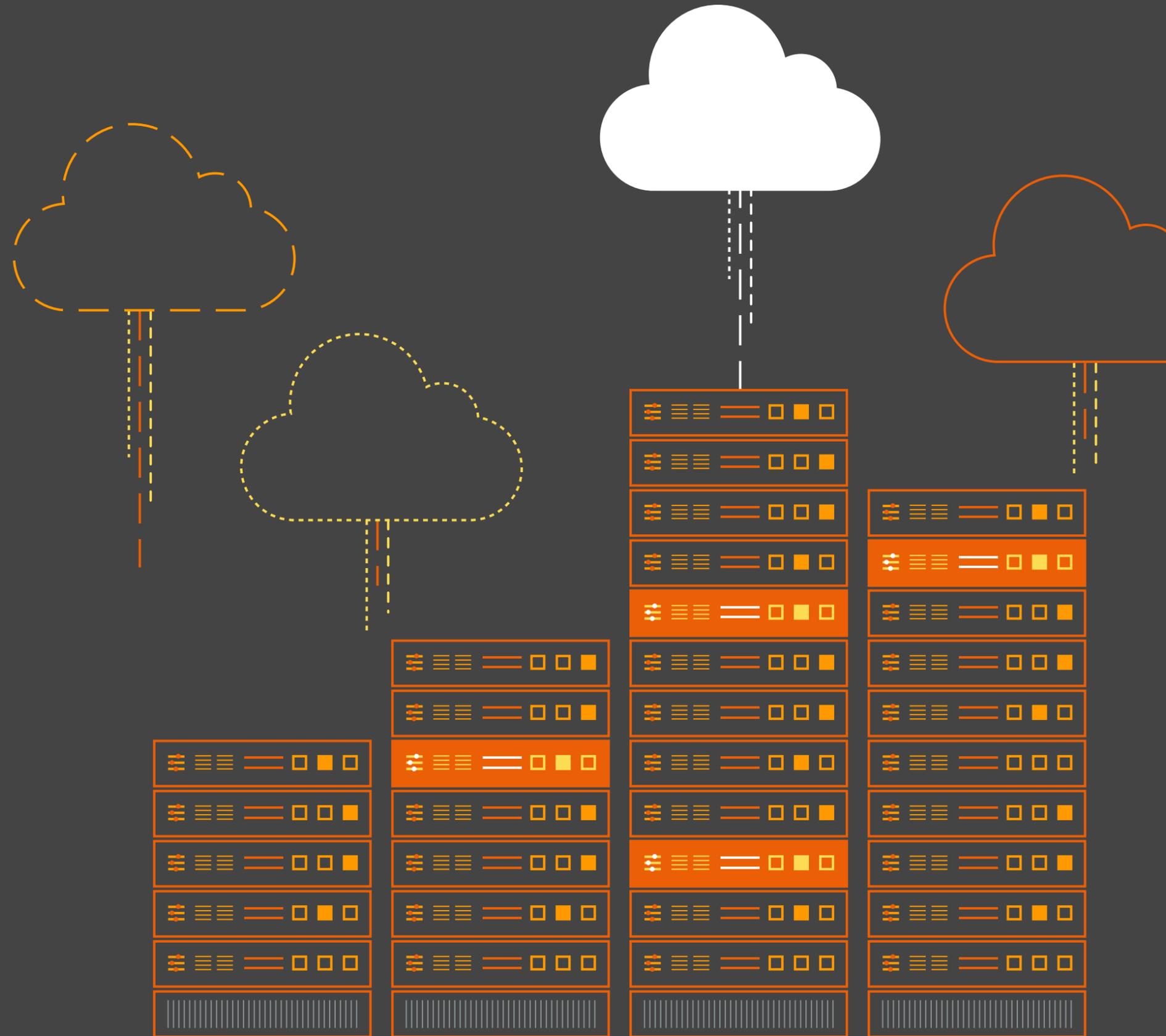




What they don't  
want you to know  
about the cloud

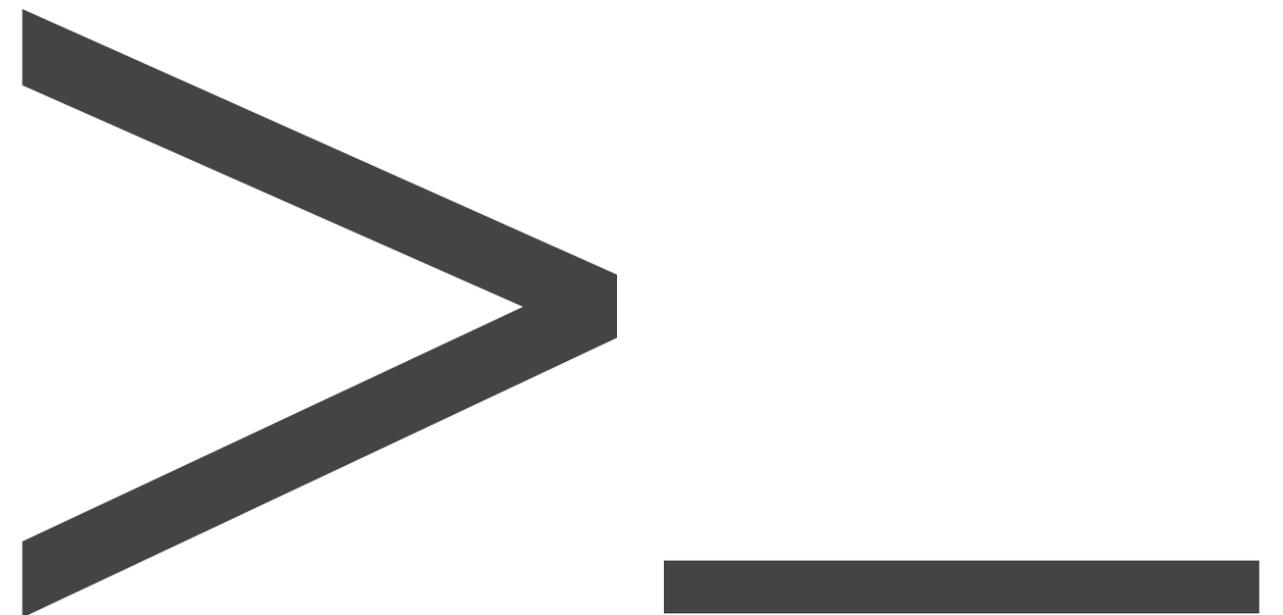


Some old guard  
technologists don't  
want you to learn the  
truth about the cloud.



It might be because they're unsure of what it means for them.

Or it might be because they have a pretty big interest in keeping IT working the way it works now.



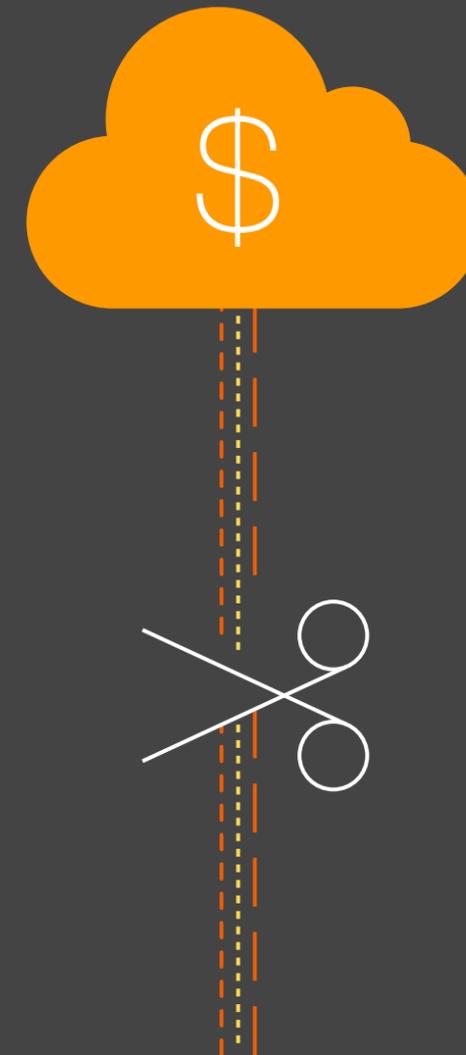
We think you should know the facts, so you can make up your own mind.



They say:

“Sure, you’ll cut some costs by moving to the cloud.”

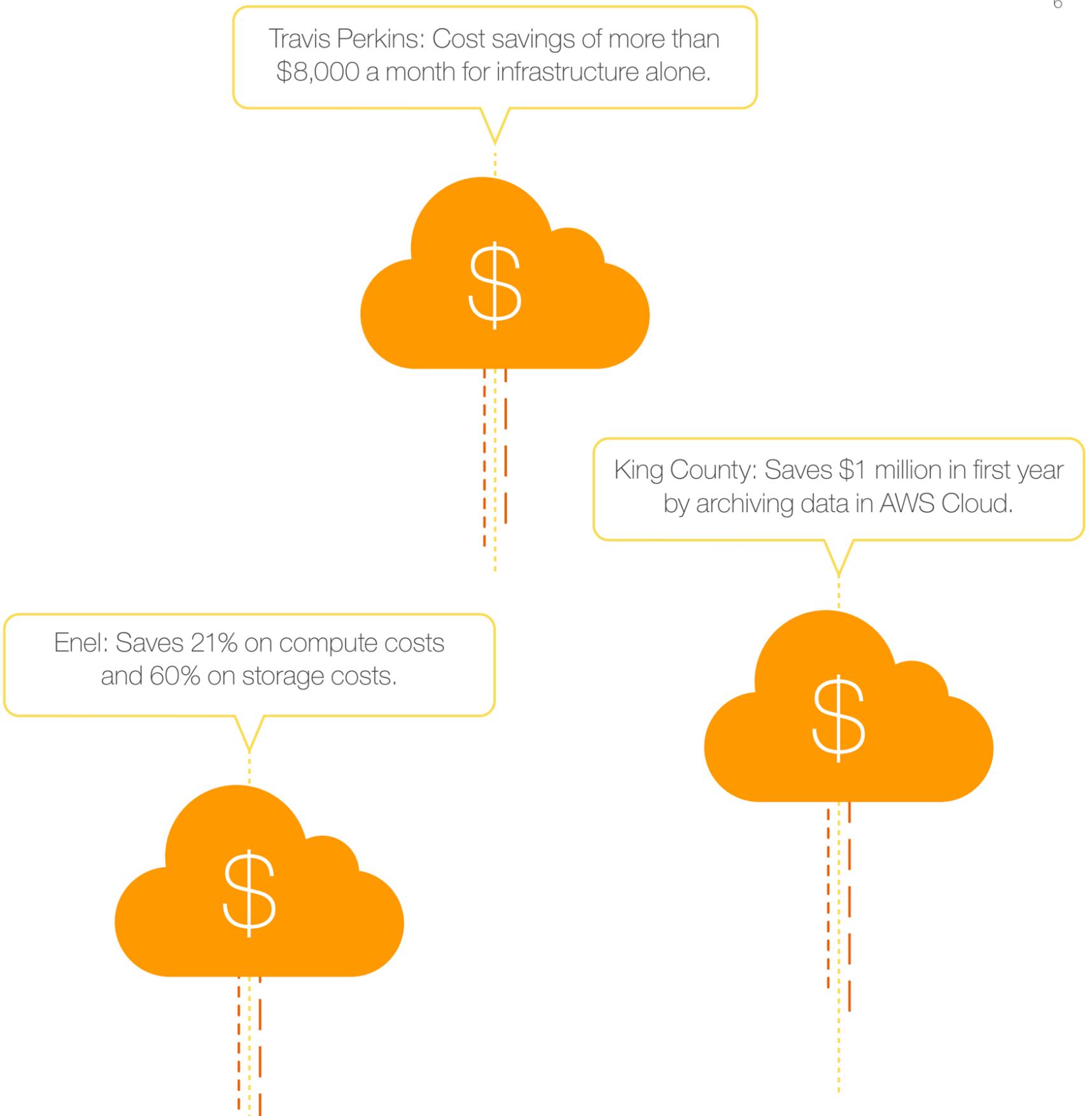
But is all the hassle worth it?



# The facts:

Cloud migration has delivered significant cost-savings for AWS customers.

But actually, the main benefit is increased agility.



The facts:



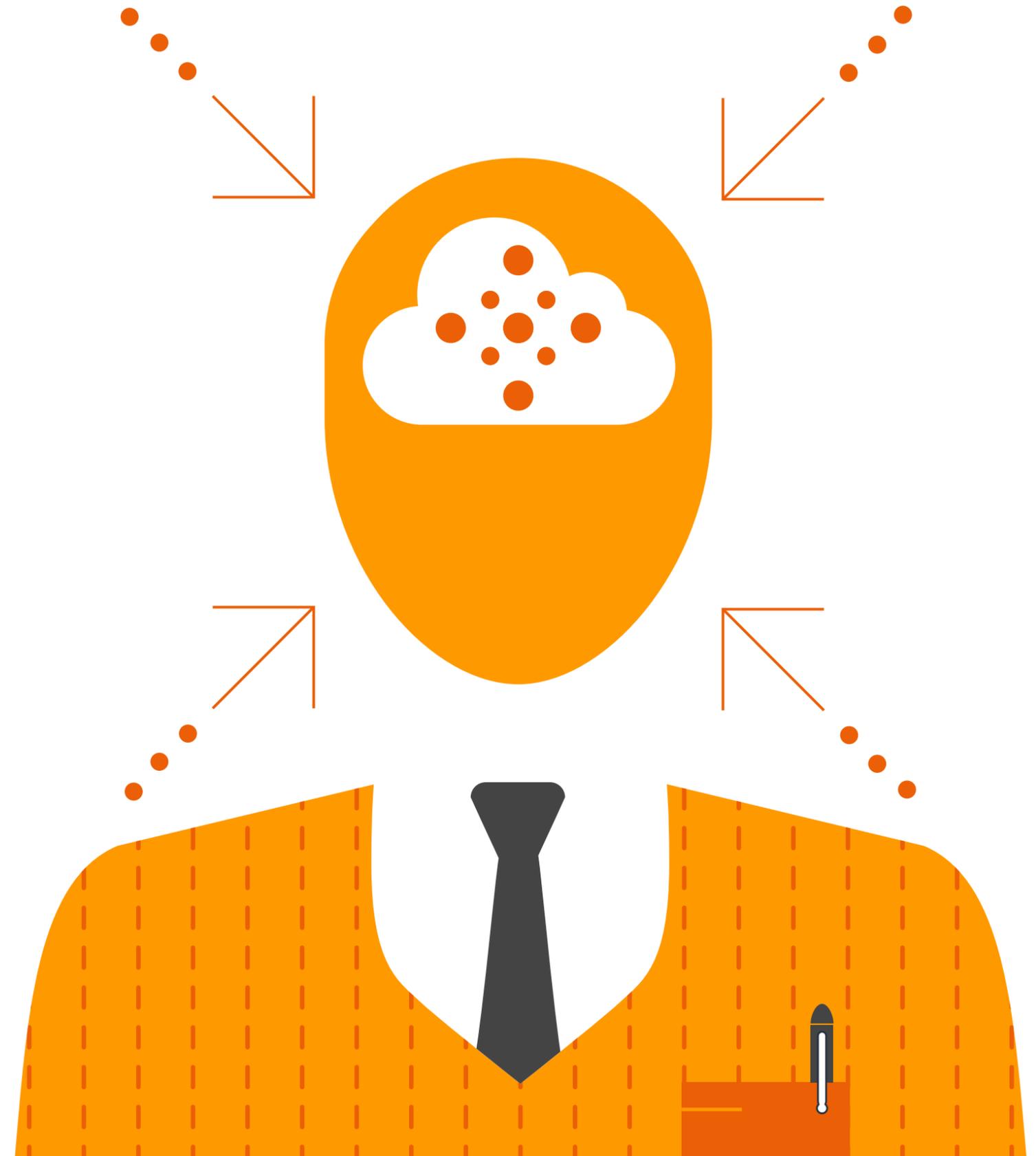
Cloud makes your  
IT organisation more  
responsive.

(And more productive, competitive  
and adaptable to fast-changing markets)



The facts:

Whatever comes at you next month or next year, you're better equipped to instantly scale.



The facts:

Which in turn means the  
business can be more agile.

(And more productive, competitive and  
adaptable to fast-changing markets)



The proof:

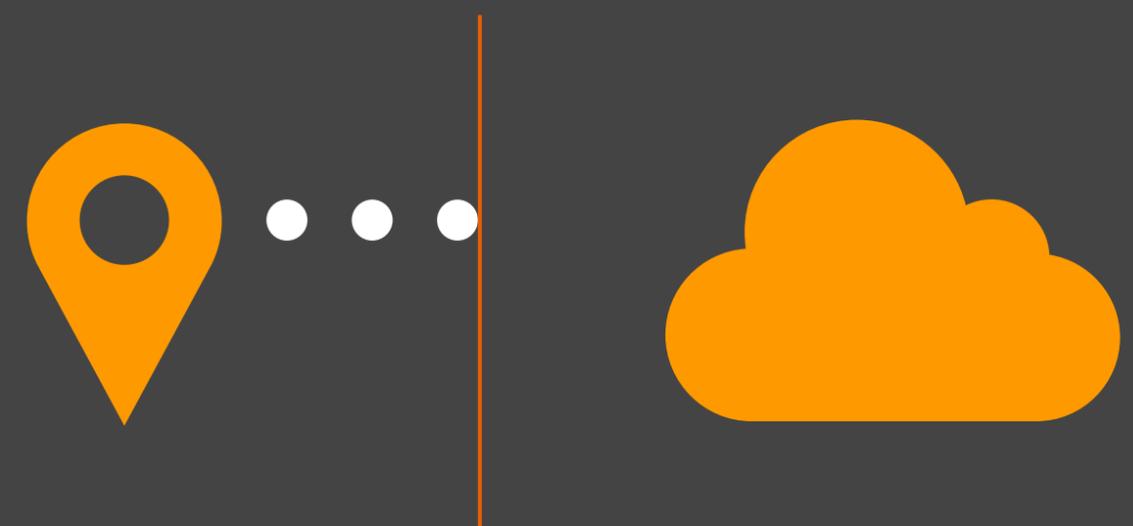
Our customers, such as the Trainline:

“All acquisitions will just slot into our existing AWS environment, so we can spend more time worrying about creating an amazing experience for customers in Europe, and less time worrying about infrastructure. AWS gives us a great foundation for building massive scale in new territories.”

[Get the full story](#)

They say:

“There are so many barriers to cloud migration, you won’t know where to start.”



The facts:

Security, compliance, culture,  
expertise and performance.

They're all put forward as  
reasons to hold back.



The facts:

But security didn't stop the Trainline, which achieved:

- > Automated PCI level 1 compliance
- > Integrated identity and access management
- > Persisted messages (providing an additional layer of security)

The facts:

Compliance hasn't stopped thousands of AWS customers embracing cloud.

If you're concerned that you don't have the expertise on your team to take you where you want to go, or that your traditional IT culture is poles apart from cloud, think again.

The facts:

It's the same technology. It just requires a different skillset – and a different mindset.

Our local expert teams can help you acquire both, and provide the support and guidance to help your migration go smoothly.

And performance?  
Some say the claims are overstated.



The proof:

But performance wasn't a problem for the Trainline. And it definitely isn't a problem for Enel.

Enel is transforming the energy industry with AWS, saving 21% on compute costs, 60% on storage costs, and reducing provisioning time from four weeks to two days.

[Get the full story](#)

They say:

“Adopt the cloud and you’ll be locked in, without control over your future.”



## The facts:

Moving to the cloud will help you unlock innovation, take advantage of the latest developments in technology, and future-proof both your IT organisation and the business.

You can also rescale the services you use as you need them. And rather than paying for your peak usage 24/7, you only pay for what you use.



## The proof:

### Before

Traditional CapEx model

Monolithic code base

Centralised relational database

Few releases per year

Dedicated Ops team

Storage issues

### After

---> Many small components

---> Stateless and scalable

---> AWS CloudFormation

---> Continuous Delivery

---> New components simple to deliver

---> Storage solutions

They say:

“The cloud works for  
services and dev and test.  
But mission critical applications?”

The facts:

According to Gartner,

“Organizations are pursuing strategies because of the multidimensional value of cloud services, including values such as agility, scalability, cost benefits, innovation and business growth.”

[Get the full story](#)

The facts:

Doesn't sound like just  
dev & test to us

(though that's where you'll probably begin):

01

---

Dev & Test

02

---

True Production

03

---

Mission Critical

04

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All In

The proof:

The reality is that performance, agility and cost-savings are generally improved even at reduced headcount.

And our customers also report improvements in reporting, resilience and security.

That's real-world experience – not speculation, half-truths and hearsay.

Even more encouraging, the cost of cloud computing will continue to drop, while the quality will continue to rise.

# Ready to learn more?

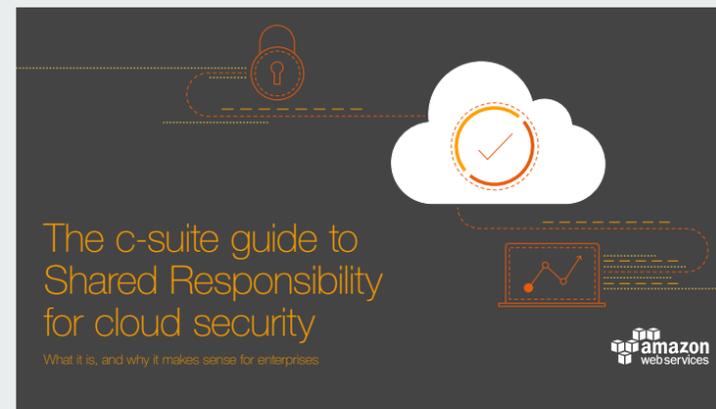
We've got lots of [enterprise resources](#) that will help you plan, manage and execute a cloud-first transformation. Here are just a few to help you on your way.



## Should you trust the cloud with your data?

See the six big business benefits of a secure cloud, and learn to configure the right controls so your data stays secure.

[The Data Safe Cloud eBook](#)



## Shared responsibility: a guide

What is shared responsibility? Why does it make sense for enterprises? How do I get started? Answer all those questions here.

[The Shared Responsibility eBook](#)



## Ready for the next step?

Give us some details on who you are and we'll get back to you. It will only take a couple of minutes of your time.

[Contact us](#)