

Synthesis Labs Cloud Consulting

Executive Breakfast Briefing
22 September 2016
by Michael Shapiro



Synthesis - how we got here

AWS partnership

Skills & services



2012

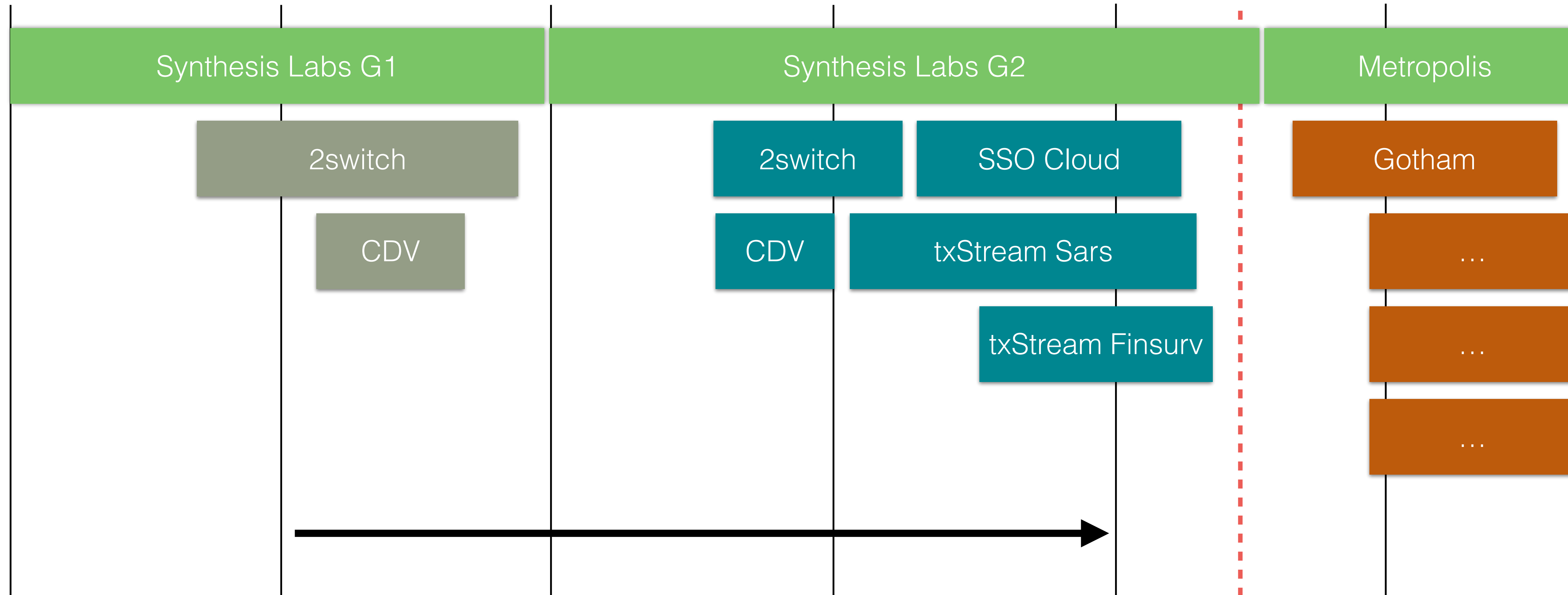
2013

2014

2015

2016

2017



Our journey - Cloud evolution



Benefits of cloud adoption

1. Business agility - flexible, reliable, secure
2. Effortless and Instant scalability
3. Elimination of Fixed “Start-Up” Costs
4. Massive Cost efficiency using pay-as-you-go model ~

30% - 40% cost saving on infrastructure



Why AWS



Figure 1. Magic Quadrant for Cloud Infrastructure as a Service



Gartner review Aug 2014

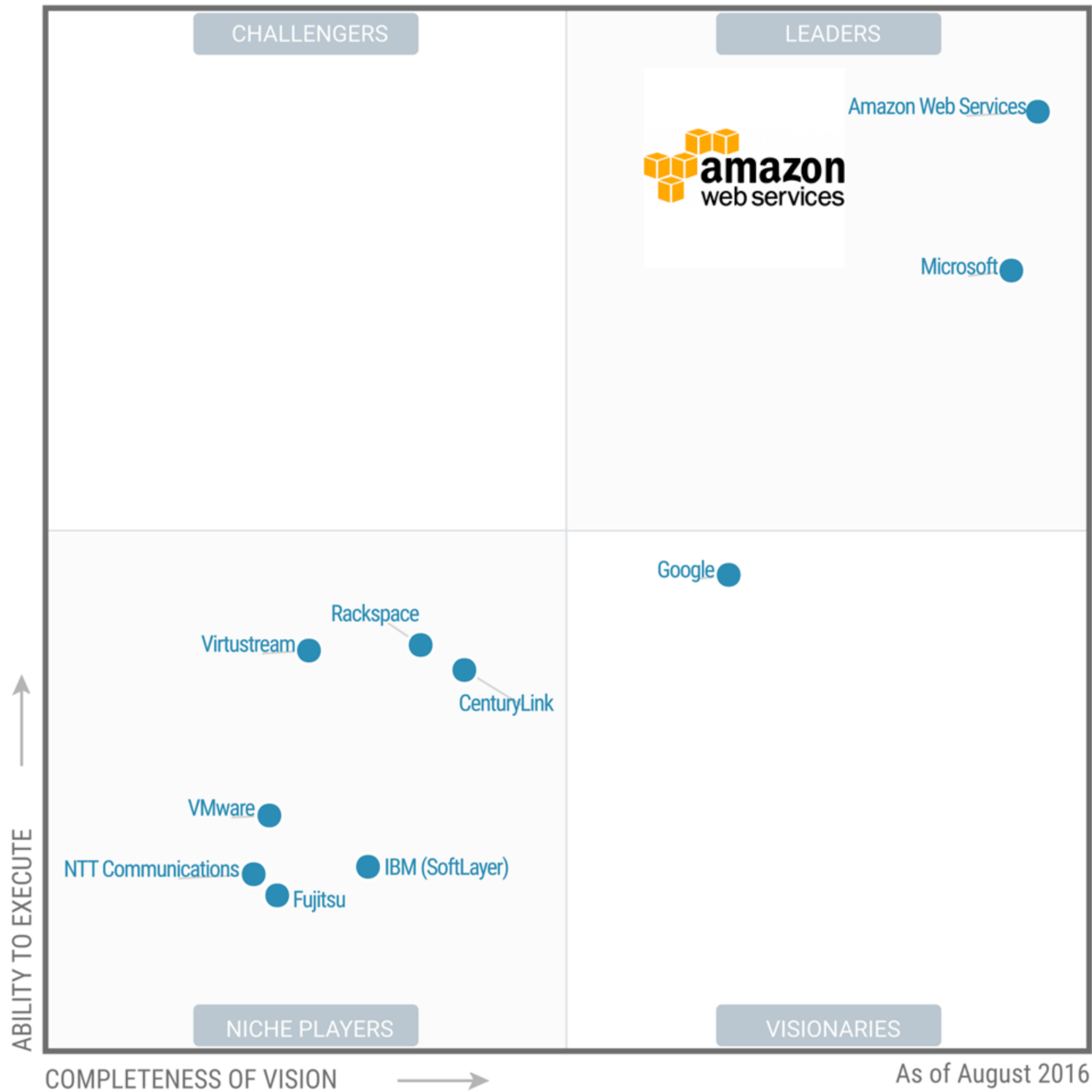




Gartner review Aug 2015



Figure 1. Magic Quadrant for Cloud Infrastructure as a Service, Worldwide



Gartner review Aug 2016

In the 2016 for the 6th straight year, Gartner placed Amazon Web Services in the “**Leaders**” quadrant

Source: Gartner (August 2016)

The headlines

Network World: Amazon remains *top dog* in
Gartner's cloud Magic Quadrant

NETWORKWORLD

The headlines

The Economist: AWS's momentum is *immense*

The logo for The Economist, featuring the words "The Economist" in a white serif font on a red rectangular background.

The
Economist

The headlines

Gartner: Gartner crowns *AWS* as the '*safe-choice*'

Gartner[®]

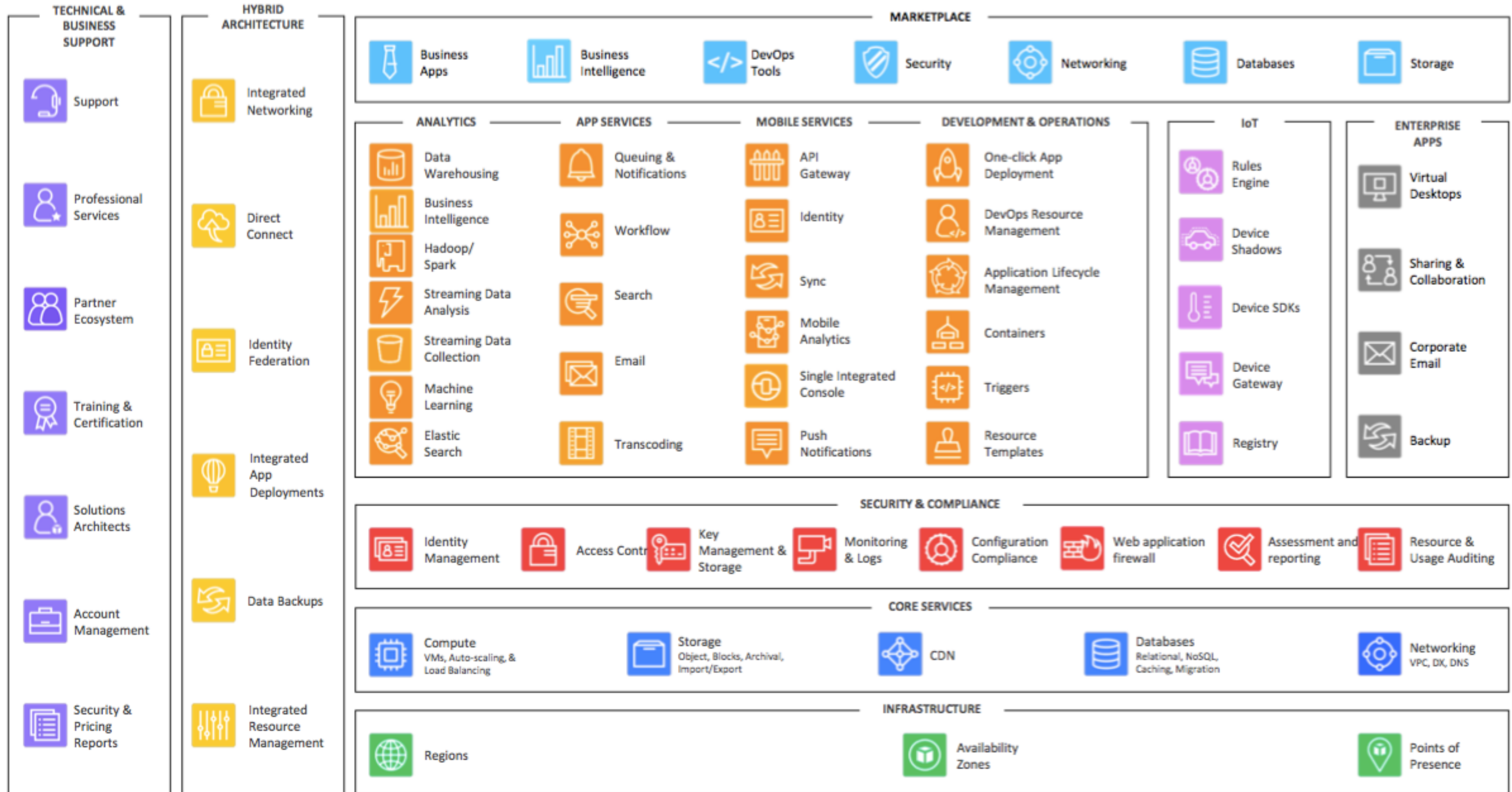
However...

Customers can get *overwhelmed* with some of the cutting-edge technology AWS introduces.

Gartner says AWS requires *training, expertise* and usually services.

The Gartner logo, consisting of the word "Gartner" in a bold, blue, sans-serif font, followed by a registered trademark symbol (®).

Navigate through the complexity



Engagement model



Cloud readiness evaluation

1. Technology fit assessment



2. Regulatory standards & governance



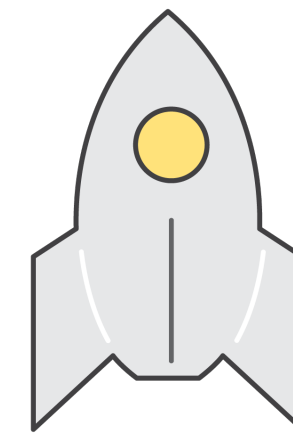
3. Cloud Economics (TCO/ROI model)



Other services



Application Migration & Dev



Cloud security



Digital channels innovation



Thank you

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