EBOOK

Unlock your innovation potential **with Get Started**

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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 priorities.

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

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 FORTE CLOUD 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 b etter, and create opportunities to take the initiative in the markets you serve.

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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-19.

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

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

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

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). 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.

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.

Get Started makes innovation achievable

If you're excited by the cloud's potential to unleash innovation in your business, there's good reason to Get Started by talking with FORTE CLOUD

Along with extensive experience helping many businesses innovate in the cloud, FORTE CLOUD offers the benefits of a partnership with organizations' most-preferred public cloud provider, AWS, with our Get Started program.

Get Started is a program offered by FORTE CLOUD to help companies harness the power of AWS, eliminating the complexities that any organization faces, and letting them focus on innovating and developing their offering.

In this program, FORTE CLOUD extends the support and offerings provided by AWS, by adding extremely important components and services, which will help any startup throughout its journey.

The Get Started program was developed by experts for businesses starting on the cloud.

We aim to help you achieve business value faster and we've built our program with these values in mind:

- **Most Cloud Experience:** FORTE CLOUD has the most experience helping organizations run their operations smoothly on the cloud.
- **Most Complete Cloud Solutions:** With automation and data-driven guidance, FORTE CLOUD Get Started simplifies your cloud journey, reducing the effort and complexity involved. This helps your business realize the value of the cloud faster.
- **Better IT management:** Deploying applications on AWS results in an average of seven times fewer downtime hours, a 69% boost in IT infrastructure management, and three times more features delivered by IT per year.

FORTE CLOUD: your cloud innovation partner

FORTE CLOUD

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.

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

✓ **FORTE CLOUD is an AWS advanced partner with a track record of clients on AWS cloud.**

✓ Read our customer success stories to learn more about what we can do for you.

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