easily be scoped when the reader has time.

# Press Release

See attached file.

## B1. Press Release Tone

As this is a press release, I assumed that the targets would be mainstream media outlets across the United States and Canada, where our company operates. The tone was less formal than an executive summary and more targeted for journalists to review and potentially investigate more information for a bigger story. It also had to remain accessible to the casual reader if this press release was published and read by everyday people.

## B2. Press Release Jargon

I limited jargon in this press release to broaden the reach and readability of this press release. I also believe that the terms used in the text would be easily digestible for the casual reader, but a more technical reader would understand the whitepaper.

## B3. Press Release Message Timing

**Classification:** Publicly available

**Sensitivity:**  This message is not sensitive. Publicly accessible.

**Timing:** I would suggest that the Press release be released on a Tuesday or a Thursday. Any weekend press release would be buried on a Monday release, and on a Wednesday or Friday release, readers might be focused on other topics.

# FAQ

Question: What is Serverless?

Answer: Serverless computing is a method of providing backend services on an as-used basis. A serverless provider allows users to write and deploy code without worrying about the underlying infrastructure (Cloudflare).

Question: What is the difference between serverless and traditional infrastructure?

Answer: With traditional infrastructure, provisioning servers, databases, and all the underlying hardware could be a process that expands days, weeks, and sometimes months. When using a cloud platform, the infrastructure is already in place and accessible on demand.

Question: Why choose cloud-based technology?

Answer: As we move into a new modern era of cloud computing, resources like Amazon Web Services allow companies to build at speed not seen before. As our commitment to reaching more people faster, AWS has already done the heavy lifting for us by building large data warehouses at scale.

## C1: FAQ Tone and Diction.

I chose to take a general tone here, easily readable, about information that could be expanded upon by reading the whitepaper. Any undefined terms were explained.

## C2: FAQ and Jargon.

The jargon used should be understood by a slightly technical reader. Still, concepts are explained in a general way by not diving into the low-level items that are involved with serverless computing.

## C3: FAQ Message Timing.

**Classification:** Publicly available – This FAQ could be put internally or externally to explain to stakeholders or employees about the direction that the company is going.

**Sensitivity:**  This message is not sensitive. Publicly accessible.

**Timing:** This should be deployed and updated on the company website, located at www.doublego.org/faq

# Sources

# References

Cloudflare. (n.d.). *What is Serverless*? https://www.cloudflare.com. Retrieved October 24, 2021, from https://www.cloudflare.com/learning/serverless/what-is-serverless/