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**FACT SHEET**

# AWS Evaluation Guide

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experiences. We deliver them.

[wirehive.com](https://www.wirehive.com)



## OVERVIEW

# Evaluating AWS?

**Whether you're already using Amazon Web Services (AWS), or are aware, for a perhaps unquantifiable reason, that you should be, the appeal of pay-as-you-use hosting is a huge draw for frustrated CTOs and their teams. However, with such a complex range of tools at your disposal – 90 and counting – getting the most out of your relationship with AWS can be a challenge.**

In this guide, we aim to set out an overview of how AWS can be used to the best of its capabilities - through self-management or a certified hosting partner - and help assess whether it is a viable option for your business.

## NEW TO AWS

# Benefits of AWS

**To use a reference from the birth of the internet, Amazon has become the IBM of infrastructure. It's a market force, meaning that often people feel that they should be using AWS without an awareness of the intricacies of why.**

Despite the positioning of pay-as-you-use, AWS is not cheap. However, once you become familiar with the Amazon way of doing things, it's rich feature-set can bring efficiencies and performance improvements to businesses of all sizes:

### **Plan and build capacity as you need it**

AWS gives you the capacity to extend servers to meet anticipated spikes in traffic and then switch them off when they're no longer required. Seasonal businesses and ticketing companies have seen a transformational change in terms of cost and helping defend against website downtime.

### **Auto-scaling up and down**

Amazon's auto-scaling functionality helps businesses who use viral marketing or have unpredictable spiky traffic cope gracefully with unexpected volumes of users on their site.

### **Supports HA Solutions**

If you want to make an application highly available, AWS can support this with dual site deployment across multiple availability zones.



### **Global infrastructure**

Global reach is easy with AWS – with no capital investment. Businesses can deploy across the world, placing content where the demand is in any of Amazon’s 42 availability zones within 16 geographic regions.

### **Workload management**

If you need resource to perform discrete workloads Amazon is ideal. Finance and accountancy teams that need to run a resource-intensive monthly invoicing or reconciliation process use AWS to complete the task and then turn off the servers for the rest of the month resulting in significant cost savings.

### **Technical integration**

Amazon’s breadth of services are highly integrated, meaning that you can purchase multiple products from them, making management easier than any other provider.

## **POTENTIAL GOTCHAS**

### **A different way of working**

**If you’re currently using a traditional physical, co-lo or virtualised server-based hosting solution but thinking of moving to AWS there are a couple of key differences that catch out quite a few buyers.**

#### **SLAs**

Unlike traditional hosting providers who normally financially guarantee power and ping on your infrastructure, AWS SLAs work very differently. Amazon only guarantees the ability to create new instances in the availability zone you’re deployed in, not the availability of the instance itself. This is because..

#### **Server tear-down**

Amazon’s methodology is to automate everything and tear down instances that are broken, rather than fixing what’s there. This is one of the biggest differences of working with Amazon vs a traditional dedicated or virtualised hosting environment. It means all solutions need to be architected around this and not rely on a specific instance. The good news is there are many products in the AWS toolkit to help you do this.



## Mitigating risk

If you're migrating to AWS your procurement or financial counter-parts may require assurances on how your in-house technical team or chosen Amazon Partner will be bridging the gap between the SLA on your prior hosting solution to your new AWS one. Some AWS partners like Wirehive provide a [financially and technically backed SLA for AWS solutions](#) they build and manage.

## EXISTING AWS USERS

# Getting the most out of AWS

**For many long-standing AWS users, there is an intimidating feeling of 'not knowing what they don't know' and not being able to keep up with the rapid pace of change.**

The number of tools and services at your fingertips can seem overwhelming, and Amazon's R&D happens at an extraordinary rate, with a plethora of updates and new products/services available on a monthly basis. This can make trying new products and features daunting but there are ways to ensure that you keep on top of this.

### Time and resource

Dedicate time to exploring the full range of services on offer and asking questions – ideally have a member of the team who is tasked with managing AWS. This will free-up the rest of the team to do their roles to the best of their abilities.

### Qualifications and CPD

Assign training budget for your team to study for and gain the key AWS technical qualifications. Encourage them to join Meet-Ups and attend AWS events so they are kept abreast of the latest technical developments.

### Keep on top of your usage

Be aware that if used inefficiently, despite its pay-as-you-use structure, AWS can end up costing up to three-times more than hosting on your own equipment. Third party tools such as [CloudCheckr](#) are a great way to see where your spend is going and where you can make savings.



### Think Agile

Be open to trying new services, and then reassessing down the line. Amazon's services are refreshingly flexible, meaning that you can analyse the success of products and services as you go, and dial up, or down, activity accordingly.

### Consider a partner

[AWS Partners](#) go through rigorous qualification before being certified. By engaging a partner, you'll have a dedicated satellite team and consultants to keep abreast of AWS developments, monitor your site and provide recommendations that meet your business goals.

## MAXIMISING YOUR AWS INVESTMENT

### Benefits of partnering

**Whether they're new to Amazon or existing AWS users many of our clients come to us to help them with maximising their investment in AWS. One of the main challenges faced is the lack of internal capacity to deal with the vital minutiae that ensures the smooth running of sites on Amazon infrastructure.**

AWS Partners like Wirehive can take on day-to-day tasks, such as ensuring server uptime, security and back-ups, enabling your team to look at the bigger picture, knowing that the back-end of the site is in safe hands.

Engaging Amazon's services in a proper way can help you grow fast. It's not a fit for every business, but maximising your investment in AWS through a strategically informed approach can help overcome challenges of scalability and traffic spikes that can cause other hosting solutions to falter.

Using a certified AWS partner, like Wirehive, frees up your team to deliver creatively and give you the peace of mind to focus on the bigger picture.



## **NEXT STEPS**

### **Evaluating your specific use case**

Due to the huge variety and complexity of the AWS platform this guide is purposefully high level. If you want to delve deeper into whether your specific use case means Amazon is the right infrastructure choice for you the best place to start is a conversation with Amazon or a certified AWS Consulting Partner.

Wirehive run structured discovery workshops and infrastructure audits to help clients kick start this process however if you're not at this stage our team of consultants are always happy to have a no-obligation qualification meeting or call.

#### **Questions?**

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