

".... Amazon's real business down the line will be its cloud services. Amazon will be like a book store that sells cocaine out the back door. Books will be just a front to sell storage and cloud computing."

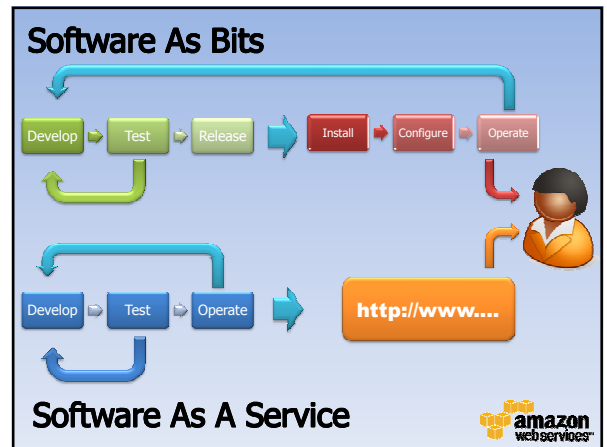
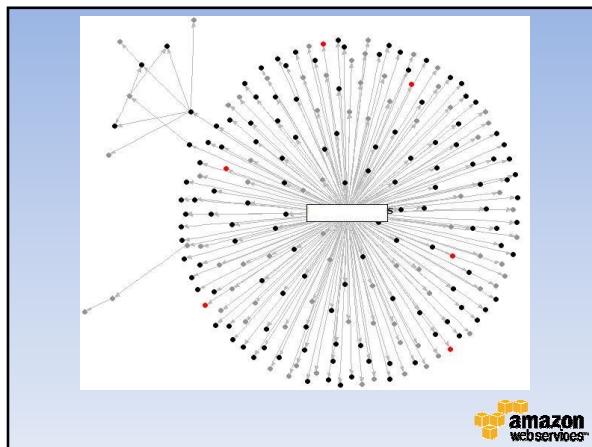
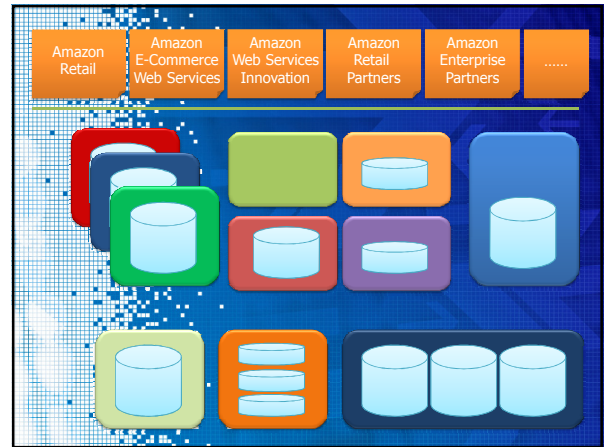
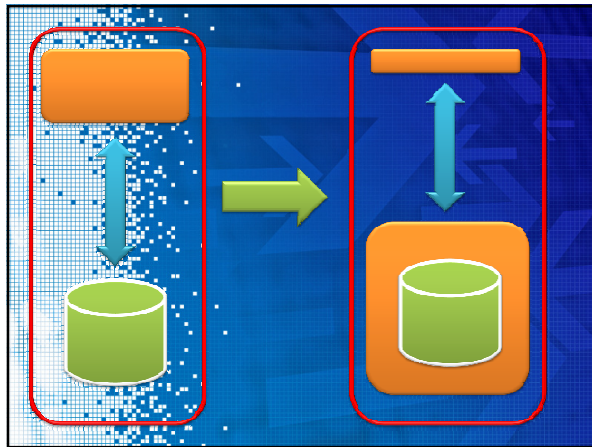
ZDNet

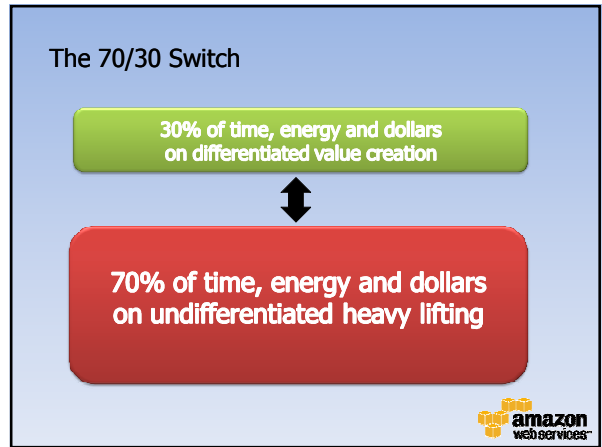
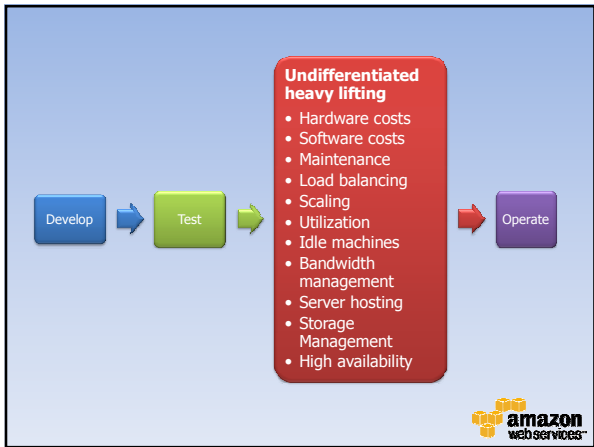
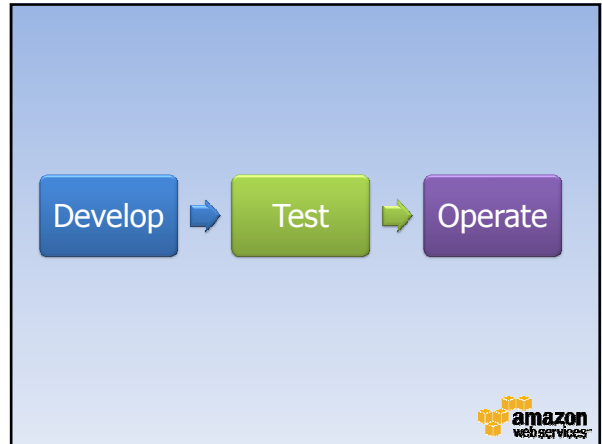
amazon web services



- ### What is Amazon?
- 7 Countries
 - More than 84 million active customer accounts
 - More than 1.4 million active seller accounts
 - Hundreds of thousand of registered associates
 - Over 400,000 registered web services developers
 - Over 20,000 employees World Wide
 - More than 30 Fulfillment Centers worldwide
 - 31% of units sold by 3rd party sellers
 - 3.9M shipments on peak day in 2007
- amazon web services

- ### Amazon's History in 30 Seconds
- Transformations
 - From single seller to 1M+ sellers
 - From technology consumer to technology provider
 - From single application to platform
 - From web site & database to a massively distributed system
 - From web site to web services
 - From enterprise scale to web scale
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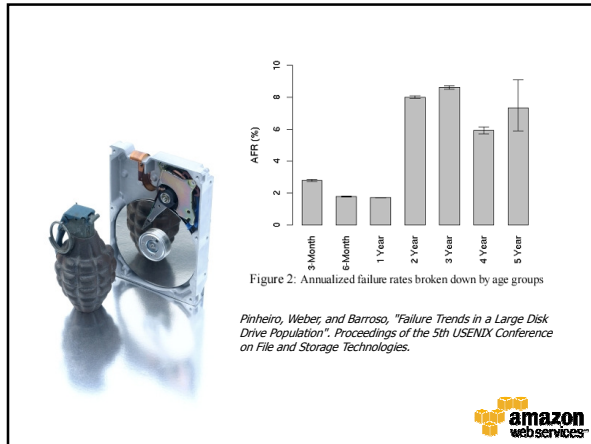
LiveJournal Status

brb: Our power is down. Technicians will be back up soon.

TypePad: TypePad is currently unavailable due to scheduled maintenance.

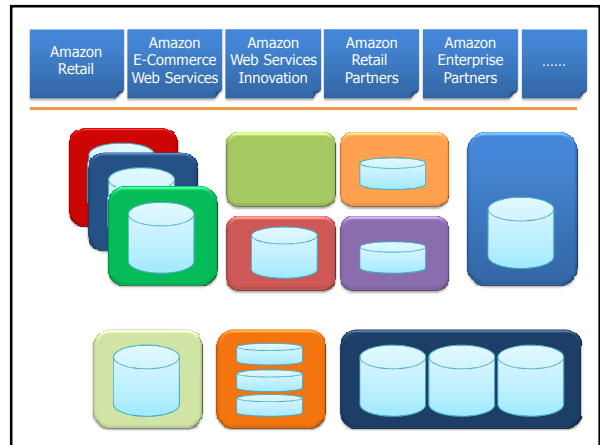
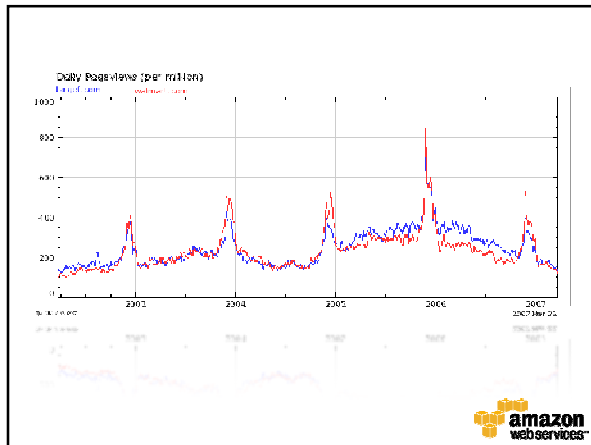
USA TODAY: This blog is temporarily unavailable because of system maintenance. We expect to be back online soon.





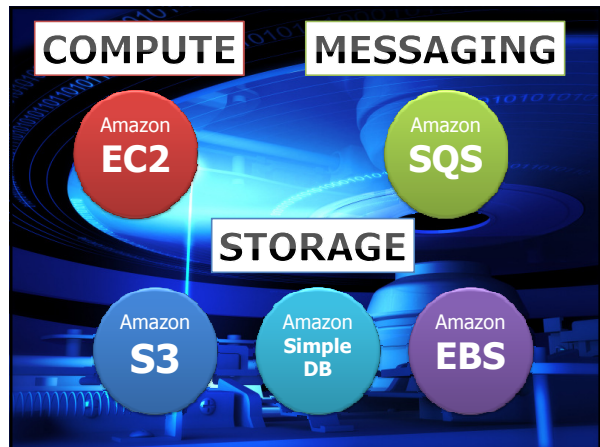
Dream or Nightmare?

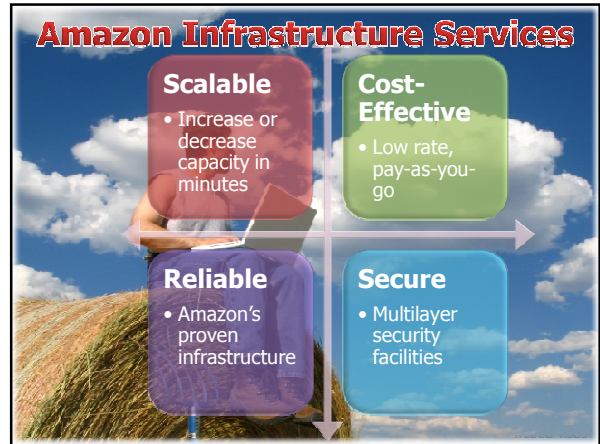
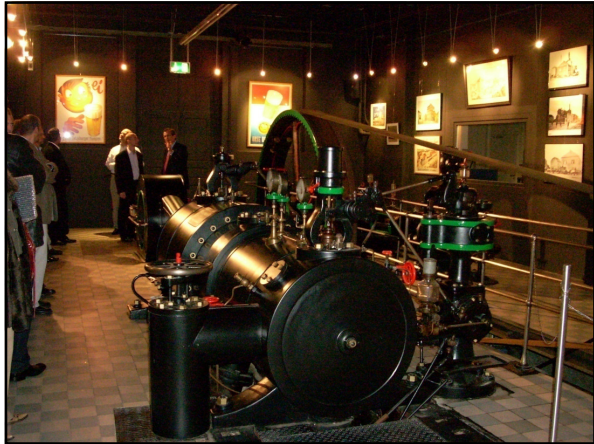
- Scale to 100% - 1000% increase popularity?
- Provide 4 nines uptime?
- Survive a complete datacenter failure?
- Survive a router flapping?
- While keeping cost low at the same time?

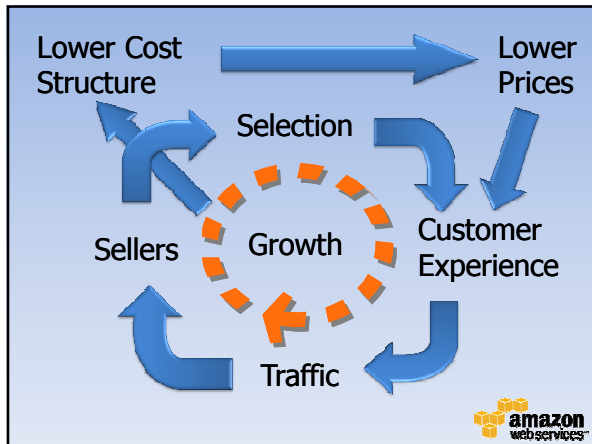


Web-scale Computing

Scalable Infrastructure that allows applications to meet infinite demand, cheaply and reliably







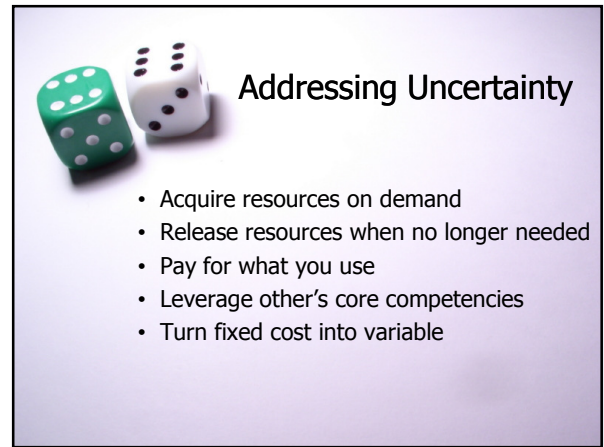
Incremental Scalability is Key

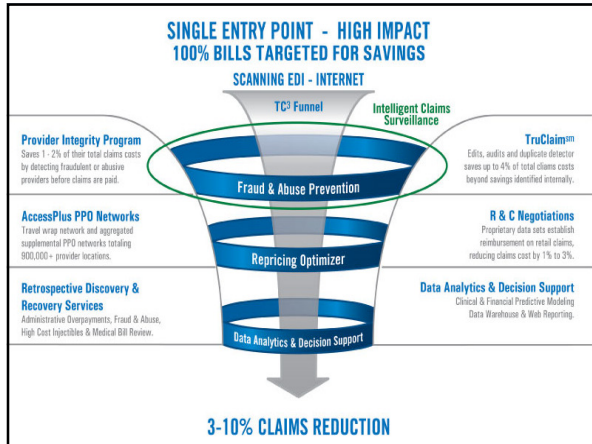
amazon web services

- ### Incremental Scalability
- Service can be scaled up/down one node at a time.
 - *Elastic*: capable of growing and shrinking on demand.
 - Minimal disruption to customer performance.
 - Common, fully automated operation.
 - Addresses:
 - Different growth paths
 - Fault-tolerance
 - Heterogeneity
 - Operational efficiency

Security
Scalability
Availability
Performance
Cost-effectiveness







FCWCOM

"In a recent test, the Defense Information Systems Agency compared the cost of developing a simple application called the Tech Early Bird on \$30,000 worth of in-house servers and software with the costs of developing the same application using the Amazon Elastic Compute Cloud from Amazon.com's Web Services. Amazon charged 10 cents an hour for the service, and DISA paid a total of \$5 to develop an application that matched the performance of the in-house application."

