

Reinvent IT to Reinvent Business

Darren Mowry, Head of AWS Nordics & Baltics



Who Am I?

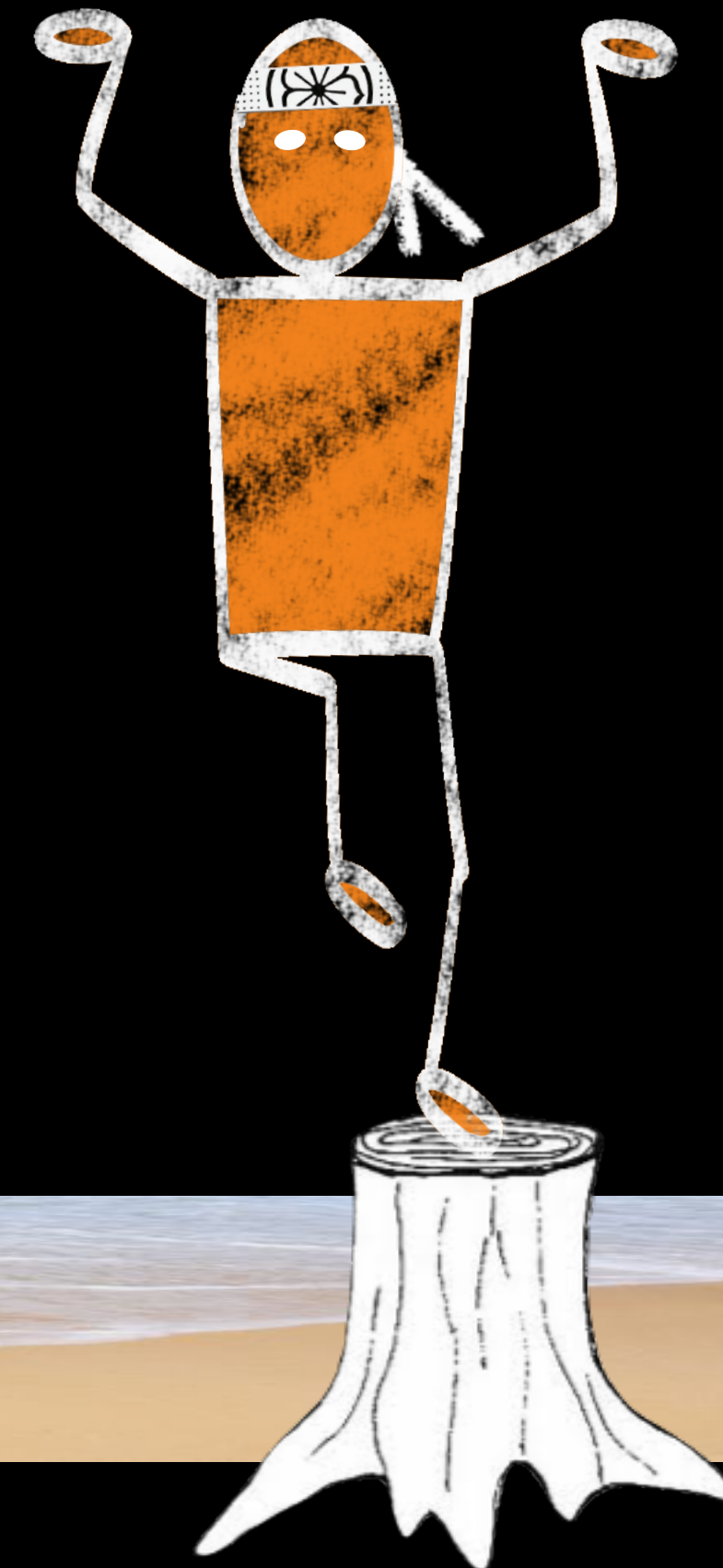
 dmowry@amazon.com

 @AWScloud

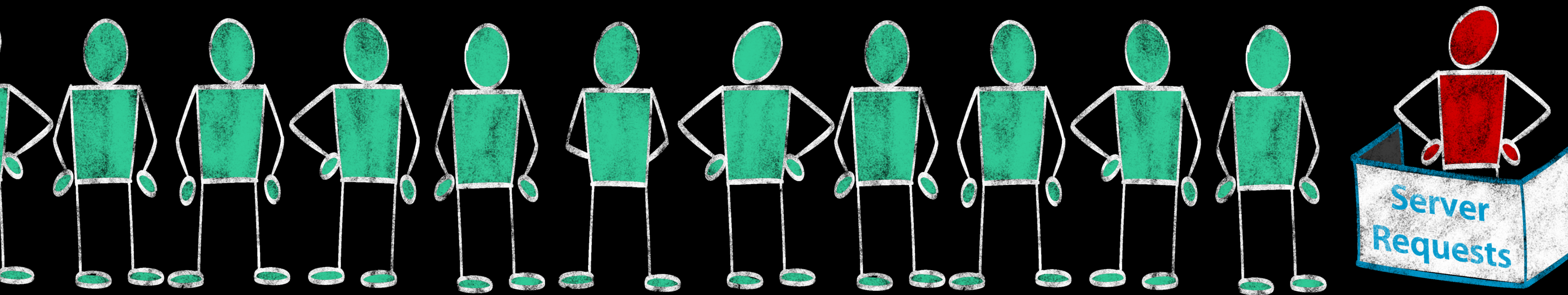
*How is IT using the cloud to reimagine,
reinvent, and recharge...*

#1: Agility

IT organizations are focused on increasing agility in delivering solutions and services to the business



Agility = Speed of Delivery

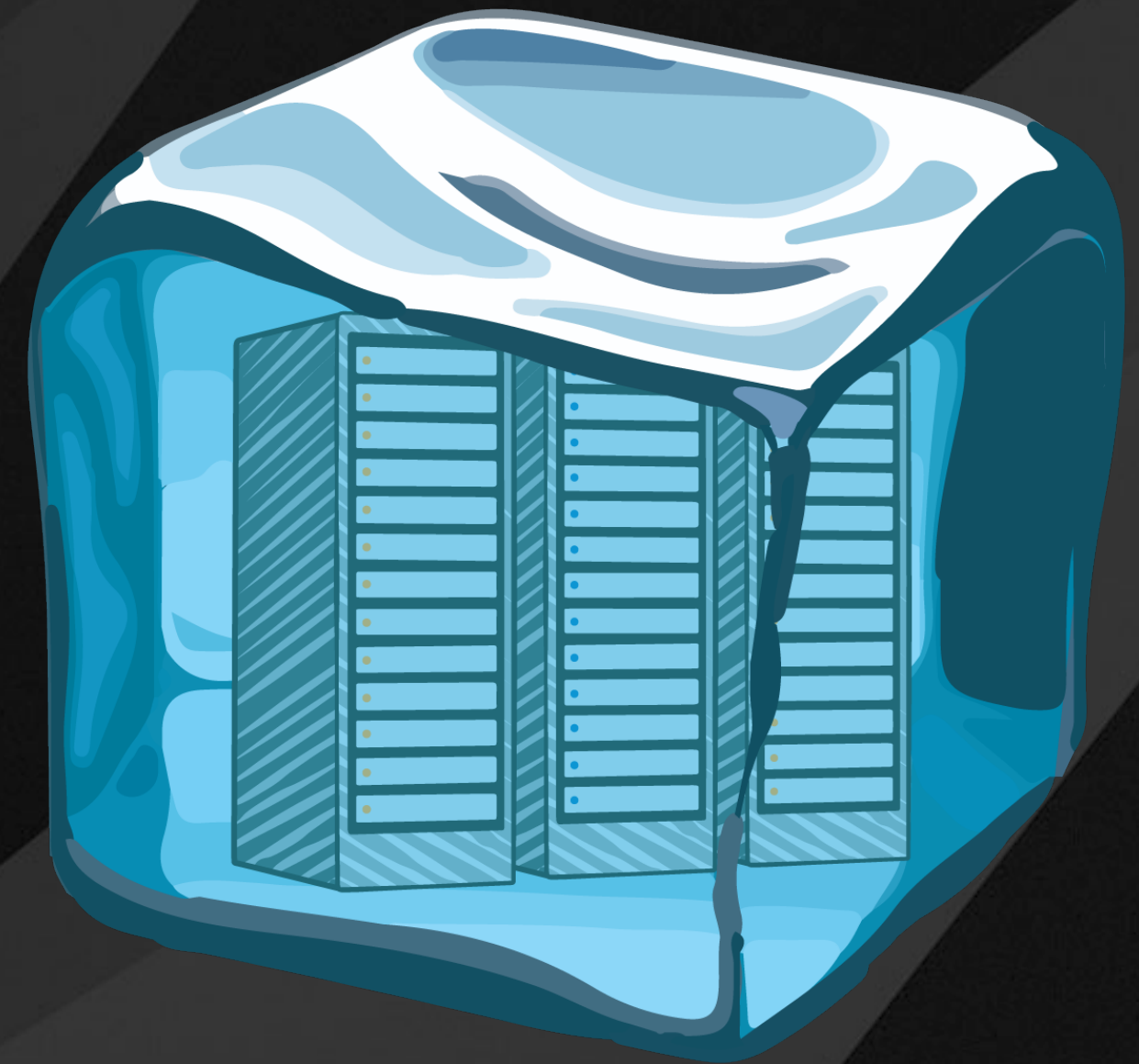


Old World:
Infrastructure
in weeks

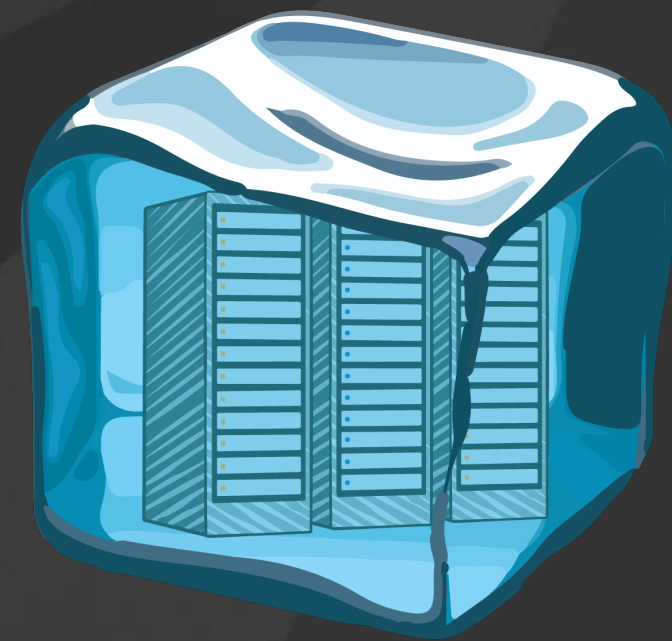
Enterprises Can't Afford to Be Slow

In The Old Days....

Spend millions for expensive, inflexible,
slow-moving infrastructure that is
#FrozenInTime



Old World



Large upfront capital investment

Basic compute and storage only

Responsible for feature upgrades

Slow to get new capabilities



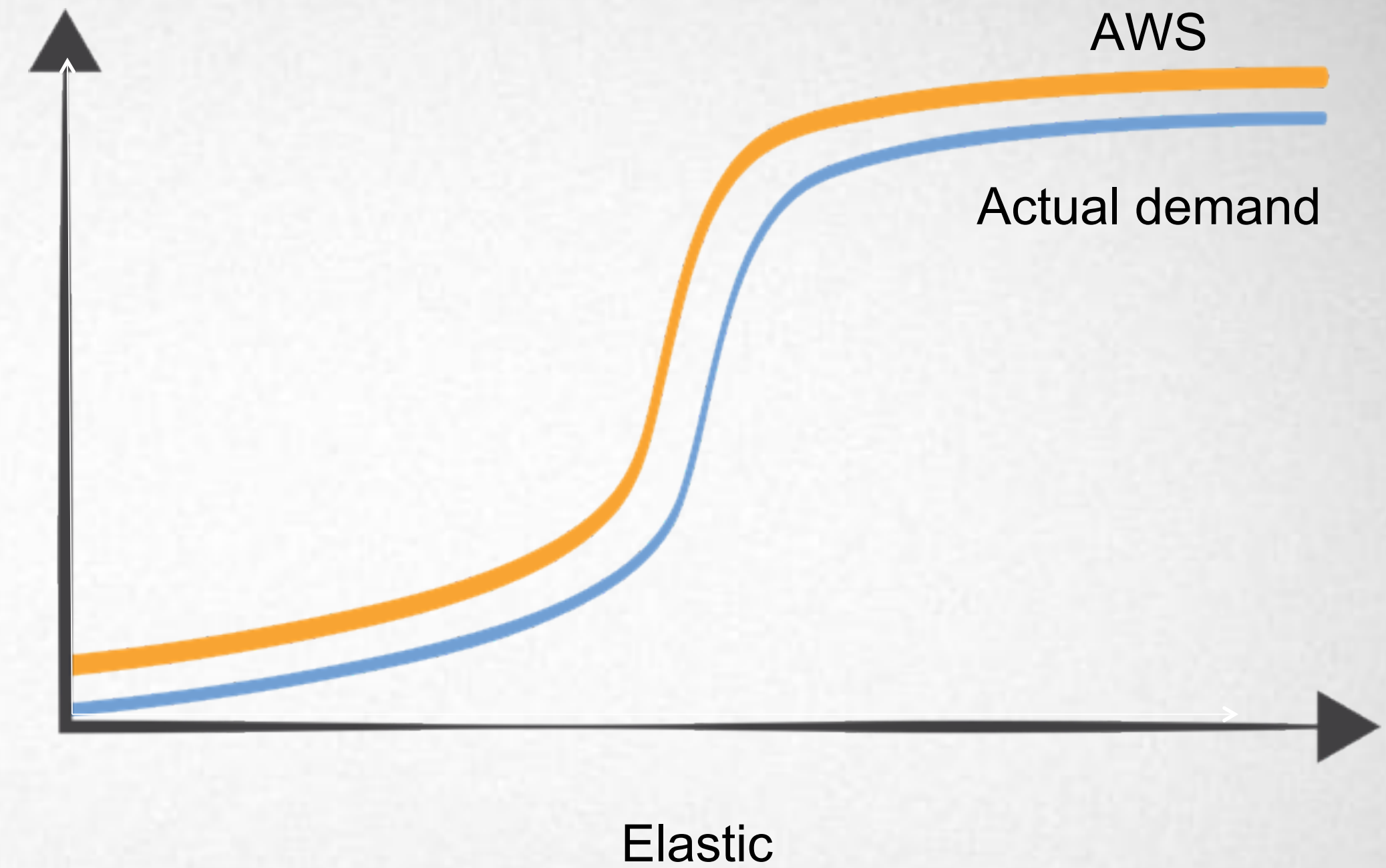
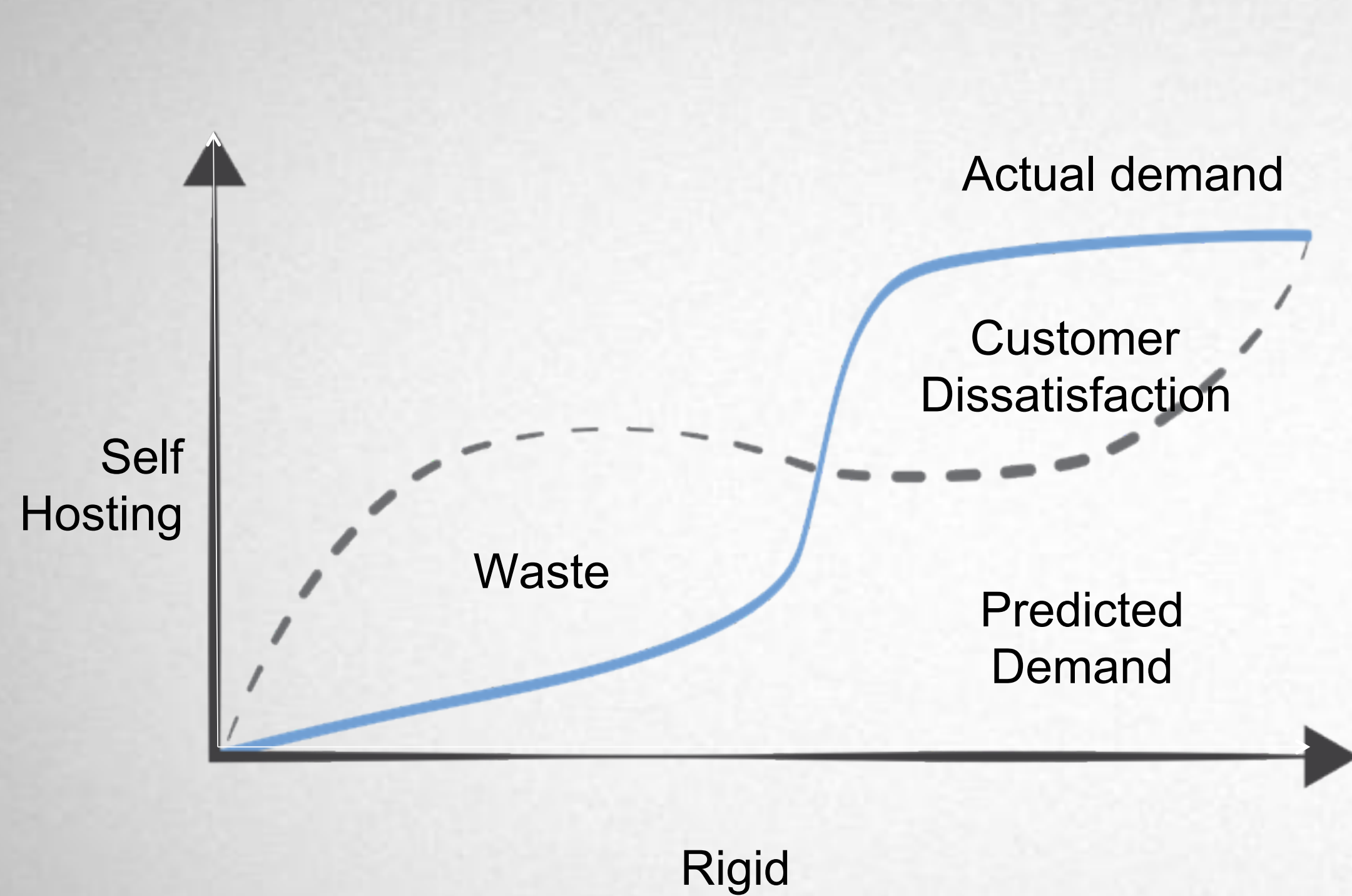
Low, variable cost

Broad and deep platform

New features arrive daily

Ready to use

Agility = No More Guessing + Availability



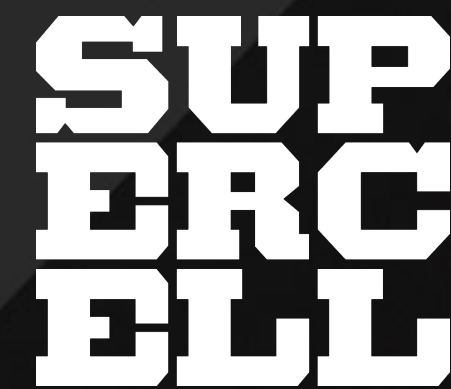
Disrupt Long Standing Industries, Quickly



Hotels



Storage



Gaming

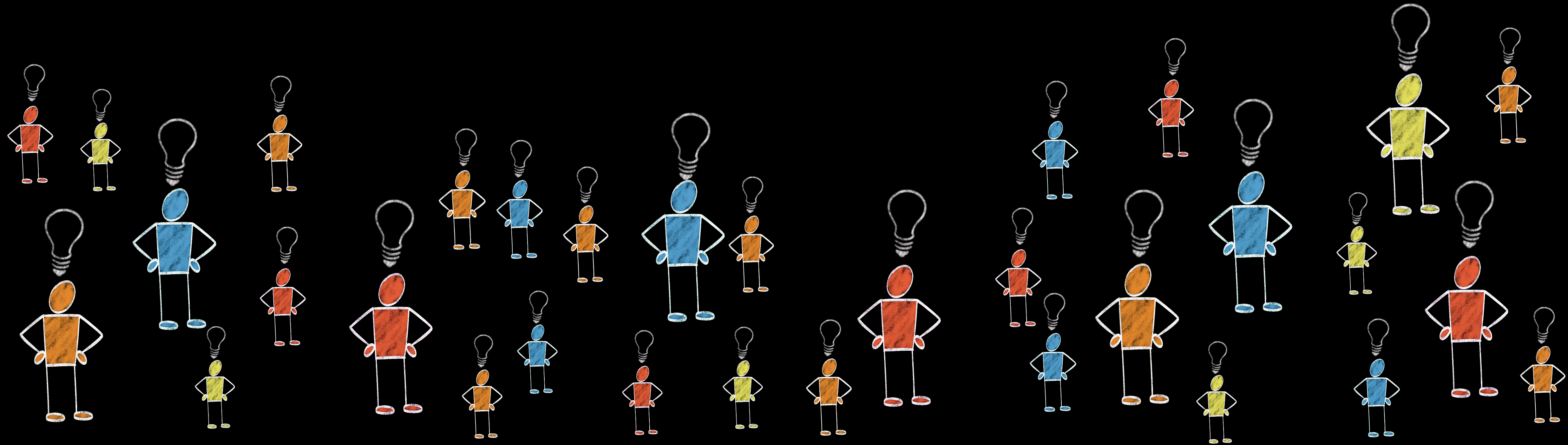


Groceries



Matchmaking

Agility = Experimentation



Great Things Happen When Risks are Taken

Agility = Getting Rid of Undifferentiated Heavy Lifting + Focus Resources on Value-Add

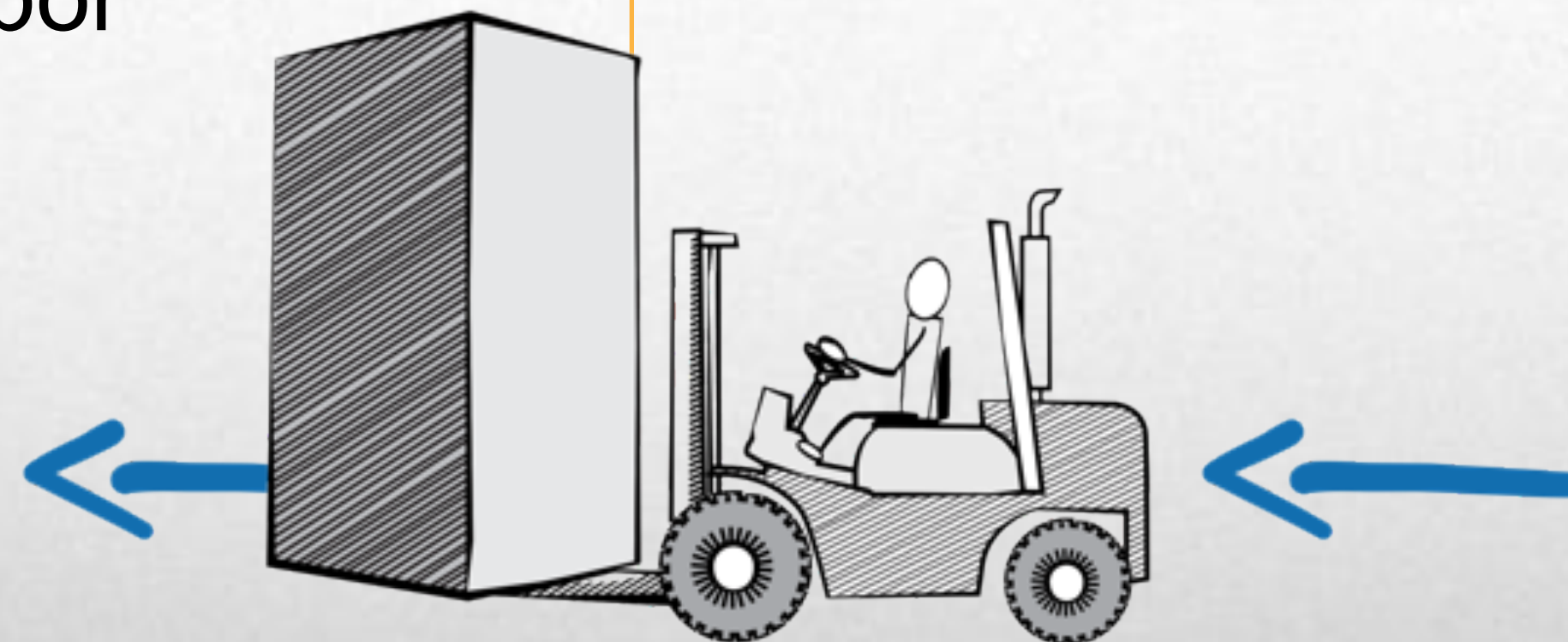
We take care of it...

Data Centers
Power
Cooling
Cabling
Networking

Racks
Servers
Storage
Labor

So you don't have to ...

Buy and install new hardware
Setup and configure new software
build or upgrade data centers

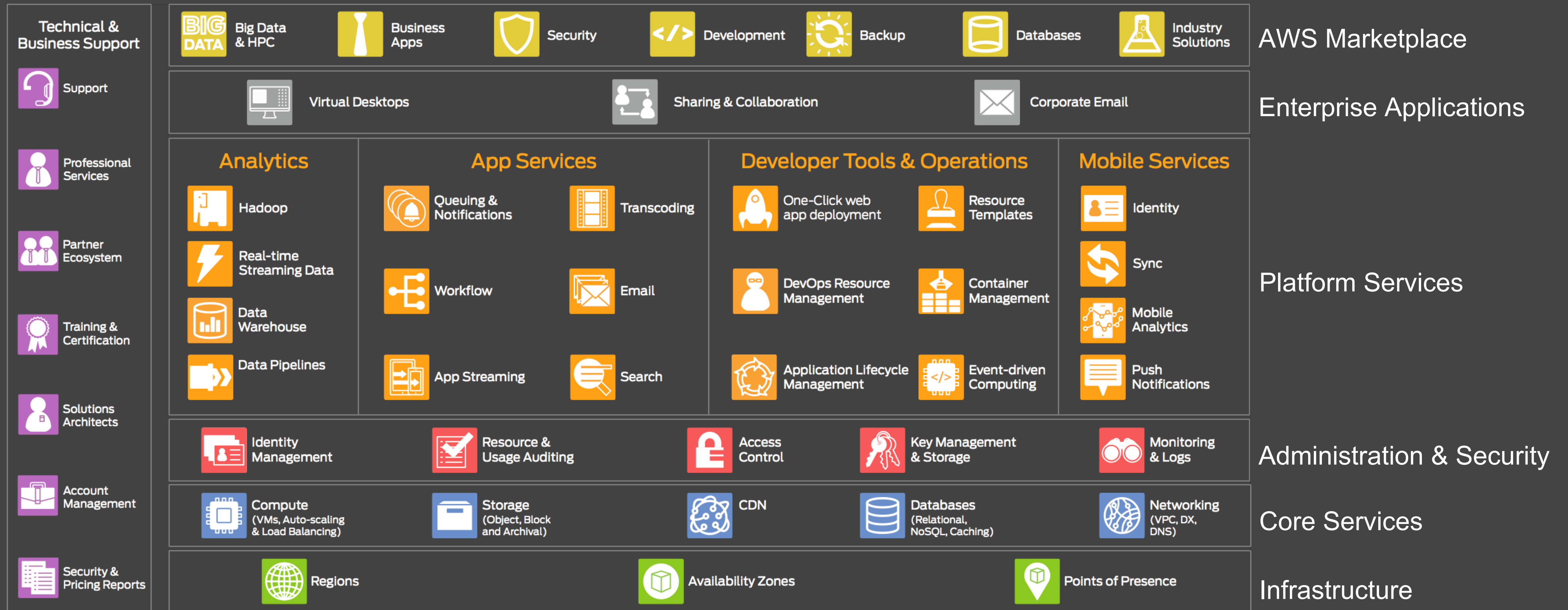




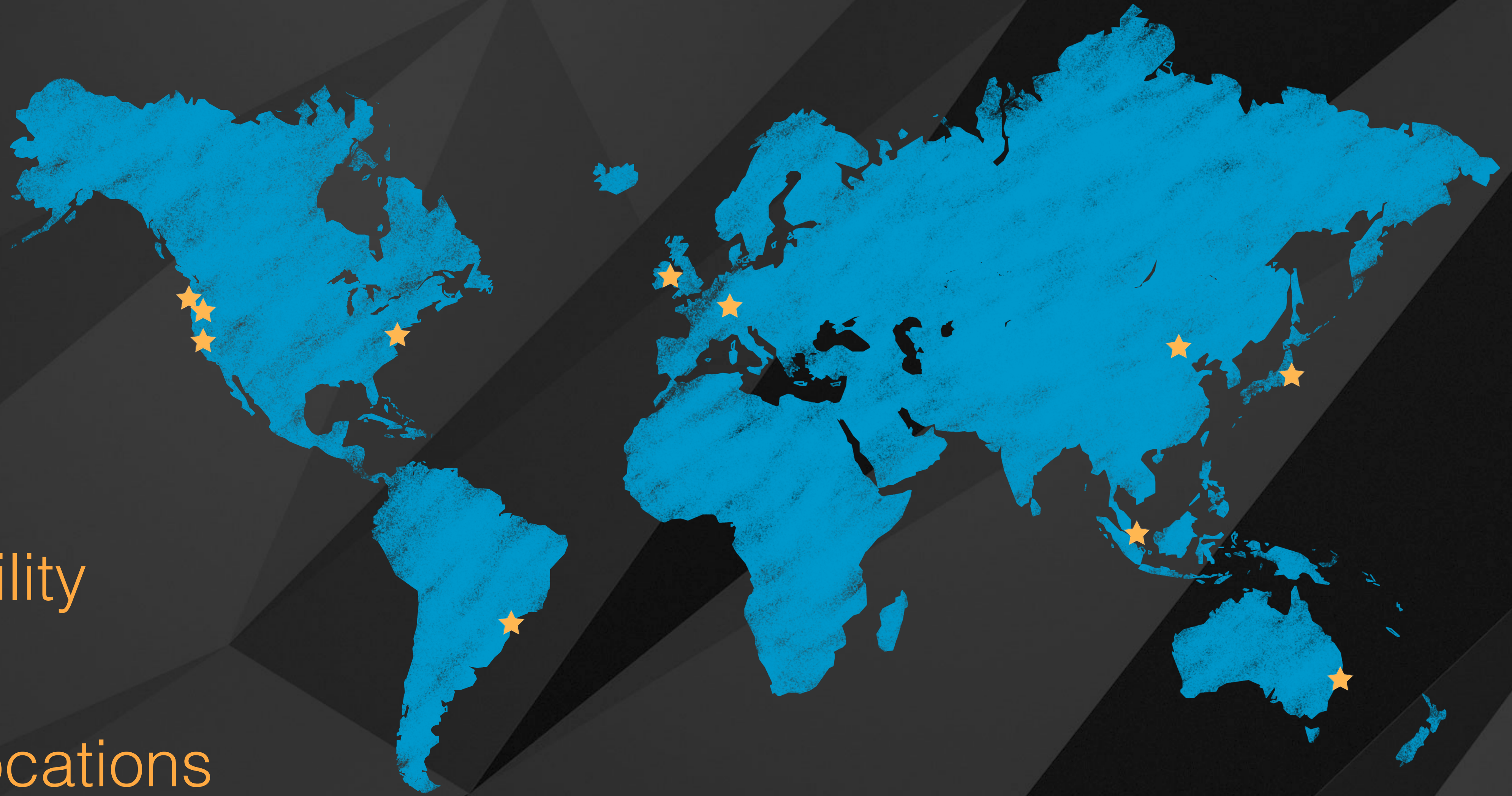
#2: Breadth of Services

A broad and deep platform helps customers build sophisticated, scalable applications

More Functionality Than Any Other Infrastructure Provider



11 regions
28 availability
zones
53 edge locations

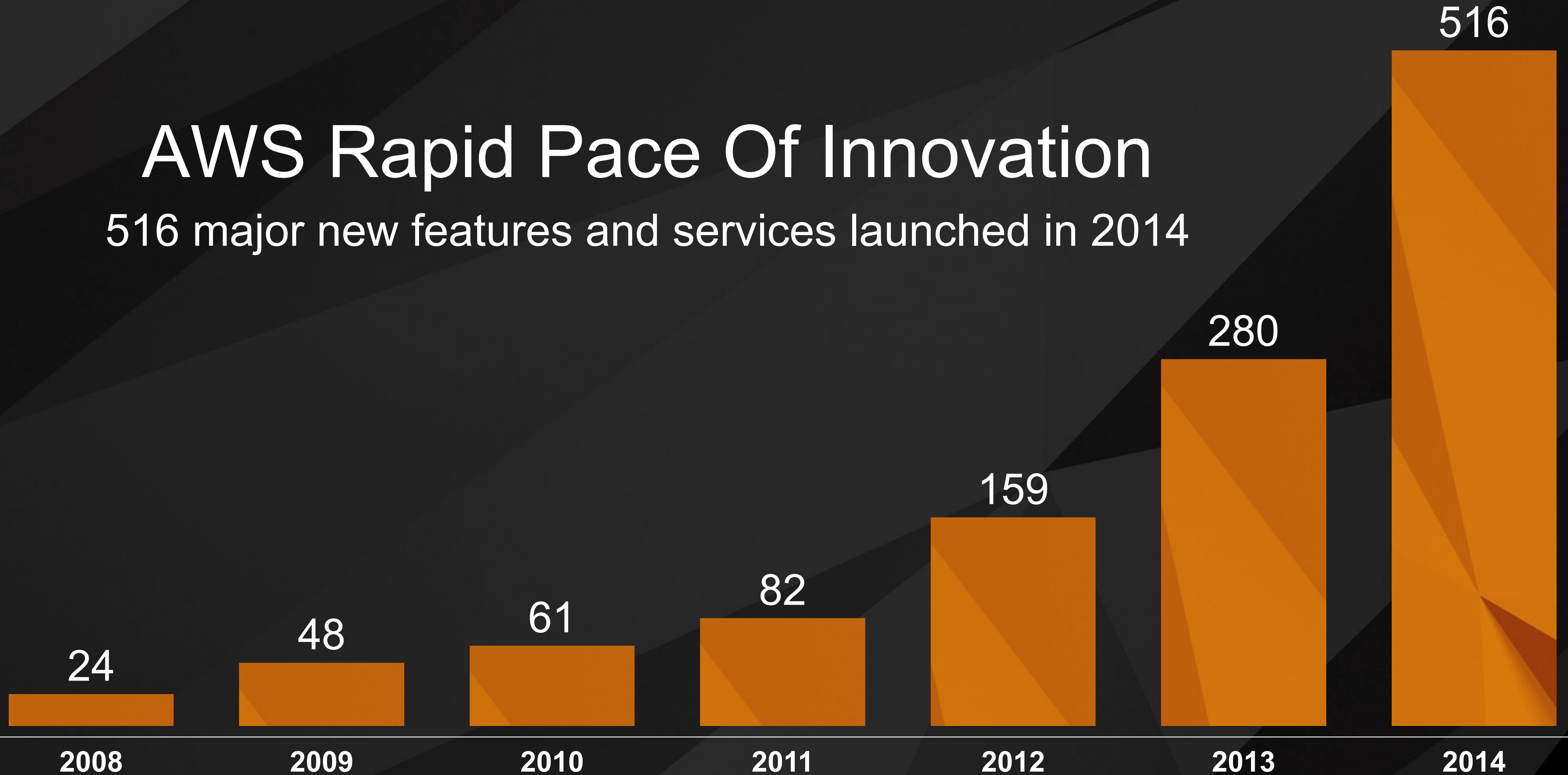


#3: Innovation @ Scale



AWS Rapid Pace Of Innovation

516 major new features and services launched in 2014



“AWS is the overwhelming market share leader, with **more than five times the compute capacity** in use than the aggregate total of the other fourteen providers.”



Gartner “Magic Quadrant for Cloud Infrastructure as a Service,” Lydia Leong, Douglas Toombs, Bob Gill, Gregor Petri, Tiny Haynes, May, 2014. This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report.. The Gartner report is available upon request from [Steven Armstrong \(asteven@amazon.com\)](mailto:asteven@amazon.com). Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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amazon.com

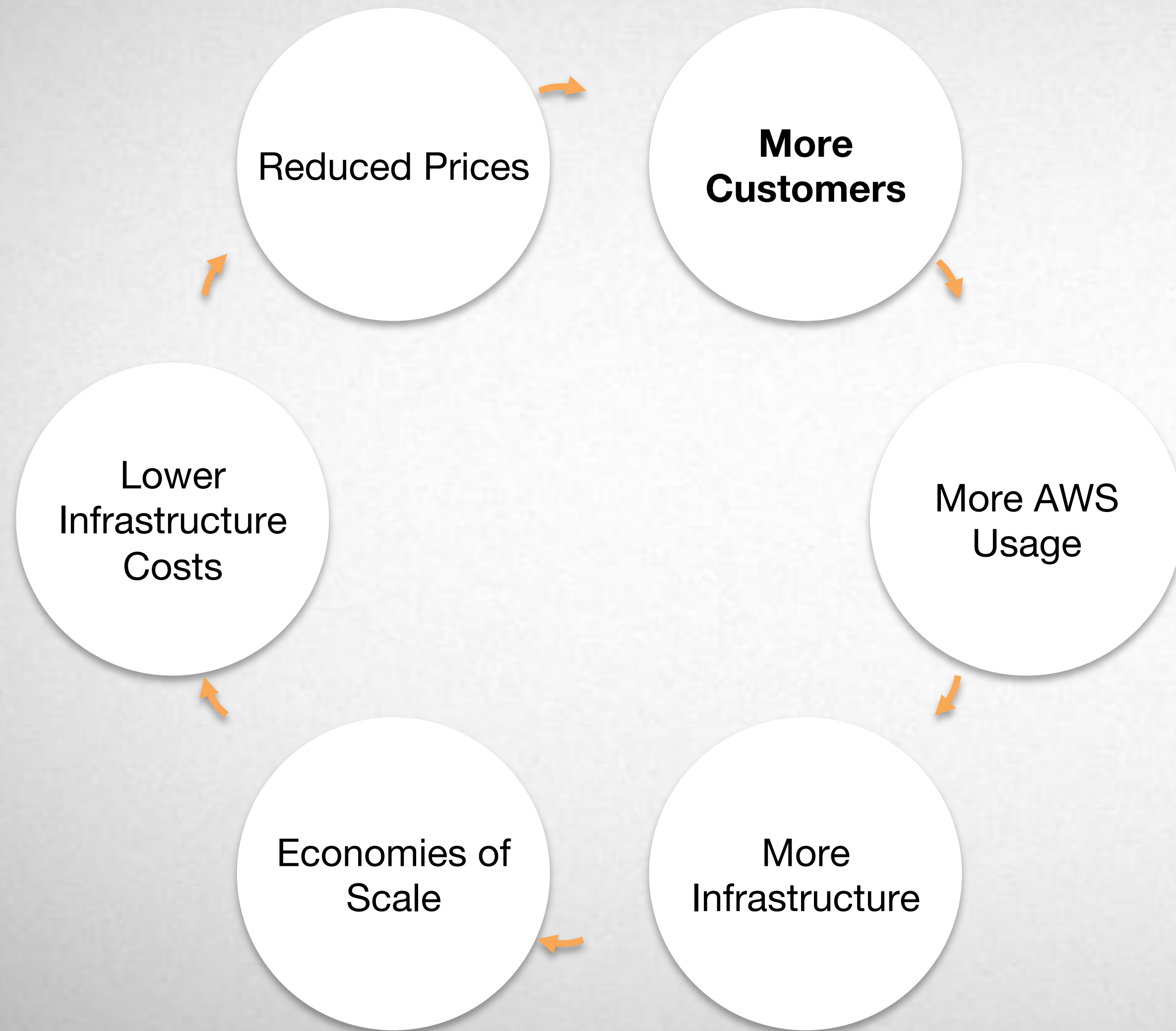
- \$7B retail business
- 9,000 employees
- A whole lot of servers

2015



Every day, AWS adds
enough server capacity to
power that whole **\$7B**
enterprise

AWS PRICING PHILOSOPHY

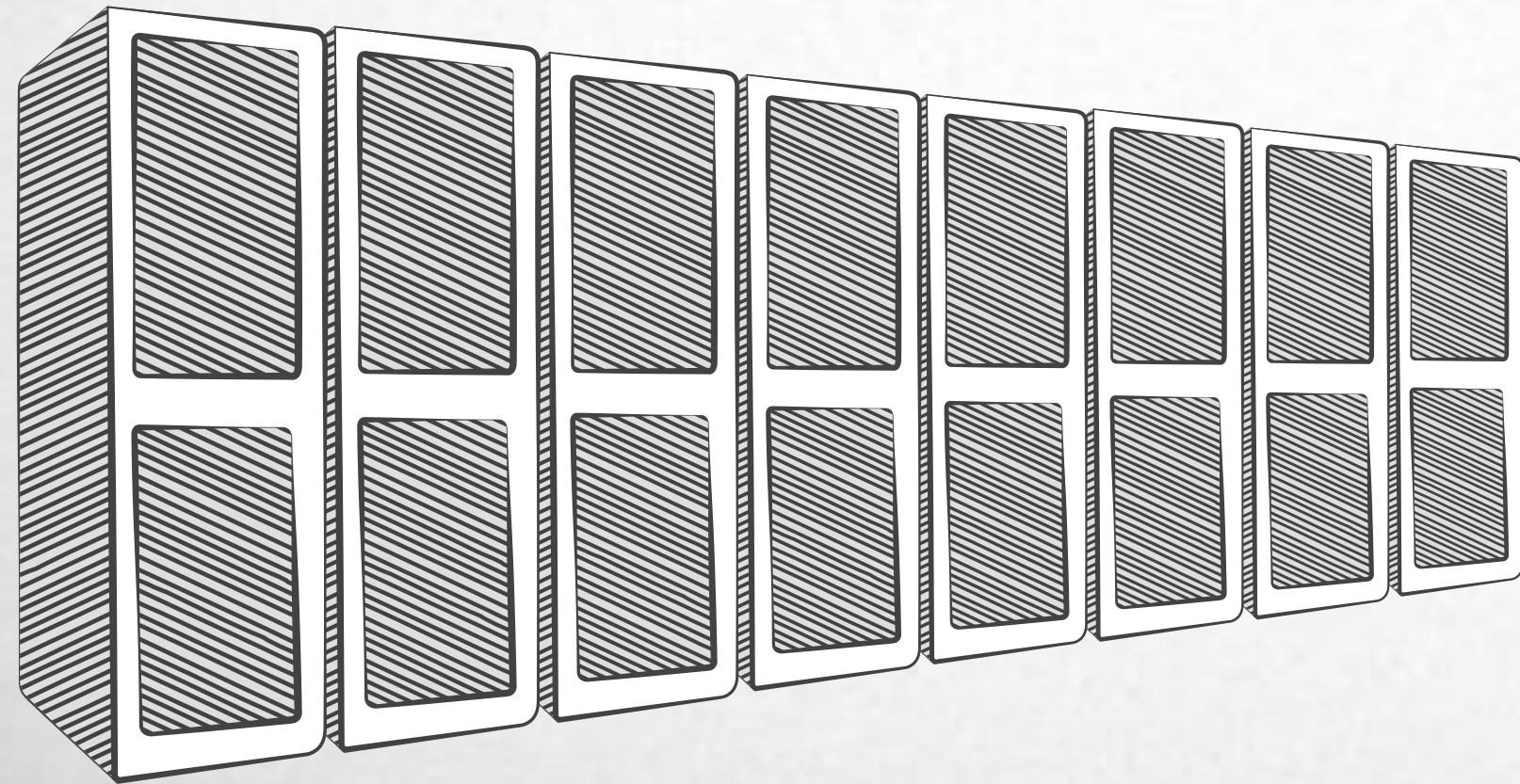


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**PRICE
REDUCTIONS**

Pay For Infrastructure As You Need It

On-Premises



\$0 to get started

Pay as you go

No Contracts

Who is reinventing IT and the business?

Nordic Reinvention is Happening...



How is the reinvention happening...

#1: Development and Testing

LIONSGATE

Sharepoint and SAP

Do more dev and test work, faster



Oracle

Reduced dev and test environment costs



SAP

70% reduction in operational costs

#2: New Workloads



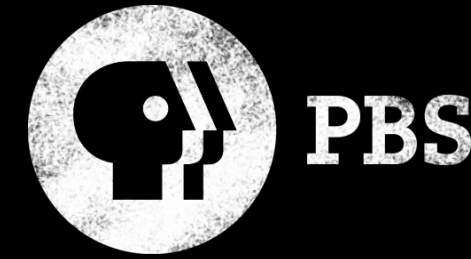
Global
deals
engine



Product
prototyping



Hotel
booking
engine



Video
streaming



App
streaming



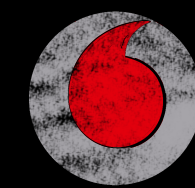
Firmware
upgrades



Mobile
music
discovery



Biological
data
research

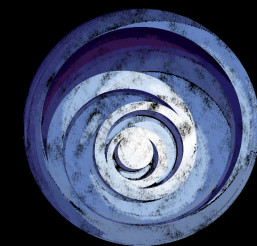


vodafone

SIM card
credit

News UK

News
distribution



UBISOFT

Mobile games

#3: Supplement Existing Workloads with the Cloud

NASDAQ[®]

Operational
applications

*Export data to AWS for
analytics processing*

SUNPOWER

Equipment
leasing app

*Disaster recovery SSAE
16-compliant to restore all
data within 2 hours*

NOKIA

Analytics

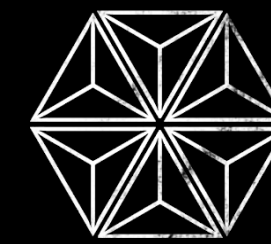
*Export operational data to
Amazon Redshift for analysis
2X faster queries at 1/2 the
cost*

#4: Migrating Existing Applications



Migrated 500 web properties in 5 months

1,700 web properties
New product websites in 2 days
vs. 2 weeks



Bristol-Myers Squibb

Migrated clinical trials simulations platform

Simulations in 1.2hrs vs. 60hrs
64% reduction in costs

#5: Data Center Migration

9X increase in AWS
usage

Enabling global
collaboration

News Corp

From 40 data centers, down to 6

APIs help govern usage
and control cost

3,000 applications
by January 2015

#6: All-in — IT Entirely in the Cloud



“We have to be great at a number of things... operating data centers is not one of those things”

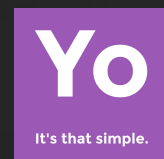
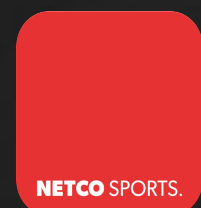
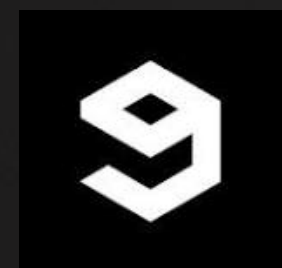
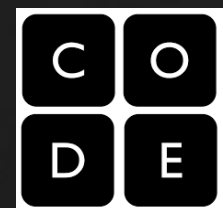
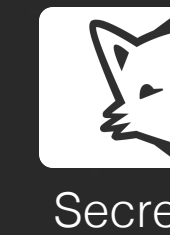


“We are a hospitality management organization, not an IT services company”



2000 applications migrating to AWS in 18 months

Startup Customers



Enterprise Customers

HOYA



LIONSGATE

DOW JONES

Newsweek

Nintendo

Expedia



MISAWA



MERCK

Kellogg's

Discovery COMMUNICATIONS



News Corp

JWT

NTT docomo

THOMSON REUTERS

NETFLIX



htc

The Weather Company

TATA MOTORS

intuit



The Washington Post



COMCAST



AUTODESK

NOKIA



NASDAQ OMX



TOSHIBA

TCL



NQmobile



talnax.



SHARP

CONDÉ NAST



havenpower



bankinter.



NOVARTIS



The New York Times



SCHRÖDINGER

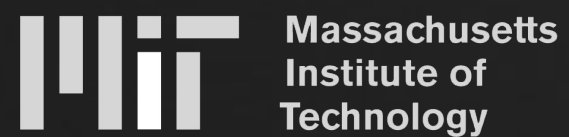


Alcatel-Lucent

imshealth INTELLIGENCE APPLIED.



Public Sector Customers



Thank You