

Amazon Web Services

BizTech Presentation

The Cloud

AWS Overview

- Simple Storage Service (S3)
- Enterprise Compute Cloud (E2)
- Simple Queue Service (SQS)
- Simple DB
- Flexible Payment Service (FPS)

S3 - Simple Storage Service

Store anything

- 15 cents per GB per Month
- 10 cents per GB uploaded
- 17 cents per GB downloaded

Secure Storage

- or -

Public Web Content

EC2 - Enterprise Compute Cloud

- 10 cents per server hour
- + data transfer costs (Same as S3)

Pay only for the time your servers are running

Servers can perform any task

SQS - Simple Queue Service

- As low as 3 cents for 10,000 messages
- + data transfer costs (Same as S3)

Enables scalable systems to communicate.

Allows multiple systems to send messages

Allows multiple systems to receive messages

Messages function as a request for work or a result of work done

SimpleDB

- Slightly complex pricing, but very cheap
- + data transfer costs (Same as S3)

Store simple data

Not a relational database

Run queries

Automatically scales to any load

FPS - Flexible Payment Service

- %1.5 - %5 of Transaction Value
- + 1 to 30 cents per transaction

Cost varies on payment method
Easy way to bill users

Transfer money between users

No merchant accounts required

No typical money headaches

What It Means for Technology Business

The Good

- Startup costs for are lower
- Systems can scale with growth
- Systems can scale FAST
- Lower Fixed Costs - Higher Variable Costs

The Bad

- Learning Curve
- Not (quite) a full service provider
- Possibly higher complexity of initial system
- Lower Fixed Costs - Higher Variable Costs

Companies Using AWS

washingtonpost.com

37signals 

SmugMug 

 GIGAVOX
MEDIA

AdBrite

 ShareThis®

 **Alexa**[®]
The Web Information Company

Autodesk® Seek


mailtrust[™]
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