ONE MINUTE WHITEPAPER

Why Migrate to AWS

1 AWS has the broadest market reach

83% of unicorns run on Amazon Web Services (AWS). As a customer, choose a partner synonymous with service creation: AWS. AWS enables startups with greater market reach and go-to-market support through AWS Marketplace and co-marketing programs. This increases your total addressable market to millions of customers across every industry and size, including startups, enterprises, and public sector organizations, whose data is hosted with AWS. Startups can scale their go-to-market and distribution channels through AWS Marketplace, the largest market for cloud applications. AWS also has a dedicated startup team comprised of prior co-founders who know what startups need to build and grow, and can help your startup scale through venture capital introductions and cost optimization solutions.
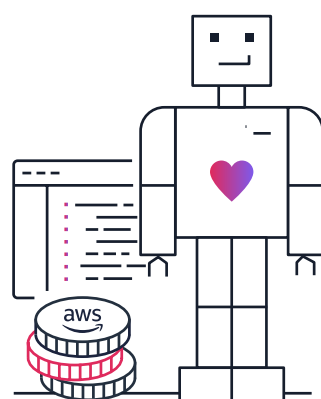
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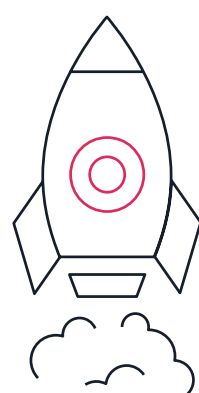## 2 Migration support programs and resources

From early-stage to fast growing startups, AWS offers credits, training, and resources to support startups across the globe. AWS and its partners offer strategic and technical support to startups that have workloads hosted with other cloud providers or in on-premise infrastructure to move to AWS via support programs that deliver ROI results efficiently and effectively. AWS offers project investment assistance in the form of partner funding, support and credits that enable lower total cost of ownership, and a faster positive project business case. Our community of skilled practitioners enable startups to build, develop, and operate faster and at lower cost.
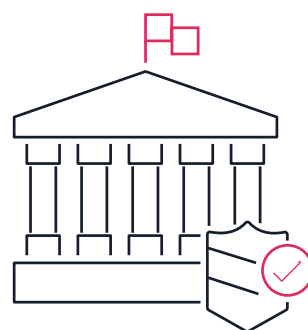
3 Comprehensive and performant infrastructure

AWS offers startups significantly more services and better performance than any other cloud provider. Startups can access industry-leading functionality and performance and pay-as-you-go pricing, without upfront capital investments in R&D and infrastructure. Startups benefit from scaled first-mover advantage by leveraging the AWS portfolio of more than 200 cloud services. This includes industry leading advantage within categories such as cloud databases, where startups gain market advantage through incremental processing throughput and performance with purpose-built options.

4 Security and compliance support

Startups who operate in regulated industries such healthcare, financial services, and retail, can implement and demonstrate compliance to regulators more effectively and with less friction. AWS supports more than 98 security standards and compliance certifications, helping satisfy compliance requirements for virtually every regulatory agency around the globe. AWS startup customers benefit from the same cloud security posture as those companies and agencies that provide core public health, banking, and safety services. The most high-sensitivity organizations trust AWS with their data.
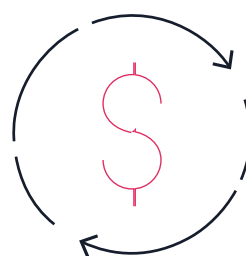
5 One startup's migration experience

Panzura is a recognized, independent leader in hybrid, multi-cloud data management. Panzura was two years into a five year, multi-million dollar commitment with a cloud provider that provided the platform for all applications. This provider fell short on three critical dimensions that hindered strategic growth aspirations: support for products with a SaaS revenue model, lack of go-to-market partnership resources, and security requirements demanded by public sector customers.

AWS worked with Panzura on a plan to increase co-sell efforts and funding, migrate and modernize their infrastructure, and deploy SaaS on AWS as part of a multi-year agreement. The AWS migration solution was supported by a formalized strategic partnership investment, AWS Migration Acceleration Program resources, and the systems integration work of LogicWorks, an AWS Premier Partner. After migration to AWS, Panzura expects 25% cost savings driven by consolidation and efficiencies, an improved data/governance policy, and quicker delivery of high value product capabilities.

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Migrate to the AWS Cloud Today

Ready to build and scale faster? Now's the perfect time for your startup to take the next step and learn more about migrating to AWS. Fill out this form and an AWS migration specialist will reach out to you to schedule a free one-hour Startup Migrate Program consultation.

Learn more about migrating to AWS ›