

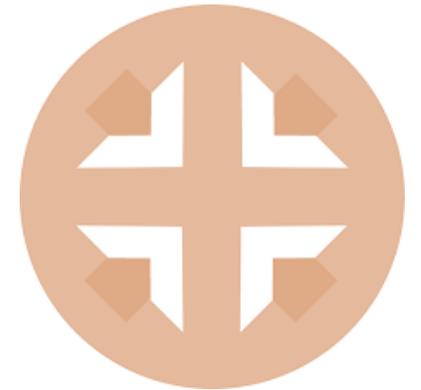
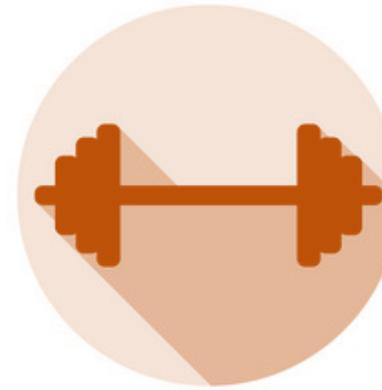
The Cloud : What's Different?

Raghuveer Varahagiri



Traditional IT

- 1 Upfront capital expenditure
- 2 Expensive, locked in
- 3 Long, slow procurement
- 4 Estimate demand and capacity accurately
- 5 Heavy lifting on running datacenters
- 6 Limited scalability



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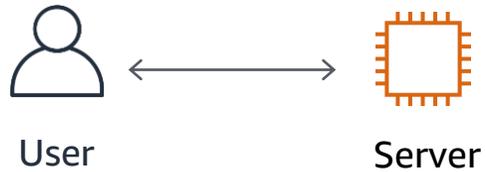


AWS Cloud: Example Business Case

stream movies online

AWS Cloud: Example Business Case

1 Upfront capital expenditure



1 Trade capital expense for variable expense

WHAT NEXT? ►

GETFLIX

AWS Cloud: Example Business Case

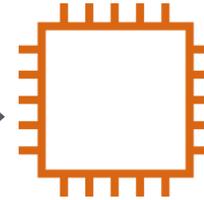
1 Upfront capital expenditure

2 Expensive, locked in

GETFLIX



Users



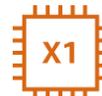
Server



T3 instance



C5 instance



X1 instance



P3 instance

1 Trade capital expense for variable expense

2 Benefit from massive economies of scale

WHAT NEXT? ►

GETFLIX

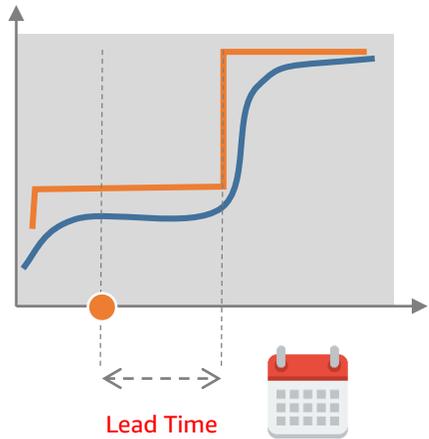
getflix and bill!

AWS Cloud: Example Business Case

1 Upfront capital expenditure

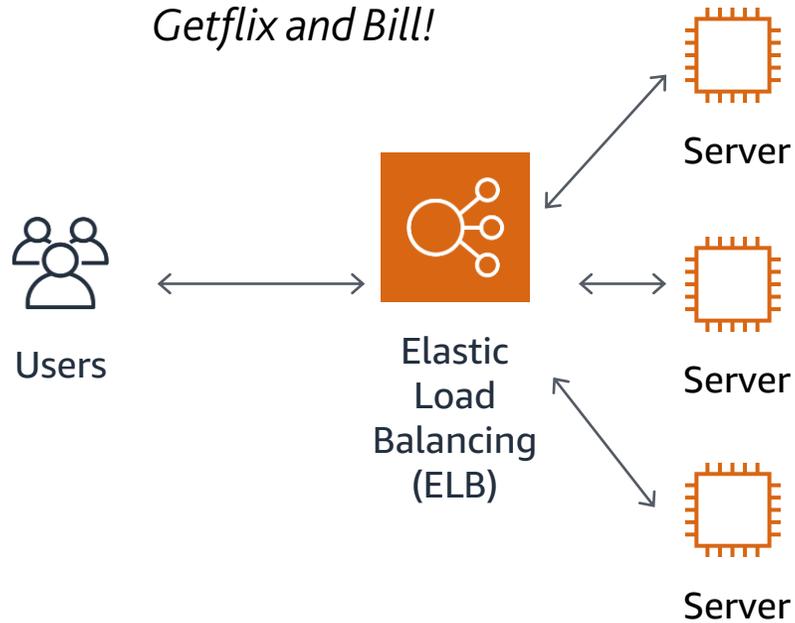
2 Expensive, locked in

3 Long, slow procurement



GETFLIX

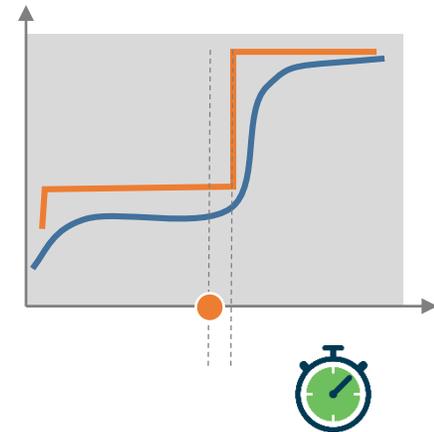
Getflix and Bill!



1 Trade capital expense for variable expense

2 Benefit from massive economies of scale

3 Increase speed & agility



WHAT NEXT? ►

A GETFLIX ORIGINAL SERIES

HOUSE *of* SHARDS



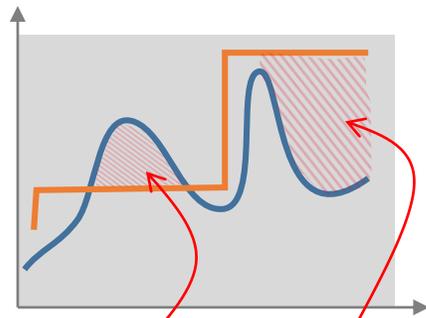
LARRY
ELLISON

ROBIN
WRIGHT

GETFLIX

AWS Cloud: Example Business Case

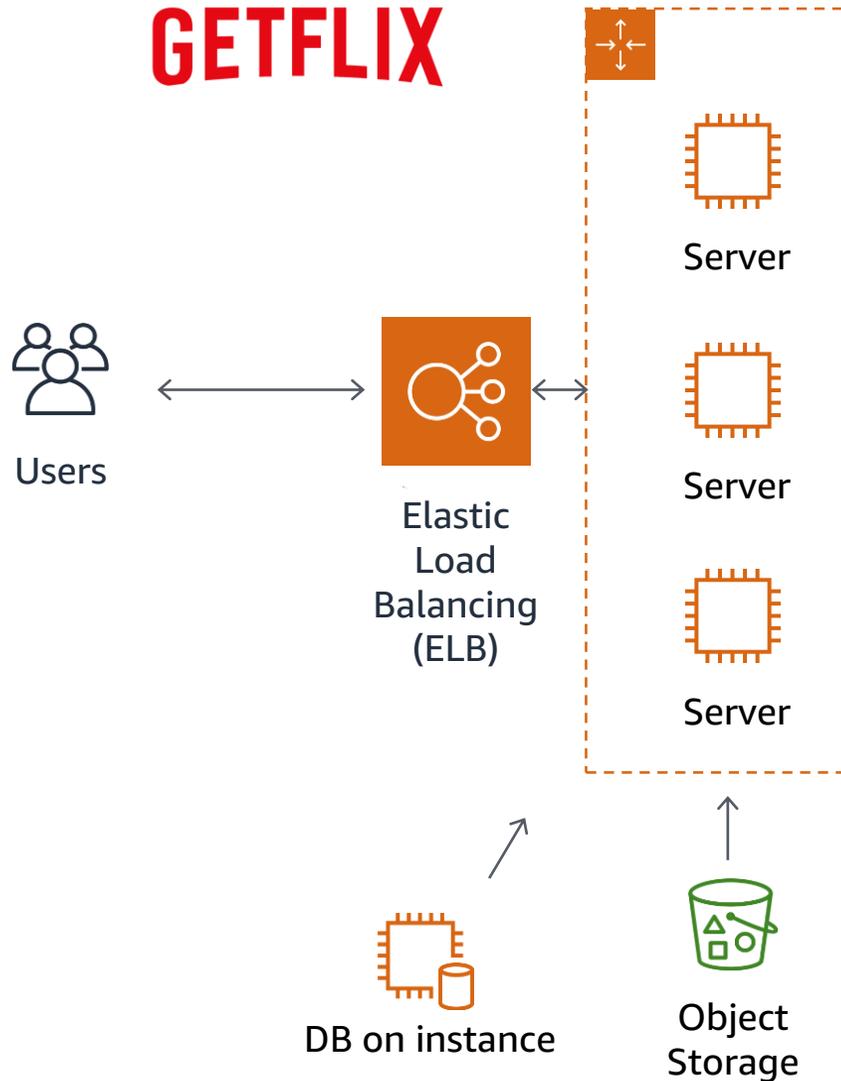
- 1 Upfront capital expenditure
- 2 Expensive, locked in
- 3 Long, slow procurement
- 4 Estimate demand and capacity accurately



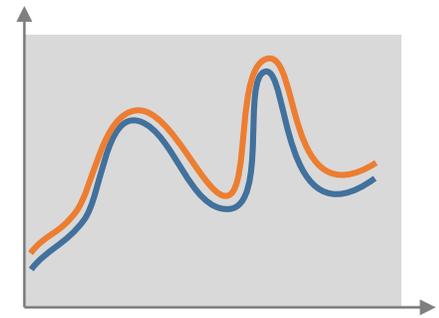
Lost Opportunity / Bad Experience

Underutilized / Idle Resources

GETFLIX



- 1 Trade capital expense for variable expense
- 2 Benefit from massive economies of scale
- 3 Increase speed & agility
- 4 Stop guessing capacity



WHAT NEXT? ►

A GETFLIX ORIGINAL SERIES



LARRY
ELLISON

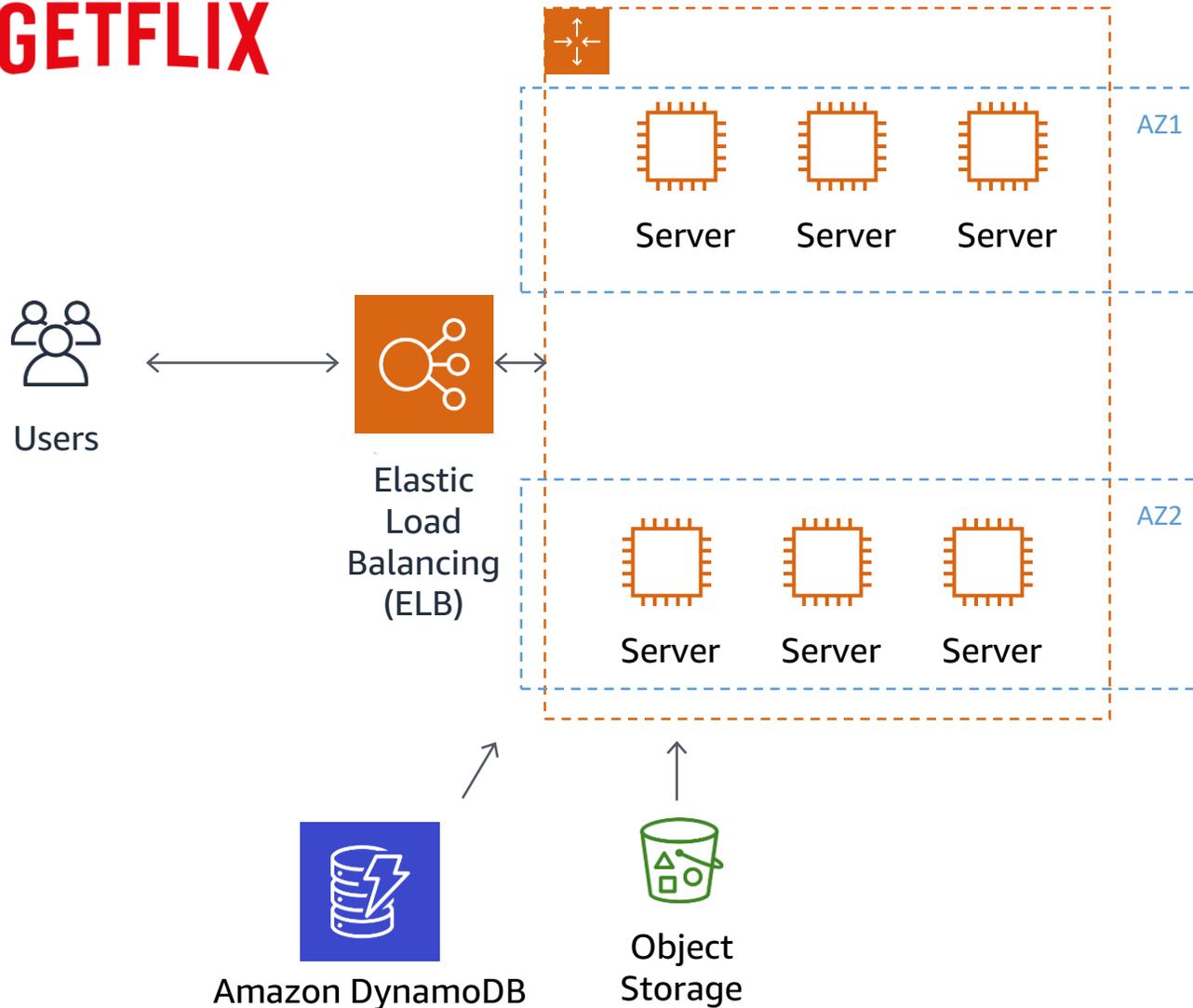
ROBIN
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GETFLIX

AWS Cloud: Example Business Case

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GETFLIX



- 1 Trade capital expense for variable expense
- 2 Benefit from massive economies of scale
- 3 Increase speed & agility
- 4 Stop guessing capacity
- 5 Stop spending money running and maintaining data centers

WHAT NEXT? ►

A GETFLIX ORIGINAL SERIES

THE END OF THE XUKXINXEUX WORLD



A BREXIT DARK-COMEDY

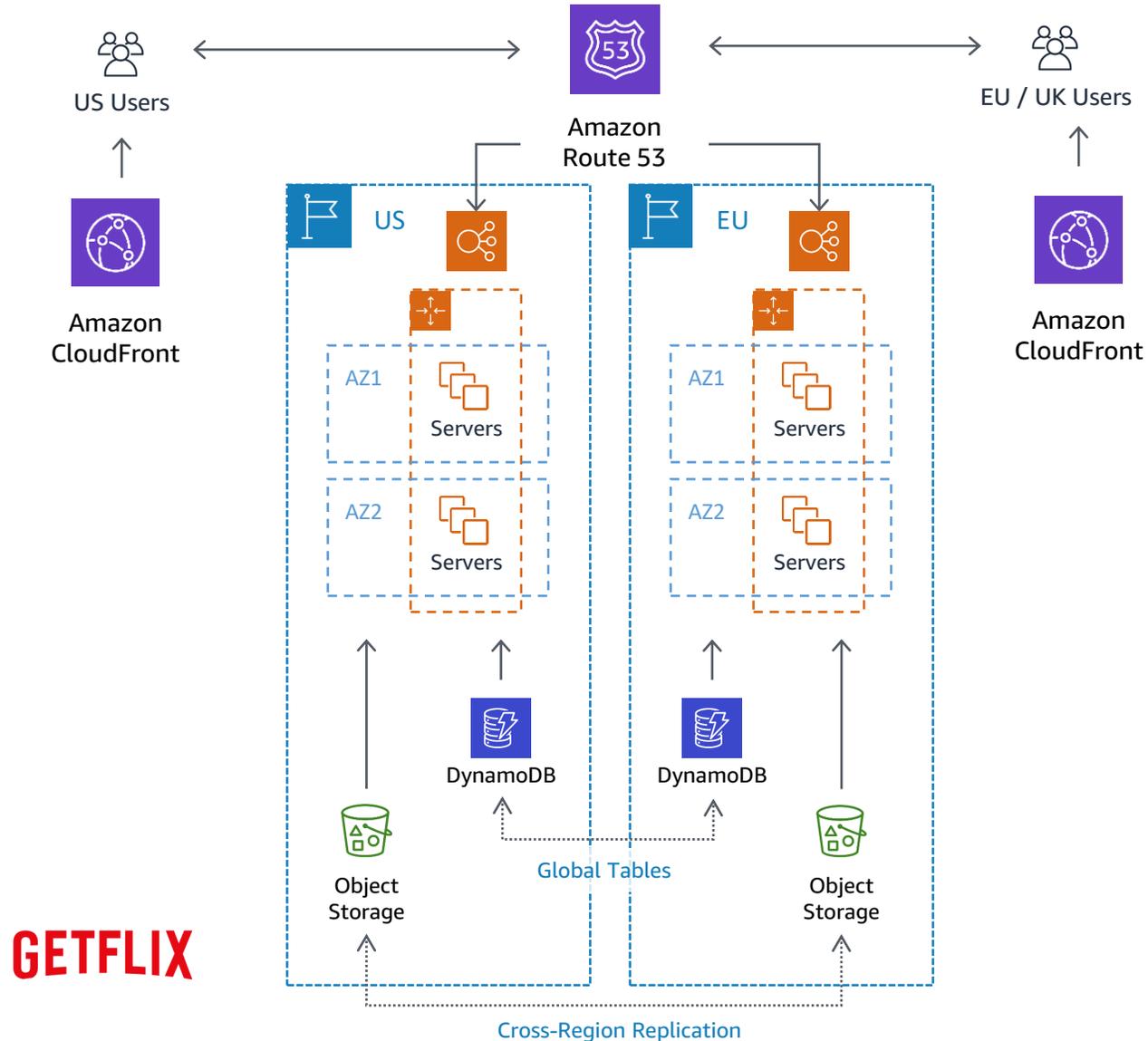
COMING APR 12

GETFLIX



AWS Cloud: Example Business Case

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- 1 Trade capital expense for variable expense
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- 5 Stop spending money running and maintaining data centers
- 6 Go global in minutes

AWS Cloud: Benefits Recap



1 Trade capital expense for variable expense

2 Benefit from massive economies of scale

3 Increase speed & agility

4 Stop guessing capacity

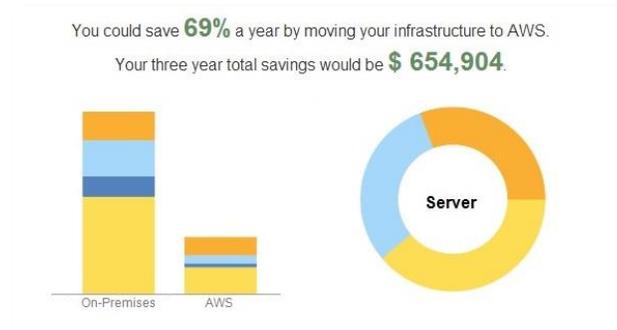
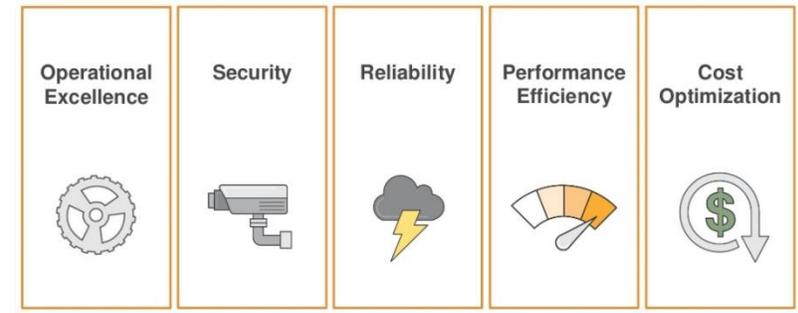
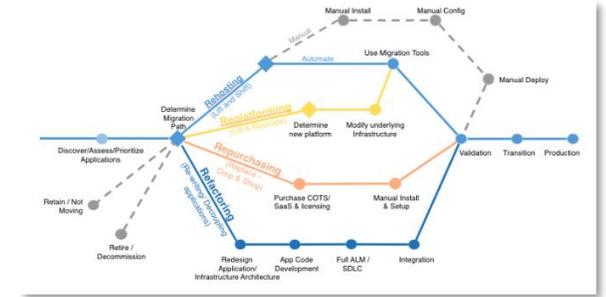
5 Stop spending money running and maintaining data centers

6 Go global in minutes



Adopting the Cloud

- Cloud Adoption Framework (CAF)
- 6 Rs of cloud migration
- AWS Well Architected Framework
- AWS TCO Calculator
- Landing Zone
- AWS Migration Services
- Trusted Advisor



AWS Trusted Advisor

Adopting the Cloud & Beyond ...

- Cloud Adoption Framework (CAF)
 - 6 Rs of cloud migration
 - AWS Well Architected Framework
 - AWS TCO Calculator
 - Landing Zone
 - AWS Migration Services
 - Trusted Advisor
 - ...
- Containerized Applications
 - Microservices / Loosely-coupled Architecture
 - Continuous Integration & Continuous Delivery
 - Infrastructure as Code
 - Serverless
 - ...

Emerging Technologies

Machine Learning & Artificial Intelligence ▶

- Serverless
- Internet of Things
- AR & VR

AWS Machine Learning Services Stack

**Artificial Intelligence
(Application) Services**

**Business Application
Developers**

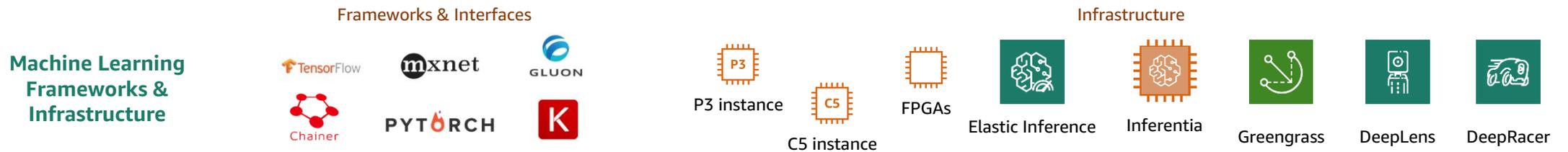
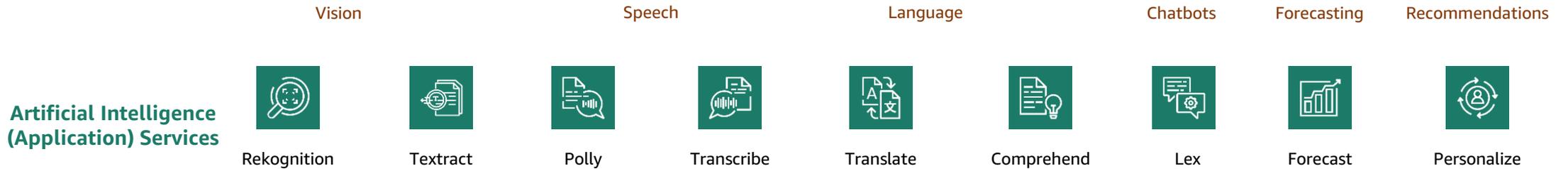
**Machine Learning
(Platform) Services**

**Everyday ML
Developers &
Data Scientists**

**Machine Learning
Frameworks &
Infrastructure**

**Experienced ML
Practitioners &
Researchers**

AWS Machine Learning Services Stack



AWS Machine Learning Services Stack

Demo