



AWS BUSINESS SUPPORT eBook



“AWS Support has helped us evolve our business faster. We not only get clarity on specific technical questions, but also on the broader picture of how we can use AWS to achieve our goals. We get advice on what we need to do going forward—and why we need to do it that way. This helps us save time on infrastructure management, time we can use to focus on our core business. That time saving is invaluable.”

- Tim Kimball, Head of Engineering, [Aire](#)

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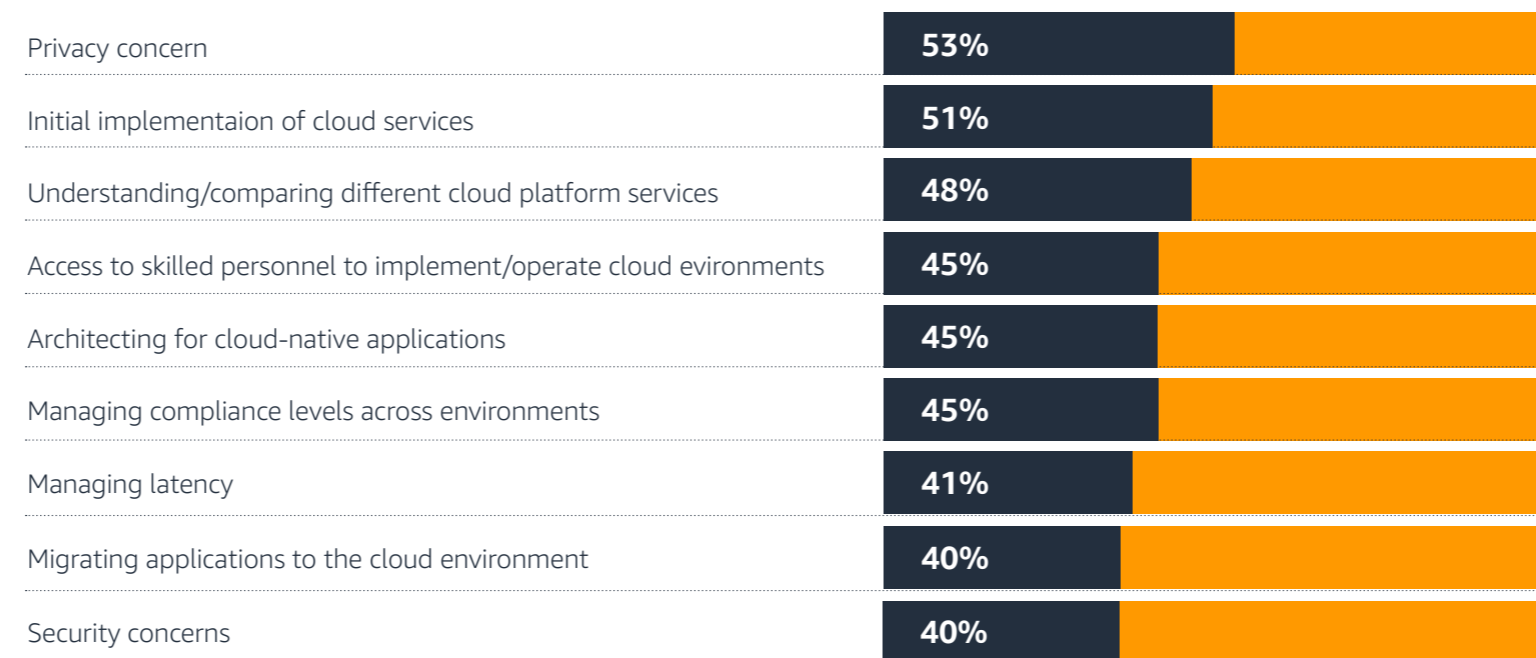
The Cloud Is Transformational but Not without Challenges

Your cloud investment demands reliable expertise. As your solutions mature, optimizing production workloads will become more important. The pace of innovation is fast in the cloud and staying competitive means it's critical to quickly build expertise on new services and features.

With AWS Business Support, you can keep up to date on learning, best practices, and the new AWS services and features in the most efficient way possible.

In a Forrester survey of 100 cloud decision makers, commissioned by AWS, respondents highlighted key challenges in implementing and managing cloud technology.

To what extent are the following aspects of cloud implementation and management challenging for you?



Base: 100 cloud decision makers | Source: A commissioned study conducted by Forrester Consulting on behalf of AWS, March 2018.



These gaps in cloud capabilities can have serious business consequences, such as:



Loss of agility:

Without the right expertise, it can be challenging to keep up with cloud innovation.



Increased risk:

Insufficient security and compliance skills can leave you with gaps in your protection.



Poor cost optimization:

Using more services than you need can add up quickly.



Lower competitiveness:

All these factors reduce your ability to win customers and maximize efficiency.



The Right Support for Your Business

AWS Business Support helps beef up your team's skills with AWS services so you can move faster with the cloud. The Forrester survey highlights the breadth of services companies need—all of which are available with AWS Business Support.

What are your needs when using cloud support services?



Base: 100 cloud decision makers | Source: A commissioned study conducted by Forrester Consulting on behalf of AWS, March 2018.

A Proactive Partnership for Your Success

The most effective support comes from those with the deepest understanding of the platform. AWS Business Support is designed and delivered by those who work with AWS systems every day. This expertise is delivered in multiple ways to help your cloud initiatives succeed, including:



Accelerating projects and getting rapid responses by AWS experts for urgent needs.



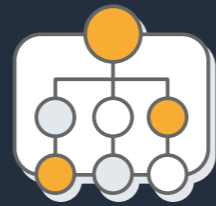
Reducing implementation and operational risks with guidance based on AWS best practices.



Improving awareness and reducing costs with AWS Business Support tools like Personal Health Dashboard, Trusted Advisor, and Support API.



Increasing knowledge of architectural design implications based on your specific use cases.



AWS Support Is What B2B Tech Support Should Be

AWS Support brings Amazon's tradition of customer-obsession to the B2B technology world. We view support differently, going beyond break-fix and issue resolution. In addition to helping you when issues arise, we proactively look around corners to find ways for you to be more efficient or to use AWS in unique and innovative ways.

Our processes are different, too. We employ a single-tier resolution model where a support engineer receives a case and stays with it to resolution. This avoids the typical escalation paths and hand-offs employed by many support organizations that follow a runbook methodology with multiple case transfers that can increase time-to-resolution. Your support engineer will stay with you and your case from start to finish, resolving it faster and eliminating the need for you to continually re-explain your use case throughout the process.

AWS Business Support Is a Complete Solution

Designed to meet a wide range of business and technology needs, AWS Business Support provides services that work together to help you achieve your goals.

Trusted Advisor (TA)

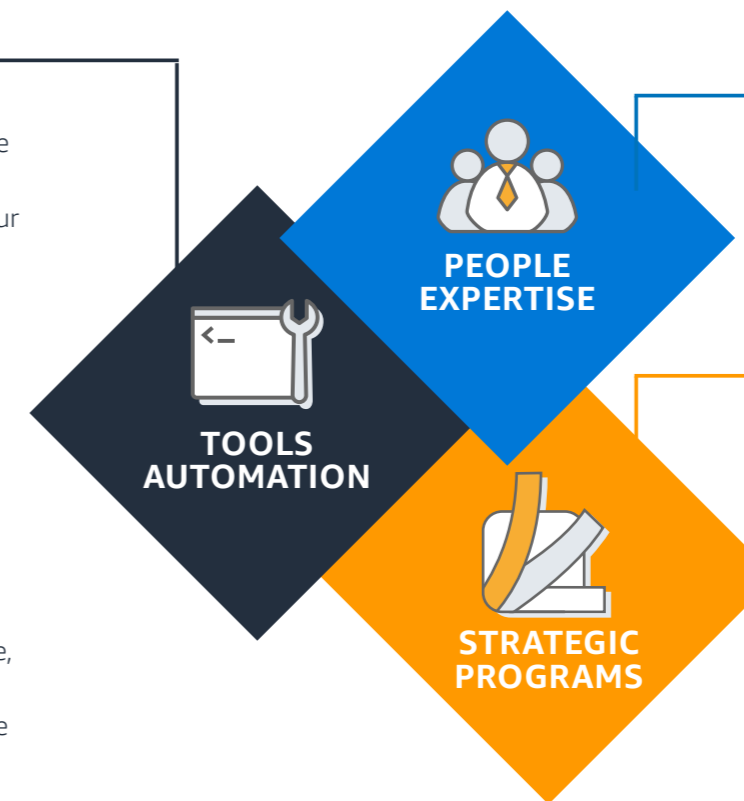
Online resource to help you reduce cost, increase performance, and improve security by optimizing your AWS environment.

Personal Health Dashboard (PHD)

Delivers alerts and remediation guidance when AWS is experiencing events that may impact your environment.

Support API

Programmatic access to AWS Support Center features to create, manage, and close your support cases and to operationally manage your TA check request and status.



SMEs

24 x 7 access to highly trained Cloud Support Engineers for help and guidance.

Infrastructure Event Management (IEM)

Focused planning and support for business-critical events (e.g., launches or migrations), available at additional cost.

Architecture Support

Guidance delivered in the context of your specific use cases.

1

Rapid Response

With AWS Business Support, you gain new levels of responsiveness for reactive support, including 1-hour and 4-hour response windows for severe events. This responsiveness is especially necessary when you are running important production workloads in the cloud.



Severity Level

Production system down

Production system impaired

System impaired

General guidance



Target Response Time

1 hour

4 hours

12 hours

24 hours



Examples for Reference

You can't work around the problem, and your business is significantly impacted. Important functions of your application are unavailable.

You can't work around the problem. Critical functions of your application are impaired or degraded.

You can work around the problem. Noncritical functions of your application are behaving abnormally.
You have a time-sensitive development question.

You have a general development question or want to request a feature.

2

Live Support from Expert Engineers

With 24/7 access to AWS experts, you can solve cloud-related challenges faster. Whether by phone or live chat, you can share your screen and get “over the shoulder” support to improve issue resolution and eliminate the frustration of back-and-forth emails.



3

Real-Time Guidance

AWS Trusted Advisor, included with AWS Business Support, is an online resource to help you reduce cost, increase performance and fault tolerance, and improve security by optimizing your AWS environment. Developed using best practices.

4

Automate Your Operations

Using AWS APIs, you can programmatically create, update, and list support cases; use AWS Trusted Advisor as a web service; get information about events that affect your AWS resources; and more—all without manual intervention.

5

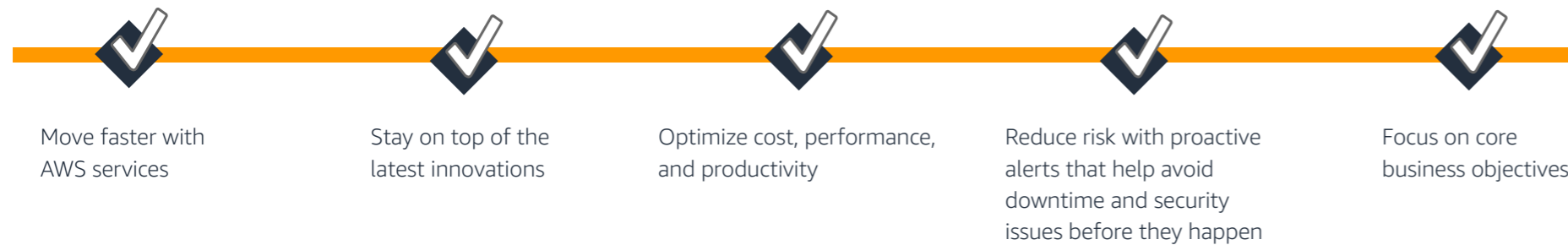
Access to Extra Resources for Big Events

With AWS Business Support, you can purchase Infrastructure Event Management (IEM) services for business-critical events such as shopping holidays, product launches, migrations, or other activities that may require fast scale-up or scale-down. IEM includes architecture and scaling guidance, as well as real-time operational support during the event.



Realize Your Business Goals Faster

With AWS Business Support, you can make ideas a reality in less time, with less work. You can give your talented people more freedom to do what they do best. And you gain an expert team dedicated to helping you:



Learn how AWS Business Support can help you do amazing things with AWS.

Visit
aws.amazon.com/premiumsupport/business-support