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AMAZON WEB SERVICES

Scale, Service, Savings

How businesses are driving growth, engaging customers, and reducing costs with the cloud



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Introduction

The technology that powers scale, service, and savings

Small and medium-sized businesses now face an environment of unprecedented challenges and enormous opportunities. Companies are emerging from the pandemic, managing supply chain constraints, evolving to meet regulatory requirements, and operating in a dynamic hiring market — all against a backdrop of rising costs, growing security concerns, and increasing customer demands. Achieving success requires finding ways to boost profitability and productivity while reducing costs.

For many businesses, the cloud has emerged as an essential asset, offering the ability to achieve greater scale, increase operational efficiencies, and serve as a springboard for digitization and innovation.

The cloud refers to the on-demand availability of computing networks, tools, storage, and applications powered and enabled through the internet. By embracing the cloud, companies reduce the need for on-site servers that have become expensive to manage and maintain, while gaining access to compelling new technologies. Whether they migrate data from on-premises servers to cloud-based ones or adopt a hybrid model, companies that move to the cloud save time and money.

By adopting the cloud, businesses of all sizes can:

- Develop and launch products and services quickly to serve existing customers and find new revenue streams.
- Meet evolving customer demands while reducing costs.
- Stay resilient and increase company productivity with reliable IT.
- Engage with customers at all stages of the sales and service cycle.
- Quickly move their data and access it without business disruption.
- Navigate the increasing complexity of security concerns.

Many businesses like yours are achieving these outcomes already. In this e-book, you'll hear some of their stories.

> **“If we show that our products are safe, secure, and backed up with the huge amount of data we are collecting with AWS services, it is going to help us innovate faster.”**

Daniela Petrovic
Co-Founder, Darwin Innovation Group



Image:
AWS customer Daniela Petrovic, Co-Founder, Darwin Innovation Group

Chapter One

Achieving scale: How businesses use the cloud to drive growth

In today's increasingly competitive marketplace, businesses of all sizes must develop and deliver new products and features quickly, in order to stay relevant and compete with larger rivals. Having the right technology is essential to accelerate this growth. Small and medium-sized businesses recognize this fact, and their spending on IT worldwide will increase by 5.8% year on year in 2022, reaching 7.4% by 2025.[1]

When businesses choose to scale using cloud tools and technology, they get access to affordable and competitive computing power, storage capabilities, and security that supports the efficient development and delivery of new features and services. Here are three examples of businesses using cloud technology to accelerate growth.

"Ninety-eight percent of all business executives view the cloud as essential to digital transformation."[2]

Pinnacle Response

Pinnacle Response manufactures body-worn cameras that capture real-time security footage for professional security and law enforcement agencies in more than 30 countries. The company wanted to get products to market quickly to meet demand while managing costs and protecting its intellectual property and customer data. For the Belfast, Northern Ireland-based company to grow, it needed a scalable development environment to support innovation — one that also provided a secure and consistently good customer experience.

"Many of our customers are looking for better solutions," says Tim Lilleyman, Operations Manager at Pinnacle Response. "[In the cloud,] we can have the opportunity to scale as much as we want and work in any country."

By using scalable, cloud-based solutions, Pinnacle Response can support more customers and deliver its products to a greater number of markets quickly and securely because:

- Incoming footage the company records is encrypted, and it utilizes AWS's scalable solutions to unencrypt the files at any time, regardless if 10 cameras or 10,000 cameras are uploading data at the same time.
- The ability to scale to demands without compromising performance power or processing speeds allows the company to meet certification and security standards such as ISO 27001, which is an international standard for the management of security information.

"What used to take us months to roll out, now we can do within days, maybe a couple of weeks at the most. This opens up all sorts of possibilities. We can deploy huge amounts of cameras so much quicker than we ever could before."

Tim Lilleyman
Operations Manager, Pinnacle Response

The Anfield Wrap

The Anfield Wrap is a subscription-based content hub for the United Kingdom's Liverpool Football Club (LFC) that provides fans with videos, podcasts, interviews, and match reviews. Like many media and entertainment organizations, The Anfield Wrap must provide a continuously evolving collection of on-demand, high-quality streaming options to meet unprecedented consumer demand for new content. Its previous system of dedicated on-site servers lacked the capacity and bandwidth to handle sudden traffic increases, causing its mobile app to crash and leading to other performance issues that stood in the way of the company scaling.

Cloud technology allows The Anfield Wrap to confidently expand its customer base and offer new streaming content with a consistently great customer experience. Its cloud capacity grows and shrinks as demand fluctuates, and the company can now support:

- Traffic that can spike up to 3,000% in five minutes, ensuring that the LFC website and app no longer experience slowdowns during games, breaking news, or other traffic-generating events.
- Cloud-based video processing technology that allows customers to view high-quality footage regardless of their device or bandwidth.

"Since moving to AWS, the performance of both the website and the app has markedly improved. There's far less stress on us…knowing the website is going to be resilient. It allows us to concentrate on our job of producing content. If anything, I wish we would have made the move earlier."

Andrew Heaton
Head of Production, The Anfield Wrap

Growy

Growy is an automated, vertical farm committed to growing high-nutrition herbs, salad greens, and microgreens in stacked layers with zero waste. For the Amsterdam, Netherlands-based company to scale, it needed better insight into the health and status of plants across the entire farm. This information would allow team members to intervene in plant care only when it was needed most, increasing the company's efficiency.

By building its technology infrastructure in the cloud, Growy now has the data it needs to make plant care increasingly automated. This system supports Growy's scaling by:

- Generating a central, real-time view of all data points to monitor plant health, optimizing productivity by running and monitoring 500 concurrent growth cycles.
- Collecting and analyzing 100,000 data points and 1,000 images during growing cycles, alerting team members when a plant needs staff care to thrive.

"What we have achieved in the last one-and-a-half years is real-time insight. The robots publish [data collection] in a constant stream to our cloud services, and everybody can — from their desk or notifications on their phone — see how they're operating, taking care of our plants."

Jochem Meuwese
Head of Development, Growy



Image: AWS customer Jochem Meuwese, Head of Development, Growy

Chapter Two

Doing more with less: Using the cloud to meet market demand and reduce expenses

For businesses of all sizes to keep up with growing customer expectations, they must deliver new products and features. Companies with limited resources are continuously challenged to deliver what their customers expect, at a rapid pace, all the while managing costs. Businesses are balancing these pressures with the help of cloud technology.

When a company digitizes its operations, it eliminates the significant expense of supplying and maintaining physical hardware. A business operating in the cloud typically pays only for the computing capacity it needs and uses, scaling up or down based on demand. These cost savings can provide a competitive advantage — 59% of businesses investing in cloud computing cite cost reduction as a key benefit.[3]

Another benefit of cloud technology is that productivity increases, since the flexible computing capacity and increased IT availability of cloud services leads to fewer company slowdowns and less downtime. In fact, one-third of business decision-makers say the adoption of the cloud has increased employee productivity.[4]

Here are three examples of small and medium-sized businesses that are increasing their ability to deliver while reducing operational costs.

Euclidea

Euclidea is a wealth management company that helps its European clients build and manage investment portfolios using a proprietary database. In the FinTech industry, companies must adapt quickly to market changes and provide features and products that exceed customer expectations. Euclidea recognized that, in order to do this, it needed a more flexible technology solution than its on-premises servers could provide. At the same time, it was crucial for the Milan, Italy-based company to avoid expending its capital on significant upfront IT infrastructure costs.

"As a startup, Euclidea's initial need was to start light, both from an infrastructure and a cost point of view," says Euclidea Chief Technology Officer Christian Ferranti.

Migrating to a cloud-based, serverless structure has allowed Euclidea to address market demands and reduce costs so that it can:

- Develop and deliver new analytical tools without anticipating additional upfront hardware and data center management expenses or utility costs.
- Access the capacity it needs for services such as document management and database services, which helps it deliver a consistently high level of customer experience as the company developed and delivered new tools.

"FinTech is a developing world, so it is necessary to be very agile in proposing new services and in fine-tuning existing ones. We need an infrastructure that allows us to quickly adapt, create, and test our services."

Christian Ferranti
Chief Technology Officer, Euclidea

StellarAlgo

StellarAlgo is a Software-as-a-Service (SaaS) platform that helps businesses track fan and live audience data through ticket sales, attendance data, and online ads. The Calgary, Alberta-based company helps its customers collect and analyze this data so that they can make informed business decisions. StellarAlgo needed an IT infrastructure that could support its development of new features cost-effectively and enable customers to process an ever-increasing number of data points.

Migrating to cloud-based servers gave StellarAlgo a flexible IT infrastructure so that it can:

- Continuously develop new products that increase the company's profit margins and lower prices for customers.
- Scale as customer data volumes increase without procuring and maintaining additional physical hardware, allowing the company to reduce expenses.

"With AWS, what we're seeing is being able to do more with less, and that's a critical part of our growth strategy. We all know that engineering resources are scarce, and so we need our top talent be able to do exponentially more R&D and provide more innovation to the market that we serve."

Sean Fynn
Chief Technology Officer, StellarAlgo



Image: AWS customer Sean Fynn, Chief Technology Officer, StellarAlgo

TF Value-Mart

TF Value-Mart has a long and distinguished history in the Malaysian grocery industry. Founded in 1957, it opened the first of its 41 Malaysian superstores in 2000. Like all retailers, the company has faced increasing customer expectations for a better shopping experience with more personalization, consistently friction-free checkouts, and reliable purchase fulfillment. TF Value-Mart needed to keep IT expenses down and minimize downtime as it evolved to meet market expectations.

TF Value-Mart migrated its enterprise resource planning (ERP), finance, cash management, customer relationship management (CRM), and e-commerce systems to a reliable cloud services provider. The move has helped the company reach its expansion goals and reduce costs overall by:

- Lowering operational costs by approximately 35%, which has allowed TF Value-Mart to continue to offer low prices to its customers.
- Requiring nearly no IT downtime, as well as enabling a smooth buying and fulfillment experience for customers.

"The AWS cloud architecture is able to scale seamlessly to support the growth of our business. We will be able to continue to expand our business, averaging three new stores per year."

Wei Ping Lee
IT Manager, TF Value-Mart



Image: AWS customer Wei Ping Lee (third from right), IT Manager, TF Value-Mart

Chapter Three

Increasing resiliency: How the cloud improves infrastructure reliability and flexibility

Anything that limits reliable access to data and applications for your team, customers, or valued contacts can severely hinder business resiliency. But guaranteeing widespread, consistent IT access from a variety of locations is difficult for many businesses with limited resources. So is protecting that data from loss or damage. A need for better disaster recovery capabilities is one of the top reasons why business decision-makers migrate their systems to the cloud.[5]

There is no doubt that reliable and resilient infrastructure gives companies a competitive advantage. The cloud protects uptime and data, because it provides redundant networks, with data backed up in multiple, separate physical locations. Extensive global availability can also help teams stay productive in many locations around the world. All of this means businesses can focus on core priorities without the distraction of IT downtime, data loss, or other disruptions. The following three companies adopted cloud tools and technology to gain the IT resiliency they needed to maintain a competitive edge.

Heraw

Heraw is a platform that helps teams collaborate and monitor project progress in real time with sharing, annotation, and notification systems. The Paris, France-based company's platform is used in more than 100 countries by 200,000 users, including the Cannes Film Festival, Canal+, and Havas. Heraw needed a cost-effective way to improve its IT infrastructure so that its customers and team could work more effectively, without access delays or downtime. The company also required a high level of security to protect its all-important customer data from damage or loss.

By migrating to the cloud, Heraw can now provide reliable access and security for its users without a large investment of capital. It has resiliency to help ensure that:

- Users can access content from many locations more quickly, since cloud servers render content up to four times faster than the company's previous provider.
- Security is improved, since in the cloud, files are stored redundantly — in more than one location — giving Heraw and its customers peace of mind that their content is secure.

"We needed to provide tools that are accessible everywhere with the best quality and foundation possible. All of our clients work both in France and abroad, with their different subsidiaries. Thanks to AWS, we were able to increase the productivity and usage of the solutions that we offer."

Thomas Grillère
CEO and Co-Founder, Heraw



Image: AWS customer Thomas Grillère, CEO and Co-Founder, Heraw

Group Landmark

Group Landmark is a luxury auto retail chain with more than 100 outlets across India, offering vehicles from brands such as Mercedes-Benz, Jeep, Volkswagen, Honda, Renault, and Ashok Leyland. A fire at the Ahmedabad, India-based company's physical data center expedited an ongoing plan to migrate to digital technology. The company wanted to be sure that in the event of another disaster, data recovery would be more immediate, and backups would be secure.

"We had a tough time getting our backups, and the data recovery was quite a headache for the team," explains Aryaman Thakker, Executive Director of Group Landmark. "That's when the decision was made to move to a data center provider that can actually give us a stable and secure environment."

Migrating to the cloud meant that Group Landmark's IT team no longer had to worry about data center management, which frees the company up to focus on customer-centric activities, including:

- Improving the way it studies customer service usage patterns and deepening its focus on customer lifecycle management.
- Providing sales teams with easier access to customer data, giving them the right information to quickly answer questions and support customer needs.

"The biggest change since moving to AWS has been the stability in operations and the stability in the database, which has actually allowed the team to focus on the core activities rather than worry about a loss of business."

Aryaman Thakker
Executive Director, Group Landmark

MOBILTEX Data

MOBILTEX Data is an Internet of Things (IoT) platform that monitors approximately 160,000 miles of gas, oil, and water pipelines across North America to prevent electrolytic corrosion. The Calgary, Alberta-based company needed to modernize its 15-year-old, on-premises backend software to create a more reliable and resilient infrastructure that would securely store data while giving customers access to their information.

By adopting cloud technology, MOBILTEX can now provide a stable and reliable backend system that:

- Offers customers access to their assets in virtual real time to monitor both performance and regulatory compliance.
- Provides MOBILTEX with redundant data backups, ensuring business continuity and efficiency in the event of a disruption.

"The future for MOBILTEX moving forward with our AWS backend system is really changing how we're strategically planning for the business and what we're thinking of doing in terms of both our hardware and software development. It allows us a whole other avenue to grow, to strategize in terms of data analytics. This has been a very critical decision on the part of management that will provide benefits for years to come for the business."

Marc Bracken
CEO, MOBILTEX Data

Chapter Four

Delivering experiences customers expect: How companies use the cloud to deliver exceptional service

With fierce competition and an increasing need to attract new customers, any lapse in service is risky and can prompt buyers to leave for the competition. Earlier this year, 88% of businesses reported that their customers now have higher expectations than ever before.[6]

Because a consistently good customer experience is a minimum requirement to engage customers in today's environment, premium service is quickly becoming the norm. And businesses of all sizes are looking to provide excellent service at every touchpoint. More than half of companies investing in digital transformation say they expect it to improve their ability to respond quickly to customer needs and expectations.[7]

To support customer demand for new services, maintain service levels during customer traffic spikes, and gain customers insights through better data, many businesses are moving to the cloud. These two companies excel at customer service and are competing successfully for current and future buyers.

Glopal

Glopal offers automated services for online merchants that want to expand quickly into international markets, including tools for marketing, translation and localization, shipping and fulfillment, and customs compliance. As the Paris, France-based company grew, it needed technology that could scale automatically to help the business connect with larger merchants around the globe.

"Today we work with medium-sized merchants, and we want to penetrate the ecosystem of larger merchants and big brands," explains Herbert Knibiehly, Chief Product Officer at Glopal.

By migrating to the cloud, Glopal has been able to quickly and reliably release updates and solutions that support customers by:

- Improving billing accuracy and efficiency, with a flexible cloud-based billing system that adjusts prices based on order volume.
- Avoiding the need for upfront hardware purchases and implementing new cloud-based tools for customers smoothly and reliably.

> **"As a growth company, we often have to experiment and build solutions in an agile way. And AWS offers a whole range of tools that allow us to experiment in this way and to arrive at a robust solution fairly quickly."**
>
> **Herbert Knibiehly**
> Chief Product Officer, Glopal

Sahyadri Hospitals

Sahyadri Hospitals is the largest chain of hospitals in Maharashtra, India, with more than 900 beds and a large lab business with more than 55 retail locations. The company's data-intensive work and volume of patient information were costly to process, maintain, and protect at its multiple on-premises data facilities. Group CEO Abrarali Dalal notes that, like all healthcare companies, the hospital chain is under pressure to improve patient outcomes and increase consumer engagement while keeping costs in check.

"We deal with people's lives, so it's very important to have the correct data and patient records," says Dalal. "Before we set out on a digital journey last year, our data was stored on three different servers, which was a problem because there was no data consolidation."

Migrating to the cloud has helped Sahyadri Hospitals store and manage its patient records across all locations cost-effectively and efficiently, enabling it to:

- Enhance patient care and improve discharge times, thanks to a consolidated view of all hospital data.
- Reduce its physical infrastructure and system maintenance costs—data management costs have been reduced by more than 30%.

"We are a growing business, and we will obviously need to expand our data capacity, which is much easier on the cloud than with an on-site model, where expanding the infrastructure is costly and takes time."

Abrarali Dalal
Group CEO, Sahyadri Hospitals

Chapter Five

Migrating rapidly: Moving to the cloud without disruption

The efficiency, security, and flexibility of the cloud makes it an essential tool for any business that wants to stay competitive. Its affordability puts it within reach for businesses of all sizes. At this point, six in 10 companies with more than 100 employees are prioritizing IT modernization.[8]

But does migrating to a cloud environment disrupt business momentum? Despite the concerns of some business leaders, data supports the fact that migration is typically not slow or complicated. Sixty percent of IT decision-makers at companies that have accelerated their cloud migration efforts over the last 12 months say the cloud has already helped them achieve increased and sustainable revenue.[9]

FINCAD

FINCAD provides software to analyze the valuation and risk management of financial contracts for clients such as hedge funds, insurance companies, banks, auditors, global asset managers, and pension funds. The company manages strict financial services reporting and security requirements that change quickly. It also needed to quickly create a solution to help clients comply with new regulations for credit valuation adjustments (CVA).

"CVA is a very expensive operation," explains David Rowley, Head of Software Development for the Surrey, British Columbia-based company. "Even for a modest portfolio size of just a few thousand trades, it can take many, many hours of compute time."

FINCAD migrated to the cloud to build a tool on a tight deadline to help customers navigate CVA requirements. The experience has allowed the company to:

- Expand quickly and focus on developing applications without worrying about physical infrastructure changes.
- Reduce CVA turnaround times. While in the past, credit valuation reports could only be generated at the end of the month, clients can now generate results in just a few minutes, rather than waiting hours or even days.

"We actually have a relatively small development team compared to the overall company size. So we were able to design, build, implement, and deploy a solution in a very short period of time."

David Rowley
Head of Software Development, FINCAD

Wine-Searcher

Wine-Searcher is the world's largest global search and price comparison engine for wine, spirits, and beer, serving about 5 million users each month. The Auckland, New Zealand, company collects a large volume of data on its site to provide consumers and merchants with meaningful insights. It had hosted its data center on-premises since 1999, but as the business grew, Wine-Searcher needed a more reliable IT infrastructure.

The ability to implement cloud-based solutions at its own pace helped Wine-Searcher migrate to the cloud without business disruption. Doing so allowed the company to gain:

- A significant performance improvement that enabled the company to offer faster service to both consumers and merchants.
- Flexibility to continue company operations remotely, without interruption, during the COVID-19 pandemic.

"Through the COVID-19 pandemic, we had the ability to just carry on working. So many businesses had to stop work. We didn't. We just kept working. We don't need IT equipment for our staff other than laptops, and that's a real revelation. It gives us incredible flexibility."

Jules Perry
CEO, Wine-Searcher



Image: AWS customer Jules Perry, CEO, Wine-Searcher (right)

ATPCO

ATPCO is a leading technology provider of shopping data and pricing to airlines, travel companies, and distribution businesses. The Dulles, Virginia-based company maintains a database of more than 300 million fares on any given day and represents more than 400 airlines around the world. The company wanted to evolve from providing static fares and rules to making dynamic, personalized offers. However, the level of computation and data required to make this shift would not be possible using a traditional on-premises data center. ATPCO's need for global access for customers also convinced the company to look for a new IT solution.

"We are a global company, we have global customers. We needed a cloud provider that was in all the places in which we work," notes ATPCO President and CEO Alex Zoghlin.

Once it decided to move company operations to the cloud, ATPCO was quickly able to access the flexible development environment and global support it needed. ATPCO's IT team has been able to stop worrying about IT infrastructure and focus on developing new features and functionality, including:

- Access to on-demand testing resources in the cloud that give ATPCO's developers the flexibility to innovate without having to purchase new hardware.
- A global network that gives ATPCO's customers support regardless of where they are located.

"What AWS provides for us is an abstraction of all that complexity of infrastructure so that we literally start day one with the ideas rather than the hardware."

Alex Zoghlin
President and CEO, ATPCO

Conclusion

Cloud technology enables company leaders to spend more time on what matters most to them — their businesses — and less time managing technology. This means goals around boosting productivity, accelerating growth, reducing costs, or providing premium customer service become achievable. And because the cloud's price performance scales up or down, it remains within reach of businesses of all sizes.

The nature of the cloud makes it possible for small and medium-sized companies to compete against larger enterprises by providing:

- Built-in tools that support faster development and increased productivity.
- Cost savings and operational efficiency.
- The ability to scale up or down with demand without a large upfront investment in IT.
- Increased resilience and reliability through improved IT availability, backup networks, and safe storage to minimize downtime and disruptions.
- Better security through the automation of routine security tasks and data backups in multiple locations.

Companies that have migrated to the cloud with Amazon Web Services (AWS) report a 51% lower cost of operations, a 62% more efficient IT infrastructure staff, 94% less planned downtime, and 25% higher developer productivity.[10] Businesses of all sizes that have adopted cloud-based tools also have 43% fewer security events annually.[11]

In a world of ever-evolving business and technology needs, the stories featured here clearly demonstrate the value of the cloud, where scale, service, and cost savings can open up more opportunities and drive business growth.

Learn how you can transform your business by joining the AWS Connected Community, a free resource where you can find flexible, on-demand resources about the cloud and digitization with support from AWS experts and your peers.

Not sure where to start? Contact us.

“While we’re a relatively small company in terms of AWS customers, we’re not made to feel like a small company. We feel like a valued customer. The account management engagement from the AWS support team has been really strong.”

Caoimhe Giblin
Commercial Director of the Senior Management Team, ElectroRoute



Image: AWS customer Caoimhe Giblin, Commercial Director of the Senior Management Team, ElectroRoute

Companies that choose to work with AWS benefit from:

1. **Real savings they can see and measure:** Moving to the cloud provides the ability to reduce costs while increasing efficiency — and migrating with AWS leads to an average cost savings of 31%.[12]
2. **The highest level of cloud security:** AWS security infrastructure is built to satisfy the highest requirements of the world's leading financial, educational, and governmental institutions that rely on it — ensuring that businesses have the same level of security they do. Amazon customers report 43.4% fewer monthly security incidents on average.[13]
3. **Capacity and scalability that grow as you need it:** AWS automatically adjusts cloud capacity to meet demand, while charging only for what businesses actually use, ensuring they have the space to grow without paying for more than they need.
4. **Built-in reliability and resiliency:** With AWS, customers are able to achieve a 69% reduction in unplanned downtime,[14] and our extensive investment in global availability zones and redundant networks, storage, and compute help ensure that customers always have access to their critical data and applications.
5. **Support through best-in-class partners, programs, and training:** Our partners can help plan, scope, and size cloud migrations, as well as reduce risk and complexity by automating shifting workloads to the cloud. We also offer a free, comprehensive library of digital, self-paced training courses and a range of skill certifications, workshops, and immersion days for teams.
6. **A broad, deep, and constantly growing set of capabilities:** When businesses collaborate with AWS, they gain access to new, simple, trusted, and accessible solutions that enable them to store and protect data, empower their workforces to collaborate securely from anywhere, build websites and applications, better serve customers throughout their lifecycles, and develop new insights from data — without having to make their own investments in capital and talent.
7. **Innovation that accelerates growth:** Partnering with AWS provides access to experts who can share insights into Amazon's unique history of innovation. Our teams can provide specific lessons from Amazon's consumer/retail operations and other businesses about how we raise the bar on customer experience, while improving efficiency, increasing speed, and lowering costs — and help you bring such capabilities to your business as you grow.

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