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AMAZON WEB SERVICES

How scaling up with AWS Cloud supports companies of all sizes

The cloud meets company capacity needs as your business evolves

The dynamic economy is creating an exciting opportunity for businesses to scale and develop new offerings to drive revenue. Widespread adoption of cloud tools and technology helps businesses of all sizes avoid the capacity limitations and expense of on-premises hardware and software. IDC research shows after migrating to the cloud companies experience 94% less downtime and produce three times as many features per year.[1]

When businesses migrate to the cloud with Amazon Web Services, company IT computing capacity and storage can evolve with company needs. The flexibility and high availability of AWS cloud can support your business growth and product development with capacity — the workload your company's IT system can handle — that adjusts up or down with demand. Your business only pays for what it uses and doesn't spend on unused space. When usage does spike, the computing power and storage space adjusts dynamically, so you are not restricted.

Read below about how three thriving companies are using AWS cloud to scale.

AWS CUSTOMER: VIVERE

Manufacturer speeds time to market with quick-scaling capacity

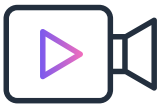
Vivere is an Indonesia-based furniture retailer, manufacturer, and interior design contractor with customers at home and abroad. The company has historically relied on SAP Business All- in-One ERP software, including SAP Production Planning for manufacturing alignment, and three additional SAP modules to support its operations. It also uses SAP Business Warehouse for analytics and an integrated retail point of sale (POS) application. The company's infrastructure was becoming obsolete, however, and many servers were nearing capacity. Extremely slow response times and repeated episodes of downtime — totaling nearly six hours each month — affected employees' ability to do their jobs. This led the company to determine it needed to migrate to the cloud for improved capacity and agility.

Vivere's most crucial system requirement in its cloud adoption was the ability to quickly extend resources to accommodate new projects. The company planned to debut a new custom furniture line with a partner in China, but had only two months from product inception to launch. Using its existing on-premises IT infrastructure the timeline would have been challenging, if not impossible. Working with AWS cloud-based tools, the company met that deadline.

Across the company, using AWS cloud provided flexibility to support company capacity needs for Vivere's growth. After migrating to the cloud with AWS, Vivere was able to scale up to a new instance type in two hours after it hit maximum capacity for a finance database. Such capacity extension would have taken weeks or months in its on-premises environment, not to mention the frustration it would have caused the IT team.

By adopting the cloud with AWS, Vivere has:

- Increased the speed of its SAP ERP software by 40% using **SAP on AWS**.
- Eliminated five-hour downtime window for backups by adopting **Amazon Elastic Block Store (Amazon EBS)** snapshots to back up data in **Amazon Simple Storage Service (Amazon S3)**.
- Increased engineer productivity by eliminating the need for on-premises server maintenance, giving more time for innovation.



AWS CUSTOMER: POLE TO WIN

Video game company scales hybrid work with virtual workstations

Pole to Win (PTW), a video game production support company, faced a pressing need for hybrid worker support when the pandemic hit. The company needed to quickly spin-up sustainable remote work environments for team members in North America, Europe, and Asia to maintain its engineering, artistic design, quality assurance, customer experience, audio production, and other services for video game studios.

Working closely with an AWS Partner, PTW began using virtual workstations that enabled the company to provide employees with the same technology, data, and applications they used in the office, from any location. PTW rolled out virtual desktops to more than 600 employees across three major global regions in under three months. It can also now onboard new employees quickly by letting them use their own device with an encrypted network connection for enhanced security. AWS cloud's flexible capacity also aligned with fluctuations in the number of PTW employees. As PTW's employee headcounts shifted, the company could scale its use as needed, only paying for what it used at any time.

By adopting the cloud with AWS, PTW has:

- Rolled out virtual desktops to more than 600 agents across three major global regions in under three months with **Amazon WorkSpaces**.
- Implemented quicker onboarding for new employees in the customer experience (CX) department on their own devices with more secure, encrypted network connections.
- Gained flexibility to scale the number of CX agents using virtual desktops on Amazon WorkSpaces up or down as needs fluctuate.

AWS CUSTOMER: HAY

Scaling new application development and data processing

Hay offers consumers a mobile credit card app and digital transaction account funded via direct transfers from their bank. It also provides a customizable B2B SaaS payment solution, catering to financial institutions that want to modernize their legacy payment systems. The Australian financial tech firm needed to build its infrastructure on a platform that would let it quickly scale and adapt products for diverse customer segments.

Adopting the cloud from the start gave the company access to infrastructure, tools, and services to operate across multiple regions and zones. This enabled the company to create an app that could be customized to meet the requirements of different banks that offer its solution. Its cloud-based security tools enabled it to be simultaneously compliant with Payment Card Industry Data Security Standard (PCI DSS) regulations and scale data analysis as needed to understand customer spending and develop new initiatives, such as a loyalty program. Hay halved its time to market for new products, and is growing 25% month-on-month.

By adopting the cloud with AWS, Hay has:

- Gained the ability to process large amounts of data in a near real- time pace with big data platform **Amazon EMR** to speed development and release 21 new updates in its first six months of operation.
- Built a data lake using **Amazon Simple Storage Service (Amazon S3)** to store both structured and unstructured data, and use machine learning to protect users in real time by detecting and flagging potential fraudulent transactions before they occur.
- Safeguarded data with enhanced security tools such as encryption to protect datatraveling to and from the company, and multifactor authentication to verify identities before granting data access.

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Businesses that adopt the cloud can easily increase capacity on demand, to scale employee productivity and company growth. Companies that migrate to the cloud have the flexibility to extend resources as business needs change without acquiring or maintaining additional physical hardware or software. As demand ebbs and flows, usage of cloud infrastructure is flexible, and companies pay only for what they use.

Ready to get started?

Contact AWS to learn about how our experienced partners can help you each step of the way to find the tools and support you need to scale.

1. IDC, "Fostering Business and Organizational Transformation to Generate Business Value With AWS," pages.awscloud.com/rs/112-TZM-766/images/AWS-BV-IDC-2018.pdf