10 ways to optimize costs and innovate with AWS

Increase application performance at lower costs



to accomplish more with fewer resources. Amazon Web Services (AWS) can help you optimize infrastructure costs and accelerate innovation to future-proof your business. Explore 10 ways AWS enables you to maximize savings and achieve transformational business value as you build, run,

Today's decision makers and business leaders are pressed

and scale your applications on AWS.

Organizations that moved from on premises to AWS achieved an average infrastructure cost savings of 20%¹

Services Study. Applications that migrated to AWS at least 12 months ago achieve the following post-migration changes in performance and value:

Migrating on-premises infrastructure to AWS achieves quantifiable business value in the areas of resiliency, agility, cost savings, and staff productivity, according to The Hackett Group's Cloud



faster launch time for new application features or functionality¹

increase in administrator



increase in staff focus on innovation¹

incidents1

applications to AWS

Migrate any workload to AWS, leveraging our years of experience to gain business benefits at every step of the way. Save on third-party licensing costs and run your resources more efficiently with the



productivity¹





decrease in security-related





Migrate your

enhanced productivity, and faster innovation—at lower costs—with infrastructure powered by the latest-generation processors and AWS-designed Since its inception, AWS has reduced prices 129 times

Choose the instance type that matches

your application needs and budget AWS offers more than 600 instances, exceeding any other cloud provider. Grouped into six categories of instance types, each instance includes one or more sizes and provides a choice of processor, storage, networking, and operating system. This allows you to

scale your resources and choose configurations that match your specific needs—improving performance and optimizing your spend.

Memory optimized > Accelerated computing > Storage optimized >

6 categories of

General purpose >

Compute optimized >

AWS instance types

High performance computing (HPC)

optimized >





AWS supports everything you expect to build and run on Windows, including Active Directory, .NET, SQL Server, Windows desktop as a service (DaaS), and supported versions of Windows Server. With AWS as the foundation for your Windows

environment, there's no limit to the range of

business benefits you can achieve.

less unplanned ROI over 5 years³ downtime²

reduction in

5-year cost of operations²

lower

costs²

infrastructure

adoption with the help of AWS Graviton Partners.

Move your workloads to AWS Graviton

AWS Graviton processors are designed by AWS to deliver the best price performance for a

broad set of applications running on **Amazon Elastic Compute Cloud** (Amazon EC2). They can help you increase performance, reduce costs, reduce latency, and achieve better scalability. Migrate in less than four hours with the AWS Graviton Fast Start program or accelerate

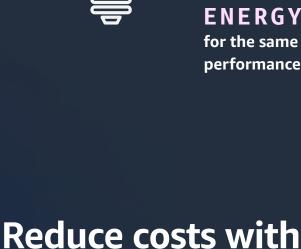


Achieve up to Use up to

LESS BETTER ENERGY PERFORMANCE



at lower costs⁴



for the same performance5 **AWS** machine



AWS Trainium >

cost-to-train savings6

Purpose-built for deep learning

benefits of ML. With Amazon SageMaker, a fully managed ML service, you can simplify ML development and use purpose-built ML accelerators, such as AWS **Trainium** and **AWS Inferentia**, to optimize training and deployment of ML models. This combination allows you to speed up your ML workloads, lower your costs, and bring your solutions to customers faster.

services help you to cost-effectively leverage the

learning accelerators

and managed services

AWS machine learning (ML) accelerators and managed

(DL) training; delivers up to 50% offers high-performance and low-cost ML at scale

Amazon SageMaker >

Fully managed service that



Optimize costs and

with serverless computing Serverless computing with AWS Lambda and AWS Fargate optimizes costs by eliminating infrastructure

accelerate innovation

management tasks and enabling you to build and iterate quickly—releasing features in hours instead of days. AWS serverless also allows you to scale

automatically, automate security and compliance, reduce total cost of ownership (TCO) by requiring fewer resources, and minimize unplanned downtime.



Select the compute

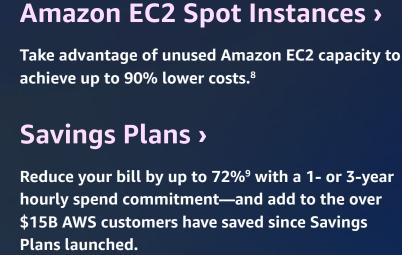
purchase model that

best fits your budget

AWS offers you a choice of flexible, cost-effective purchase models to meet your infrastructure needs

AWS serverless services reduce

TCO by up to 57%7



payments.

On-Demand Instances >

Pay for compute capacity by the hour or second with no long-term commitments or upfront

of storage services

while keeping you within your budget. **Amazon CloudFront Security** Savings Bundle > Save up to 30% on your Amazon CloudFront bill in exchange for a 1-year monthly spend commitment.

of savings for AWS customers since

Savings Plans launched

Get the right mix of price and performance for your workloads while paying only for the storage that you use. AWS Storage services, such as **Amazon Elastic Block Store** (Amazon EBS), **Amazon**

Simple Storage Service (Amazon S3), Amazon Elastic File System (Amazon EFS), and the Amazon FSx file system family, can help you minimize TCO—while eliminating on-premises

> Amazon S3 Intelligent-Tiering > Has reduced our customers' storage costs by more than

Optimize your compute

intelligent AWS tools

you to provision resources with precision. They can help you lower costs by responding to changes in real time and are free to use. Plus, Amazon S3 Intelligent-**Tiering** automates storage cost savings by moving data

AWS Compute Optimizer and AWS Auto Scaling allow

Monitors your applications and automatically adjusts

capacity to maintain steady, predictable performance

resources with

when access patterns change.

AWS Auto Scaling >

at the lowest costs.

↓ UP 75%

capital equipment investment, management complexity, and infrastructure maintenance. Amazon EBS Snapshots > Lowers snapshot storage costs by

Amazon EFS > Amazon FSx > Reduces storage costs by Lowers storage costs up to UP 92%

Optimize costs with a choice



Featured services: AWS edge networking services > AWS Local Zones > AWS Outposts > AWS Snow Family > **VMware Cloud on AWS >**

AWS Wavelength >

Optimize costs and productivity with hybrid cloud and edge services

recommendations since launch

Bring AWS infrastructure and services where you need them to help your digital transformation projects get

up and running faster—and enable higher productivity

virtually anywhere.

Next steps

application performance today

and reach your highest savings

Start improving your

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potential with AWS. 1. Explore AWS migration solutions >

2. Learn more about AWS for Every Application > 3. Start maximizing your savings with AWS Cost Optimization >

¹ "The Business Value of Migration to Amazon Web Services," The Hackett Group, February 2022 ² "Navigate Disruption and Drive Positive Business Outcomes with Cloud Migration," IDC, 2020 3 "The Business Value of Efficiently Running High-Performing Windows Workloads in the AWS Cloud," IDC white paper sponsored by AWS, June 2019 ⁴ Versus comparable x86-based Amazon EC2 instances ⁵ Versus comparable Amazon EC2 instances ⁶ Versus comparable GPU-based Amazon EC2 instances 7 "Closing the Cloud Strategy, Technology, and Innovation Gap," Deloitte, 2022 ⁸ Compared to On-Demand prices

⁹ Compared to On-Demand prices ¹⁰ Compared to Amazon S3 Standard

