



# Amazon Web Services: Unlock the Power of the Cloud



**Amazon Web Services (AWS)** is the cloud platform offered by Amazon and is a major contributor to the e-commerce giant's business. AWS brought in an astounding **\$14.8 billion** in net sales in the second quarter of **2021**. Today **AWS** is the market leader among other cloud platforms including **Azure**, and **Google**

**1 million  
active users**

with enterprise-scale customers making up **10% of them.**

**With over  
200 services**

and tools to deploy cloud solutions with **just a click.**

**AWS prices  
are strategically**

lower than most of its competition making it an attractive option.

# Key differentiators:

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## Incredible Reach

With a reach of **31 geographic regions**, along with **99 Availability Zones** across the world, AWS allows users to set geographical limits on their service if needed. But more importantly, it provides security by diversifying the physical locations where the data is held. As of now, AWS spans over **240 countries and territories**.

## Cost-optimized serverless architecture

The ability to have on-demand architecture prevents investing in software and architecture, reducing operating costs while speeding up business growth.

## Security

Designed adhering to stringent security measures protects the confidentiality and integrity of data while being transmitted through AWS networks. High encryption standards and continuous monitoring of its infrastructures keep data secure.

## Performance

Low latency and high network quality make AWS services attractive to its customers as it increases the performance of the applications. Infrastructure and other resources are readily available as and when required to grow the business.

## Strategic Partners

Partnerships with business giants from various industries like Unysis, Veritas, Nokia, and OpenText add a strategic advantage for the AWS cloud computing platform. Many Fortune 500 and Fortune 100 companies leverage the AWS partner network to develop customer services and solutions.

## Scalability

Arguably one of AWS's most significant features. Its pay-as-you-go model allows organizations the flexibility to scale up or down as needed.

## Innovation

AWS constantly integrates the latest technologies such as Machine Learning and Artificial Intelligence in its services, allowing businesses to stay on the cutting edge of technology.

# Featured Services offered by AWS are

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## Amazon EC2

Provides a reliable and secure computing environment for virtual machine instances.

## Amazon Simple Storage Service

Amazon S3 is a scalable storage solution. It also organizes and analyses data with the latest technologies like Artificial Intelligence and Machine Learning.

## Amazon DynamoDB

Offers a secure and scalable database to run apps without affecting performance with continuous backups and data replication tools.

## Amazon RDS

Easily set up, operate, and scale databases with the ability to automate database administration tasks.

## AWS Lambda

Run code without provisioning or managing servers. Pay for the compute time used.

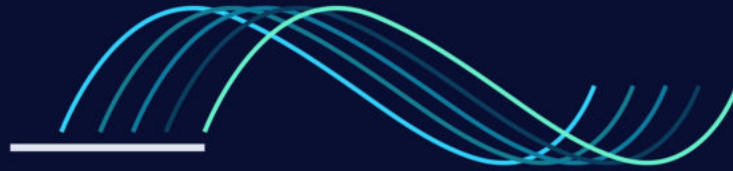
## AWS Free Tier

Another incentive is its free services with the purchase of some products as short-term free trials, 12-month free trials, and always free trials. Some include Amazon DynamoDB, AWS Lambda, Amazon CloudWatch, Amazon SageMaker, and Amazon Redshift.



# The Future

Overall, the combination of scalability, cost-effectiveness, reliability, security, and innovation has made Amazon Web Services a popular choice for businesses of all sizes and industries. With business increasingly moving their workload onto the cloud, Amazon will continue to enjoy the lion's share of the market having already captured over **40% of the market.**



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