Speed Your Cloud Computing Journey With Customer Enablement Services of AWS: ProServe, AMS, and Support

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Agenda

• Cloud Adoption Challenges
• How AWS Customer Enablement Services Can Help
• AWS Professional Services (ProServ)
• AWS Enterprise Support (ES)
• AWS Managed Services (AMS)
Enterprise business transformation challenge

88% enterprises have a cloud-first strategy

86% infra spend still on-premises

“The biggest inhibitor to cloud adoption is lack of skills. Enterprises can’t hire and train fast enough.”

—Gartner 2019
Enterprise IT realities

- Legacy datacenter debt
- Persistent security & compliance needs
- Skill/experience gaps
## AWS Customer Enablement

Delivering expertise and services for every step of your business transformation

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### AWS Managed Services
- Month-to-month contracts
- Infrastructure automation
- Security and compliance
- DevOps guardrails
- Operations pros

### AWS Enterprise Support
- Architecture and ops reviews
- Tools & Tech (e.g. Trusted Advisor)
- Proactive planning programs
- Named account manager
- Subject matter experts

### AWS Training and Certification

### AWS Partner Network

### AWS Platform

- **ANALYTICS**
- **APP SERVICES**
- **DEV/OPS**
- **MOBILE SERVICES**
- **IoT**
- **MACHINE LEARNING**
- **ENTERPRISE APPS**
- **HYBRID ARCHITECTURE**
- **MIGRATION**
- **INFRASTRUCTURE**
- **COMPUTE, DATABASE & NETWORKING**
- **SECURITY & COMPLIANCE**
- **MANAGEMENT TOOLS**
AWS Customer Enablement

Focused on helping your people and your business achieve meaningful outcomes

AWS Customer Enablement Benefits

Leveraging the strongest AWS technical skills

Bringing the deepest enterprise experience

Building culture and process, not just tech

Enabling experiential learning for your teams

Working side-by-side with partners and ISVs

Empowering faster business transformation
It starts and ends with your outcomes

OUTCOMES ARE UNIQUE FOR EACH ENTERPRISE, BUT THEY’RE ALWAYS DIRECTIONAL

Improve...
Increase...

Decrease...
Reduce...
Accelerate your Time to Value

ALIGN

LAUNCH

SCALE

OPTIMIZE

Customer Goals

Business Outcomes

INNOVATION

MIGRATION & MODERNIZATION

FOUNDATION

INNOVATION
AWS Enterprise Support Brings Customer Obsession to B2B Tech Support

**TECHNICAL ACCOUNT MANAGER (TAM)**
Designated technical point of contact to all necessary AWS expertise

**SMEs**
Cloud Support Engineers, Solutions Architects, and product teams are available for guidance

**SUPPORT CONCIERGE**
Dedicated team of enterprise account specialists to help with billing and account subjects

**ABUSE TEAM**
Assists you when AWS resources are impacted by things such as Spam, Port scanning, Denial of Service attacks (DDoS), or malware

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Strategic Planning Programs are Included

**TECHNICAL ACCOUNT MANAGER (TAM)**

**SUPPORT CONCIERGE**

**ABUSE TEAM**

**INFRASTRUCTURE EVENT MANAGEMENT (IEM)**
- Focused planning and support business-critical events (e.g. launches or migrations)

**WELL-ARCHITECTED REVIEW**
- Detailed review of your architecture guidance on how to best design your systems

**ARCHITECTURE SUPPORT**
- Consultative reviews of your application architecture and how to align it with AWS

**OPERATIONS SUPPORT**
- Consultative reviews of your cloud operations and advice for optimization

**TRAINING**
- Credits for online self-paced labs provided through an AWS training provider
Tools & Technology For Monitoring, Managing, & Automating

- **TECHNICAL ACCOUNT MANAGER (TAM)**
- **SMEs**
- **SUPPORT CONCierge**
- **ABUSE TEAM**
- **PERSONAL HEALTH DASHBOARD (PHD)**
- **Programmatic access to AWS Support Center features to create, manage, and close your support cases, and operationally manage your TA check requests and status**
- **TRUSTED ADVISOR (TA)**
- **Online resource to help you reduce cost, increase performance, and improve security by optimizing your AWS environment**
- **INFRASTRUCTURE EVENT MANAGEMENT (IEM)**
- **WELL-ARCHITECTED REVIEW**
- **ARCHITECTURE SUPPORT**
- **OPERATIONS SUPPORT**
- **TRAINING**
Building Automation
Automating infrastructure optimization with TA
Automation setup – safety first!

- Tag resources subject to TA optimization actions.
- Create an IAM policy and role for the Lambda function to use.
- Setup up a Cloudwatch event rule to trigger the Lambda function.
- Setup the Lambda function to take actions recommended by Trusted Advisor.
Recurring Cost Savings recommendations
Low Utilization Amazon EC2 Instances
Warns when EC2 instances appear to be underused.

Alert Criteria
**Yellow:** An instance had 10% or less daily average CPU utilization and 5 MB or less network I/O on at least 4 of the previous 14 days.

Recommended Action
Consider stopping or terminating instances that have low utilization.
Cost Optimization Checks

Low Utilization Amazon EC2 Instances

Checks the Amazon Elastic Compute Cloud (Amazon EC2) instances that were running at any time during the last 14 days and alerts you if the daily CPU utilization was 10% or less and network I/O was 5 MB or less on 4 or more days.

**14 of 17 Amazon EC2 instances** have low average daily utilization. Monthly savings of up to $519.12 might be available by minimizing underutilized instances.
Large Enterprises Value AWS’ Customer Obsession
AWS Managed Services: Consume AWS infrastructure like SaaS

Production-ready virtual private cloud, landing zone & operating model

- Application DevOps
- Applications
- Automated infra ops, security, compliance and governance
- Curated AWS Management Tools
- Curated AWS Services

Customer/Partner

AMS

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AWS Managed Services

Designed to accelerate your time to value in the cloud

- Accelerate your migration
- Reduce your operational costs
- Reduce security and compliance risk
- Focus on innovation
- Empower your IT team
- Leverage best practices
AMS “How it works”

AMS works backwards from your desired operational outcomes to implement a virtual private cloud, multi-account structure and landing zones with built-in governance, security and compliance guardrails.

AMS works alongside of partners to facilitate “minimum viable refactoring” of your applications as you migrate to AWS to ensure your workloads are production-ready and security and compliance levels are achieved.

AMS blends tested enterprise cloud operating models with infrastructure automation and skilled hybrid cloud experts to ensure your AWS environment meets the needs of your business after migration.

- Improved security
- Stronger compliance
- Reduced operating costs
- Simplified management
- Frictionless innovation
AWS Customer Enablement empowered National Australia Bank to

- Exit non-core datacenters
- Train 4,000 IT staff members
- Achieve compliance regulator approval
- Implement its first cloud-based data lake
- Complete “30 in 50” migration project in 2018
- Work towards migration of 500 more apps in 2019

“AWS Customer Enablement allowed us to, without any technical staff, get started on cloud migration with a very safe, best practiced platform.”

—Steve Day
Executive GM, Infrastructure & Cloud
National Australia Bank
Case study: Scotia Gas Networks

AMS handles infrastructure ops, security and compliance enabling our team to focus on differentiation.

Andrew Quail
Chief Information Officer
Thank you!