



EBOOK

Unlock your innovation potential with the cloud



Introduction

Staying competitive in today's fast-changing, digitally fueled world is all about innovation. Little wonder almost two-thirds of companies have innovation in their top-three management priorities¹.

The rewards can be impressive. Typically, between 2005-2020 small but highly innovative companies increased average revenue by over 170%¹.

The importance of innovation has been heightened by COVID-19 as businesses have had to find new ways of collaborating and working more efficiently.

Until recently, small and medium sized businesses (SMBs) have been at an innovation disadvantage, being less resourced to fund the significant upfront investment that's often required.

Times have changed. Now, AWS and Princeton IT services can give your business, whatever its size, affordable access to innovation via the cloud. In the process, we help you work more efficiently, serve customers better, and create opportunities to take the initiative in the markets you serve.



2/3

of companies have innovation in their top-three management priorities¹.



170%

increase in average revenue of typical small yet highly innovative companies between 2005-2020¹.

¹ [The Most Innovative Companies 2020, BCG, 2020](#)

How innovation could be working for you

Companies embracing innovation are benefiting in a number of areas:

Customer responsiveness. Innovative businesses are identifying and quickly responding to customer needs that are constantly changing thanks to the availability of information and exchange of ideas, especially on social media.

Digital transformation. Innovators are taking advantage of digital technologies to develop new services and business models, as well as driving efficiency and savings through automation.

Service offerings. Fast-moving businesses are growing by pivoting away from 'products' and embracing today's 'on-demand, everything-as-a-service' economy.

COVID-19 adaptation. The pandemic has created many challenges but it has also created a valuable learning ground for smart businesses, growing their ability to adapt to the dramatic changes and new ways of working that are likely to characterize the 'new normal'.

Resilience. Innovators are responding to the uncertain economic and political outlook by using technology to build greater business resilience, efficiency and agility. Digitizing core business operations and/or processes is the #1 business model change prioritized by CEOs in response to COVID-19².

63% of customers expect companies to provide new products/services more frequently than ever before³.

87% of manufacturers in one study said they need to adopt digital technologies to prosper⁴.

90% of senior managers and C-suite surveyed believe 'everything-as-a-service' (XaaS) has positively influenced their business model, products, and services⁵.

² [CEO Panel Survey, PwC, Aug 2020](#) ³ [Customer Expectations Hit All-Time Highs, Salesforce, 2020](#) ⁴ [Annual Manufacturing Report, PwC, 2020](#)
⁵ [The Big Promise of Everything-as-a-Service: Ongoing Revenue, Smarter Services, Forbes Insights, 2018](#)

The opportunities for cloud-enabled innovation

Big businesses don't have a monopoly on ideas and creativity. But they do have pockets deep enough to afford breakthrough technologies or to fund extra IT infrastructure – investments that used to come with large price tags.

That's why bigger players have often been the first to realize the benefits of innovation, whether it's restructuring a business process or deploying a new technology. For example, 45% of respondents from large companies (1,000+ employees) said they have adopted AI, dropping to 29% of small and medium sized businesses (under 1,000 employees)⁶. By making technology more easily accessible and more affordable, the cloud puts innovation within the reach of every business, whatever its size.

With the cloud, any business can:

-  Deploy infrastructure for new projects quickly, because there's no big upfront capex investment required.
-  Access cutting-edge technologies such as AI, analytics, or machine learning (ML) at a cost it can manage.
-  Avoid onerous long-term commitments like licenses or long-term contracts. So if a new project doesn't work out, you don't have unused servers or software sitting idle and soaking up valuable budget.

⁶ [The Most Innovative Companies 2020, BCG, 2020](#)

The opportunities for cloud-enabled innovation

The cloud could help you explore a raft of exciting innovations without over-reaching yourselves financially.

- Sophisticated technologies such as analytics and ML could help you derive new customer insights and power more personalized customer experiences.
- Pay-as-you-go deployment of additional infrastructure capacity could make it feasible to experiment with new customer-facing applications or services.
- Emerging technologies such as IoT or AI could let you automate existing business processes and improve operational efficiency.

Realize innovation value sooner

As well as cutting innovation costs, the cloud accelerates your innovation process, helping you realize value sooner.

1 It makes collaborating and sharing ideas and data with suppliers, partners, and customers simpler and easier.

Example: Researchers across the world working on a COVID-19 vaccine are using the cloud to collaborate and share data in real time, without the delays that would be associated with building dedicated private infrastructure.

2 The cloud also reduces time-to-market for applications and services by giving you access to tools that support DevOps practices and automate many manual tasks.

Example: AWS OpsWorks for Chef Automate lets you automate workflows associated with application development, deployment, and testing, significantly cutting the time to bring a new service to market.

SMBs are innovating with the cloud – and profiting

Many small and medium sized businesses are already applying their agility and creativity to innovate via AWS cloud services, building exciting futures.

Quantitative Biology Center (QBiC) hosts a High-Performance Computing (HPC) research platform for genomics data analysis. QBiC needed to scale quickly and cost-effectively to process up to 100,000 genetic samples in a single research project—more than its on-premises infrastructure could handle. They used AWS cloud computing to accelerate sample processing, reducing genomics research time by 50% and decreasing analysis cost⁷.

Visii is pioneering 'visual search', an intuitive alternative to keyword search and a new way to browse online. Visii's ML technology helps clients display the most relevant products to their customers and improve the discoverability element of online browsing. Visii uses AWS cloud services to run its ML workloads on infrastructure that is 3.5 times more cost-effective than its previous environment. The new solution is also more agile and scalable, creating headroom for future growth⁸.

Starling Bank is a mobile-only UK bank providing seamless financial services including current accounts, real-time payment visibility, and contactless debit cards. AWS cloud services let Starling build a fast, scalable, and secure infrastructure, while keeping upfront costs low and helping to achieve compliance with financial regulations. The cloud's agility lets Starling innovate at speed and release new features daily⁹.

Green Flag is a provider of vehicle rescue services to 3.5m UK customers. To support its digital transformation strategy, Green Flag migrated existing on-premises applications and databases to a cloudnative architecture based on AWS. This enabled them to massively accelerate the time required to deploy innovative, new services, such as mobile apps and chatbots. The chatbot capability was launched in less than 2 weeks using off-the-shelf AWS services.

⁷ [Quantitative Biology Center Drives New Genomics Research Faster Using AWS, AWS, 2020](#) ⁸ [How Visii builds its visual search technology using AWS for Machine Learning, AWS, 2020](#)
⁹ [Breaking the Banking Mould – How Starling Bank is disrupting the banking industry, AWS, 2020](#)

AWS cloud makes innovation achievable

If you're excited by the cloud's potential to unleash innovation in your business, there's good reason to start by talking with Princeton IT Services

Along with extensive experience helping many small and medium sized businesses innovate in the cloud, Princeton IT Services offers the benefits of a partnership with SMBs' most-preferred public cloud provider, AWS¹⁰.

AWS has been at the forefront of making innovation achievable for businesses of all sizes. Over the last 13 years, AWS has helped thousands of businesses to innovate and grow.

With 175+ individual services, AWS offers unmatched support for whatever you want to achieve with the cloud. That includes many innovative offerings in areas such as AI, IoT, analytics and machine

learning (more ML happens on AWS than anywhere else).

All these services are kept ahead of the market with rapid, frequent releases.

Many innovative technologies are on the AWS 'free tier', or available on trial, giving you freedom to experiment without financial commitment. These include dedicated game server hosting, managed relational database services, cloud-powered business analytics, and data warehousing.

AWS also provides a wide range of digital and classroom training options with learning paths tailored by role (e.g. architect, developer, or operations) or solutions (databases, ML, media services, storage). These

¹⁰ [Flexera 2020 State of the Cloud Report](#)

Princeton IT Services: your cloud innovation partner

We help businesses realize their innovation potential in the cloud

With cloud technology evolving so rapidly, it can be difficult for businesses to understand what's possible, meaning they risk missing out on potential opportunities.

Working with a trusted technology provider, who will take time to develop an in-depth understanding of your business and also understands what's possible with cloud technology, will help you capitalize on the innovation potential of your business.

Princeton IT Services delivers the expertise, guidance, and value-added services that help customers identify, and realize, the innovation opportunities offered by the cloud.





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