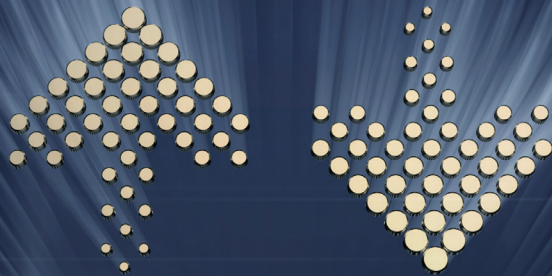
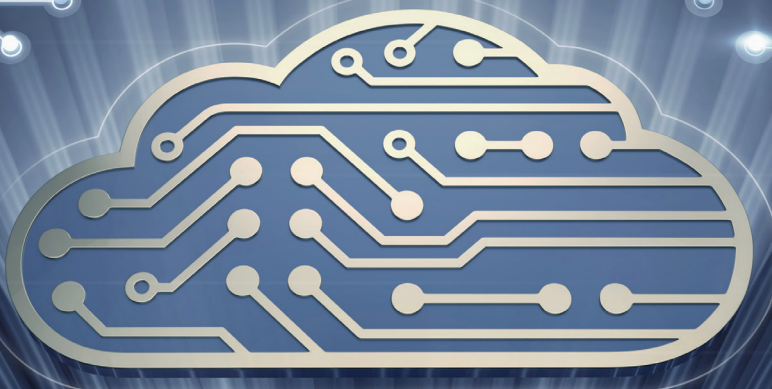


Singtel Business

**Product Factsheet**

Singtel Cloud Solutions for AWS



# Drive agility, innovation and growth with cloud-enabled enterprise transformation

Let the cloud experts at Singtel accelerate your Amazon Web Services (AWS) journey. Every step of the way.



# Singtel Cloud Solutions for AWS

## Cloud platforms enable enterprises to execute digital transformation strategies.

In an increasingly challenging business environment, enterprises can no longer expect to thrive on the basis of existing business and IT strategies. Many businesses run on a mix of disparate legacy and modern IT platforms: few have taken the time to standardise their applications and computing infrastructure.

As a result, enterprises are unable to leverage powerful platforms based on cloud, analytics, social and mobile to innovate and seize new markets. The cloud, in particular, is a critical enabler for businesses to innovate quickly and create greater value for customers.



### What is Digital Transformation?

Digital transformation is the integration of digital technology into all areas of a business, fundamentally changing how enterprises operate and deliver value to customers.



## THE CLOUD AS A PLATFORM FOR GROWTH:

- **Modernise IT infrastructure**

Cloud platforms can replace a large portion of a company's costly on-premise infrastructure and application platforms, resulting in more flexible, agile and cost-effective IT

- **Transform business processes**

New software development approaches such as DevOps and technology operating model changes allow for dramatically improved operational efficiencies

- **Enable rapid innovation**

The cloud serves as a critical foundation to deploy new capabilities and services such as advanced analytics, IoT and machine learning to meet changing customer needs

## CLOUD ADOPTION - BY THE NUMBERS



**5 clouds**

are used by each organisation for their digital transformation initiatives



**79% of workloads**

already run in public and private clouds



**67% use AWS**

the most popular public cloud platform for the enterprise

# The challenges of moving to public clouds

The road to the cloud is not without its pitfalls. Based on Singtel's experience in leading organisations transform, manage and secure their Cloud environments, the following concerns were most commonly cited:

## **CHALLENGE 1: "How do I ensure effective governance across my cloud environments?"**

With apps and data located across multiple public and private clouds, how will an organisation implement and monitor adherence to policies that define how these resources should be accessed, utilised and controlled?

## **CHALLENGE 2: "How do I gain access to the right skills and experience to migrate, manage and optimise my cloud deployments?"**

The main barrier to cloud adoption isn't technology: it's the people that make change possible. Unfortunately, the learning curve is often steep: organisations typically lack in-house skills to migrate, manage and secure public cloud deployments.

## **CHALLENGE 3: "How do I keep cloud spend under control?"**

According to an ESG survey, public cloud customers found it difficult to understand what licences, apps and workloads they had running, where they were running on, and how much it cost them<sup>1</sup>. Without cost visibility, cost control is impossible.

## **CHALLENGE 4: "How do I ensure the security of my data and apps in public clouds?"**

Legacy models of data management and security do not apply in the cloud, since users can access enterprise data from any location, on any device, and at any time. According to Gartner, most cloud security failures will be due to customers' inadequate practices<sup>4</sup>, not the cloud provider itself.

## **CHALLENGE 5: "How do I run my existing applications in the cloud, and how do I develop new cloud-native applications?"**

When migrating to the cloud, enterprises will need to consider if applications should be retired, retained, rebuilt or replaced. It's useful to work with cloud specialists who can prioritise applications to work on, and drive a structured application modernisation effort quickly using agile development practices.

## **CHALLENGE 6: "How do I ensure secure and high-performance connections to the cloud?"**

How will companies ensure high-throughput and secure connections from on-premises IT to the cloud while keeping costs under control? For IoT initiatives, can physical devices be connected to the cloud without requiring human-to-computer interaction?



**Cloud-native transformation** requires skills in DevOps, agile methodology, microservices, containers, and continuous delivery<sup>3</sup>.



**"At least 95% of cloud security failures<sup>4</sup> will be the customer's fault"**  
- Gartner



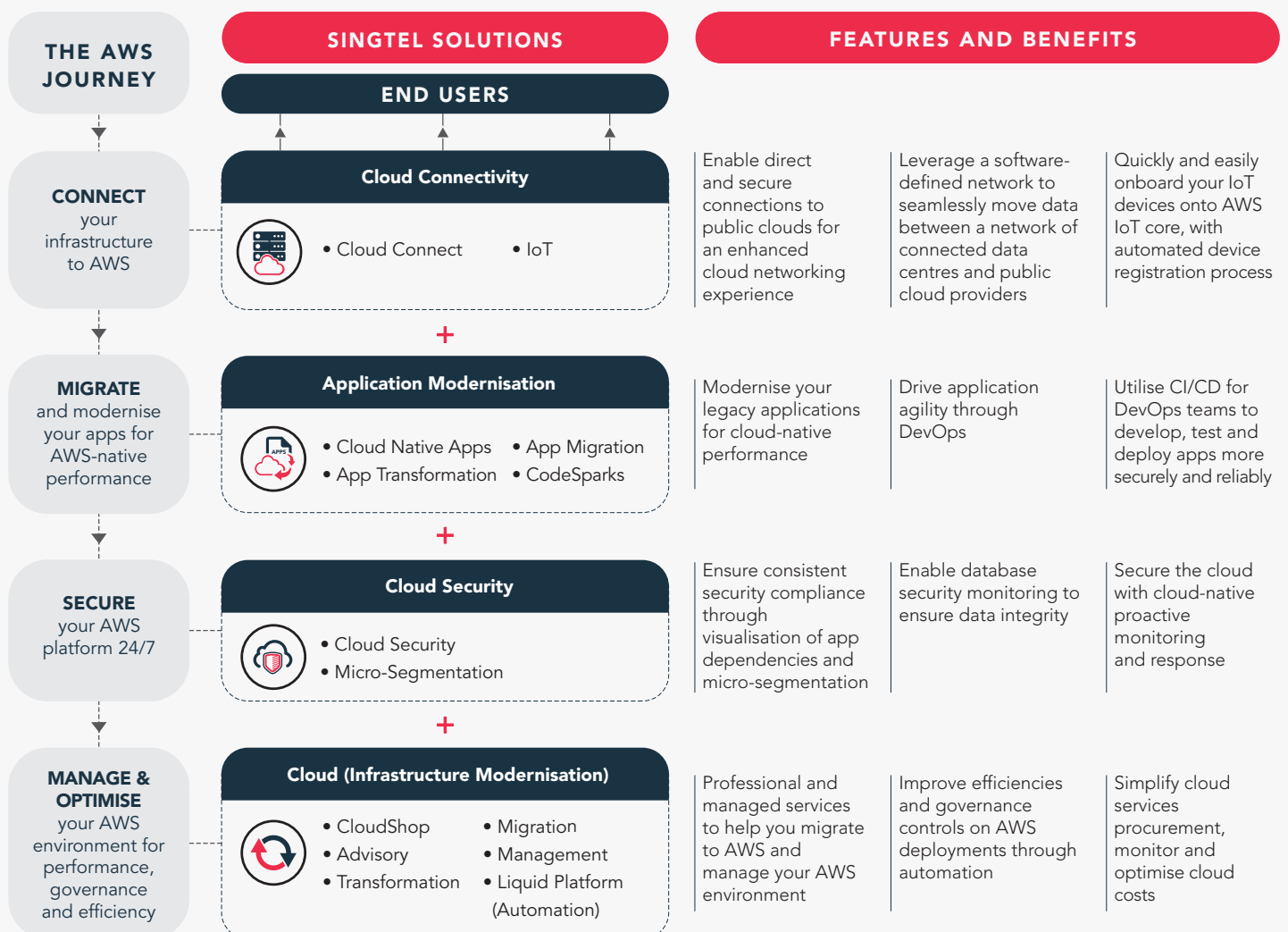
## Singtel accelerates your journey to the cloud: easily, quickly, and securely.

The road to AWS and public cloud environments can be challenging. At Singtel, we've made it our mission to help you make the journey to AWS as easily, quickly and securely as possible, so you can accelerate the value of your investments.

We do this by:

- Offering a complete range of Digital Transformation solutions that include Cloud Services, Cloud Security, Application Modernisation, Cloud Connectivity and IoT
- Leveraging Singapore's largest pool of AWS-certified and accredited personnel to guide our customers along every step of the digital transformation journey
- Using well architected frameworks, proven methodologies and best practices to ensure seamless migration and governance of your cloud deployments

## What we offer at every stage of the cloud journey



# Why Singtel



## Work with the right people

- Largest pool of AWS-certified professionals in Singapore who can architect, transform and manage your multi-cloud deployments
- Extensive experience in building and managing large scale multi-cloud environments



## Work with the right people

- Accredited as:
  - AWS Advanced Consulting Partner
  - AWS Government Competency Partner
  - AWS Channel Partner
  - AWS Direct Connect Partner
- Proven methodologies for seamless migration and governance of AWS deployments



## Work with the right solutions

- Complete range of Digital Transformation solutions targeted at every step of the AWS journey:
  - Cloud Services
  - Cloud Security
  - Application Modernisation and Migration Services
  - Cloud Connectivity and IoT Solutions

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## References

<sup>1</sup> "2019 State of the Cloud Report", Flexera, Jan 2019

<sup>2</sup> "Multi-cloud adds worries to the cost of cloud services", SearchCloudComputing, Sep 2018

<sup>3</sup> "What is cloud-native? The modern way to develop software", InfoWorld, Jun 2018

<sup>4</sup> "Is the Cloud Secure?", Gartner, May 2018

# About Singtel

Singtel is Asia's leading communications technology group, providing a portfolio of services from next-generation communication, technology services to infotainment to both consumers and businesses. For consumers, Singtel delivers a complete and integrated suite of services, including mobile, broadband and TV. For businesses, Singtel offers a complementary array of workforce mobility solutions, data hosting, cloud, network infrastructure, analytics and cyber-security capabilities. The Group has presence in Asia, Australia and Africa and reaches over 700 million mobile customers in 21 countries. Its infrastructure and technology services for businesses span 21 countries, with more than 428 direct points of presence in 362 cities.

## Awards

Telecom Asia Awards 2018  
Best Cloud-based Service Award

Frost & Sullivan Best Practices Award 2018  
Asia-Pacific Managed Cloud Services Competitive Strategy,  
Innovation & Leadership Award

Frost & Sullivan Best Practices Award 2017  
Singapore Managed Cloud Service Provider of the Year

2018 Microsoft Partner of the Year  
Driving solid business impact through Microsoft Cloud  
technologies (NCS)

2017 VMware Partnership to provide Cloud Infrastructure  
for the Public Sector

2017 VMware Partnership Most Innovative Cloud Provider  
of the Year

2017 IBM Top Business Partner of the Year  
Winner of IBM Business Partner of the Year for Cloud

2017 Trend Micro Best Cloud & Security Partner  
Highest Revenue Growth (G-Cloud & C-Cloud)