

# The AWS Mission

Enable businesses and developers to use web services to build scalable, sophisticated applications.



# AWS Q1 2016 Recap

Matt Tavis, AWS Principal Solutions Architect

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#AWS-Q1



# Agenda

- 📦 AWS Data Points
- 📦 Notable, New Customer Case Studies
- 📦 Expanded Footprint and Platform Availability
- 📦 New AWS Services and Programs
- 📦 Notable, New Enterprise Features
- 📦 AWS Ecosystem Updates
- 📦 New Resources
- 📦 Q&A

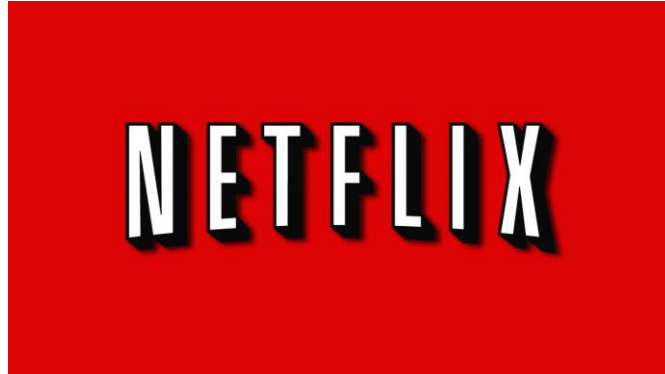
# **AWS Data Points**

# AWS Growth

- ❏ The AWS global infrastructure is comprised of **33 Availability Zones** across **12 geographic regions** worldwide (now including Korea), with **another 5 AWS regions** (and 11 Availability Zones) in **Canada, China, India, Ohio, and the United Kingdom** expected to come online into next year – all across **54 points of presence** worldwide with edge locations in the US, Europe, Asia, Australia and South America
- ❏ AWS is large & rapidly growing. Q4 2015 revenue for the AWS segment increased 69.5% y/y to \$2.4B with 28.5% operating margin, making AWS **nearly a \$10 billion run rate business** (actual: \$9.6B)
- ❏ If the current revenue is extrapolated over the next 12 months, the revenue for AWS Database Services, including Amazon RDS, Amazon DynamoDB, Amazon Redshift and Amazon ElastiCache will be at least **\$1 billion dollars** (not including Amazon use)
- ❏ 51<sup>st</sup> price drop in January

# **Notable, New Customer Case Studies**

# AWS customer: Netflix



Netflix, which delivers billions of hours of content globally by running on AWS, has completely finished its seven-year journey in going “all in” on AWS, and now all systems run on AWS.

# AWS customer: Zynga



Zynga is one of the world's most successful mobile game companies, with a collection of hit games -- including Words With Friends and FarmVille -- installed by more than one billion players. Several years ago, the company made a strategic decision to move from AWS to its own private cloud infrastructure, running zCloud. Yet, the realities of legacy equipment began setting in just as mobile platforms began emerging as a huge new market for the game industry. Four years later, Zynga returned certain workloads to AWS, taking advantage of the continuous technology innovation that characterizes the AWS cloud.



# AWS customer: FINRA



FINRA, one of the largest independent securities regulators in the United States, was established to monitor and regulate financial trading practices. To respond to rapidly changing market dynamics, FINRA moved about 75 percent of its operations to Amazon Web Services, using AWS to capture, analyze and store a daily influx of 75 billion records. FINRA estimates it will save up to \$20 million annually by using AWS instead of a physical data center infrastructure. FINRA is based in Washington, D.C.

# AWS customer: Lyft



Lyft is a San Francisco-based ridesharing company – a *Fortune* “Unicorn” list of hot startups, with a valuation of \$5.5 billion. Founded in 2012 and with 315,000 active drivers in more than 190 U.S. cities, Lyft is the fastest growing company of its kind in the United States, reporting 200 percent year-over-year growth in 2015 for both rides and revenue. Running a “microservices infrastructure” on AWS and deploying tested code requiring large pools of compute resources, Lyft found it could save up to 90 percent on its CI processes by using Amazon EC2 Spot instances with more compute capacity instead of higher-priced on-demand instances. Lyft now saves up to 75 percent monthly for testing and can leverage older-generation instances with greater memory resources to run more containers, allowing tests to finish faster.

# AWS customer: Brooks Brothers



*Brooks Brothers*

Founded in 1818, Brooks Brothers is one of the leading fashion retailers in the U.S. To stay competitive, Brooks Brothers frequently launches new business initiatives, and it needed a more agile way of quickly testing its new projects. Brooks Brothers was also seeking a more cost-effective way to manage its SAP HANA in-memory database management system to support a new CRM application while also increasing its ability to scale. Brooks Brothers was able to easily deploy and build out its SAP HANA cluster using AWS CloudFormation scripts. Brooks Brothers now has the agility it requires to test and launch new projects in a short time frame. As a result, the company can fully evaluate new retail initiatives before putting them into production.



# **Expanded Footprint and Platform Availability**

# AWS South Korean Region launched



AWS expands infrastructure footprint with new Asia Pacific (Seoul) Region, providing Korean customers with a choice in data locality and even lower latency. The Seoul Region is the company's fifth infrastructure Region in APAC. Now, Korean-based developers and companies, as well as multinational companies with end users in Korea, can securely store and process their data in AWS in Korea with single-digit millisecond latency across most of Korea.

# AWS Canadian Region planned



AWS will open an AWS region in Montreal, Québec, Canada in the coming year, which will be carbon-neutral and powered almost entirely by clean, renewable hydro power. The planned Canada-Montreal region will give AWS partners and customers the ability to run their workloads and store their data in Canada. As a reminder, we currently have 4 other regions in North America -- US East (Northern Virginia), US West (Northern California), US West (Oregon), and AWS GovCloud (US) -- with a total of 13 Availability Zones, plus the planned but not yet operational region coming to Ohio in 2016. The new region will also be open to existing AWS customers who would like to process and store data in Canada.

# AWS Canadian customer: Kik Interactive



Kik Interactive's free messaging service, Kik Messenger, is now used by more than 275 million subscribers for text, picture, and video-messaging functionality. To retain existing subscribers and drive sustainable growth, Kik needed to ensure that its messaging service was fast, responsive and constantly available for subscribers. Kik uses Amazon Direct Connect to speed up data exchange between its internal server farm and the AWS cloud – minimizing latency and jitter. It also uses Amazon CloudFront and Amazon Route 53 to deliver content to edge points closest to subscribers. Kik also created a sophisticated data analytics platform on AWS with Amazon EC2, Amazon S3 and Amazon VPC -- with Amazon EMR to summarize and process log files before being loaded into Amazon Redshift for data warehousing. Kik Interactive is based in Canada.

# AWS Canadian customer: Globe and Mail



The Globe and Mail, in print for 170 years, is Canada's most read newspaper with a national weekly digital readership of 4.7 million delivering national, international, business, technology, arts, entertainment and lifestyle news. The Globe and Mail was planning to launch a new application that enables its growing online readership to access stories and breaking news from mobile devices while serving targeted articles based on individual interests. tapped Amazon Web Services (AWS) and San Francisco-based ClearScale to build a recommendation engine working at scale so that recommendations for the next set of articles are ready by the time the reader has loaded the current article.



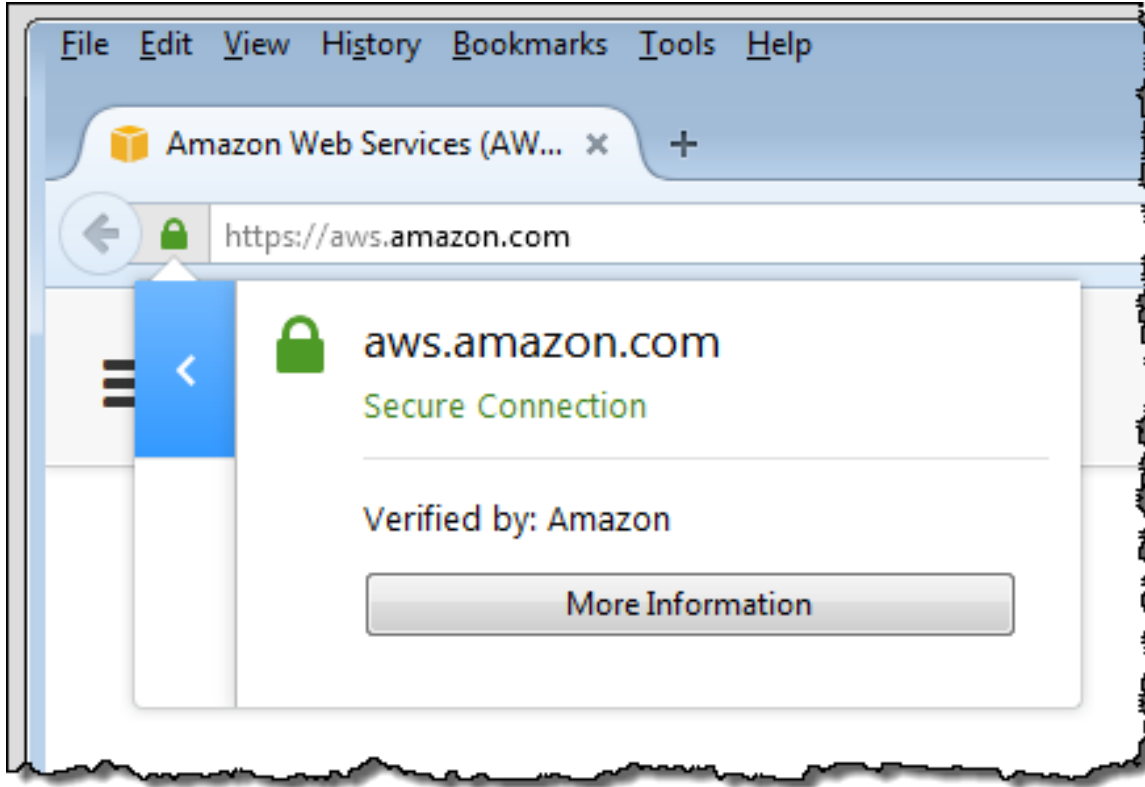
# **New AWS Services & Programs**

# AWS Certificate Manager

- ❏ Easily provision, manage, and deploy SSL/TLS certificates for use with AWS services, such as ELB or Amazon CloudFront
- ❏ Removes the time-consuming manual process of purchasing, uploading and renewing SSL/TLS certificates
- ❏ SSL/TLS certificates provisioned through AWS are free (pay only for the AWS resources you create to run your application)



# AWS Certificate Manager



# Amazon WorkMail



- ❏ A secure, managed business email and calendar service with support for existing desktop and mobile clients
- ❏ Seamlessly access email, contacts and calendars using Microsoft Outlook, Apple Mail, a web browser or native iOS and Android email applications
- ❏ Integrate with existing corporate directory
- ❏ Control both the keys that encrypt data and the location in which data is stored
- ❏ No up-front investment, and features simple, “pay-as-you-go” pricing with a small monthly fee for each account

# **Notable, New Enterprise Features**

# Notable, New Enterprise Features



## Compute

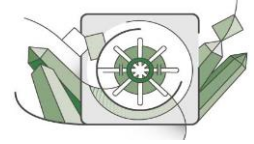
- ❏ AWS Elastic Beanstalk supports Docker 1.9 and has a new security update. AWS introduced Amazon EC2 Spot Instances for specific duration workloads
- ❏ AWS Elastic Beanstalk adds support for t2.nano instances and Amazon EC2 Container Registry
- ❏ Amazon ElastiCache now supports Redis version 2.8.24



## Networking

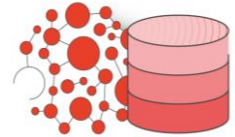
- ❏ AWS Announced ClassicLink DNS support for VPC
- ❏ Amazon Route 53 adds SNI support for HTTPS health checks

# Notable, New Enterprise Features



## Storage & content delivery

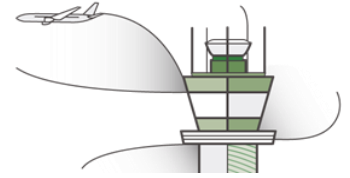
- Amazon VPC Endpoints for S3 is now in the China (Beijing) Region
- Amazon CloudFront adds New Origin security features
- AWS Elastic Beanstalk adds support for Amazon Route 53 aliasing



## Database

- Amazon RDS now supports MySQL 5.7
- Amazon Redshift supports automatic queue hopping for timed-out queries
- AWS Schema Conversion Tool now supports PostgreSQL as a conversion target

# Notable, New Enterprise Features



## Management tools

- 📦 Scheduled Auto Scaling now available in AWS Management Console
- 📦 AWS introduced CloudWatch Events
- 📦 AWS CloudTrail now supports Amazon Cognito

## Compliance

- 📦 GxP compliance now on AWS
- 📦 AWS added 10 new services to ISO 9001 certification
- 📦 AWS signed CJIS Security addendum with the California DoJ
- 📦 Center for Internet Security (CIS) released a benchmark establishing industry-accepted best practices for securing AWS accounts





# Notable, New Enterprise Features



## Security + Identity Management

- 📦 The AWS Directory Service for Microsoft Active Directory (Enterprise Edition) now available in the AWS Asia Pacific (Singapore) Region
- 📦 Secure Sockets Layer (SSL) and Native Network Encryption (NNE) now available to establish a secure network connection to all editions of Amazon RDS for Oracle

## Internet of Things

- 📦 AWS IoT is now supported in AWS Mobile SDK for Android



## Mobile

- 📦 AWS Mobile Hub is now generally available



# Notable, New Enterprise Features



## Game Development: Amazon Lumberyard

- 📦 A free, cross-platform, 3D game engine
- 📦 Create highest-quality games and connect games to AWS compute and storage
- 📦 Engage fans on Twitch
- 📦 More time creating gameplay + building communities -- less on undifferentiated heavy lifting of building a game engine and managing server infrastructure
- 📦 Pricing: No monthly licenses, low fees
- 📦 Zombie Apocalypse clause

## Game Development: Amazon GameLift

- 📦 A managed service to deploy, operate & scale session-based multiplayer games
- 📦 Reduces time to build multiplayer backend from thousands of hours to minutes
- 📦 Allows the quick scaling of high-performance game servers up and down to meet player demand – without any additional engineering effort or upfront costs

# **AWS Ecosystem Updates**

# Growth of the AWS Ecosystem







- ❏ AWS customers use **143 million hours** monthly of Amazon EC2 for AWS Marketplace products
- ❏ The AWS Marketplace offers **35 categories**, and more than **2,500 software listings** from more than **800 ISVs**
- ❏ The AWS Partner Network (APN) includes tens of thousands of consulting/systems integrator and technology/ISV partners, and has grown over **50% over the past 12 months**
- ❏ AWS Partner Network launched DevOps Partner Solutions
- ❏ The AWS Marketplace offers **35 categories**, and more than **2,300 software listings** from more than **800 ISVs**
- ❏ The average APN Premier partner has **4x more accreditations** and certifications and earns **11x more revenue** than the average Advanced tier partner

# **New Resources**






# Resources for Developers, ITDMs, Web Admins

## [2016 AWS Global Summit Series](#)

### **United States**

-  Chicago – April 18, 19 (registration open)
-  Washington DC – June 20, 21 (public sector) (registration open)
-  Santa Clara – July 13, 14
-  New York City – August 10, 11

### **Global**

-  Sydney, Australia – April 26 – 28 (registration open)
-  Netherlands – May 24 (registration open)
-  Paris – May 31
-  Tokyo – June 2, 3
-  London – July 6, 7

# New AWS Whitepapers

- 📦 [Cost Optimization with AWS](#)
- 📦 [Architecting for the Cloud: AWS Best Practices](#)
- 📦 [Big Data Analytics Options on AWS](#)
- 📦 [SaaS Solutions on AWS: Tenant Isolation Architectures](#)
- 📦 [How Cities Can Stop Wasting Money, Move Faster and Innovate](#)
- 📦 [Financial Services Grid Computing on AWS Cloud](#)

**Questions?**



# Thank You!

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