

# Why You Should Bring Your Business To The Next Level With AWS

Instagram, Pinterest, Dropbox, Talkbox, Zoopla – do these companies sound familiar to you? Wondering what they have in common, apart from the fact they used to be internet-based startups? The answer is quite simple – they have all been using the Amazon massive computing resources – AWS. Why? When it comes to data storage, networking and web hosting the answer is nothing but obvious. AWS has no equal. Keep reading to find out why the AWS hosting is the way forward for you.

## What Is This Hype All About?

Web hosting was added to Amazon services in 2006. Amazon was actually the first to enter the cloud services space. The AWS cloud computing platform has all possible offerings: IaaS (infrastructure as a service), PaaS (platform as a service) and SaaS (software as a service). More than 160 fully featured services from data centers are now close at startups', enterprises' and government agencies' hands.

## Who Is AWS for?

Amazon Web Services has been created to improve and power businesses' infrastructure, to lower their costs and make them more agile at the same time. Most of AWS clients are companies who think about growth and scalability in a serious way, as well as those searching for enterprise grade web hosting.

## Services Within AWS

Amazon's data centers are located all over the world. The AWS portfolio includes a wide range of services. They all fall into one of four categories: Compute, Databases, Storage and Content Delivery and Networking. A great thing is that you can manage all four fields with admin controls. You can easily access the admin panel through a secure web client. The core AWS services are:

- Web hosting.
- Application and SaaS hosting - command-line tools and software development kits for deploying and managing services and applications. Software development kits are available in various programming languages.
- Mobile Applications – a variety of tools and services for mobile app developers.
- IoT services – a back-end platform to manage IoT devices. Hardware for IoT functionality.
- Storage and backup services – Amazon Simple Storage Service for data backup and analytics; Amazon Elastic Block Store for persistent data storage and Amazon Elastic File System for managed cloud-based file storage. Amazon also offers storage transport devices like AWS Snowball and Snowmobile.
- Development and test environments.
- Computing – virtual servers for compute capacity tailored to specific workload types.

- Security – AWS Identity and Access Management tool for cloud security. AWS Organizations for managing policies for multiple AWS accounts. Also, protection against DDoS attacks.
- Media Distribution and Content Delivery – among the others, messaging services for apps and users.
- Social Networking – Amazon Virtual Private Cloud to control a virtual network. AWS load balancing tools like Network Load Balancer and Application Load Balancer.

## Why Is AWS a No. 1 Solution

If you are looking for an alternative to putting thousands of dollars in both computer hardware and additional people to run it, AWS is something for you to consider. Its key USP is a pay-per-use model so you literally pay only for what you use which is the most cost-effective option. The following advantages of using AWS are also worth mentioning:

- Scalability – nothing limits you. The only limit that is set is the amount of money you can spend on AWS services.
- High customisability – third-party programs and application programming interfaces. Besides, AWS is compatible with both Windows and Linux servers.
- Reliability – servers are located in various geographic environments. This is why redundancy is maximum. Plus, when choosing Amazon services, you instantly get server cloning and automated backup. No surprises.
- Flexible pricing – pricing model is tailor-made for your needs. You can pay per hour, per month or per year. AWS might not be the cheapest option on the web all features included are definitely worth the price.
- Flexible capacity – you can easily add/remove it. And capacity is limitless.
- Instant deployments that can be proceeded in multiple regions around the world.
- Cost-cutting – you don't spend a single dime on running and maintaining data centers. You only pay for those resources you need.
- Excellent customer support – it should be a sure thing, but very often it isn't. And Amazon have done their job well. You can be a total newbie when it comes to cloud and hosting, you always get the support you need. At any stage, any time of the day, any day of the week.

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