transACT
TECHNOLOGY SOLUTIONS

aws

Migrating to the cloud doesn't need to be a stormy ride.

Ensure a seamless migration by working with a strategic AWS partner.

AWS for Business.
Your guide to the benefits of the cloud.

Introduction

Whether you're a small business,
an enterprise organisation, or something
in between, staying competitive brings
a variety of challenges.

While larger organisations can often afford to hire an army of
developers and IT professionals to take on large-scale projects,
they may lack the agility of their SMB counterparts to quickly
pivot and leverage cloud solutions to their advantage.

However, this doesn't mean that innovation and growth are not
possible for either party. On the contrary, the cloud can give
them both the power to quickly scale and transform functionality
without breaking the bank.

At transACT, we believe in making people's lives
easier by helping them to take full advantage of the
opportunities presented by the AWS Cloud. As one of the
few global strategic partners with migration and storage
competencies for AWS Cloud, we are uniquely positioned
to help you unlock the full potential of your business.

In this guide you'll learn more about
the types of services and capabilities
available in the AWS Cloud, and the
ways they can benefit your business.

The AWS Cloud
An overview

Amazon Web Services (AWS) is a dynamic business unit within Amazon.com. With more than one million active customers, AWS offers a robust, scalable, and flexible set of cloud-based services that allow businesses of all sizes to build and operate applications on the Internet.

The AWS Cloud consists of many services, including compute (EC2), storage (S3), content delivery network (CloudFront), Migration services (DMS), database (RDS), application services (API Gateway), deployment tools (CodePipeline), and much more. AWS is built on a pay-as-you-go model, which means no upfront investments in hardware, software, or personnel are required to start using AWS.

When you migrate to the AWS cloud, you pay for only the capacity you need and only when you use it. This makes it easy to start building scalable applications quickly without worrying about large up-front capital expenses.

Measurable cost savings

Migrating to the cloud is a key strategy for reducing costs while increasing efficiency. Building your own data centre is expensive and time-consuming, especially considering the number of resources it takes to maintain and monitor it. In contrast, AWS resources allow you to scale up or down as needed, with no upfront capital expenditure.

The cost savings don't stop there. By migrating your workloads to AWS, you won't need to employ dedicated infrastructure staff. Instead, you can use our experienced professionals who have deep knowledge of AWS services and best practices for running them at scale.

This will free up your IT team to focus on supporting the core business activities that drive revenue. Plus, we can also provide training to help them unleash the full benefits of the cloud across your business.

31% reduced costs by moving to a public cloud provider like AWS

Security & compliance

As your business grows, it's important to ensure that your cloud is secure.

The cloud is a great way to boost productivity and reduce costs. It can also help you innovate faster and respond quickly to changing market conditions. But, for this to work, your cloud needs to be secure.

Your cloud is only as strong as its security. But—even for larger organisations— there are limited resources that can be dedicated to maintaining it.

That's where we come in! Our managed security services offer a comprehensive set of tools and resources to protect your data from cyber-attacks. We'll migrate, monitor, and manage the entire infrastructure so that you don't have to worry about being hacked or compromised by unauthorised users.

And because AWS holds compliance certifications for almost every governance and security framework, you'll be backed by enterprise level security services - without the enterprise price tag. This allows you to protect sensitive customer data, comply with industry regulations and avoid costly fines and penalties associated GDPR breaches and the like.

Capacity & scalability on demand

When you migrate to the cloud, you eliminate the need to worry about running out of space. AWS automatically adjusts cloud capacity to meet demand while only charging for what you use, ensuring you have the space to grow without paying for more than you need.

Whether you want to migrate and run a small website or manage a large-scale enterprise application, you can scale your AWS infrastructure up or down with a few clicks in the AWS Management Console. With no upfront investment required and pay-as-you-go pricing, it's easy to start small and scale up when needed.

AWS has many different types of compute instances (EC2), storage options (EBS), databases (RDS), and other components that let you build whatever kind of application you need on a virtualised platform.

Built-in reliability & resiliency

When you migrate to the AWS cloud, you can be confident that your applications will run in a highly resilient environment. AWS provides the highest reliability and resiliency for cloud computing.

The AWS architecture is designed to be fault-tolerant and secure from the ground up. It is built with multiple layers of redundancy, back-ups, and failover capacity to ensure that even if one component fails, another will take over seamlessly.

For example: if one data centre goes down due to an outage or an attack, AWS automatically routes traffic to another data centre without customers doing anything.

AWS has invested heavily in ensuring that its global infrastructure has high availability by creating multiple layers of protection against physical failure. This includes multiple data centres across different regions and its dedicated fibre backbone connecting all regions.

AWS CloudWatch allows you to monitor key metrics that indicate your applications' health and performance to quickly detect issues before affecting users or impacting your business operations.

Innovate & accelerate your business growth

The ability to innovate is critical for today's businesses. The speed of innovation has been increasing for decades, and it shows no signs of slowing down. As a result, your business must strategically adapt to keep up with the pace of change.

Innovation can take many forms—it may involve new technologies, business models, or even new ways of thinking about your organisation. Moreover, innovation doesn't happen in a vacuum; it requires an environment that encourages creative thinking and frees people from traditional "silos" to collaborate with others who have different perspectives and skillsets.

You may have tried to encourage more innovation within your organisation by bringing in new ideas from outside sources, such as vendors and consultants. While this approach can be valuable, it's also expensive and time-consuming. In addition, there may be some concerns about handing over control of important future business decisions to another company or individual.

AWS makes it easier to create a flexible environment where your team can collaborate more effectively and innovate more rapidly. With AWS, you can focus on the work at hand without worrying about the operational details of running an IT infrastructure. As a result, using AWS can accelerate growth by improving time-to-market for new products and services, reducing development costs, and increasing revenue.

Global reach

For businesses of all sizes, the cloud provides a cost-effective way to operate globally.

With AWS, you can easily build applications that are available on-demand in over 190 countries worldwide. You don't have to worry about where your customers are because they can access your website and services from anywhere.

This also makes it easy to expand your customer base and enter new markets. For example, if your business is based in Europe but has customers in Australia and New Zealand, you can use AWS to host your website or email service so that it's available to customers — no matter where they are located.

No licensing costs for software

You don't have to pay for software licenses when you migrate to AWS.

If you plan to run your business on an in-house server, you'll need to buy expensive licenses for every application you use. This can be a significant expense for a small business or start-up.

Even for larger businesses with more financial resources, the expense of under-utilised licenses at scale is a concern. You may not need all those licenses right away — but if you're planning on growing, there's no guarantee that they won't be necessary down the road. If you want to expand your services or product offerings, adding new applications becomes more complicated and expensive when each requires its own license.

You don't need to pay for any software licenses when running your business on the AWS cloud. Instead, you can spin up as many servers and applications as you need and pay only for the resources you use.

AWS is built on top of open-source software and other free products — so the only costs involved are those charged by AWS itself. There are no hidden charges: The same pricing structure applies regardless of whether you're using one server or thousands.

Environmental sustainability

Sustainability is driving innovation in an incredibly significant way.

Customers are increasingly calling for businesses to commit to environmental and social responsibility. So, whether you are a small business owner, or accountable for your enterprise's sustainability goals, now is the perfect time to embed this into your operational foundations.

Amazon is leading the fight in climate change, promising to meet net-zero carbon by 2040. They are also helping other businesses to do the same by launching the Climate Pledge in partnership with Global Optimism in 2019. By focusing on efficiency and continuous innovation across their global infrastructure, AWS are committed to powering their operations with 100% renewable energy by 2050.

3.6x more energy efficient than the median of US enterprise data centres

Hosting your infrastructure on AWS will allow you to perform the same operational tasks with an 88% lower carbon footprint. Furthermore, the addition of the sustainability pillar within the AWS Well-Architected Framework provides the design principles to understand your impact, and keep up to date with the latest developments in efficient hardware and software.

It also allows you to maximise the utilisation of workloads by right sizing and minimising idle resource, dramatically reducing your operational infrastructure carbon footprint compared to traditional on-premise solutions.

Your next steps

AWS is a popular cloud computing service with small and large businesses alike—and for good reason. The service has made its mark by offering affordable rates and easy-to-use tools that can be scaled up and down as demand requires.

Moreover, its nearly bulletproof uptime record speaks for itself. As a result, it's an excellent solution for any business that is looking to navigate into the cloud but doesn't have the in-house expertise to handle hosting its own hardware.

Migrating to the cloud provides stability, flexibility, and cost savings for your business. The cloud enables you to focus on your core competencies without worrying about infrastructure or maintenance. It also allows you to scale without investing in additional hardware and software.

We are here to help!

Now is the time to migrate to the AWS cloud; we are here to help! We will ensure your systems are secure and up to date and that all of your data is backed up.

Our international team of cloud practitioners and subject matter experts provide AWS best practice and innovation that maximises the power of the cloud. We will work with you through every step of the migration process, from planning to set up. We understand that every business has different needs and requirements, so we will customise our services to fit your needs and have your business running in the cloud with zero downtime, in no time.

To discuss how we can make your life easier by helping you start your cloud journey, get in touch today