



CLOUD COMPUTING & DIGITAL CUSTOMER EXPERIENCE

Nicola Previati | Territory Manager Italy



8th Birthday

Launched on March 14th, 2006



The Motley Fool
www.fool.com

STARTUPS ON AWS





ENTERPRISES ON AWS



Massive Mismatches: It Is Out of Control

| | Enterprise | Internet |
|----------------------------|------------------------|------------------------|
| Project Cycles | Years | Hours |
| Project Life Spans | Decades | Months |
| Project Frequencies | 10^1-10^2 | 10^6 |
| Investment Decision Cycles | Mythical Person Months | Impulse |
| Implementation Scale | Enterprise | Global |
| Decision Process | Orderly Centralized | Chaotic Individualized |

Hotels



Music



Magazines



Storage



WELCOME HOME

Rent unique places to stay from local hosts in 190 countries.

[How It Works](#)

Tel Aviv, Israel

22-09-2014

27-09-2014

1 Guest

[Search](#)

Start Your Adventure

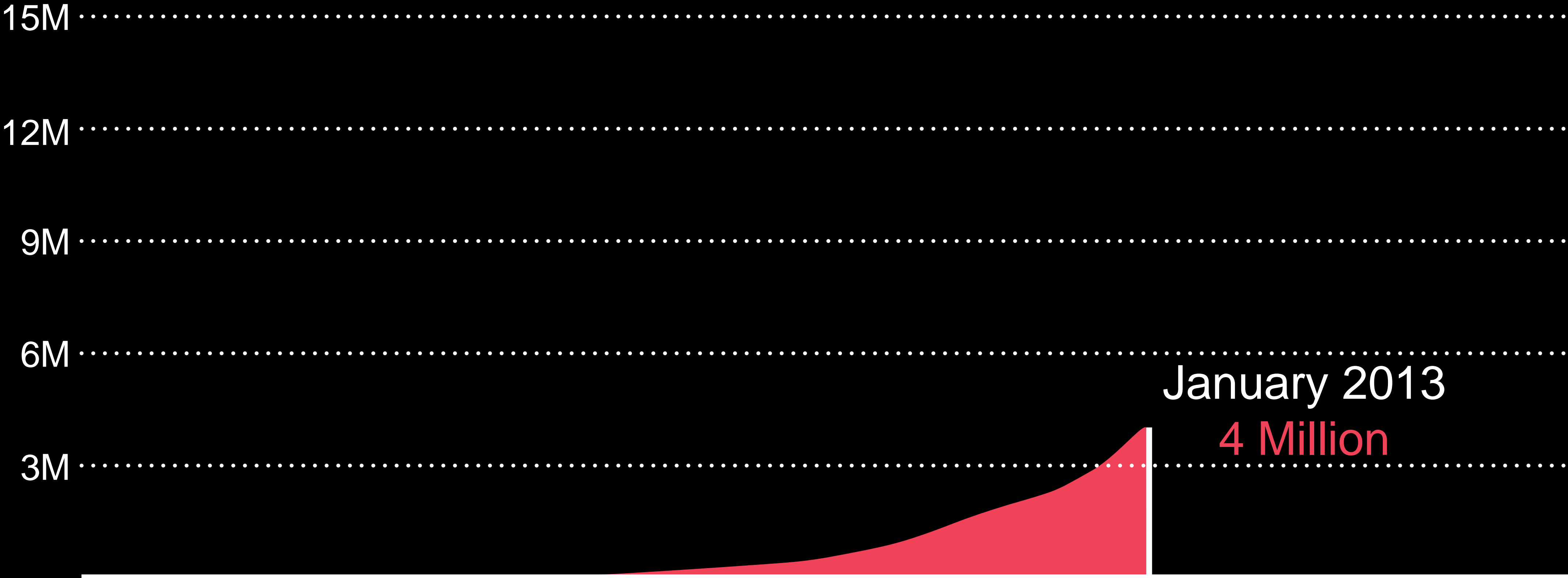
Discover destinations that travellers love.





150,000
people are hosted
on any given night

 **airbnb** Total Number of Guests

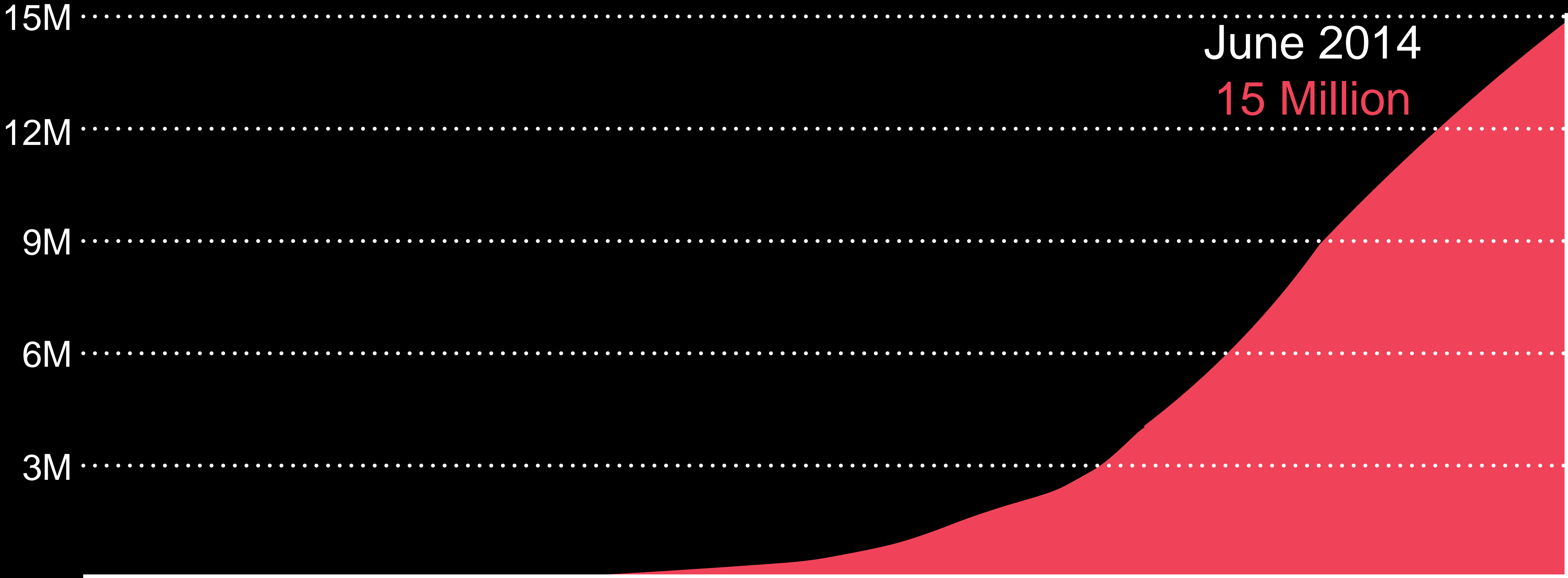




airbnb

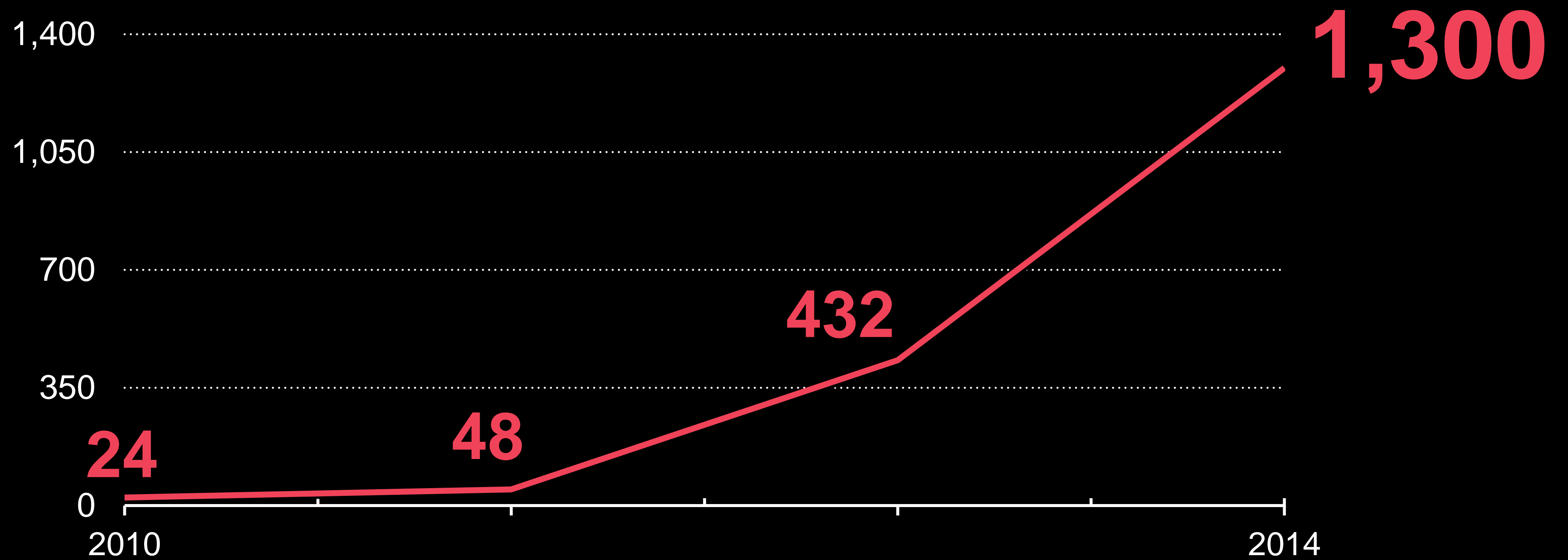
Total Number of Guests

Up By Over 10 Million In One Year





Total Number of EC2 instances



WHY AWS ?

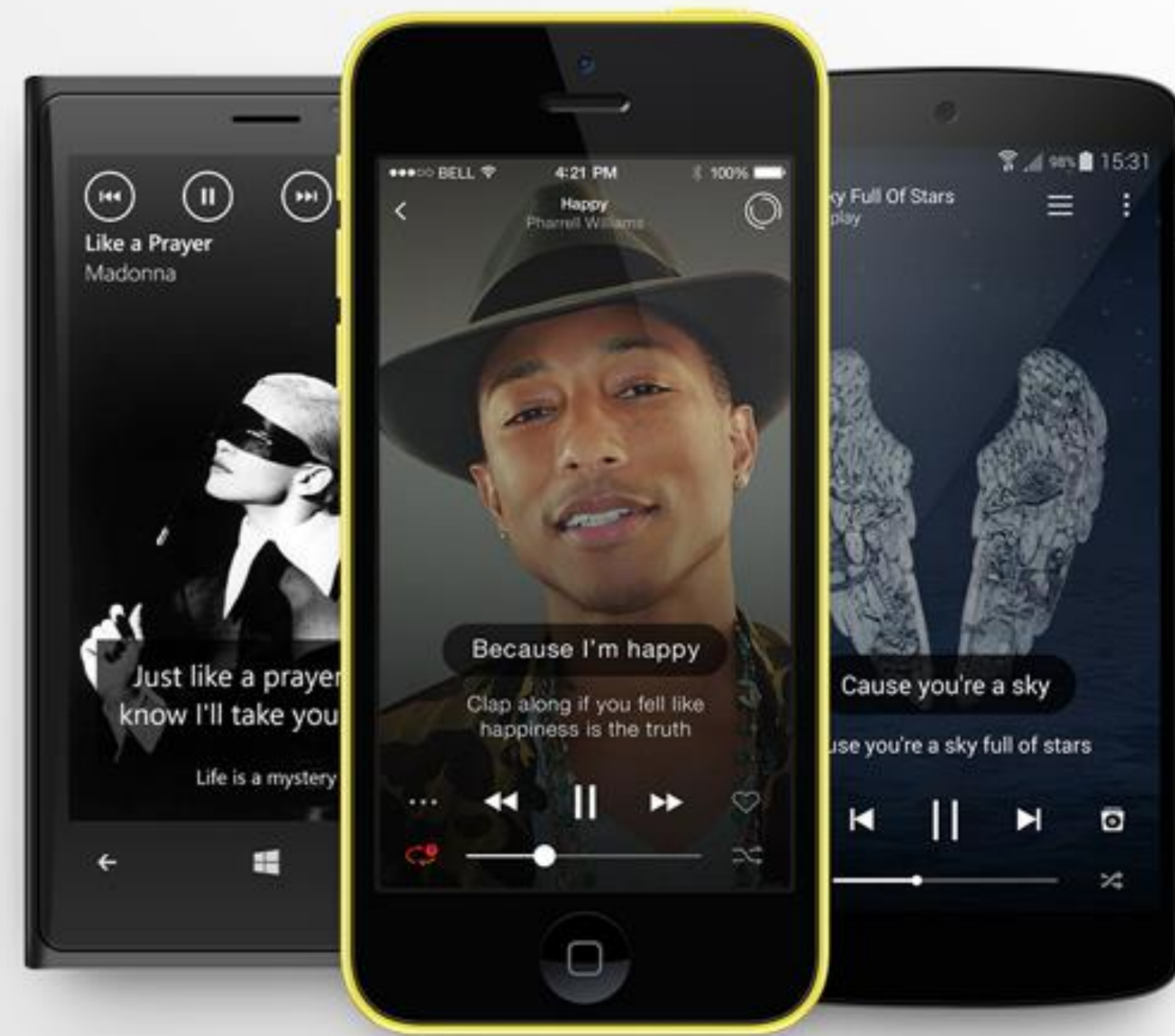
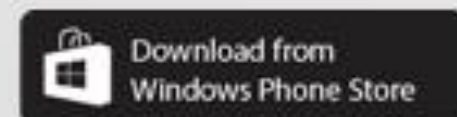


We have a 5 person
operations team.

AWS allows us to devote our resources
and mindshare to the core business.

WORLD'S LARGEST LYRICS CATALOG. IN YOUR POCKET.

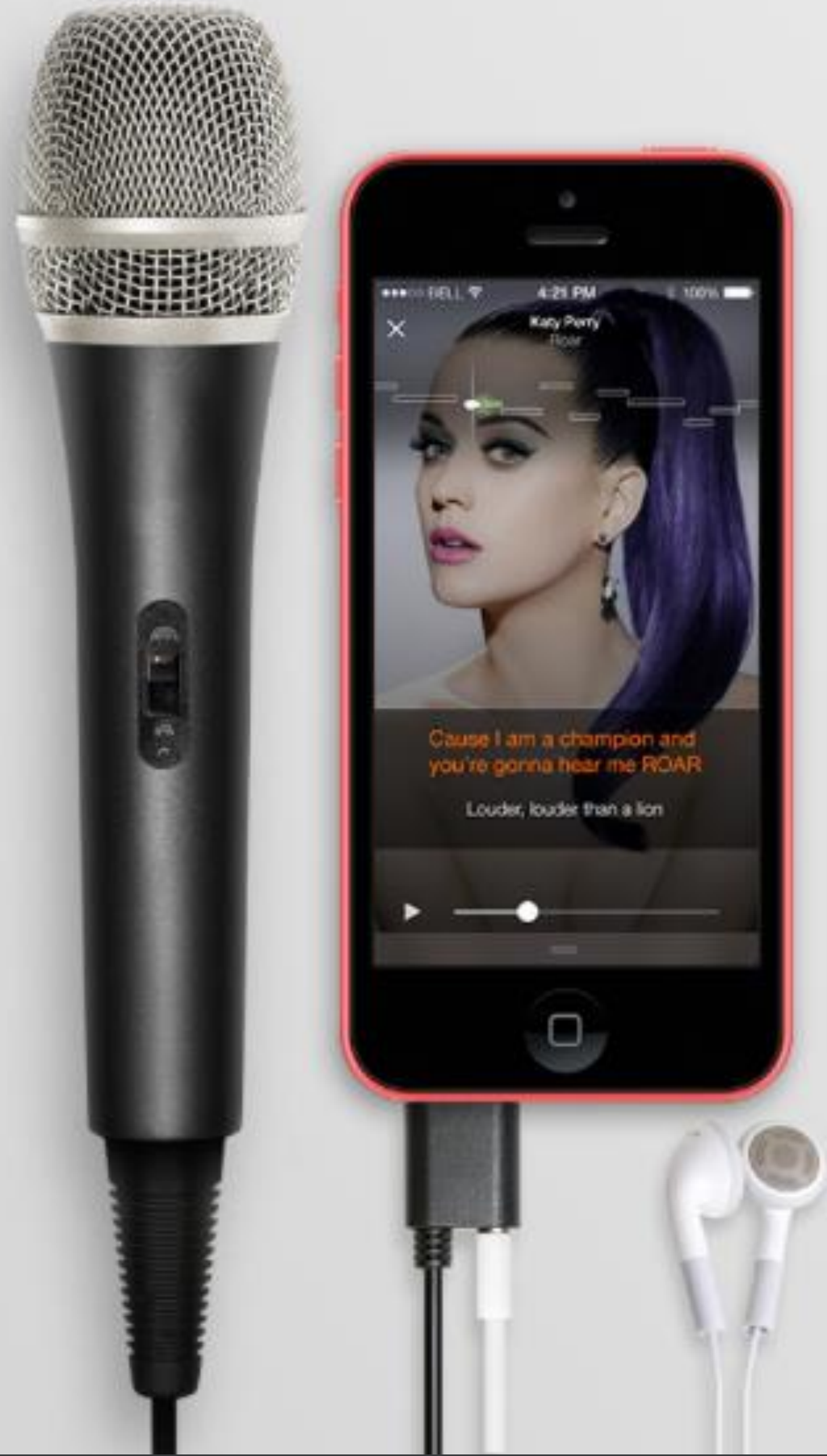
Enjoy all your music with Lyrics.



**7 million lyrics
in 50 languages**

FOR TV

FOR YOUTUBE



MUSIXMATCH Mic

Give the words to your voice.

[BUY NOW](#)

[WATCH VIDEO](#)

NETFLIX

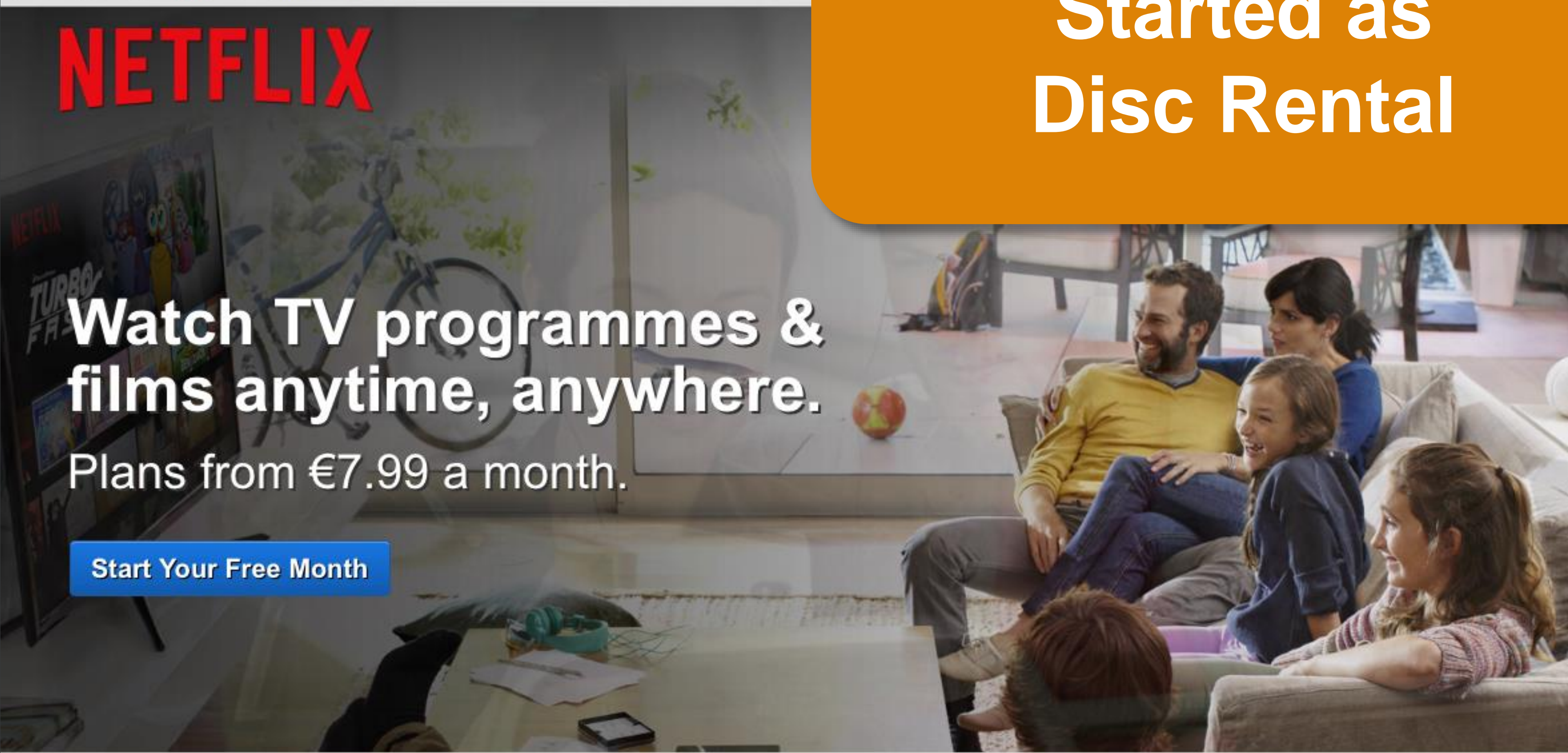
Watch TV programmes & films anytime, anywhere.

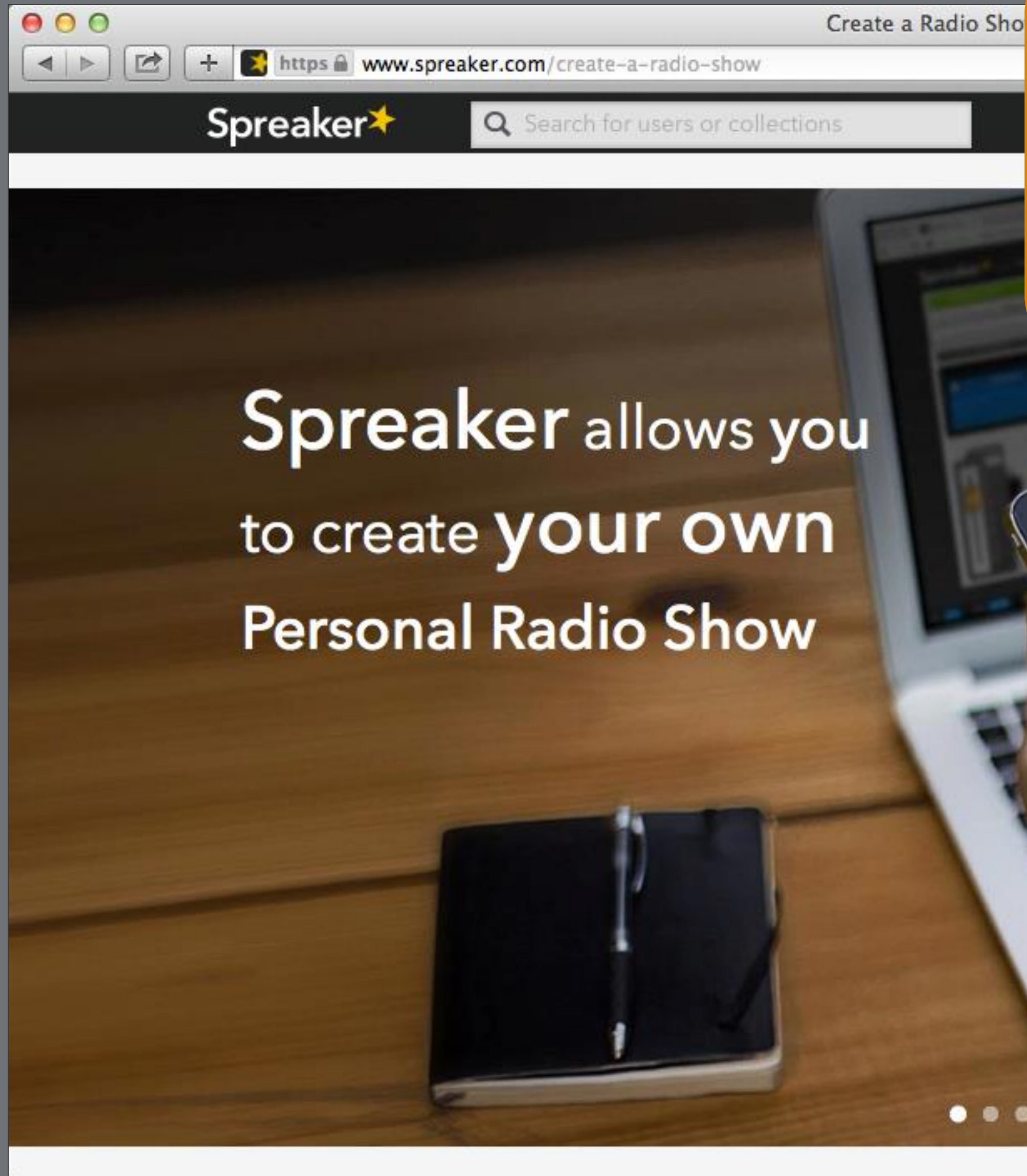
Plans from €7.99 a month.

[Start Your Free Month](#)



Started as
Disc Rental





Radio for Self-publishers

HELP

Registra il video e le asperità dal percorso

Condividi e competi con altri ciclisti

Salva le video corse su Cloud

AWS



ELITE

Collega i training Elite ai servizi Cloud

Simula le difficoltà del percorso con rulli digitali



AWS

Three Steps to Agility

#1



Experiment
continuously

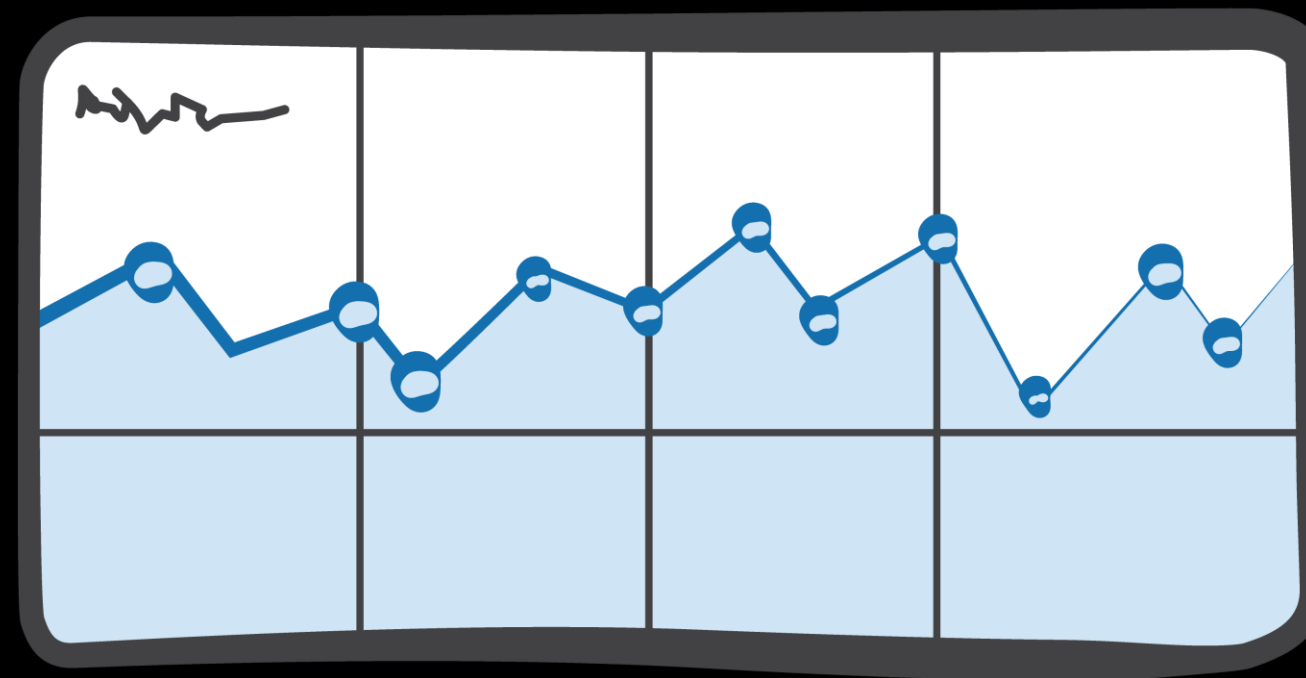
Three Steps to Agility

#1



Experiment
continuously

#2



Measure
relentlessly

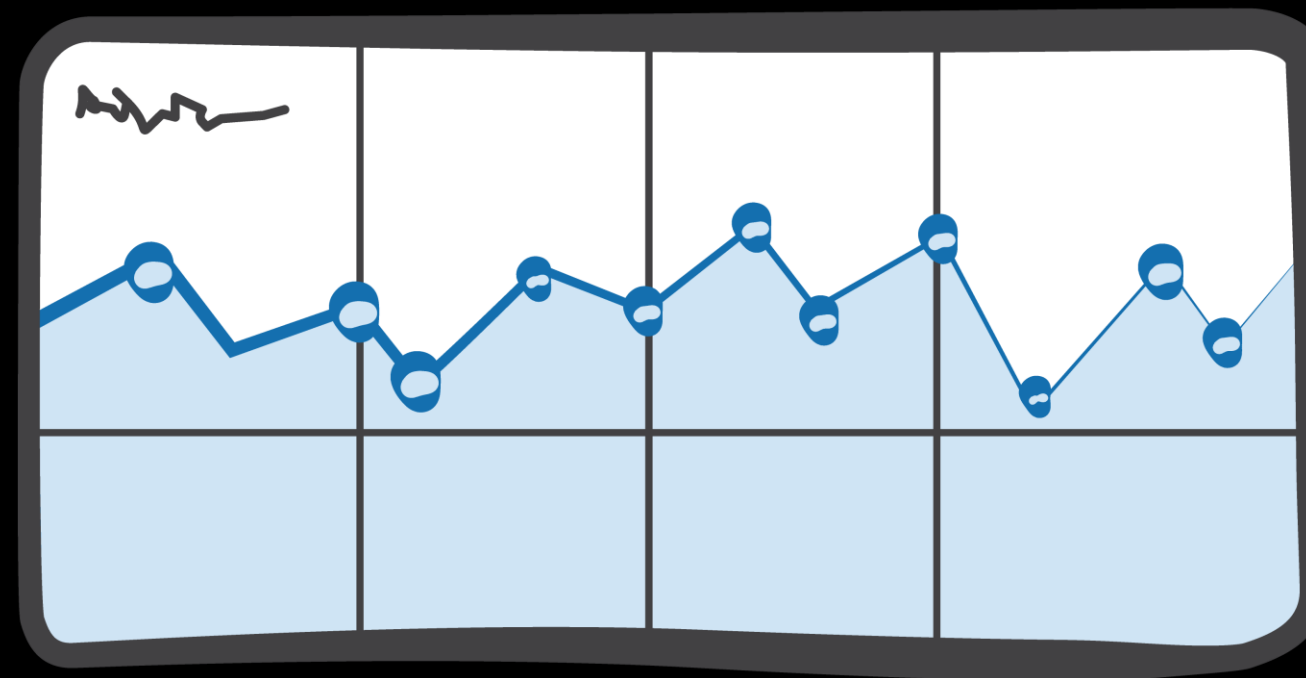
Three Steps to Agility

#1



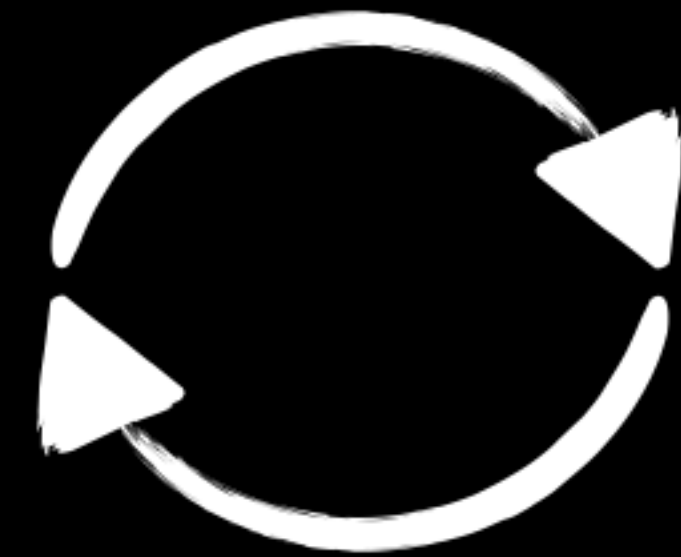
Experiment
continuously

#2



Measure
relentlessly

#3



Learn

REMOVE WASTE

Waste is anything that does not lead to direct value for the customer

**ON-PREMISES
INFRASTRUCTURE**

30%

Your
Business

70%

Managing All of the
“Undifferentiated Heavy Lifting”

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“Undifferentiated Heavy Lifting”

**AWS
CLOUD-BASED
INFRASTRUCTURE**

More time and resources
to **focus on your business**

Configuring
cloud assets

70%

30%

“If you want to increase innovation, you have to lower the cost of failure.”

Joi Ito

Director, MIT Media Lab

What sets *AWS* apart from other providers?

What sets *AWS* apart from other providers?

Breadth and Depth of Services

**Foundation
Services**



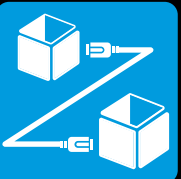
Compute



Storage



Security
& Access



Networking &
Content Delivery

Infrastructure



Regions



Availability Zones



Edge POPs

Platform Services

Databases



Relational



NoSQL



Columnar



Caching

Foundation Services



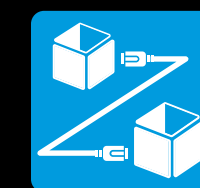
Compute



Storage



Security & Access



Networking & Content Delivery

Infrastructure



Regions

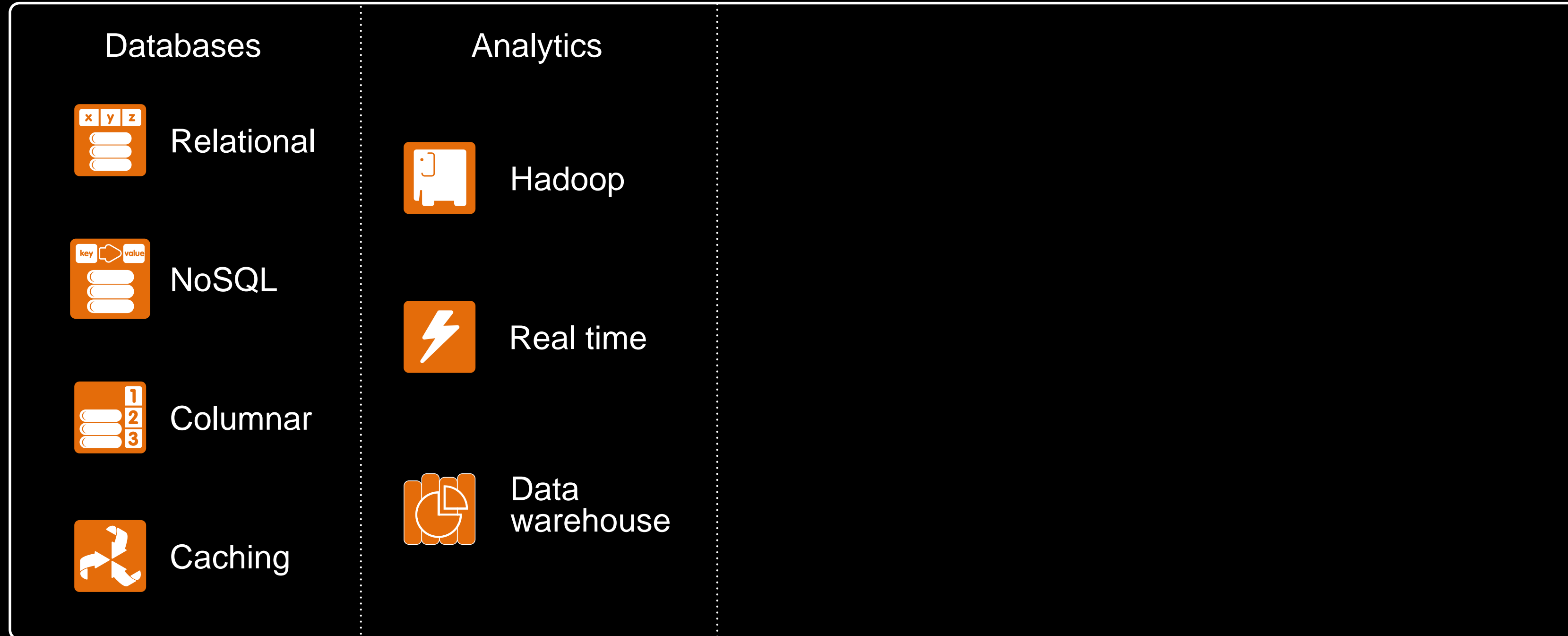


Availability Zones



Edge POPs

Platform Services



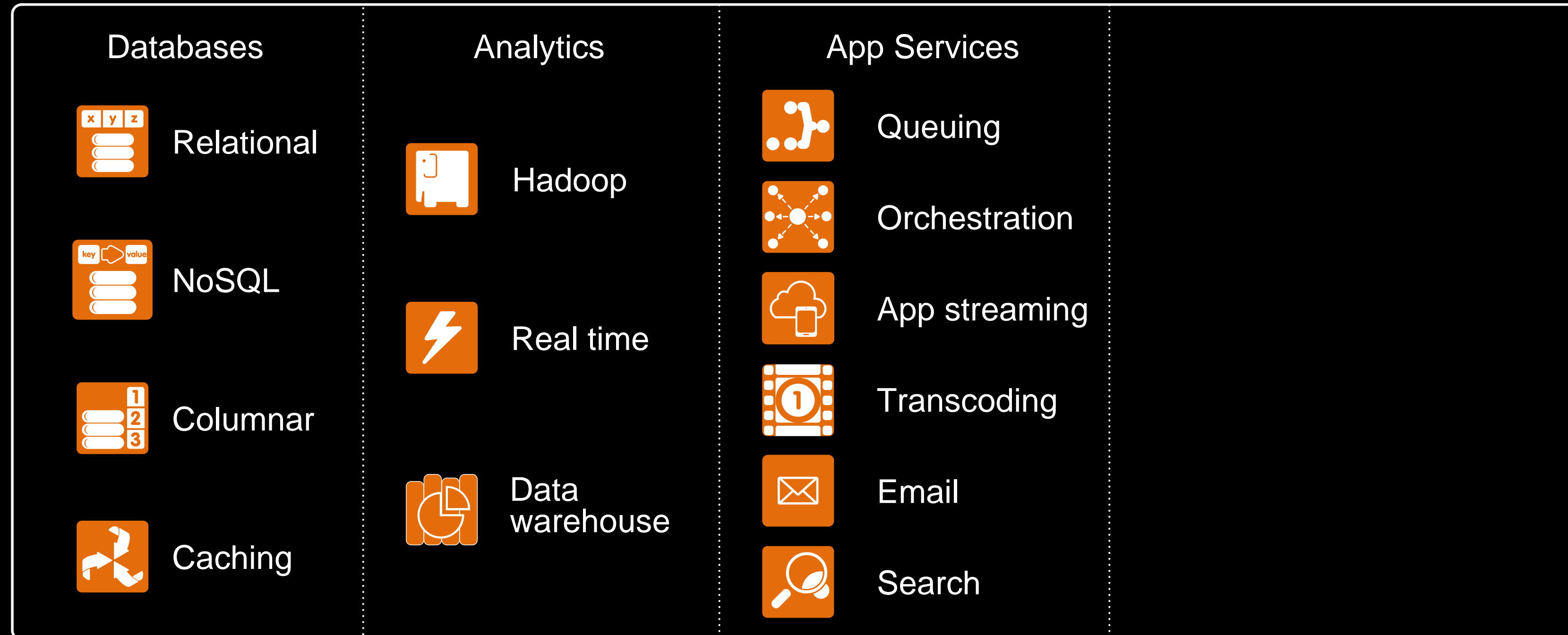
Foundation Services



Infrastructure



Platform Services



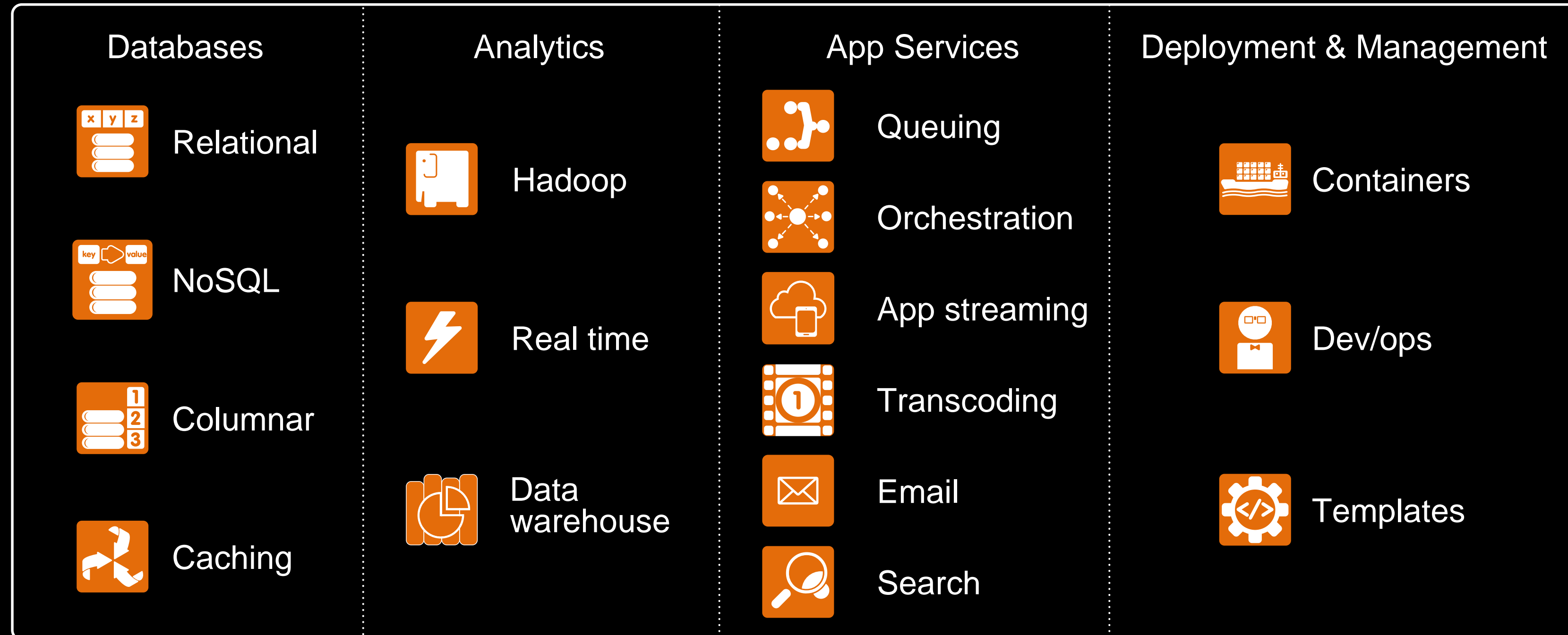
Foundation Services



Infrastructure



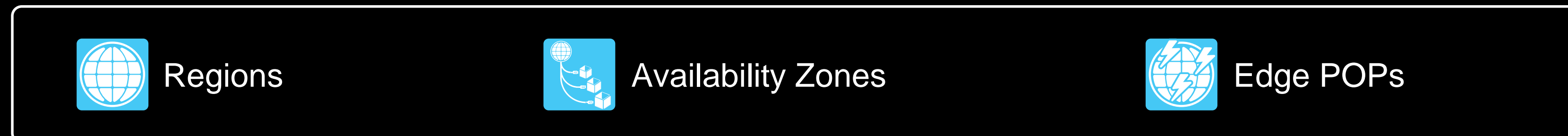
Platform Services



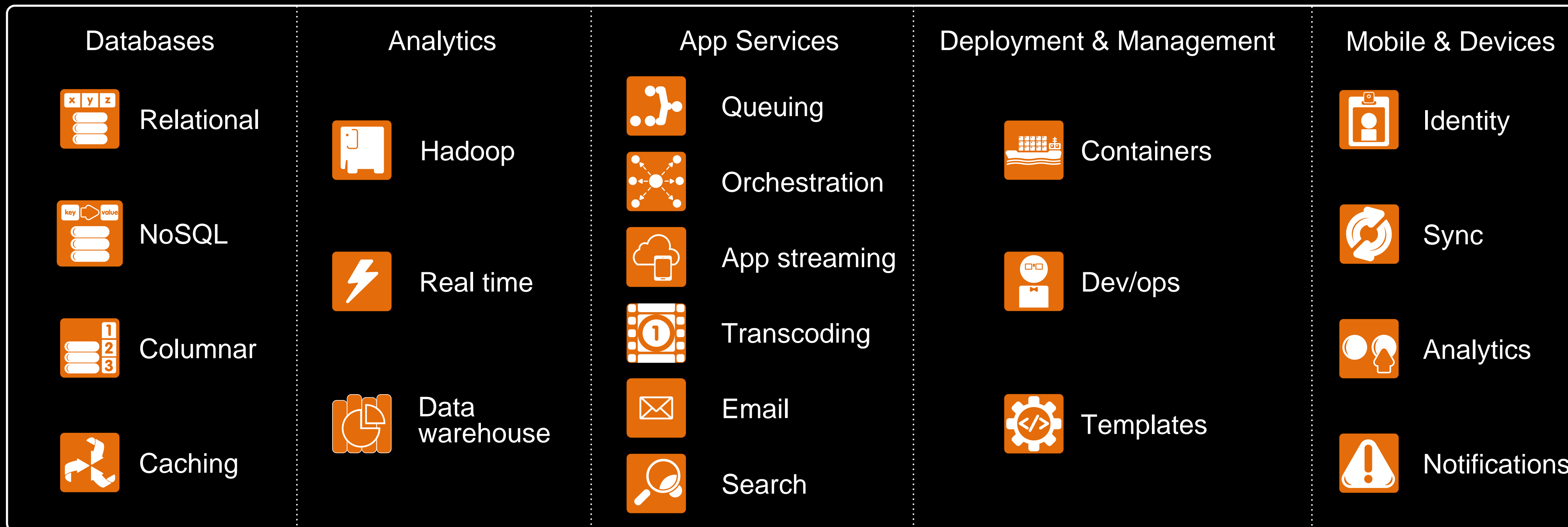
Foundation Services



Infrastructure



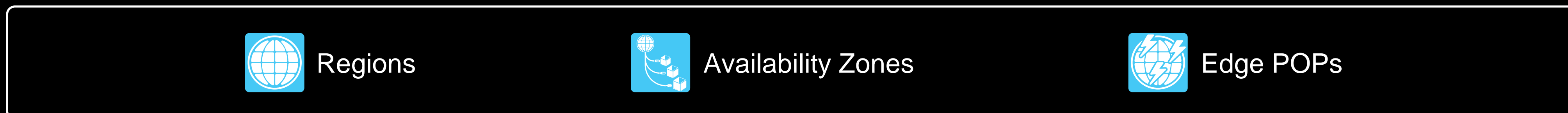
Platform Services



Foundation Services



Infrastructure



Applications



Virtual Desktops



Collaboration and Sharing

Platform Services

Databases



Relational



NoSQL



Columnar



Caching

Analytics



Hadoop



Real-time



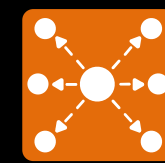
Data warehouse



Data Workflows

App Services

Queuing



Orchestration



App streaming



Transcoding



Email



Search

Deployment & Management



Containers



Dev/ops Tools



Resource Templates



Usage Tracking



Monitoring and Logs

Mobile & Devices



Identity



Sync

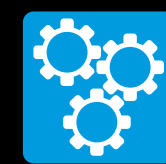


Mobile Analytics



Notifications

Foundation Services



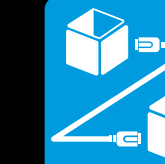
Compute
(VMs, Auto-scaling and Load Balancing)



Storage
(Object, Block and Archive)



Security &
Access Control



Networking

Infrastructure



Regions



Availability Zones



CDN Points of Presence

What sets *AWS* apart from other providers?

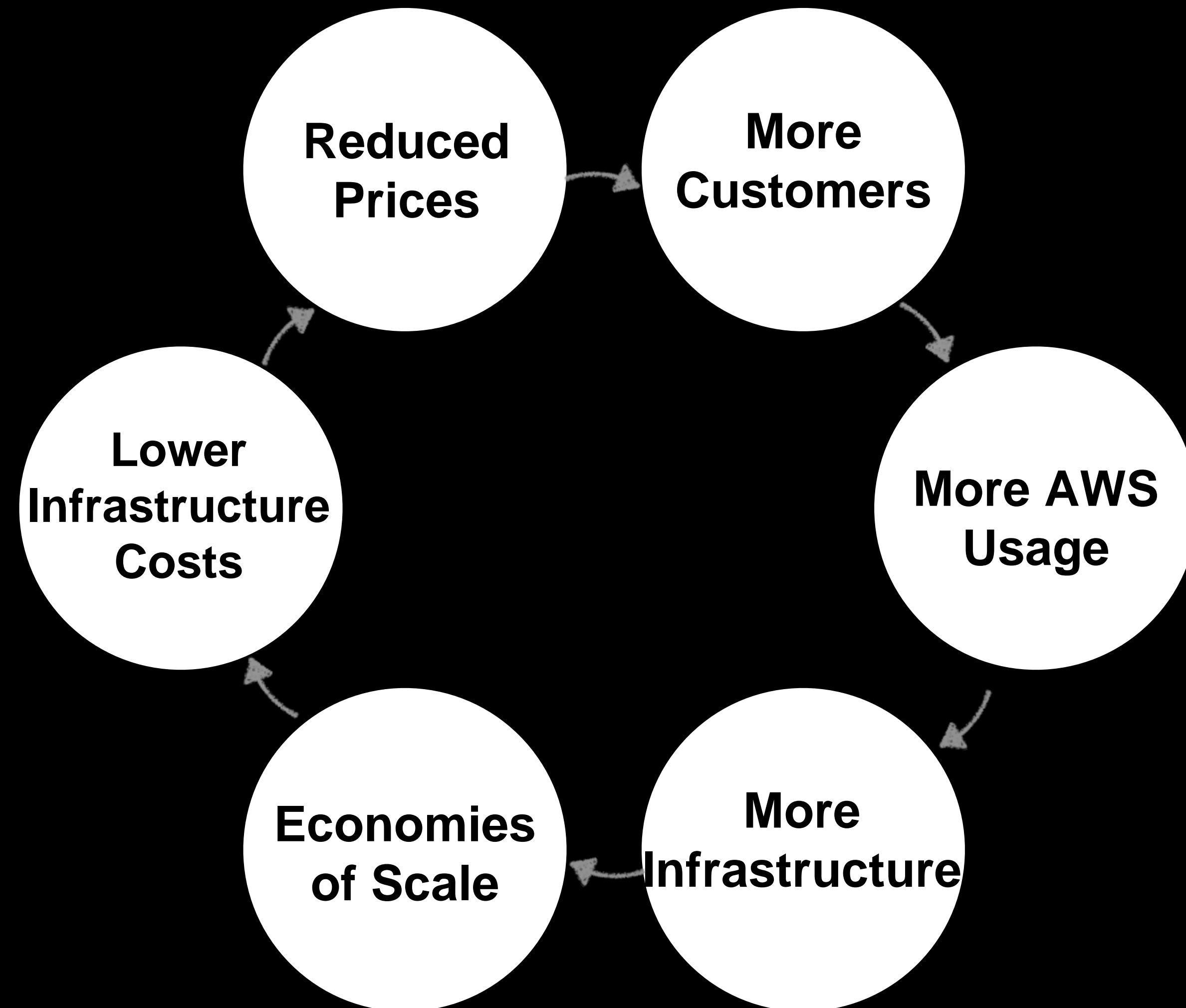
Breadth and Depth of Services

What sets AWS apart from other providers?

Breadth and Depth of Services

Relentless Focus on Cost Reduction

The AWS Price Reduction Philosophy



**45 PRICE
REDUCTIONS
SINCE 2006**

What sets AWS apart from other providers?

Breadth and Depth of Services

Relentless Focus on Cost Reduction

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Breadth and Depth of Services

Relentless Focus on Cost Reduction

Customer Driven Innovation

Small, “Two Pizza” Teams

Small, autonomous teams
Roadmap ownership
Decoupled launch schedules

Get Core Functionality in the Hands of Customers, Quickly

Operational stability
High scale
Limited initial feature set

Iterate Based on Customer Feedback

A RAPID PACE OF INNOVATION

+24

Amazon EBS
Amazon CloudFront

2008

+48

Elastic Load Balancing
Auto Scaling
Amazon VPC
Amazon RDS

2009

+61

Amazon SNS
AWS Identity & Access Management
Amazon Route 53

2010

+82

Amazon SES
AWS Elastic Beanstalk
AWS CloudFormation
Amazon ElastiCache
AWS Direct Connect
GovCloud

2011

+159

AWS Storage Gateway
Amazon Dynamo DB
Amazon CloudSearch
Amazon SWF
Amazon Glacier
Amazon Redshift
AWS Data Pipeline

2012

+280

Amazon Elastic Transcoder
AWS OpsWorks
Amazon CloudHSM
Amazon AppStream
Amazon CloudTrail
Amazon WorkSpaces
Amazon Kinesis

2013

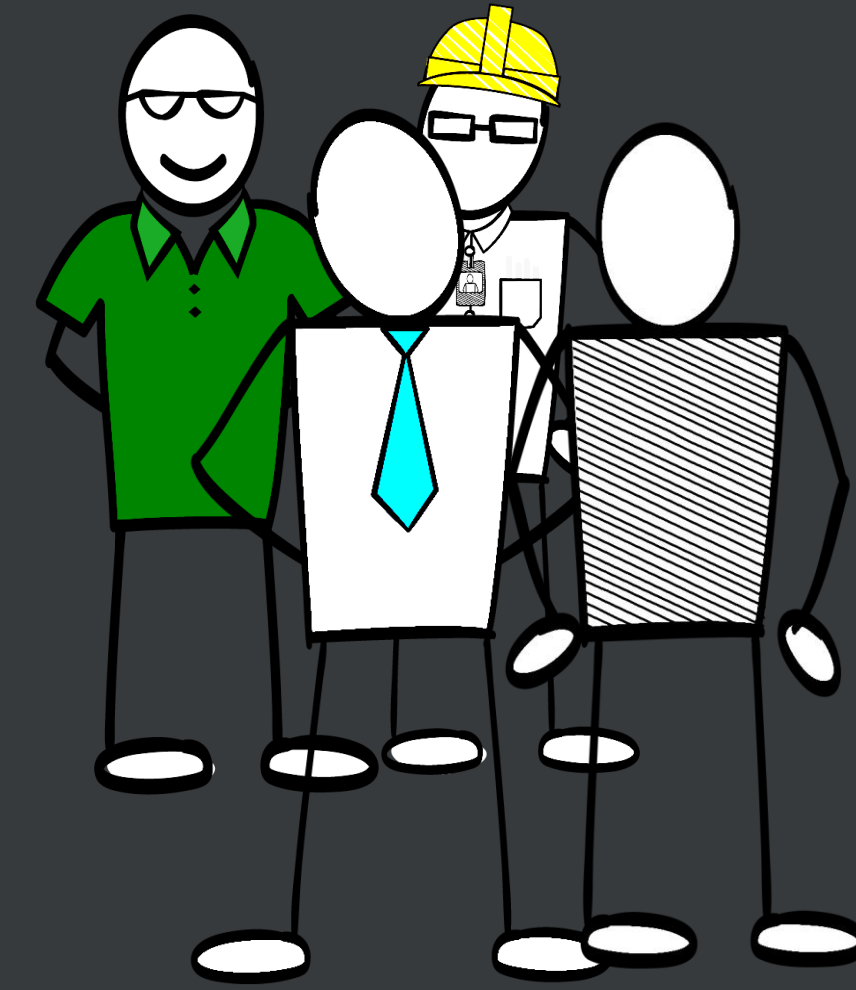
+345

Amazon Cognito
Amazon Mobile Analytics
Amazon Zocalo

2014



+



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EPIC COLLABORATION

Amazon Web Services: il Cloud per il mondo Enterprise

Milano 14 Ottobre – 9.30

<http://www.eventbrite.co.uk/e/amazon-web-services-il-cloud-per-il-mondo-enterprise-tickets-13126013259?aff=es2&rank=1>





THANK YOU!

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