

# Unlock your innovation potential with the cloud

How AWS and ThunderCat Technology bring innovation in reach of every business



## Harness AWS Cloud for innovation advantage

The businesses prospering most in today's fast-changing, digitally fueled are those able to benefit from innovation—whether it be in delivery, customer interactions, supply chain management, or internal systems and processes.

Small and midsize businesses (SMBs) are often at an innovation disadvantage, being less resourced to fund the significant upfront investment that's often required.

By making technology more easily accessible and more affordable, AWS Cloud unlocks the innovation potential of every business, whatever its size.

AWS has led the market in making cloud technology accessible and affordable—making us SMBs' most popular cloud platform<sup>1</sup>.

Today, AWS is helping thousands of businesses unlock their innovation potential, helping them use cloud technology to enhance customer responsiveness, power new services and business models, and improve business resilience.

## Innovating with AWS Cloud: The benefits



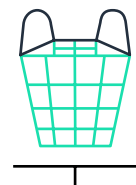
**Enhanced service offerings**  
AWS lets you deploy new-project infrastructure without big upfront capex investment, making it quick and easy to experiment with new customer-facing applications or services.



**Improved operational efficiency**  
AWS delivers cutting-edge technologies at costs you can manage, letting you access advances like AI, analytics, or machine learning to automate business processes and improve operational efficiency.



**Reduced commercial risk**  
AWS avoids burdensome long-term commitments like licenses or long-term contracts. So if a new project doesn't work out, you don't have unused servers or software sitting idle and soaking up valuable budget.



**Accelerated time-to-market**  
AWS tools automate the workflows associated with developing, deploying, and testing applications, significantly cutting the time required to bring new services to market.

## ThunderCat Technology: partner of choice for your innovation journey

Cloud technology is evolving so rapidly it can be hard for SMBs to appreciate everything that is currently achievable. To be sure you're making the most of today's opportunities, you need to work with a cloud specialist like ThunderCat Technology.

Partnerships are critical to an organization's effective adoption of a cloud service solution. It is hard for companies to reap these benefits of the as-a-service model on their own. At ThunderCat, we routinely take on a trusted advisor role where companies come to us with a problem and we can give them advice to help them solve it. By providing partnership options to companies from across sectors, ThunderCat can facilitate more seamless and effective adoption of as-a-service solutions. We have also worked with companies to create tailored research and recommend solutions that match their individual needs.

AWS-certified, ThunderCat Technology offers expertise, guidance, and a range of value-added services. They will be your partner in innovation, advanced networking, hybrid cloud, cloud management, cloud security, and end user computing among several other specialties.

## AWS: Unlocking SMBs' innovation potential

AWS is the most popular public cloud platform for small to mid-sized businesses<sup>1</sup>. We're helping thousands of businesses of all sizes unlock their innovation potential to enhance customer responsiveness, power new services and business models, and improve business resilience. Some of the reasons SMBs choose AWS are:

### Unmatched service portfolio

AWS offers 175+ individual services, giving SMBs unmatched support in achieving whatever they want with the cloud. Our range includes many innovative offerings in areas such as AI, IoT, analytics, and machine learning (more ML happens on AWS than anywhere else). All these services are kept ahead of the market with rapid, frequent releases.

### No-cost experimentation

AWS makes many innovative technologies (such as AI, ML, IoT, and analytics) available on the free tier— meaning SMBs can experiment without any financial commitment. Free-tier services include dedicated game server hosting, managed relational database services, cloud-powered business analytics, and data warehousing.

### Education and training support

AWS also provides a wide range of education and training resources to help SMBs get the most out of cloud technologies. These include digital and classroom training options with learning paths tailored by role (e.g. architect, developer, or operations) or solutions (databases, ML, media services, storage).

### Security and reliability

AWS has fewer downtime hours and stronger security than the next largest cloud provider. This is achieved through a broad range of security, compliance, and governance services and globally dispersed Availability Zones. You can innovate with confidence on AWS Cloud.

## Resources



### Innovate with AWS

Learn more about migrating with AWS [here](#).



### ThunderCat Capabilities

Learn more about cloud transformations [here](#).

1. Flexera 2020 State of the Cloud Report