

Innovate with AWS

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One Pager

Unlock your innovation potential with the cloud

How AWS and [Partner] bring innovation to every business

For many companies, big ideas and creative initiatives are in steady supply, but these often require equally big price tags and imposing budget restrictions.

AWS is stepping into this gap, helping thousands of businesses innovate and grow through cloud technology that can enhance customer responsiveness and power new services and business models.

2/3rds of companies have innovation in their top-three management priorities.	170% increase in average revenue of typical small yet highly innovative companies between 2005-2020.
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Source: *The Most Innovative Companies 2020*, BCG, 2020

AWS-certified partner, [Partner], delivers the expertise, guidance, and value-added services to help customers identify and realize the innovation opportunities offered by the cloud, such as:

- Deploying infrastructure for new projects quickly
- Accessing cutting-edge technologies at a manageable cost
- Avoiding onerous long-term licensing or contract commitments

Together, AWS and [Partner] make technology more accessible and more affordable via the cloud, unlocking the innovation potential for any business.

Customer responsiveness Innovative businesses are identifying and quickly responding to customer needs that are constantly changing.	Digital transformation Innovators are taking advantage of digital technologies to develop new services and business models, driving efficiency and savings.
Service offerings Fast-moving businesses are growing by pivoting away from 'products' and embracing today's 'on-demand, everything-as-a-service' economy.	Resilience Innovators are responding to the uncertain economic and political outlook by using technology to build greater business resilience.

Excited by the cloud's potential to unleash innovation in your business? Start talking with [Partner] today.

Email – OFT

Subject line: How AWS and [Partner] bring innovation to every business

Body:

Hello [NAME],

63% of customers expect companies to deliver new products and services more frequently than ever before. This sort of innovation used to require heavy and costly IT or tech infrastructure investments.

AWS-certified partner, [Partner], now delivers the necessary expertise and guidance through the cloud, enabling your business to:

- Deploy infrastructure for new projects quickly
- Access cutting-edge technologies at a manageable cost
- Avoid onerous long-term licensing or contract commitments

Together, AWS and [Partner] make technology more accessible and more affordable via the cloud. Contact [Partner] today to learn how to unleash innovation in your business.

Sincerely,

[SIGNOFF]

Source: Customer Expectations Hit All-Time Highs, Salesforce, 2020

Social Text

Facebook

Image text: Innovation. Your business depends on it.

Copy: [Partner] and AWS provide the expertise and guidance to help your business identify and implement the innovation opportunities offered by the cloud. Learn more: [URL]

LinkedIn

Image text: AWS. Empowering cloud-based innovation.

Copy: Your vision for business innovation doesn't have to be held back by budget limits and high-cost investments. Discover how [Partner] and AWS have teamed up to help your business grow through cloud technology that can enhance customer responsiveness and power new services and business models.

Twitter

Image text: Unleash innovation with the cloud.

Copy: Unite with [Partner] and AWS to make your business technology more accessible and more affordable via the cloud, unlocking previously untapped innovation potential. Learn more: [URL]

PPT

5 Slides

Content TK