



AWSome Journey

Farena Rahim, Account Manager

AWS Malaysia

farena@amazon.com

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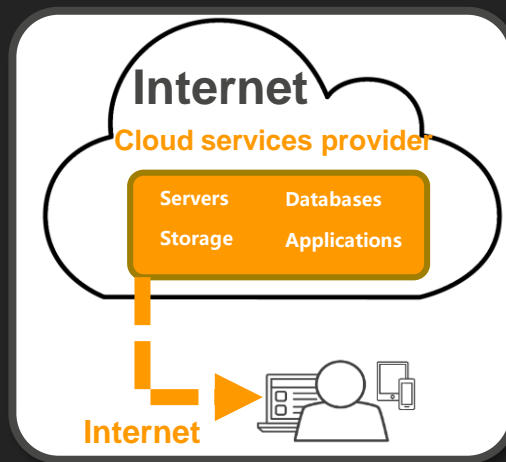
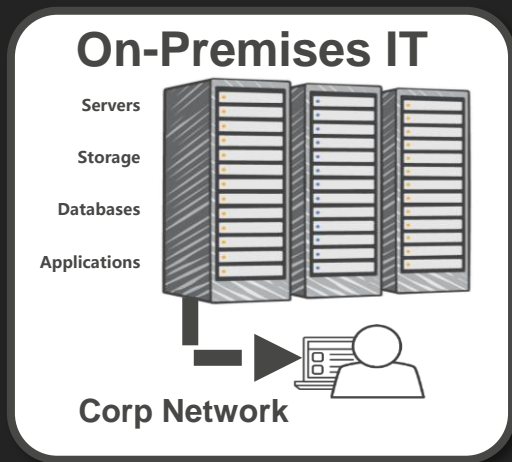


What is **Cloud Computing**?



What is **Cloud Computing**?

The **on-demand** delivery of IT resources and applications via the **Internet**, with **pay-as-you-go** pricing



The **primary drivers** for moving to the cloud



Increased agility



Stop guessing capacity



Move from capital expense to variable expense



Breadth of services



Go global in minutes

Who is **Amazon Web Services (AWS)**?



<https://aws.amazon.com/>

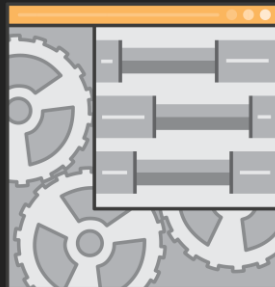
What is **Amazon Web Services (AWS)**?



Everything you'd want to do
in a traditional datacenter



Provision network, compute,
storage and database services in the
cloud with the click of a button



Run applications –
reliably and securely

Deploy Faster Wherever you like - Global



A **Region** is a physical location in the world where we have multiple **Availability Zones**.

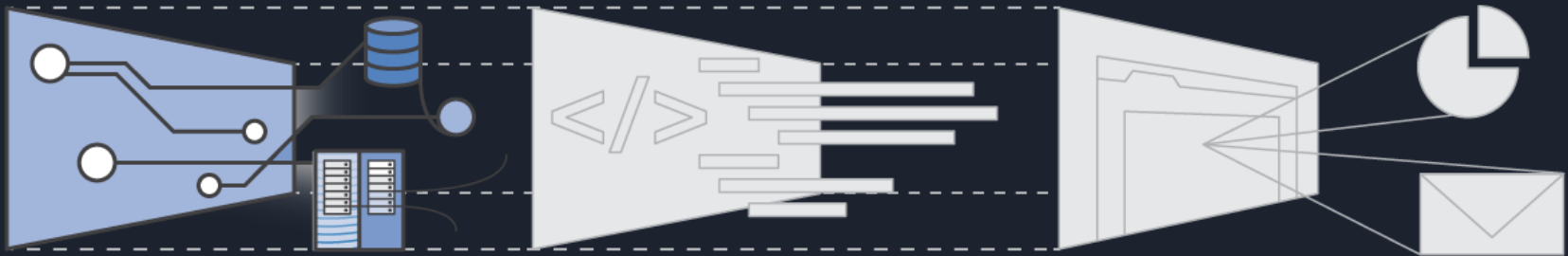
24 regions & 76 availability zones

216 Points of Presence

Availability Zones consist of one or More discrete data centers, each with redundant power, networking, and connectivity, housed in separate facilities.

AWS Cloud

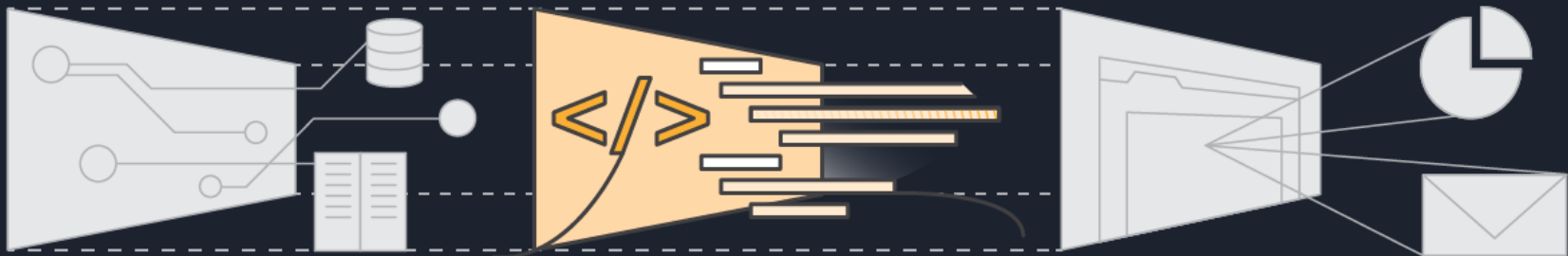
Infrastructure as a Service (IaaS)



Physical datacenter
Networking/firewalls/security
Servers and Storage

AWS Cloud

Platform as a Service (PaaS)

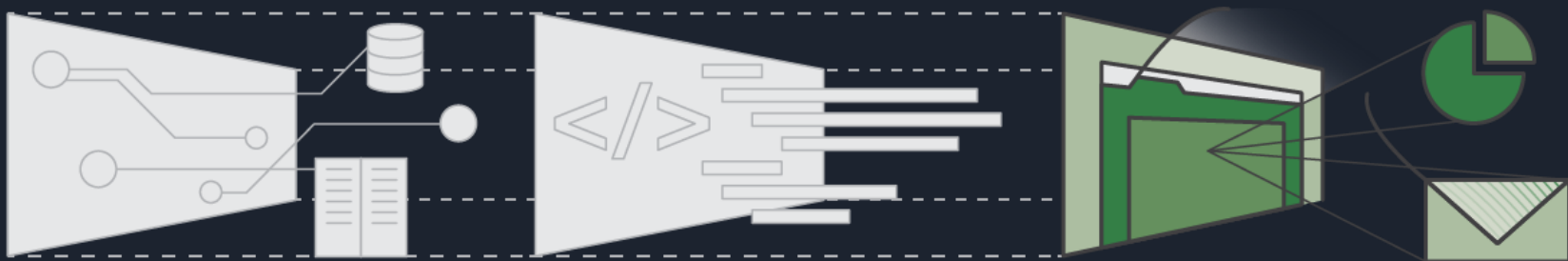


Physical datacenter
Networking/firewalls/security
Servers and Storage

Development tools, database
management, business
analytics

AWS Cloud

Software as a Service (SaaS)



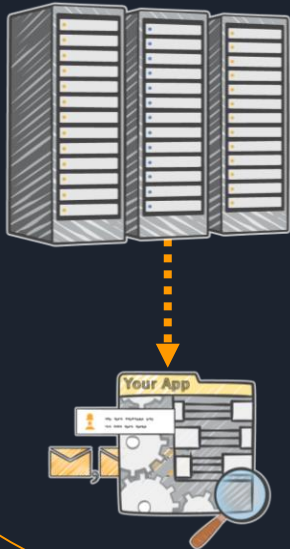
Physical datacenter
Networking/firewalls/security
Servers and Storage

Operating systems
Development tools, database
management, business
analytics

Hosted applications/apps

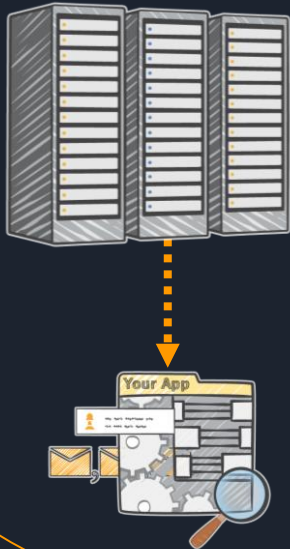
Cloud Computing Models

On-premise

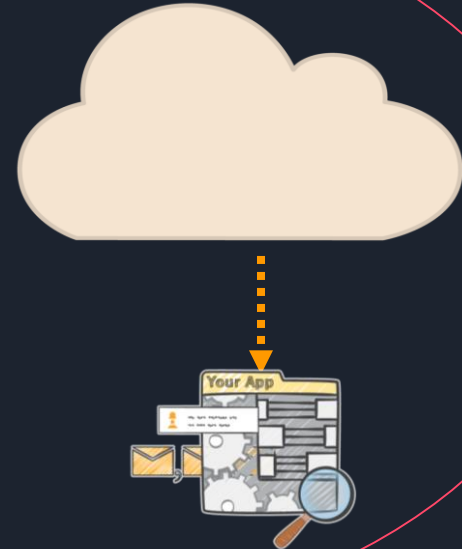


Cloud Computing Models

On-premise

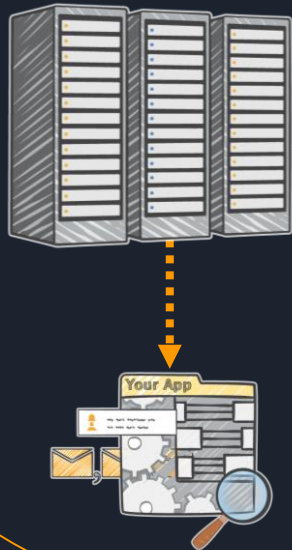


Cloud

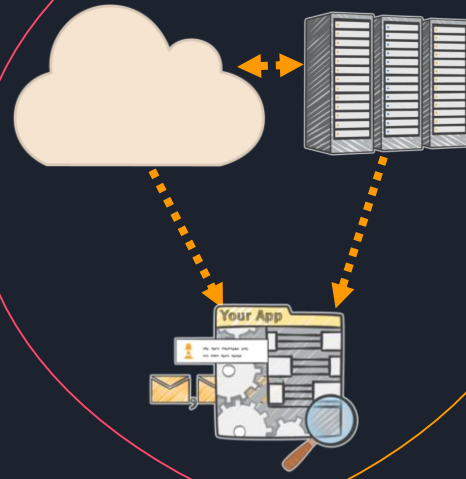


Cloud Computing Models

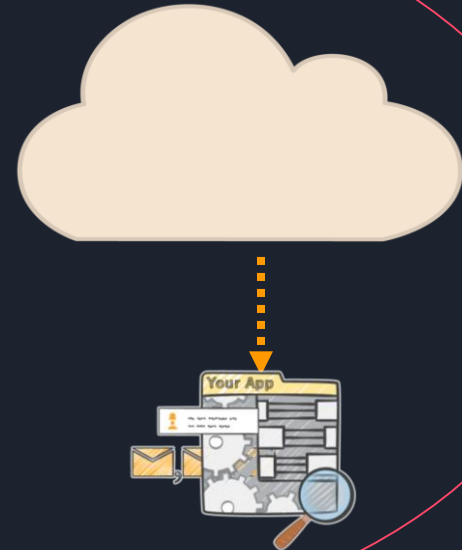
On-premise



Hybrid



Cloud



Why Customers Choose AWS

Most Experience

12

Years helping millions of customers

Global Reach & High Availability

76

Availability zones spanning 24 geographic regions

Security & Compliance

203+

Security features

180+

Service offerings

Capable of delivering up to

80,000 IOPS/
instance

Performance with consistency

Improve TCO

72

price reductions since 2006

81%

Of all deep learning is running on AWS¹

Ecosystem

4,500

Software listings from 1,400 ISVs

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CUSTOMER-FOCUSED

**90% of what AWS builds is
what AWS customers ask for**



Amazon Redshift

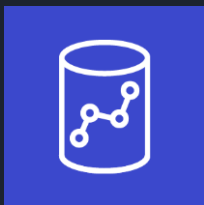
**10% is focused on strategic
interpretations of customer needs**



Amazon Lambda

CUSTOMER-FOCUSED

90% of what AWS builds is
what AWS customers ask for



Amazon Redshift

Amazon Redshift

- Launched in February of 2013
- A fast, fully managed, petabyte-scale data warehouse service that makes it simple and cost-effective to efficiently analyze data using existing business intelligence tools

50%

**LESS EXPENSIVE THAN ALL OTHER
CLOUD DATA WAREHOUSES**

3X

**FASTER THAN OTHER CLOUD DATA
WAREHOUSES**

CUSTOMER-FOCUSED

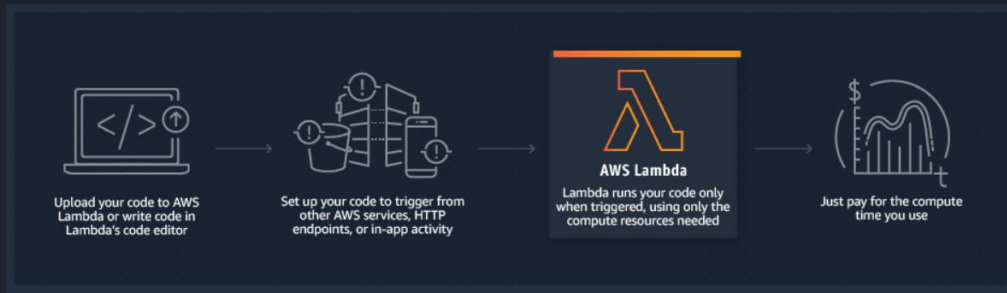
Amazon Lambda

- Lets you run code without provisioning or managing servers
- You pay only for the compute time you consume
- With Lambda, you can run code for virtually any type of application or backend service - all with zero administration

10% is focused on strategic interpretations of customer needs



Amazon Lambda



WORKING BACKWARDS

....we start with the customer
and work backwards



....WORK BACKWORDS with Amazon Go

JUST WALK OUT Shopping

amazon go

amazon go

amazon go

2121

NO LINES, NO CHECKOUT.
JUST WALK OUT SHOPPING.

NO-LIN
BREAKER
LUNC
SMACK
CROCKE
ESSENTI
DINNIN
NO. 11

NO LINES, NO CHECKOUT.
(AND SERIOUSLY.)
JUST WALK OUT SHOPPING
amazon go

NO LINES
NO CHECKOUT.





BREAKFAST

SANDWICHES - WRAPS - PARFAITS

SANDWICHES

TURKEY - PORK - CHICKEN

WRAPS

VEGGIE - LAMB - BEEF - HAM

CHICKEN - VEGGIE - SALAMI - TUNA

SEASIDES

PREPARED SALADS

PREPARED SOUPS

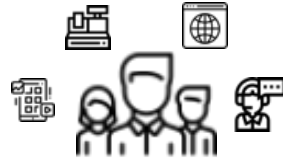
amazon go



Overcoming retail challenges



**Consumers
Journey**



**Driving seamless
experiences**



**Effective
marketing
campaigns**



**Personalized
experiences**



**Product & Sales
Forecast**



Product launches



**Niche markets to
support new
consumer demand**



**Assortment of
products by
channel**

AWS Platform

Breadth and Depth of Services

TECHNICAL & BUSINESS SUPPORT

- Support
- Professional Services
- Optimization Guidance
- Partner Ecosystem
- Training & Certification
- Solutions Management
- Account Management
- Security & Billing Reports
- Personalized Dashboard

MARKETPLACE

- Business Apps
- Business Intelligence
- DevOps Tools
- Security
- Networking
- Databases
- Storage

ANALYTICS

- Data Warehousing
- Business Intelligence
- Hadoop/Spark
- Streaming Data Analysis
- Streaming Data Collection

DEV OPS

- One-click App Deployment
- Resource Templates
- Build & Test
- Application Lifecycle Management
- DevOps Resource Management
- Triggers
- Containers
- Analyze & Debug
- Patching

MOBILE SERVICES

- API Gateway
- Single Integrated Console
- Identity
- Sync
- Mobile Analytics
- Mobile App Testing
- Targeted Push Notifications

IoT

- Rules Engine
- Device Shadows
- Device SDKs
- Device Gateway
- Registry
- Local Compute

MACHINE LEARNING

- Custom Model
- MACHINE LEARNING
- Custom Model Training & Hosting
- Image & Scene Classification & Recognition
- Facial Recognition & Analysis
- Facial Search
- Text to Speech Chatbots
- Conversational Chatbots (Apache MXNet, TensorFlow, & others)
- Deep Learning (Apache MXNet, TensorFlow, & others)

ENTERPRISE APPS

- Virtual Desktops
- Sharing & Collaboration
- Corporate Email
- App Streaming
- Communications
- Communications
- Contact Center

HYBRID ARCHITECTURE

- Data Integration
- Integrated Networking
- Integrated Identity & Access
- Integrated Resource & Deployment Management
- Integrated Devices & Edge Systems

MIGRATION

- Schema Conversion
- Exabyte-Scale Data Migration
- Application Migration
- Database Migration
- Server Migration

APP SERVICES

- Queueing & Notifications
- Workflow
- Search
- Email
- Transcoding

INFRASTRUCTURE

- Regions
- Availability Zones
- Points of Presence

CORE SERVICES

- Compute: VMs, Auto-scaling, Load Balancing, Containers, Virtual Private Servers, Batch Computing, Cloud Functions, Elastic GPUs, Edge Computing
- Storage: Object Storage, File, Archival, Import/Export, Exabyte-scale data transfer
- Databases: Relational, NoSQL, Caching, Migration, PostgreSQL compatible
- Networking: VPC, DX, DNS
- CDN

SECURITY & COMPLIANCE

- Identity Management
- Access Control
- Monitoring & Logs
- Assessment & Reporting
- Web Application Firewall
- Configuration Compliance
- Key Management & Storage
- Account Grouping
- Resource & Usage Auditing
- DDOS Protection

MANAGEMENT TOOLS

- Manage Resources
- Service Catalogue
- Configuration Tracking
- Monitoring
- Server Management
- Resource Templates

Critical certifications and compliance programs

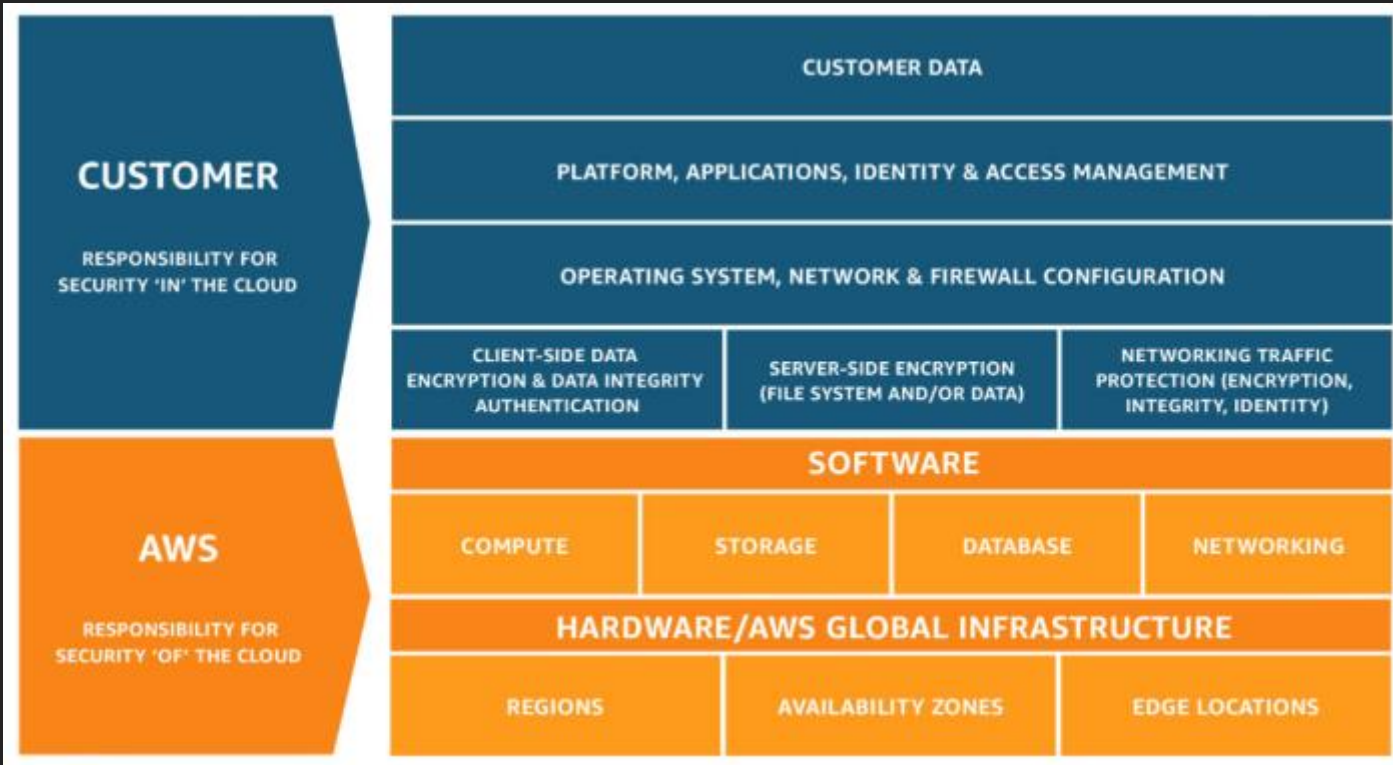


[AWS Services in Scope by Compliance Program](#)

[AWS Compliance Center](#)



AWS Shared Responsibility Model



An Expansive Ecosystem



Thousands of the world's largest technology and consulting companies

48+ Global Premier Consulting partners

12+ Enterprise-focused competencies

accenture

Infosys

Capgemini
CONSULTING. TECHNOLOGY. OUTSOURCING

Microsoft

TREND
MICRO

SAP

[AWS Partner Portal](#)



2,200+ products available for 1-click deployment across 35 distinct product categories

Customers run over 143M hours of software per month

mongoDB

MicroStrategy

CITRIX

CISCO

riverbed

redhat

[AWS Marketplace](#)



Over 1 million active customers in 190 countries

Enterprises



Startups



Public Sectors



Customer Case Studies



Background:

Started in 2011, Grab is a technology company that offers a wide range of ride-hailing and logistics services through its app in Southeast Asia.

Business Issues:

- Adapt innovative new services to achieve market leadership in Southeast Asia.
- Reduce their time and resources in managing IT services by 40%.

Outcome:

- Grab improved their on-demand matching and on-demand supply algorithm by 30%.
- Rolled out new services such as GrabPay, GrabFood and different transport hailing services within a short timeframe.
- Implemented a plan to improve the availability and reliability of their systems on AWS so as to help them handle the fast pace of growth.



Customer Case Studies

Background:

Incorporated on 4 June 1984, 7-Eleven Malaysia has made its mark in the retailing scene and has been a prominent icon for over 28 years.



7-Eleven Malaysia is the single largest convenience store chain with more than 2,240 stores nationwide, serving over 900,000 customers daily

Business Issues:

- Embark on the digital transformation journey
- Be highly available and scalable environment to innovate rapidly
- Unlocking their data potential through AWS analytics/AI/ML/IOT services

Outcomes:

- Retired technical debt and further cost optimized
- Increased speed to market and agility
- Set the foundation in analytics, artificial intelligence, machine learning and IOT

Reach out to us!

Farena Rahim

farena@amazon.com

+6012-477 3274

Edmund JP

edmundjp@amazon.my

+6012-291 8986



For immediate **new** customers

US\$2,000

=

RM8,500 Credits

Simply share your feedback in the link below to receive the above credits:

<https://bit.ly/2AgPUqM>

