

Adding Value to AWS Customers

<Reseller add Logo>

BENEFITS AT A GLANCE



HIGH-PERFORMING AWS ENVIRONMENT ON DAY ONE

Our expert architects, who understand the complexities inherent in setting up and maximising AWS technology, make sure your AWS solution is fine-tuned to your needs and business strategy. By analysing your consumption patterns, we're able to ensure AWS consistently operates at peak performance.



FAST, HASSLE-FREE AWS IMPLEMENTATION

Best practices honed from dozens of customers enable us to speed deployment of your AWS infrastructure. We make sure the right workloads are migrated with minimal downtime, and that everything adheres to your security, usage, application and compliance requirements.



EFFICIENCIES FROM START TO SCALE

Our monitoring and tracking capabilities give you the insights and confidence to know your AWS environment is always appropriately sized, optimally utilised and properly priced, even as your needs evolve — and that you're achieving the savings you expected from your cloud move.



COMPLETE SOLUTION FROM DISCOVERY THROUGH SUPPORT

We know how to deliver the complete AWS solution needed to achieve your business objectives, and ensure you're benefiting from new AWS capabilities as they come to market. You can rely on our experts for everything from discovery and design through deployment and support, including AWS-complementary services, and products like firewalls and disaster recovery.



ACCURATE PLANNING AND DELINEATION OF INFRASTRUCTURE COSTS

Real-time usage reporting through our optimisation and analytics dashboard helps you associate the costs of your cloud environment internally, predict future requirements and quickly assess return on investment.



COST-EFFECTIVE FINANCING

We make it easier for you to balance your budget with flexible payment terms, Reserve Instance (RI) inventory programs, and special pricing for multi-region and global relationships.



SIMPLE, UNIFIED BILLING

You'll no longer have to pay for each AWS instance up front or incur individual credit card charges. We offer consolidated billing and invoicing in local currencies so you don't have to manage and reconcile multiple service charges, credit card payments and fees.

COMPELLING NEEDS THAT DRIVE CUSTOMERS TO AWS

- Streamline computing resources
- Move from capital expense to variable expense
- Achieve lower variable expense than they could on their own
- Stop guessing infrastructure capacity and putting out fires
- Increase agility
- Free staff from non-strategic infrastructure tasks
- Go global/expand regionally in minutes

TARGET CUSTOMER PROFILE

- Desires to reduce development costs
- Wants robust ecosystem of applications and services
- Needs more flexibility and control over their IT environment
- Sees the value of engaging a partner who can design and deploy cloud-native applications with the highest degree of control, orchestration, automation, security and scalability
- Is not deeply tied to VMware or Microsoft ecosystems for infrastructure hosting options

USE CASES THAT BENEFIT FROM AWS SERVICES

Enterprise IT Solutions

You can run a wide variety of applications in Amazon Web Services and make them securely available to employees. And with AWS' low cost and no-commitment value prop, it's easier and more feasible than ever for your IT team to innovate.

Mobile Solutions, Web and Social Applications

AWS empowers you to build the web, mobile and social networking apps you want, the way you want, when you want. With its flexible architecture, SDKs for many languages, pay-as-you-go pricing and readily available resources, everything you need is at your fingertips.

Websites

AWS provides businesses, non-profit and government organisations with a flexible, highly scalable and low-cost way to quickly deliver websites and web applications. Plus, because you can use the tools you're most familiar with, there's no learning curve.

<Reseller: Add additional use cases that are relevant to your business>

Why customers should use an AWS reseller:

"To provide optimal value to end customers, cloud solutions must integrate multiple products, adding complexity at launch and in on-going management, capabilities that market-focused channel partners are well positioned to provide."

Pam Miller, Director of Partnering Research, Channels & Alliances Group, IDC

"The cloud has become the first-line solution for line of business and IT decision makers. It is more flexible, easier and faster to stand up, but the bar keeps getting raised requiring the addition of more and more capabilities."

Pam Miller, Director of Partnering Research, Channels & Alliances Group, IDC

<Reseller add Logo>

About <reseller name>,

<Add Reseller About Us>

RESPONSES TO CUSTOMER QUESTIONS

Q: Why should I make the effort to transition to cloud?

A:Cloud makes everything simpler, faster and much more cost effective. It enables your business to be much more agile, makes it easy to quickly scale and frees your IT staff to focus on strategic business initiatives instead of managing infrastructure complexities. It also helps your budget by converting capital expense to low variable expense.

Q: Why should I use AWS instead of some other cloud infrastructure service?

A:AWS offers the broadest and most valuable business services via an extremely high-quality, reliable platform. We believe this is why AWS has been recognised as a leader in Gartner's Magic Quadrant for Cloud Infrastructure as a Service, Worldwide, published, May 2018 and for eight years in a row.

Q: Why should I use a <Reseller Name> for AWS?

A:We make it easy for you to get started with the optimal configuration of AWS solutions to meet your needs, and ensure you're getting the most of your AWS environment even as your needs grow.

Here's how:

- ✓ We have a battle-tested methodology for deploying AWS environments.
- ✓ We have expert AWS architecture and deployment resources.
- ✓ You're assured of cost-effective, high-quality solutions from infrastructure to applications.
- ✓ We give you the insights and visibility into AWS cost and resource usage needed for business planning.
- ✓ We remove billing hassles with simple local currency invoicing across multiple services.
- ✓ Our world-class support is available whenever you need assistance.

Q: Will it cost me more to work with you than buying direct from Amazon?

A:You'll achieve a much higher ROI over time by working with us than you would on your own. We ensure your AWS environment is highly efficient and maximally optimised, and give you ongoing access to experts who make sure you're fully benefiting from the AWS innovations that can enhance your business.

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