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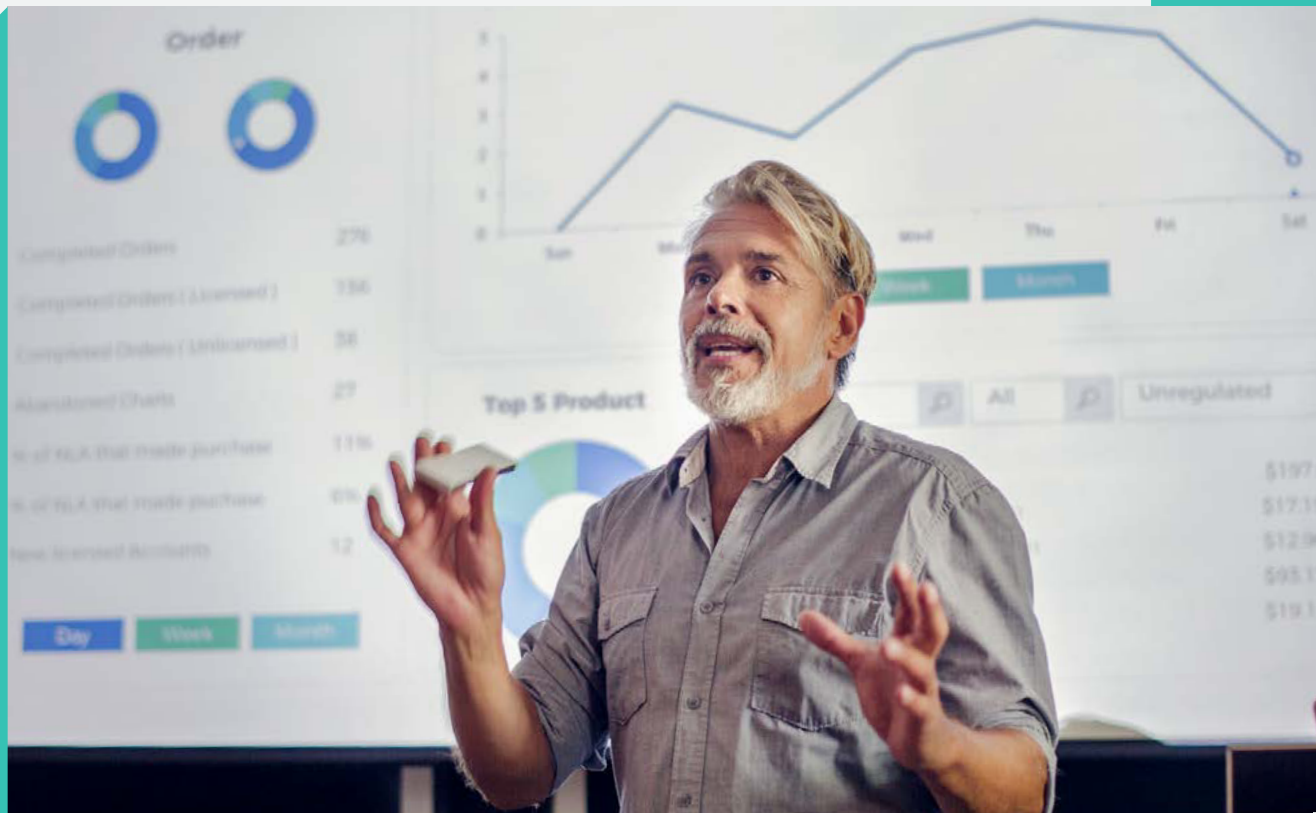
AMAZON WEB SERVICES

How 3 companies saved money by adopting the cloud with AWS



The cloud delivers operational efficiency and lower costs

In today's dynamic economic environment, it's vital for companies to innovate aggressively and spend wisely. Adopting the cloud with Amazon Web Services helps companies of all sizes pursue their business goals while finding real savings they can see and measure. Businesses that have migrated to the cloud with AWS report 51% lower cost of operations, 62% more efficient IT infrastructure staff, 94% less unplanned downtime, and 25% higher developer productivity.[1]

AWS provides cloud-based infrastructure, tools, and services that let companies operate more securely, effectively, and affordably. Businesses that adopt the cloud with AWS save time and money by reducing the provisioning, maintenance, and updating that on-premises equipment requires. AWS's cloud-based tools also are typically more reliable and scalable than traditional physical hardware and software, with enhanced security, enabling higher uptime and robust backup capabilities.

Here are three real-world examples of small and medium-sized businesses that are saving time and money by adopting the cloud with AWS.

AWS Customer: App8

Payments platform cuts costs for new restaurant forecasting tool

App8 provides restaurants with a contactless mobile ordering and payment solution that doesn't require customers to create an account or install an app. The company wanted to add forecasting capabilities to enable restaurants to predict customer volume and preferences. This functionality would help restaurants cut food waste, stay stocked with high-demand menu items, and manage staffing. However, App8 faced steep development and maintenance costs.

The Ottawa, Ontario-based company turned to a managed solution in the cloud from AWS that uses machine learning — automatically updating algorithms based on customer data — to deliver highly accurate forecasts. And, AWS offered the same capability as the company's in-house solution at a fraction of the cost.

Migrating to AWS has helped App8 save money by:

- Providing machine learning to deliver highly accurate, customized, and automated customer demand forecasts, updated based on customer activity, with Amazon Forecast for less than the cost of working in-house.
- Moving the company to scalable storage using Amazon Simple Storage Service (Amazon S3) so that App8 pays only for what it needs.

AWS Customer: Shyam Steel

Manufacturer increases efficiency and cuts costs

Shyam Steel is one of India's leading steel manufacturers, with customers around the world. By adopting the cloud with AWS, the company has increased operational efficiency, cut infrastructure costs, and automated key functions to save money.

For more than a decade, Shyam Steel used SAP as its core enterprise resource planning (ERP) system. The company reduced the cost of its SAP applications by 25% after an AWS cloud-based performance assessment identified architecture efficiency opportunities. In addition, the company used an AWS cloud service to purchase computing capacity for its predictable needs to gain significant savings.

Daily data backups were also transformed. The company had been handling the task manually, with several employees managing dedicated services and transfers to tape. By automating this process with AWS cloud-based tools, Shyam Steel now has a customized and flexible backup schedule with 50% time savings.

Adopting the cloud with AWS saves money for Shyam Steel by:

- Performing an AWS Well-Architected review to fine-tune its cloud architecture and reduce monthly operating costs by 25%.
- Switching from purchasing capacity on demand to Amazon Elastic Compute Cloud (Amazon EC2) Reserved Instances (RI), providing significant cost savings for predictable capacity needs.
- Automating backups with AWS Backint Agent and Amazon Simple Storage Service (Amazon S3).

AWS Customer: Qube Cinema

Film distributor dramatically increases efficiency and cost savings

Qube Cinema provides digital cinema technology. Its Qube Wire solution securely sends films electronically on release day to prevent piracy. In addition to combating illegal film distribution, Qube Wire reduces the time, cost, and carbon footprint of sending films to theaters in more than 133 countries. The company, which has offices in California and India, needed affordable, secure storage that allowed for quick retrieval of archived films for resending or distributing to new locations after a movie's release cycle.

By moving to the cloud with AWS, Qube Cinema saved 80% on the cost of archiving films. Delivery times for movie releases were shortened, and electronic delivery in the cloud eliminated one to two hours of work per movie for each theater.

Moving to the cloud with AWS saves money for Qube Cinema by:

- Uploading movies for delivery using Amazon Simple Storage Service (Amazon S3), dramatically reducing company spending on physical hard drives, protective packaging, and shipping.
- Transitioning movie files after release to Amazon S3 Glacier Deep Archive and Amazon S3 Glacier for cost-effective archiving.
- Streamlining security costs during file transfers of movie and ad content using Amazon CloudFront to provide encryption and protection against DDoS and other types of cyberattacks.

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When companies can boost efficiency and reduce costs, they free up resources to innovate and grow. Use what you've learned from the stories of other companies finding real, measurable savings with AWS cloud to improve your company's ability to reach business goals affordably. Businesses that adopt the cloud with AWS lower operational expenses, improve IT efficiency, and boost overall productivity.

Ready to get started?

Contact AWS to learn how migrating to the cloud with AWS can save money for your business.

1 IDC, "Fostering Business and Organizational Transformation to Generate Business Value With Amazon Web Services," https://pages.awscloud.com/rs/112-TZM-766/images/AWS-BV%20IDC%202018.pdf?aliId=1614258770