

5 ways SMBs save and scale in the cloud

Join an increasing number of small and medium-sized business (SMB) owners who are moving to the cloud, reducing costs while growing their business, and overcoming pressing business challenges.



Why should SMBs like yours migrate to the cloud?

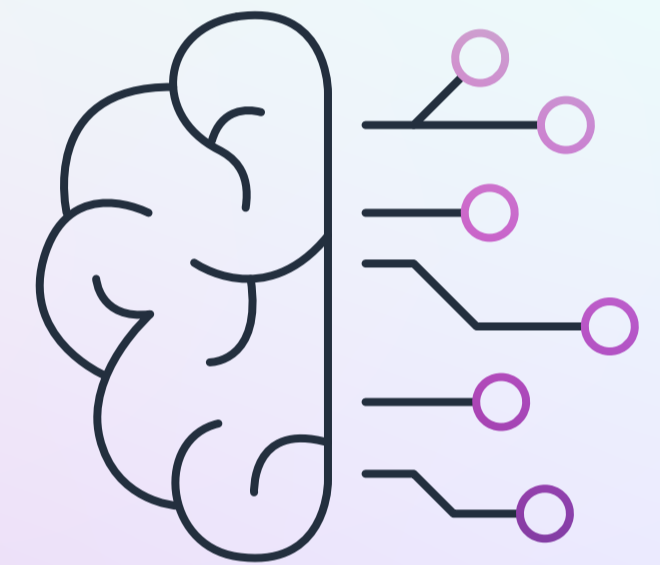
1 **Optimize** your operations and processes and gain access to the same advanced tools and services relied on by the world's largest organizations

 **31%** average cost savings over five years¹

 **69%** reduction in unplanned downtime¹

4 **Innovate** with the creative power of generative AI to free up your staff and better serve your customers

30%+ improved productivity (on average), with generative AI-supported work²



2 **Understand** your customers on a deeper level and make more informed decisions by unlocking greater value from your data

65% of highly data-driven SMBs financially outperform their competitors³



5 **Partner** to get the assistance you need, whenever it's needed. AWS matches you with AWS Partners in your region ensuring assistance is always available at every stage of your journey

130,000 AWS Partners  **200+** Countries

3 **Secure** and safeguard critical assets with inherited security controls and remain compliant with the latest regulatory standards

43% fewer monthly security incidents¹



Start now to get long-term, sustainable growth for your SMB.



¹ aws.amazon.com/smart-business

² Gartner, Four GenAI Use Cases for the Digital Workplace - 10 October 2023

³ S&P Global, Data is a differentiator - 2024