CloudStart White Paper

Your Introduction to AWS and the CloudStart programme brought to you by Iron Arrow Consulting

The following White Paper has been compiled for the benefit of firms considering application to AWS CloudStart programme administered in Turkey by Iron Arrow Consulting.

Why should you be interested in Cloud Computing?

In recent years, firms of all sizes and across all vertical industries have begun using cloud computing. Usage of the Cloud, represented by the top 4 Cloud providers, is doubling every 6 months, making it the fastest growing technology in the history of Information Technology. Globally, companies are currently spending approximately $40Bn a year on Cloud computing as opposed to the $10Bn spent two years ago. Usage of the Cloud has increased at this exponential rate for the following reasons:

1. **Innovation and Agility**: *Cloud increases speed and agility and lowers the cost of innovation*. Leading Cloud providers frequently increase the functionality and capability to their platforms at an amazing rate. Firms operating within the Cloud obtain instant access to such innovations. For example, AWS introduced over 1,800 new services and features in 2017. All these became immediately available for developers to utilise with no acquisition time and no up-front costs as the Cloud operates on a pay-as-you-consume basis. Cloud utilisation fosters agility as firms are able to use the correct amount of computing power for their business needs. This ensures companies use and therefore only pay for what they need, however simultaneously giving them the ability to scale up instantly with no capital expenses and no lead time. Furthermore, agility results from the Innovation abilities of the Cloud – the new features introduce capabilities such as IoT, Artificial Intelligence, Machine Learning, Speech Recognition and Voice Synthesis, making them available at low or even no cost.
2. **Profitability and Cost Reduction**: *Cloud has an immediate and ongoing positive impact on the bottom line.* Cloud is hugely disruptive to traditional methods of buying IT. Cloud offers firms the ability to substantially reduce their IT bills; reductions of 40% to 50% are normal. As the cost reduction does not involve any commitment or initial capital investment, this has an immediate impact on profit. Once you stop investing in physical IT infrastructure, it immediately boosts profits. The benefits do not just involve saving money on hardware, it also includes software, applications and most importantly, the associated people costs and real estate costs. The Cloud providers manage all the infrastructure (and do that in a more professional way than most firms can) so that the cost of the service also means you no longer have to pay for space, power, cooling, people etc.
3. **International and Global Market Entry**: *Cloud powers growth and internationalisation*. Cloud knows no boundaries. Cloud can scale your business and take you from being on your premises to being global. There are no costs or technical limitations to making your business in the Cloud available to a global audience. If you are successful and you find millions of Customers, the Cloud will seamlessly scale up to meet your new-found success. If your business does not grow, then your use of the Cloud remains the same and you have made no unnecessary costly investments.

In today's business environment, investors, VC's and PE's will not accept business propositions requesting investment for on-premises IT expenses. They are likely to suggest you remove that line item of expense and use the Cloud. No investor will fund IT in a way that doesn't leverage the Cloud – it's a waste of capital and the money is better spent on the product or service rather than IT.

To get more information on the Cloud, please review:
- https://d1.awsstatic.com/whitepapers/total-cost-of-operation-benefits-using-aws.pdf
- 10 Startups Thriving on the Cloud
- How Amazon Web Services Changed the Way VCs Fund

Why work with Amazon Web Services (AWS)?

1. AWS has the most comprehensive capability in the Cloud industry and are by far the market leaders in this sector. They have more services and more infrastructure available around the world than the competition. Recent surveys commissioned by Gartner have reported that AWS has 12 times more Customers than all other Cloud providers combined and about 10 times the amount of infrastructure for Customers to use. AWS is now a $26Bn business growing over 50% year on year.
2. AWS has supported many successful enterprises through the stages of their growth; from start-up through unicorn to household name. Netflix, AirBnB, Spotify, Uber even Amazon itself are examples of successful firms whose businesses are based on the AWS Cloud. In addition, AWS supports start-ups and scale-ups globally with the intention of finding and nurturing the next generation of unicorns and household names
3. AWS has the widest range of security and compliance features as well as national accreditations of all the Cloud providers. They meet the stringent requirements set out by international regulators for hosting sensitive and critical data. Moreover, there are numerous testimonials and case studies carried written by successful enterprises and Government agencies globally, attesting to the proficient and trustworthy nature of the AWS Cloud's services.

For further information, please review:
- https://docs.aws.amazon.com/aws-technical-content/latest/aws-overview/aws-overview.pdf?icmpid=link_from_whitepapers_page
- https://aws.amazon.com/solutions/case-studies/?nc2=h_l2_cc
- https://aws.amazon.com/compliance/

What is CloudStart?

AWS has created a programme specifically focussed on helping firms benefit from their Cloud.

1. CloudStart is provided by AWS Public Sector and is a companion programme to AWS Activate, which is a generic programme for start-ups. CloudStart is aimed at firms whose products, solutions and services are utilised for the public good. This can be applicable to firms such as healthtechs, edtechs and govtechs but may also be relevant to firms who develop cross industry solutions and applications.
2. CloudStart is made available through Economic Development Organisations (EDO) in selected countries and Turkey has recently been added to the list. AWS has appointed Iron Arrow Consulting as the EDO for Turkey to assist firms access the programme
3. CloudStart provides firms with credits which can be redeemed against the AWS services. The programme offers sufficient credits for firms to go 'all in on the Cloud' – in other words to have enough credit that would support their entire IT utilisation for a period of 2 years
4. The programme is a 'no strings attached offer' – firms are free to join and leave at their convenience; there are no contracts, no commitments
5. AWS obviously hopes that a firm will stay after the 2 year period and build a business long term on AWS' platform, however this is dependent on the firm's experiences with AWS– there is no lock in either way

To get more information, please review:
- https://aws.amazon.com/cloudstart/
- https://aws.amazon.com/solutions/case-studies/government-education/all-government-education-nonprofit/

How is CloudStart implemented?

1. A firm wishing to join the CloudStart programme must meet certain eligibility criteria to enrol. These are:
   a. They are not part of another credit programme from AWS such as Activate.
   b. They are not already significant users of AWS as a paying Customer.
   c. They are a firm that works for the 'public good' so that their end Customers are buyers from the Public Sector or their product/service contributes to public good.
2. Once a firm is interested and have satisfied themselves that they meet the criteria, they should e-mail cloudstart@ironarrowconsulting.com. Iron Arrow Consulting will then process their application acting as the CloudStart Economic Development Organisation for Turkey.
3. The firm will be required to attend a mandatory 'getting started' workshop (for a fee) that will orient them to the use of AWS. This will ensure that they have the correct knowledge and training to make a rapid start to getting the best value from their AWS credit allocation.
4. Once up and running, the firm will gain access to ongoing self-service and first-hand support from AWS to ensure that they are able to build their Cloud usage effectively, and to ensure that the firm gets best value from the credits on offer
5. Regular reviews will be conducted by Iron Arrow Consulting to feedback to AWS how the programme is performing and report on the firms' usage and uptake of the credits

What is Iron Arrow Consulting's (IAC) role?

1. IAC is the Economic Development Office (EDO) for AWS CloudStart in Turkey and as such, acts in conjunction with AWS for the implementation of CloudStart
2. All requests for application to CloudStart are routed through IAC
3. IAC runs (for a fee) the Getting Started workshops and manages the credit allocation to each firm based on business needs and projected consumption
4. Firms seeking further engagement with AWS will channel their requests via IAC, who liaise with AWS on their behalf
5. IAC can assist firms who are considering taking their business outside of Turkey, as they provide an international expansion service for Cloud based businesses

How can Iron Arrow Consulting help a firm internationalise their business?

The primary business of Iron Arrow Consulting is to help firms prepare for internationalising their business and then to help them form and implement their international launch strategy. IAC supports firms in the following ways:

1. IAC has developed a Readiness Index to help firms self-assess their preparedness for international expansion. The Readiness Index assesses the key elements that a business needs to address. It highlights where they have already achieved a good level of preparedness, and points out the elements that they need to improve in order to launch their products and/or services in their target market
2. IAC works with firms to build and execute launch plans that establish their business beyond their home market. IAC acts both as project manager and implementor of key activities that are required to initially build the plan and then to deliver upon the actions in the plan
3. IAC provides resources to augment firms' own resources in the areas of sales and marketing as they scale up their business, especially in the UK market

IAC's team not only provides firms with a clear roadmap of the next steps required to improve their market readiness, but they also help firms implement those steps in a time efficient and cost-effective manner. For further information, please get in touch at info@ironarrowconsulting.com