

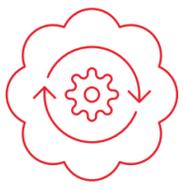
Three ways to innovate on AWS, without a total IT overhaul

According to 451 Research, one of the primary reasons enterprises cite for investing in AWS is the expectation that AWS will be a platform for enabling innovation within their organizations.¹

Innovation drives the creation of new business models, accelerates the delivery of products and services, and allows you to deliver superior customer experiences. And at the heart of innovation lies the cloud. The vast suite of cloud-native services, combined with the inherent scalability and agility of AWS make it a powerful catalyst for innovation.

But with the seemingly limitless capabilities of the AWS platform, where do you start?

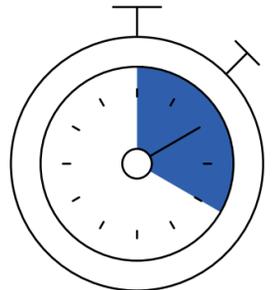
Hint: You don't have to undergo a complete transformation. Here are three ways to leverage AWS to stimulate innovation without overhauling your entire environment:



1. Deploy containers

Portable, flexible container-based applications increase agility and efficiency.

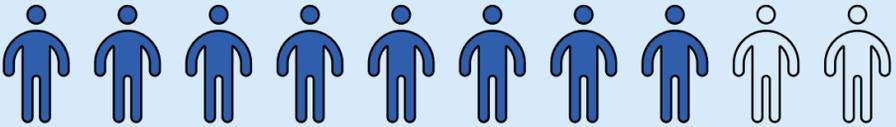
- Up to 30% reduction in development time reported by container adopters²
- 20x faster: TotalTrax's container-based architecture cut onboarding from 4 days to 4 hours³
- Up to 15% initial cost savings due to hardware and process efficiencies⁴



2. Leverage existing VMware investments

Cloud-native services with VMware Cloud on AWS let you use your current VMware knowledge without recruiting scarce, costly AWS expertise.

- 8 out of 10 enterprise cloud users report resource and expertise gaps as a significant challenge⁵



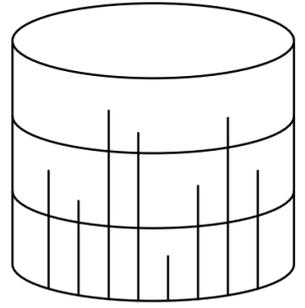
- 2x more likely to report increased revenues if your new application inventory is 20% cloud-native⁶
- Zero re-platforming or refactoring applications to take advantage of [AWS](#) with VMware Cloud on AWS



3. Adopt a modern data strategy

Using AWS-native services, you can save money and reduce data processing time.

- 2x faster data processing with AWS than on-premises⁷
- 50% cost reduction by running your big data workload on AWS⁸
- 4x faster queries: Complete queries 400% faster and at a dramatically lower cost with AWS' broad portfolio of analytics and machine-learning services⁹



Need help driving innovation with AWS? Learn more about Rackspace Service Blocks for AWS at <https://www.rackspace.com/lp/new-aws-service-blocks>.

1 <https://www.rackspace.com/lp/451-research-aws-analyst-report>

2 <https://www.forbes.com/sites/baininsights/2017/06/19/what-role-will-container-technology-play-in-the-digital-journey/#1af8ee6a3c07>

3 <https://aws.amazon.com/economics/learn-more/>

4 <https://www.forbes.com/sites/baininsights/2017/06/19/what-role-will-container-technology-play-in-the-digital-journey/#1af8ee6a3c07>

5 2019 RightScale report

6 https://cloud.kapostcontent.net/pub/35238011-5417-409a-aefb-72e2346b648e/august-csa-announcement-infographic?kui=K_dcx3Y8xntX6nf1z8Spnw

7 <https://aws.amazon.com/economics/learn-more/>

8 <https://aws.amazon.com/economics/learn-more/>

9 <https://aws.amazon.com/big-data/datalakes-and-analytics/>