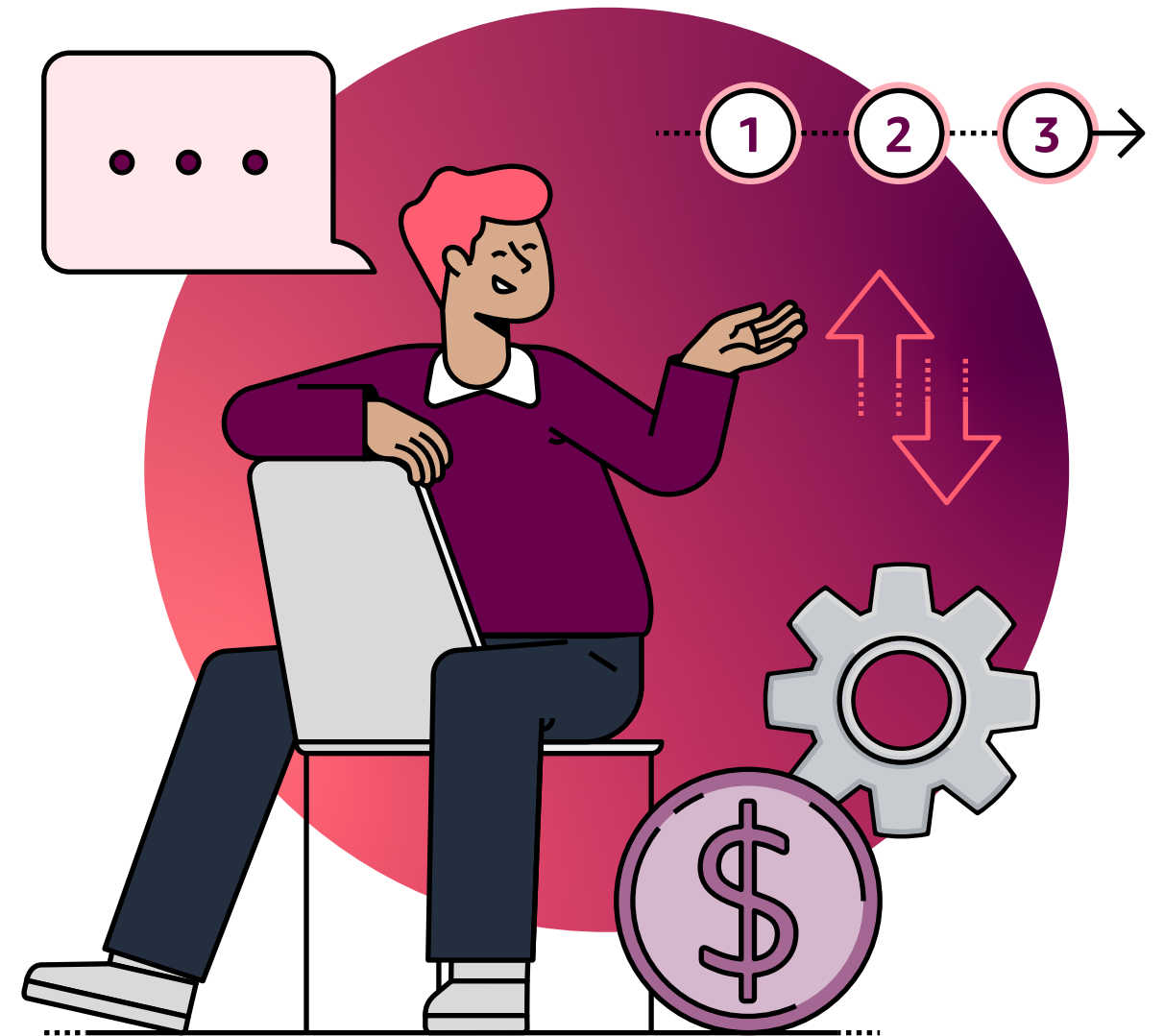




Straight talk on cost optimization and innovation with AWS

Improve ROI and cultivate long-term value

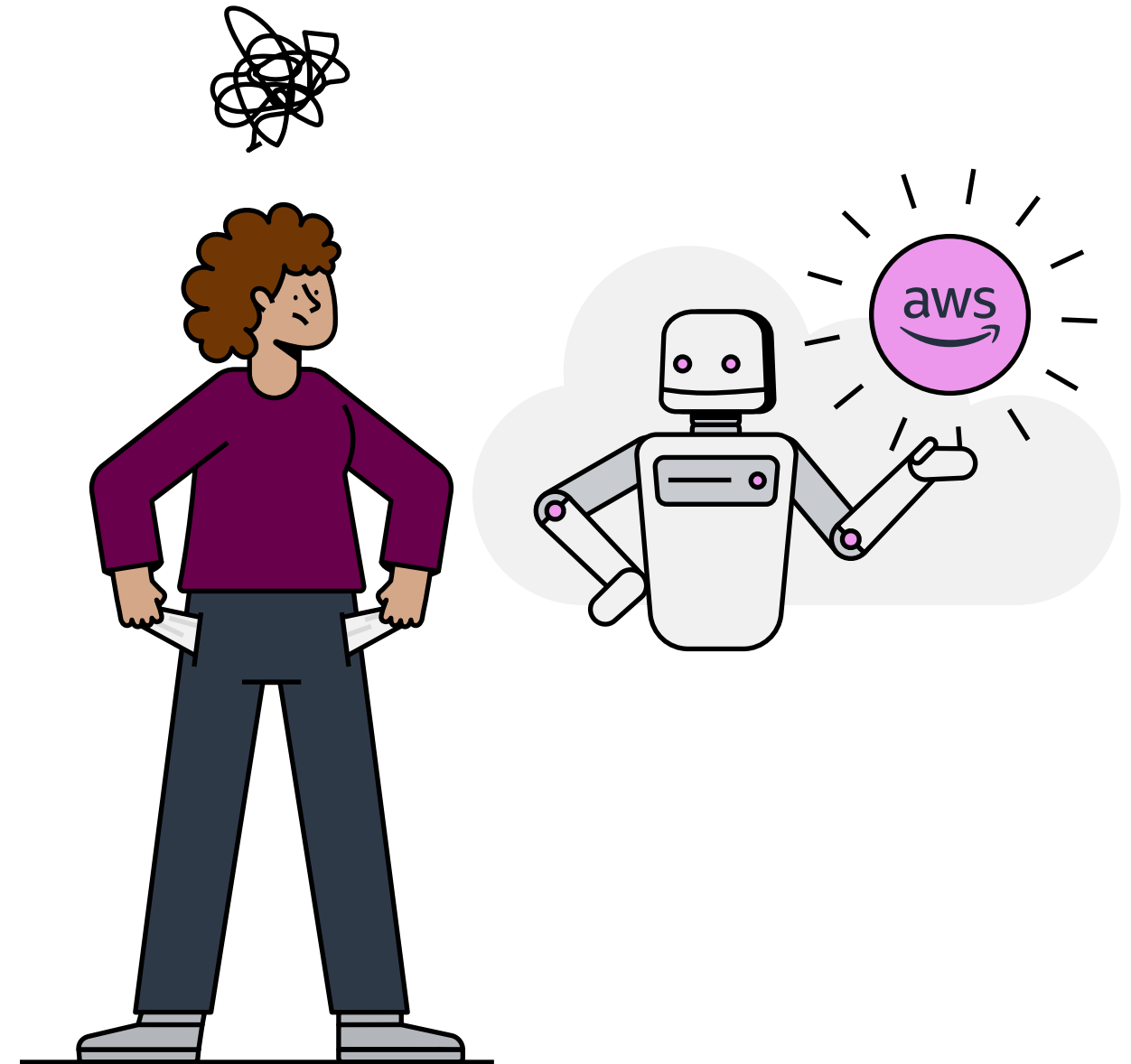


Optimize costs to drive innovation and long-term value

Across organizations today, teams are asked to do more with less. As a result, for the first time in a decade, cost optimization is of higher concern than security for cloud adopters, according to a 2024 Flexera study.¹

But this only tells half the story. Customers expect more as well—a fact that organizations are very aware of if they want to remain competitive. In the same study, 42 percent of respondents cited the delivery speed of new products or services as a key factor in determining progress against cloud goals, and 65 percent cited cost efficiency and savings.²

Amazon Web Services (AWS) supports organizations' goals of optimizing infrastructure costs to invest in innovation. The breadth and depth of AWS infrastructure services allow you to reach your goals within budget and focus on innovating faster for your competitive advantage.



Optimize operations to decrease cloud costs and increase performance

Organizations are spending big on cloud



\$12m+

is how much 29% of businesses spend annually on cloud³



15%

average cloud spend over budget⁴



31%

anticipated growth in cloud spend over the next 12 months⁵

Understanding technical requirements



Mapping all the relationships across applications, hardware, and networking devices for each IT-delivered service is notoriously difficult to do. **54%** of respondents reported understanding application dependencies and **45%** reported assessing technical feasibility as the top two cloud migration challenges.⁶

With AWS, organizations experience



45%

improved agility as a key benefit of public cloud⁷



Up to

66%

reduction in compute, networking, and storage costs⁸



60–70%

time savings by moving to AWS⁹



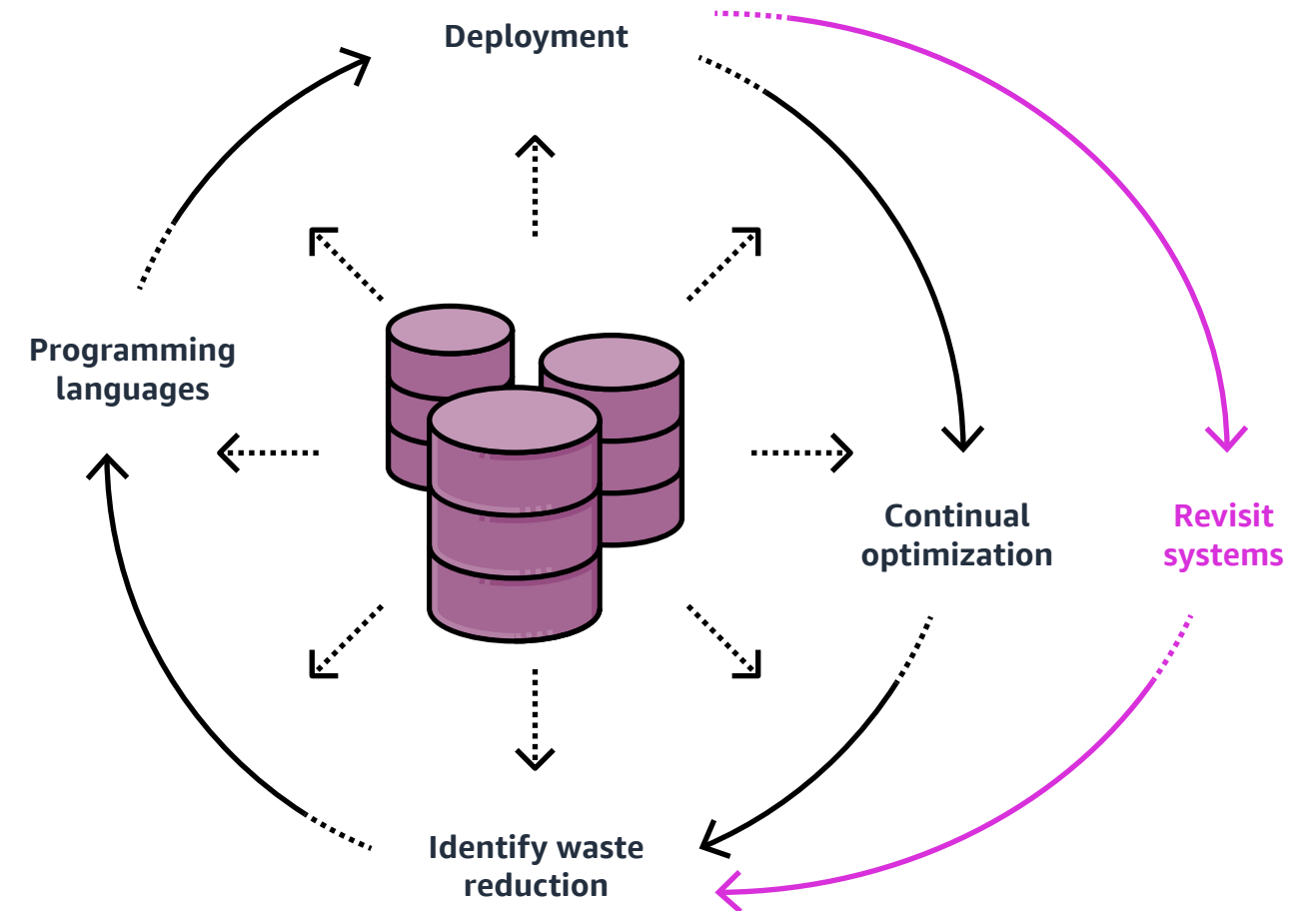
To ensure customers realize the benefits of reimagining their applications on AWS as quickly as possible, AWS offers end-to-end migration services, a community of more than 100,000 Partners, fully managed application services, well-architected accelerator programs, and the most extensive training and certification curriculum.

Cost is a nonfunctional requirement that's improved incrementally

Cost optimization is a requirement for modern organizations and an ongoing journey. When selecting services to migrate, modernize, or build your applications, cost is often overlooked or measured improperly. At Amazon, we continuously monitor services in production to understand patterns and trim inefficiencies. Frugality takes persistence—by incrementally reducing latencies and infrastructure costs, we can optimize the cost to serve.

"The pursuit of cost efficiency is an ongoing journey. Even after deployment, we must revisit systems to incrementally improve optimization. The key is continually questioning and diving deeper. . . . There is always room for improvement... if we keep looking. The savings we reap today fund innovation for tomorrow."

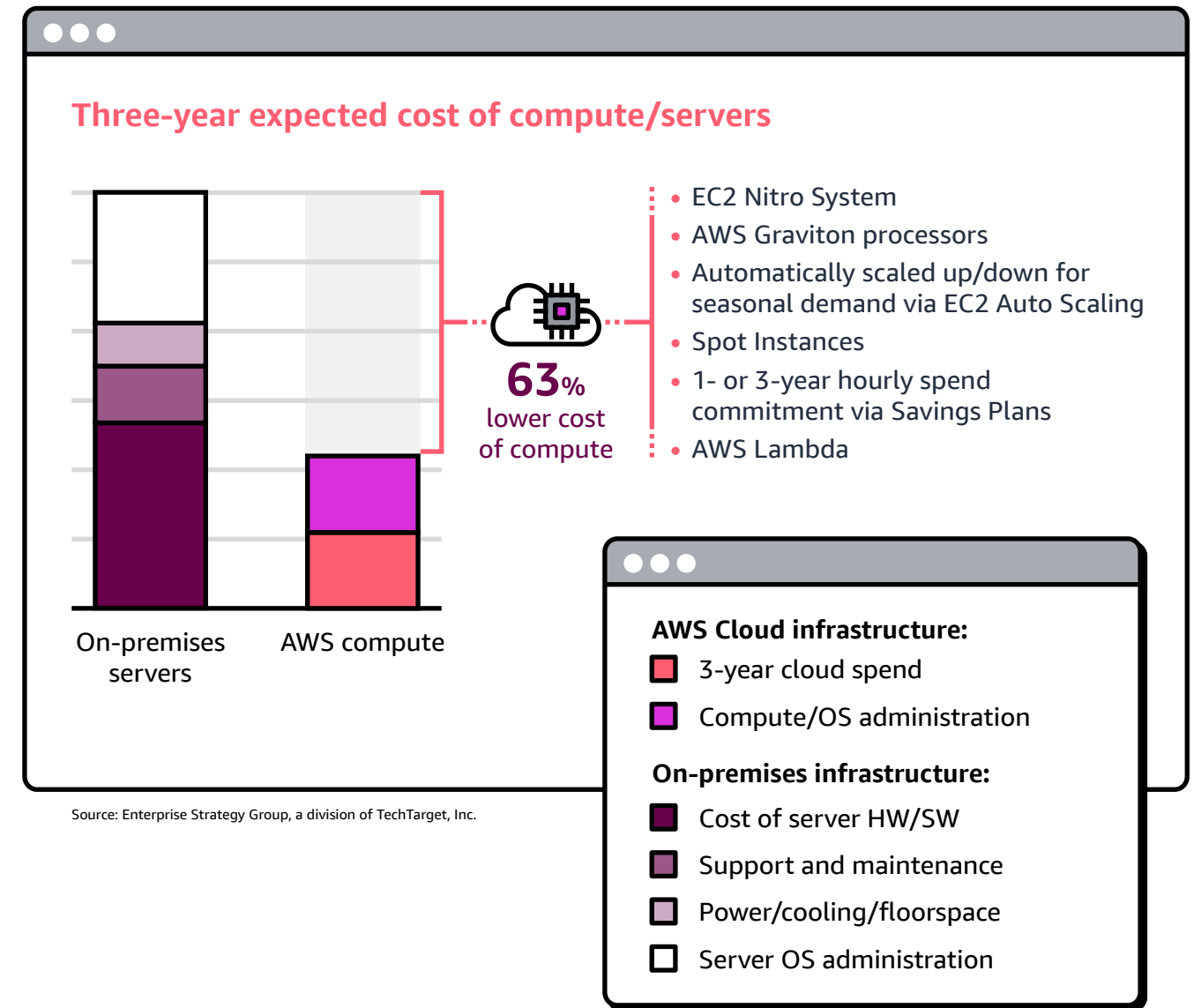
[The Frugal Architect](#)



Drive productivity and innovation with AWS Cloud infrastructure

A commissioned economic validation [report by the Enterprise Strategy Group for AWS](#) revealed that transitioning operations to AWS Cloud infrastructure significantly reduces IT complexity and workload.

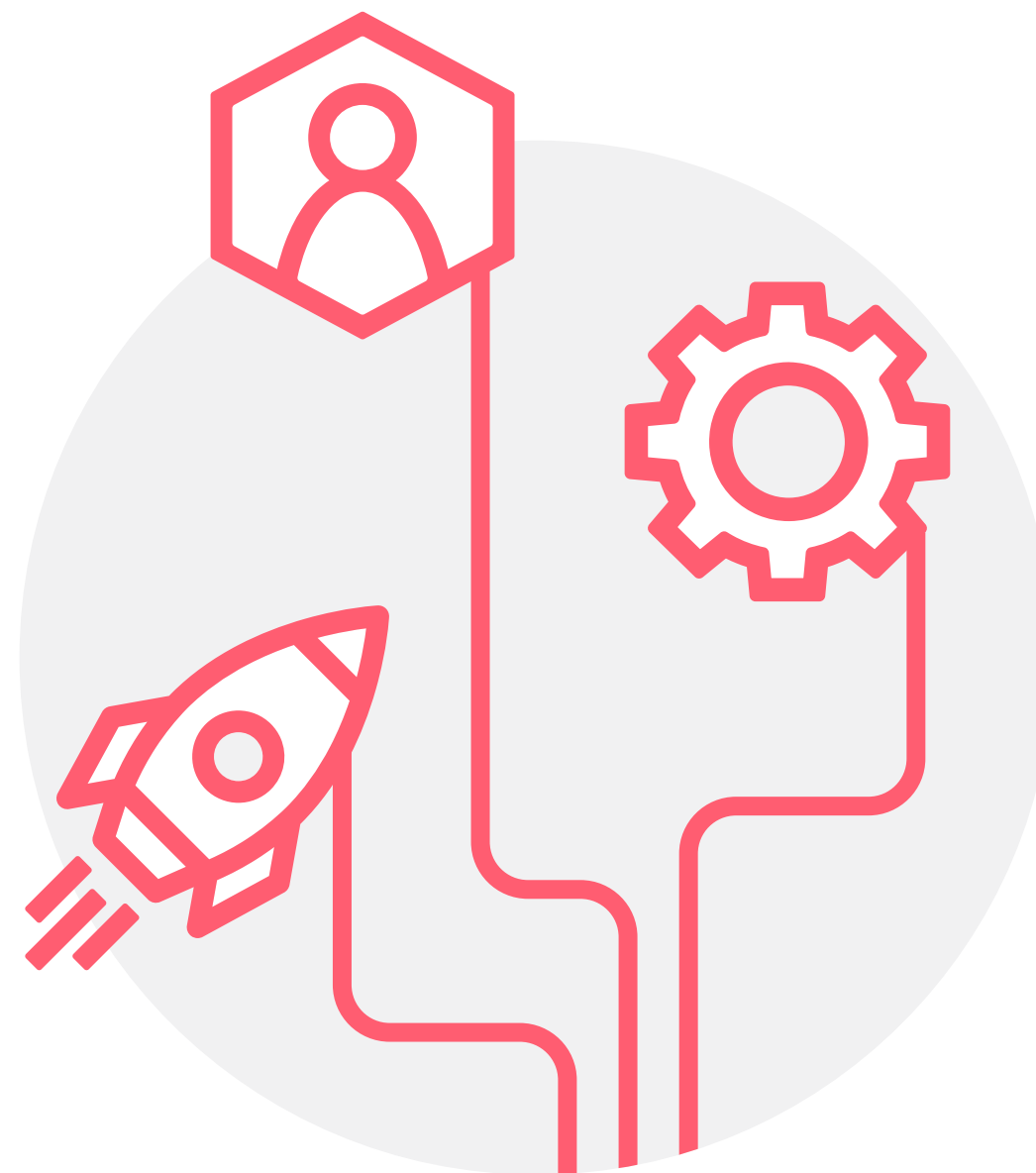
By simplifying operations in the cloud, organizations can reduce the time and cost associated with hardware management. This shift allows them to drive productivity and reinvest resources into strategic business innovation.



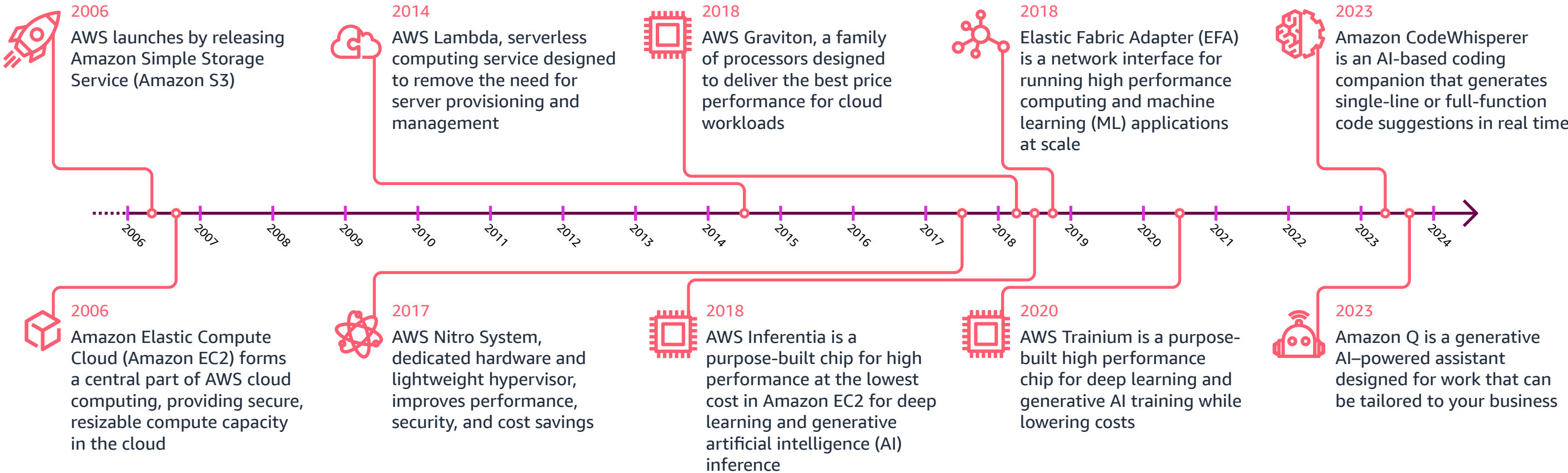
AWS continues to innovate cloud computing

Since its launch in 2006, AWS has pioneered cloud computing with its pay-as-you-go model, allowing customers to bypass the hefty costs of buying, managing, and maintaining essential infrastructure. This innovation helps businesses concentrate on growth rather than infrastructure logistics.

AWS has consistently led in cloud innovation, improving its infrastructure services to offer customers increased security, speed, agility, and resilience. These developments have markedly improved customer experiences, expedited decision-making, and boosted performance with responsiveness. AWS's commitment to innovation is coupled with a focus on cost efficiency, which is why millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—trust AWS to help them lower costs, become more agile, and innovate faster.



AWS innovation at work over the decades




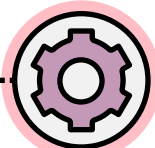
These services, along with over 200 others, help customers to create, build, and innovate at scale. With AWS, you're only limited by your imagination.

Drive long-term business value with AWS

AWS is continually speeding up its pace of innovation to deliver unique capabilities and technologies to help businesses lower costs, become more agile, and innovate faster. With AWS services in the cloud, organizations experience proven benefits:

Improve operational efficiencies and optimize costs

- AI integrations and machine learning recommendations, tools, and services to automate and optimize cost



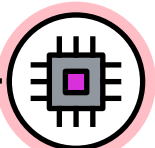



Speed up time to market, experiment, develop products faster, and increase performance

- Choose the options for compute, purpose-built silicon, high performance computing, generative AI, and serverless services for your unique needs

Boost resilience, security, and response times

- Global infrastructure with Availability Zones and AWS Local Zones
- The AWS Nitro System improves compute and networking performance and security for your applications
- Serverless options provide agility to automatically scale with changing market conditions

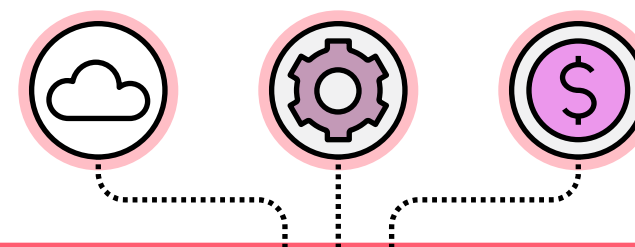


Check out how three customers experienced these results on the following pages.

CUSTOMER SPOTLIGHT

Nubank improves operational efficiencies to stabilize costs on AWS

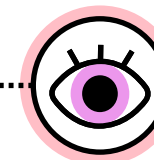
To run an infrastructure that's stable, scalable, and highly cost-efficient, Nubank uses more than 40 AWS services, including Amazon EC2, Amazon DynamoDB, and Amazon S3. Using AWS, Nubank spearheaded a multiteam effort to increase stability while optimizing latency and costs, positioning itself to continue growing while saving its customers over \$8 billion in fees.



"We were trying to achieve stability. In many cases, we were just throwing more machines, more memory, whatever at the problem instead of actually solving the problem. Our hypothesis was that if we stabilized our systems, cost would also stabilize. . . . the change quickly became a standard across the company. Today, business units at Nubank are expected to have an AWS Cost Champion to help leadership make informed decisions that balance competing concerns."

Cat Swetel, Director of Engineering for Nubank

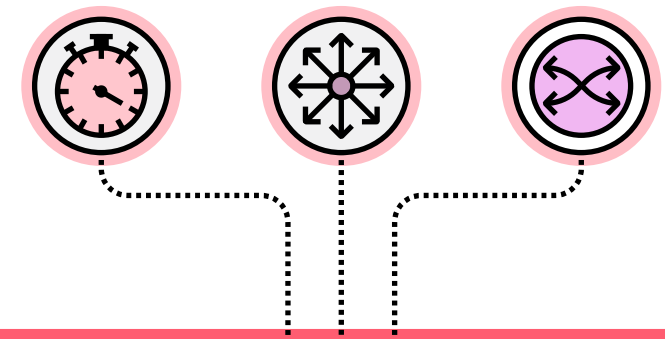
[Watch to learn more >](#)



CUSTOMER SPOTLIGHT

Coca-Cola Argentina improves time to market with AWS

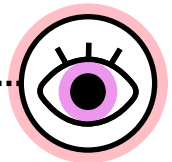
Coca-Cola Argentina revolutionized its distribution strategy, improving the speed of product delivery and application development with AWS. The company now ensures product delivery in under 15 minutes, a significant reduction from previous hours-long waits. Coca-Cola Argentina's use of AWS services like Amazon EC2, AWS Auto Scaling, and microservices architecture has not only streamlined operations but also laid a foundation for expansion into new markets, showcasing a successful digital transformation strategy.



"More than 75 percent of our sales are from small stores, and we wanted to find a better way to reach them without having to spend a lot of money on truck deliveries and keeping track of inventory for store managers. . . . We wanted more agility so we could create our own application without having to procure and manage resources."

Alejandro Arauz, Digital Operations Director for Coca-Cola Argentina

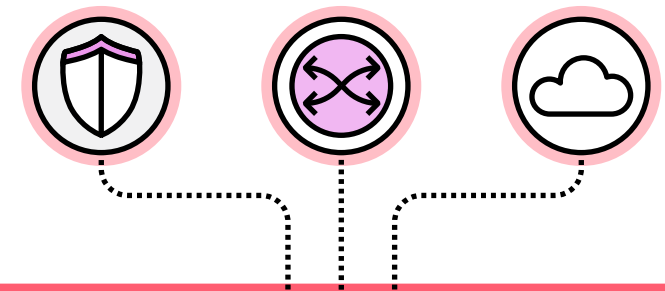
[Read to learn more >](#)



CUSTOMER SPOTLIGHT

Gilead Sciences boosts resiliency and security with AWS

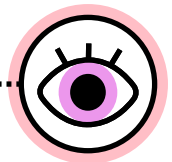
Gilead Sciences improved its agility and data availability by migrating 50 percent of its data center workloads to AWS. This migration supported advanced analytics and secure data access. AWS's infrastructure supports Gilead's mission-critical systems, promoting innovation through data democratization across its value chain and building resiliency and security by improving disaster recovery protocols.



"We chose AWS so our researchers can use the full breadth of AWS services to gain additional insights and enhance security. . . . The performance, stability, and scale of AWS make it the foundation on which we will complete our enterprise resource planning transformation and become an even more efficient data-driven business."

Marc Berson, Chief Information Officer for Gilead Sciences

[Read to learn more >](#)



Drive innovation through cost optimization

Join over a million customers who have moved to AWS Cloud infrastructure and experienced up to 66 percent lower total cost of infrastructure operations over three years.¹⁰ Experience how your organization can reinvest these savings to drive innovation and improve return on investment (ROI).

[Learn more about the benefits of cost optimization and managing cloud costs with AWS.](#)

[Discover why millions of customers trust the capabilities, reliability, and security of AWS to run their most mission-critical applications.](#)

