Improving Business Value, Through Better Solutions

AMAZON CLOUD SERVICES

In 2006, Amazon Web Services (AWS) began offering IT infrastructure services to businesses in the form of web services—now commonly known as cloud computing. One of the key benefits of cloud computing is the opportunity to replace up-front capital infrastructure expenses with low variable costs that scale with your business. With the cloud, businesses no longer need to plan for and procure servers and other IT infrastructure weeks or months in advance. Instead, they can instantly spin up hundreds or thousands of servers in minutes and deliver results faster. Today, Amazon Web Services provides a highly reliable, scalable, low-cost infrastructure platform in the cloud that powers hundreds of thousands of businesses in 190 countries around the world.

Six Advantages of Cloud Computing

- Trade capital expense for variable expense
- Benefit from massive economies of scale
- Stop guessing about capacity
- Increase speed and agility
- Stop spending money running and maintaining data centers
- Go global in minutes

At PANSOFT, we understand how to create AWS solutions that deliver highly efficient performance and scale. Our deep knowledge of cloud technologies and UNIX/Linux can help our clients migrate their platform to AWS as seamless and painlessly as possible.

We provide AWS consulting in architecture design, deployment and managed services for business critical and large-scale systems, with strong focus on performance and scalability for large Internet sites, mission critical systems and Big Data platforms.

PANSOFT Expertise on Amazon Web Services Cloud Platform

- Architecture Design: High availability engineering, infrastructure design, scalability engineering, infrastructure audit, best practices implementation, security audit and remediation.
- Integration and Migration: Application and infrastructure migration, performance optimization, load testing, capacity planning, big data, disaster recovery and backups.
- Automation and Management: Configuration management, cloud management, continuous integration and Chef.
About PANSOFT Data Solutions

Pansoft is a leading technology & consulting services organization. Our services are customized to the best possible level ensuring absolutely no compromise with regard to deployment of skilled personnel, following of standards and implementation of industry best practices. Our value added portfolio of service offerings includes Identity Management, Oracle Database Solutions, Infrastructure Services, SAP Consulting, Oracle ERP Consulting, Engineered systems, Security Services, Oracle Fusion Middleware, Business Analytics, and many more with world class IT at significantly reduced cost and risk.

- **Offshore Development Center (ODC)** in Pune (INDIA) and a registered office in UAE
- Presence in Qatar and Saudi Arabia via local partners
- Oracle Gold Partner, Red Hat Partner and Amazon Cloud Consulting partner
- 20+ certifications for Oracle Database and Oracle E-Business Suite
- 10+ Oracle Identity and Access Management Consultants
- 50+ Oracle consultants
- Carried out multiple Oracle Identity & access management projects in UAE & Qatar
- 20+ Oracle customers
- A team of engineers fully certified on Oracle systems such as Database, E-Business Suite, Red Hat Linux, Identity Management.

KEY RESULTS Achieved by PANSOFT across Clientele

- Using the AWS Cloud allowed our client to avoid the need to invest in massive server infrastructure, disks, and CPUs and bring its registered VOD viewers closer to both content and advertisers, with benefits for both parties.
- By analyzing repeat viewers, the broadcast company can better understand their preferences and behavior, schedule more relevant content, commission enticing new content, and connect more closely with viewers.
- Its modeling systems can even predict the socioeconomic class, age, and gender of anonymous or unregistered viewers from content viewed, giving advertiser's confidence in optimizing media placements.
- Our Client analysts can instantly provision the capacity they need from Amazon EMR to perform complex predictive modeling and other business-intelligence tasks with maximum speed, cost-efficiency, and return on investment.
- Our Client can have a direct relationship with its nine million registered viewers for the first time, even modeling in-session data to deliver relevant ads before a program ends—an enviable advantage for any broadcaster. “In 60 minutes, our client can analyze and model in-session data to deliver highly targeted ads to viewers before a program ends.

Business Benefits

- AWS provides building blocks that you can assemble quickly to support virtually any workload.
- With AWS, you will find a complete set of highly available services that are designed to work together to build sophisticated scalable applications.
- You have access to highly durable storage, low-cost compute, high-performance databases, and management tools. All this is available without up-front cost, and you pay for only what you use.

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