

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

John Steiner, Sr. Service Delivery Manager, AWS Managed Cloud

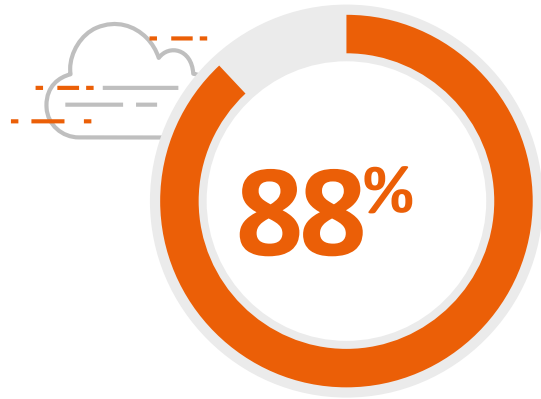
Saurabh Saxena, Principal Technical Account Manager, AWS Enterprise Support

March 26, 2019

# Agenda

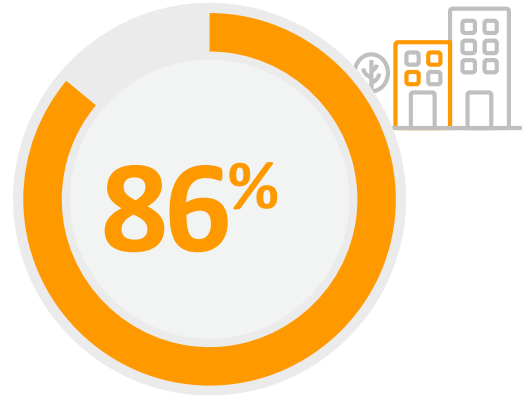
- Cloud Adoption Challenges
- How AWS Customer Enablement Services Can Help
- AWS Professional Services (ProServ)
- AWS Enterprise Support (ES)
- AWS Managed Services (AMS)

# Enterprise business transformation challenge



enterprises have a  
cloud-first strategy

Gartner



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

## AWS Professional Services

Hybrid cloud system integration  
Non-technical advisory services  
Partner and ISV co-delivery  
Specialty practices  
Global presence

## AWS Managed Services

Month-to-month contracts  
Infrastructure automation  
Security and compliance  
DevOps guardrails  
Operations pros

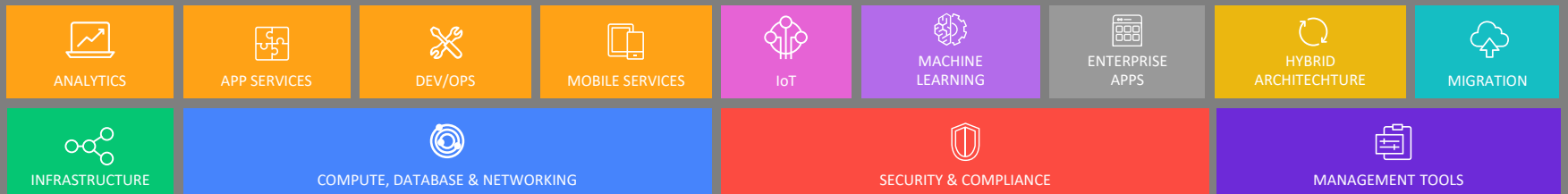
## AWS Enterprise Support

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



# 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

# AWS Professional Services

## It starts and ends with your outcomes

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



Improve...

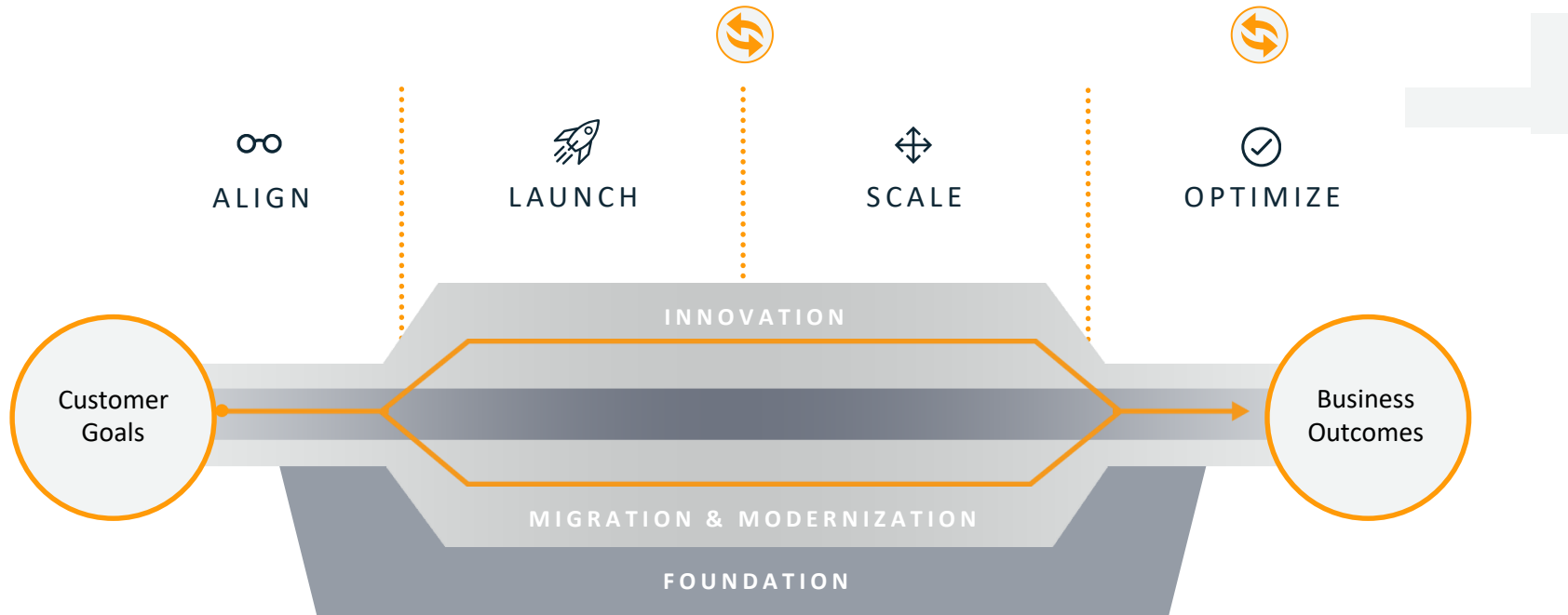
Increase...



Decrease...

Reduce...

# Accelerate your Time to Value





# 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



# Strategic Planning Programs are Included

TECHNICAL ACCOUNT  
MANAGER (TAM)

SMEs



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

## TRUSTED ADVISOR (TA)

Online resource to help you reduce cost, increase performance, and improve security by optimizing your AWS environment

PEOPLE EXPERTISE

## PERSONAL HEALTH DASHBOARD (PHD)

Delivers alerts and remediation guidance when AWS is experience events that may impact your environment

TOOLS AUTOMATION

INFRASTRUCTURE EVENT MANAGEMENT (IEM)

## SUPPORT API

Programmatic access to AWS Support Center features to create, manage, and close your support cases, and operationally manage your TA check requests and status

STRATEGIC PROGRAMS

WELL-ARCHITECTED REVIEW

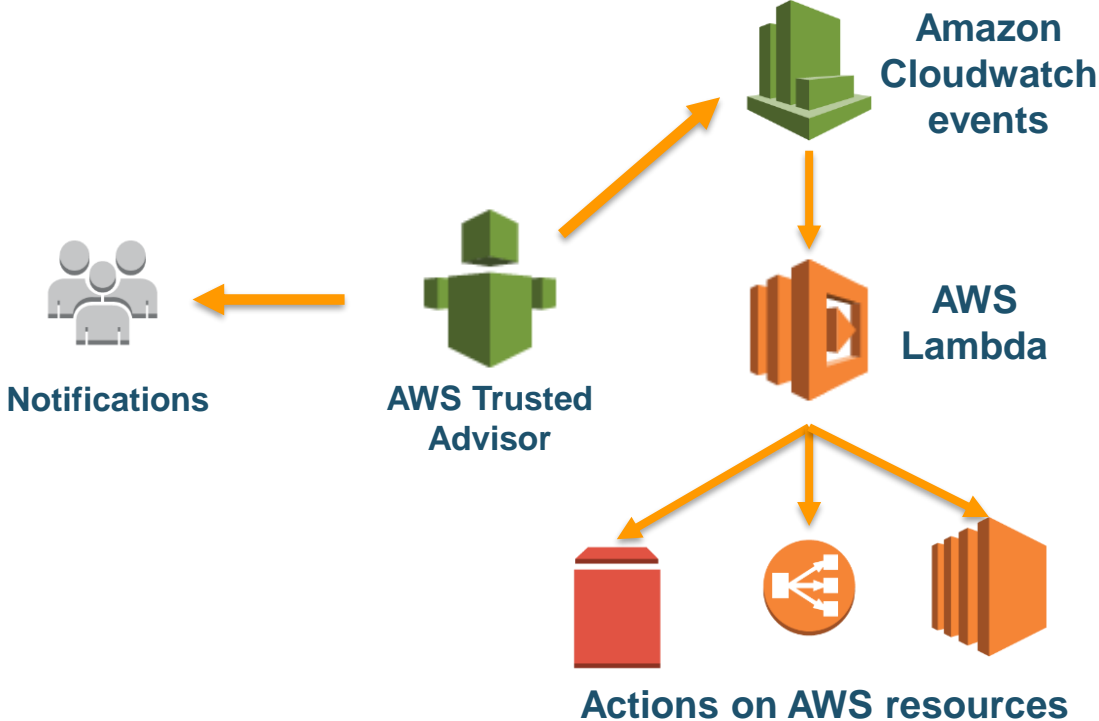
ARCHITECTURE SUPPORT

TRAINING

OPERATIONS SUPPORT

# 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

# AWS Support Technology in Action

## 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



3 5 0

**\$1,059.76**  
Potential monthly savings

Filter by tag

Apply filter

Reset

View

Investigation recommended

## Cost Optimization Checks



### Low Utilization Amazon EC2 Instances

Refreshed: 4 minutes ago



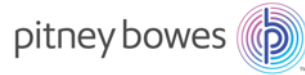
Checks the Amazon Elastic Compute Cloud (Amazon EC2) instances that were running at any time during the last 14 days and alerts you if the daily CPU utilization was 10% or less and network I/O was 5 MB or less on 4 or more days.

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



NOKIA



SIEMENS



News Corp Australia



Information Builders



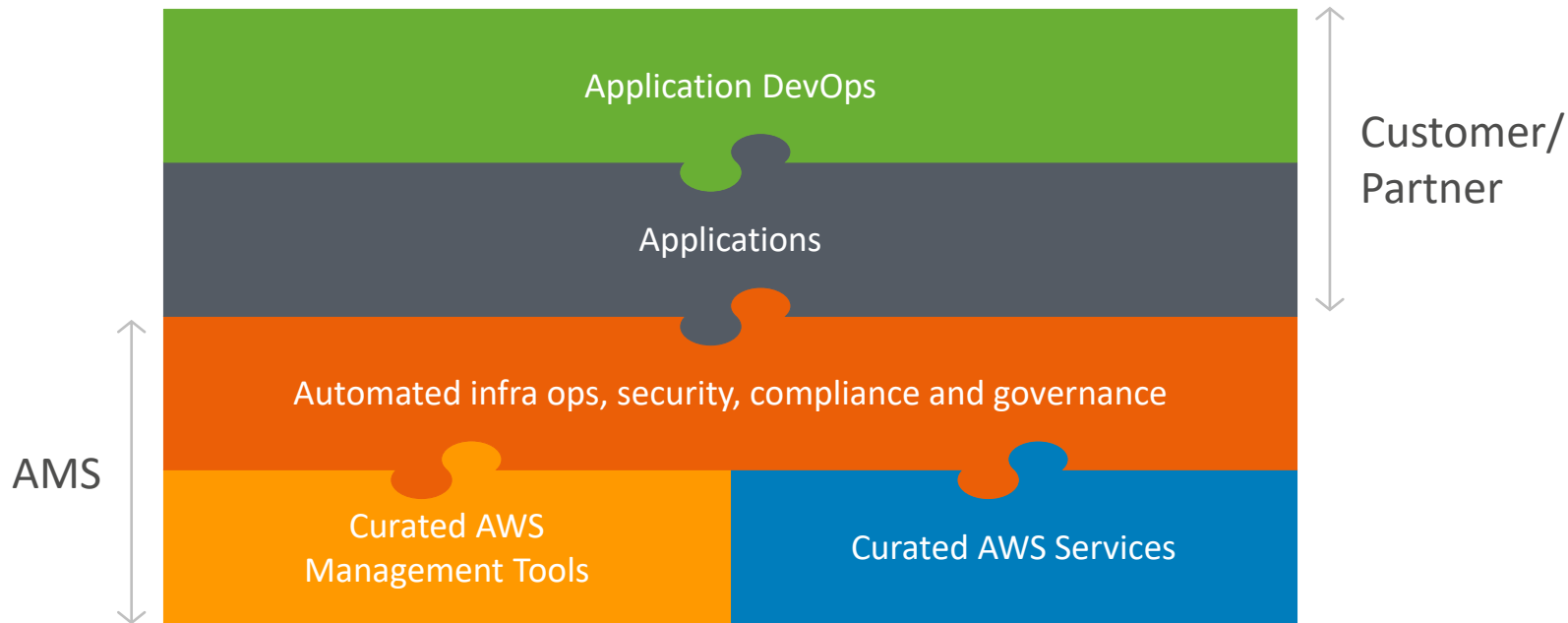
sprinklr

INSTRUCTURE



# AWS Managed Services: Consume AWS infrastructure like SaaS

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



# AWS Managed Services



Designed to accelerate your time to value in the cloud



Accelerate your migration



Focus on innovation



Reduce your operational costs



Empower your IT team

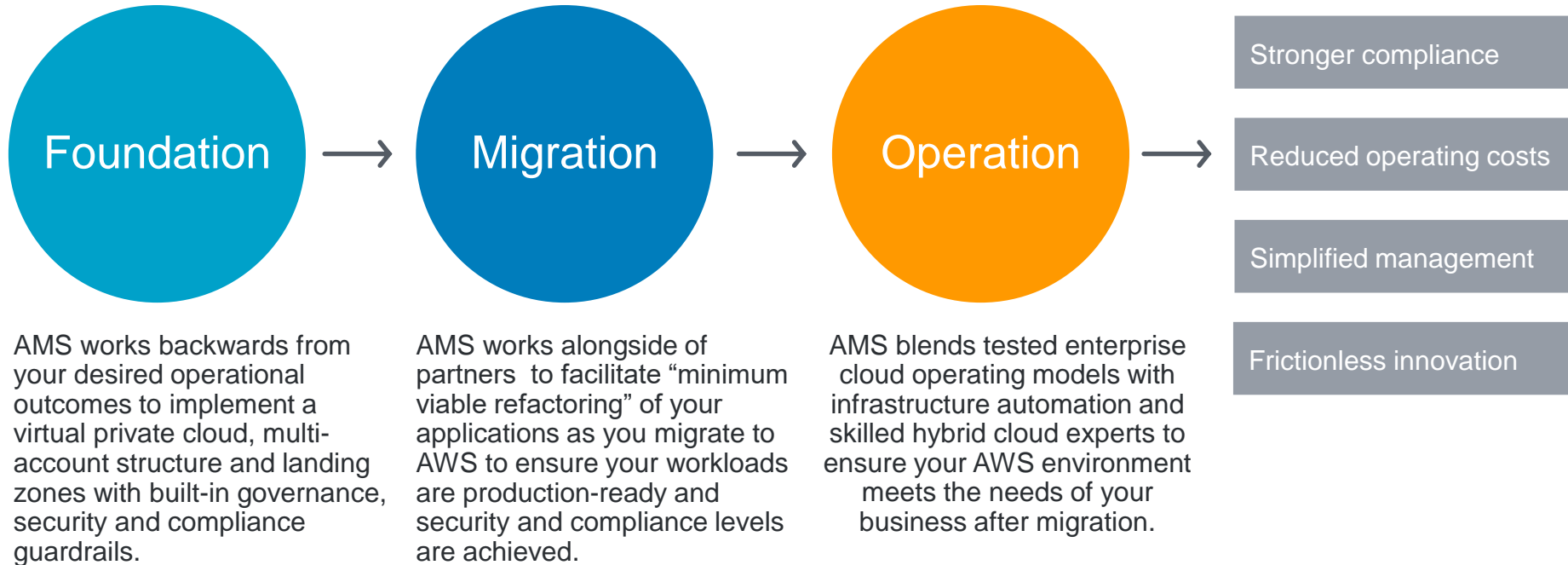


Reduce security and compliance risk



Leverage best practices

# AMS “How it works”



# 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



**NAB to move some core banking systems to Amazon's cloud**

Builds three strategic platforms on AWS



**NAB's public cloud expansion ran without internal IT staff**

By Ry Cratier  
Dec 6, 2018  
7:00AM

They left when infrastructure was outsourced a decade ago.



**NAB builds cloud-based data lake on AWS**

Bank leverages cloud for analytics boost



Rohan Pearce (Computerworld)

11 April, 2018 12:58



# Case study: Scotia Gas Networks



## Enterprise DevOps



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



Andrew Quail  
Chief Information Officer

# Thank you!