



I vantaggi del cloud AWS

RINNOVARE, INNOVARE, TRASFORMARE | 5 OTTOBRE 2023

GIOVANNI DE SANTIS, SR. TERRITORY MANAGER

AWS Overview

\$85B+

Annualized run-rate

The cloud market leader by revenue

\$21.4B 4Q22

20% YoY growth

The cloud growth leader

+100k

Partners

The largest ecosystem

Millions

of active users

The largest number of customers

38.9%

WW Market share

Gartner Worldwide IaaS Market Segment Share 2021

10%

Cloud adoption

Worldwide Spend on Computing: 90% still on Premises

17

Years of experience

'There is no compression algorithm for experience'

129

price reduction

AWS price reduction since AWS launched in 2006

Why do customers choose **AWS**?

sustainability

breadth of services

productivity

innovation

community

global footprint

reliability

agility

elasticity

customer obsession

cost

security

performance

Why cloud infrastructure?



Migliora l'agilità e le prestazioni IT



Scalabilità quasi illimitata



Incrementa l'affidabilità



Abbassa i costi

←————— Sicurezza massima —————→

Migrating to AWS creates value beyond cost savings



Cost savings (TCO)

What is it?

Infrastructure cost savings/avoidance from moving to the cloud

27-42%

Avg. annual ongoing cost reduction

Cost impact

Typical focus of the business case



Staff productivity

What is it?

Efficiency improvement by function on a task-by-task basis

50%-60%

Improvement in IT admin efficiency



Operational resilience

What is it?

Benefit of improving SLAs and reducing unplanned outage

20%-30%

Reduction in monthly critical incidents



Business agility

What is it?

Deploying new features/applications faster and reducing errors

3.5x

Faster deployment of new code to production

Value impact

Perché Amazon Web Services?

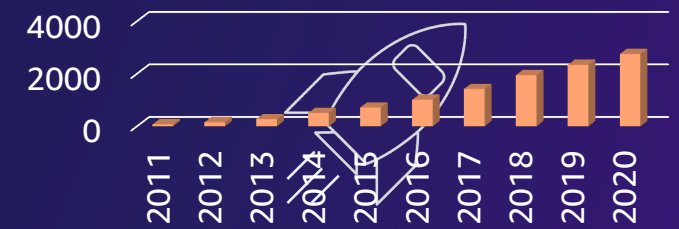


Competenze



Servizi

New Services and Features per Year



Innovazione

Customer obsessed



90%

della nostra pianificazione e delle nostre caratteristiche sono il risultato diretto del **feedback dei clienti** e sono progettate per rispondere alle loro esigenze



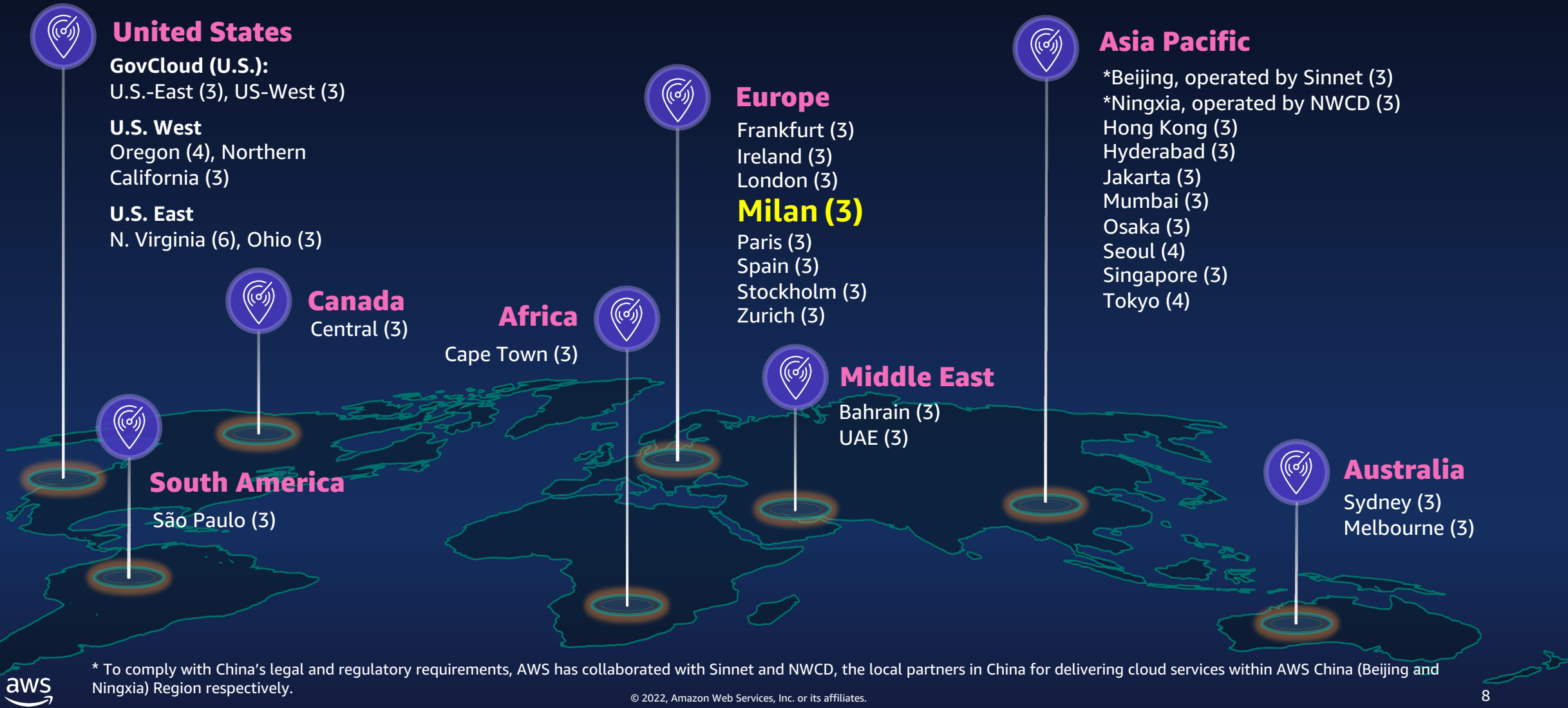
Amazon Redshift



AWS Lambda

AWS Global Infrastructure

31 Launched Regions, 99 Availability Zones and 450+ Points of Presence
(Announced 4 new AWS Regions in Canada, Israel, New Zealand, and Thailand)

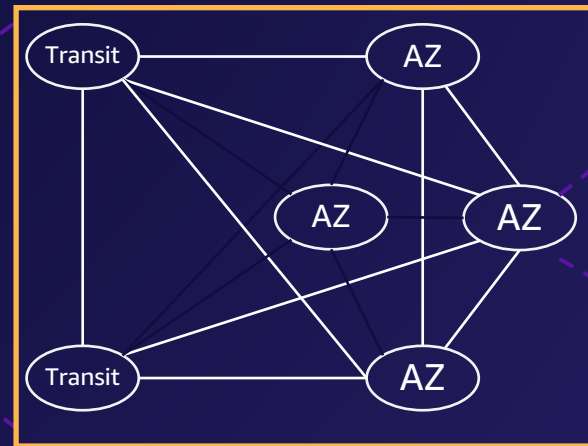


AWS Region design

AWS Regions are comprised of multiple AZs for **high availability, high scalability, and high fault tolerance**. Applications and data are replicated in real time and consistent in the different AZs.

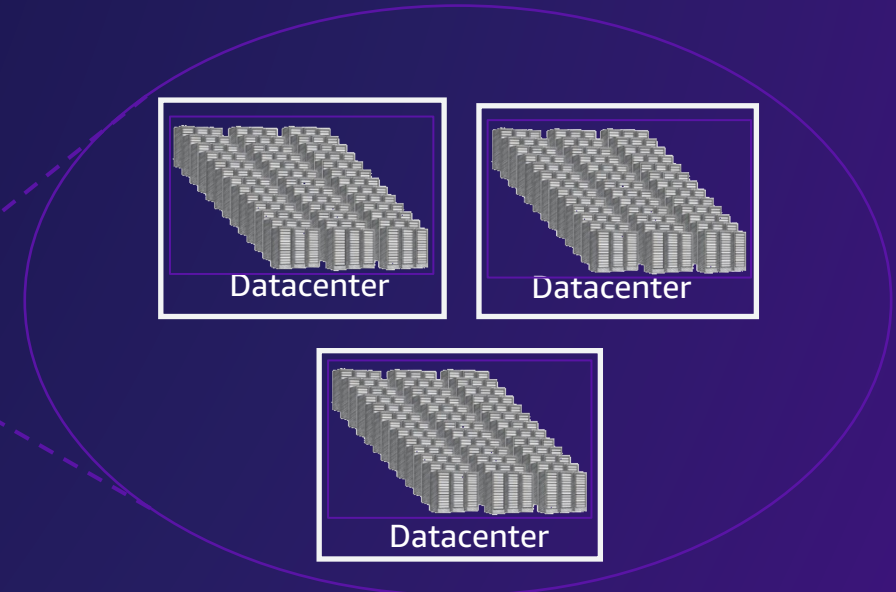


AWS Region



A **Region** is a physical location in the world where we have multiple **Availability Zones**

AWS Availability Zone (AZ)



Availability Zones consist of one or more discrete data centers, each with redundant power, networking, and connectivity, housed in separate facilities

AWS in Italy and Gartner Magic Quadrant



Figure 1: Magic Quadrant for Cloud Infrastructure and Platform Services



Gartner recognizes
AWS as a Leader
for the 12th straight year



+200 AWS Services

<p>ANALYTICS</p> <p>ANALYTICS STREAMING DATA EXCHANGE ETL DATA LAKE HADOOP/SPARK DATA PIPELINES INTERACTIVE SQL QUERIES DATA WAREHOUSE VISUALIZATIONS ELASTICSEARCH</p>	<p>COMPUTE</p> <p>COMPUTE CONTAINERS AUTO SCALING CONTAINER SERVICE BATCH JOBS MANAGED KUBERNETES EVENT-DRIVEN SERVERLESS COMPUTING STORE & RETRIEVE DOCKER IMAGES</p> <p>INSTANCE TYPES MANAGED VIRTUAL PRIVATE SERVERS</p> <p>MANAGED REPOSITORY FOR SERVERLESS APPS RUN & MANAGE WEB APPS SERVERLESS COMPUTE VIRTUAL SERVERS</p>	<p>END USER COMPUTING</p> <p>APP STREAMING MOBILE ACCESS DESKTOP COMPUTING STORAGE & COLLABORATION</p>	<p>MACHINE LEARNING</p> <p>ML FRAMEWORKS SAGEMAKER DEEP LEARNING AMIs & CONTAINERS AUTOMATIC MODEL TUNING HARDWARE ACCELERATION DATA LABELING ML AT THE EDGE HOSTED NOTEBOOKS TENSORFLOW, PYTORCH, MXNET ML MARKETPLACE MODEL HOSTING</p> <p>AI SERVICES CHATBOTS MODEL OPTIMIZATION ENTITY EXTRACTION MODEL TRAINING FACE ANALYTICS PRE-BUILT ALGORITHMS FACE SEARCH TOPIC MODELING FORECASTING DEEP LEARNING MODELS IMAGE LABELING REINFORCEMENT LEARNING NATURAL LANGUAGE PROCESSING SPOT INSTANCES PERSONALIZATION & RECOMMENDATION BATCH PREDICTIONS SENTIMENT ANALYSIS REAL-TIME PREDICTIONS</p> <p>SPEECH TRANSCRIPTION TEXT & DATA EXTRACTION TEXT TO SPEECH TRANSLATION VIDEO & IMAGE ANALYSIS CONTENT MODERATION</p>	<p>MEDIA SERVICES</p> <p>LIVE VIDEO TRANSPORT VIDEO PERSONALIZATION & MONETIZATION MEDIA STORAGE VIDEO PROCESSING & DELIVERY TRANSCODING VIDEO ORIGINATION & PACKAGING VIDEO STREAMING ANALYSIS</p>	<p>SATELLITE</p> <p>SATELLITE OPERATIONS</p>
<p>AR + VR</p> <p>AR/VR EXPERIENCES</p>	<p>DATABASE</p> <p>REALTIONAL DATABASES PURPOSE-BUILT DATABASES HIGH-PERFORMANCE RELATIONAL DATABASE BUILT FOR THE CLOUD DOCUMENT DATABASE MANAGED MARIADB GRAPH DATABASE MANAGED MYSQL IN-MEMORY CACHING MANAGED ORACLE KEY-VALUE STORE DATABASE MANAGED POSTGRESQL LEDGER DATABASE MANAGED SQL SERVER TIME SERIES DATABASE</p>	<p>HYBRID ARCHITECTURE</p> <p>AWS SERVICES ON PREMISES INTEGRATED NETWORKING DATA INTEGRATION INTEGRATED RESOURCE & DEPLOYMENT MANAGEMENT INTEGRATED DEVICES & EDGE SYSTEMS VMWARE CLOUD ON AWS INTEGRATED IDENTITY & ACCESS</p>	<p>GAME TECH</p> <p>CROSS-PLATFORM 3D GAME ENGINE GAME SERVER HOSTING</p>	<p>MIGRATION & TRANSFER</p> <p>APPLICATION MIGRATION DATABASE MIGRATION EXABYTE-SCALE MIGRATION ONLINE DATA TRANSFER SCHEMA CONVERSION SERVER MIGRATION TRANSFER FOR SFTP</p>	<p>SECURITY, IDENTITY, & COMPLIANCE</p> <p>ACCESS CONTROL ASSESSMENT & REPORTING CONFIGURATION COMPLIANCE DATA PROTECTION DDOS PROTECTION IDENTITY MANAGEMENT KEY MANAGEMENT & STORAGE RESOURCE MANAGEMENT MONITORING & LOGGING THREAT DETECTION WEB APPLICATION FIREWALL</p>
<p>AWS COST MANAGEMENT</p> <p>ANALYZE AWS COSTS COST & USAGE BUDGETS COST & USAGE REPORTS RESERVED INSTANCES REPORTING</p>	<p>APPLICATION INTEGRATION</p> <p>EMAIL SEARCH MESSAGE BROKER TRANSCODING QUEUING & NOTIFICATIONS WORKFLOW</p>	<p>INFRASTRUCTURE</p> <p>AVAILABILITY ZONES CUSTOM HARDWARE DATA CENTER INFRASTRUCTURE GLOBAL NETWORK BACKBONE POINTS OF PRESENCE POWER INFRASTRUCTURE REGIONS</p>	<p>MANAGEMENT & GOVERNANCE</p> <p>ACTIVITY & API USAGE TRACKING MONITORING CHATBOT PROVISIONING CONFIGURATION TRACKING RESOURCE TEMPLATES GOVERNANCE SECURITY RECOMMENDATIONS INVENTORY TRACKING SERVER MANAGEMENT LICENSE MANAGER SERVICE CATALOG MANAGE POLICIES SYSTEMS MANAGER MANAGE RESOURCES</p>	<p>MOBILE</p> <p>API GATEWAY MOBILE APP TESTING DEVELOPMENT FRAMEWORK SINGLE INTEGRATED CONSOLE IDENTITY SYNC MOBILE ANALYTICS TARGETED PUSH NOTIFICATIONS</p>	<p>STORAGE</p> <p>ARCHIVE STORAGE BACKUP & RESTORE BLOCK STORAGE DATA TRANSFER EDGE PROCESSING & COMPUTING FILE STORAGE HIGH-PERFORMANCE FILE SYSTEM HYBRID CLOUD STORAGE OBJECT STORAGE WINDOWS FILE SYSTEM</p>
<p>BUSINESS APPLICATIONS</p> <p>EMAIL & CALENDARING UNIFIED COMMUNICATIONS ONLINE MEETINGS VOICE-ENABLED WORKPLACE SHARING & COLLABORATION</p>	<p>DEVELOPER TOOLS</p> <p>ANALYZE & DEBUG APPLICATION LIFECYCLE MANAGEMENT AUTHORIZING BUILD & TEST CONTAINERS DEVOPS RESOURCE MANAGEMENT ONE-CLICK APP DEVELOPMENT PATCHING PIPELINE ORCHESTRATION RESOURCE TEMPLATES TRIGGERS</p>	<p>INTERNET OF THINGS (IOT)</p> <p>RULES ENGINE DEVICE ANALYTICS DEVICE GATEWAY DEVICE SDK DEVICE SHADOWS EVENT DETECTION & RESPONSE LOCAL COMPUTE LOCAL DATA COLLECTION MANAGEMENT & SECURITY MICROCONTROLLER OPERATING SYSTEM REGISTRY VISUAL APPLICATIONS DEVELOPMENT</p>	<p>MARKETPLACE</p> <p>ANALYTICS MACHINE LEARNING DATA PRODUCTS NETWORKING DATABASES OPERATING SYSTEMS DEVOPS SECURITY IOT STORAGE</p>	<p>NETWORKING & CONTENT DELIVERY</p> <p>APPLICATION DELIVERY DEDICATED NETWORK CONNECTION DOMAIN NAME SYSTEM LOAD BALANCING MONITOR APIS MONITOR MICROSERVICES NETWORK TOPOLOGY NETWORKING HUB PRIVATE CONNECTION TO APPS SCALE VPC & ACCOUNT CONNECTIONS SERVICE DISCOVERY VIRTUAL PRIVATE CLOUD</p>	<p>CUSTOMER ENABLEMENT</p> <p>ACCOUNT MANAGEMENT DASHBOARD PERSONALIZATION ENTERPRISE SUPPORT EXPERTS MARKETPLACE OPTIMIZATION GUIDANCE PARTNER ECOSYSTEMS PROFESSIONAL SERVICES SECURITY & BILLING REPORTS SOLUTIONS MANAGEMENT TRAINING & CERTIFICATION</p>
<p>BLOCKCHAIN</p> <p>BLOCKCHAIN TEMPLATES LEDGER DATABASE MANAGED BLOCKCHAIN</p>	<p>CUSTOMER ENGAGEMENT</p> <p>CONTACT CENTER EMAIL TARGETING USER ENGAGEMENT ACROSS CHANNELS</p>	<p>ROBOTICS</p> <p>CLOUD ROBOTICS</p>			

143 security standard and compliance controls



Alcuni dei nostri clienti italiani





Arneg prevede i bisogni di manutenzione dei clienti in tutto il mondo con Amazon Forecast e Amazon SageMaker

11 MM

Registri IoT al
Giorno

ore

Costruzione modelli
IoT (vs.
settimane/mesi)

80%

Accuratezza modello
manutenzione predittiva

"Lo sviluppo di nuovi progetti come la manutenzione predittiva è concretamente possibile solo nel cloud. Le capacità di calcolo, l'archiviazione e i tempi di organizzazione necessari non possono essere forniti On-Premise."

Claudio Canepa,
Chief Information Officer
Arneg



UNOX soddisfa il 95% delle richieste dei clienti a livello di servizio e promuove l'innovazione puntando tutto su AWS



+28%

Richieste clienti
soddisfatte a livello
di servizio

3 app

Sfruttando IoT e ML

1 settimana

Migrazione architettura SAP

"Non è necessario spendere molto denaro prima di testare l'affidabilità e l'efficacia della soluzione. È possibile adattarsi a uno stile di flusso di lavoro e di ricerca e sviluppo per creare prodotti più efficaci e interazioni più veloci che portano a risultati aziendali più proficui."

Gabriele Ballarin,
Chief Information Officer
Unox



Vini Franchetti utilizza all-in i servizi della Region AWS a Milano per scalare i propri servizi IT



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Inattività dovuta alla migrazione

80%

Risparmio costi infrastruttura

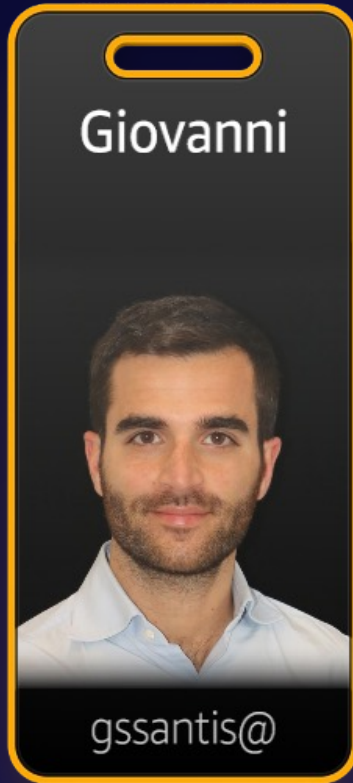
50%

Miglioramento time to market

"AWS ci consente di accelerare nel nostro mercato e di entrare in una nuova era tecnologica in cui possiamo concentrarci maggiormente sui nostri prodotti, risparmiando tempo sulla gestione delle risorse IT.»

Gianluca Bozzurra,
Sales Manager Europe
Vini Franchetti





Giovanni De Santis

Senior Territory Manager - Italy

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