

Beyond Web 2.0: Web Scale Computing

How to Scale ASP.NET with Amazon Simple Storage Service

Mike Culver
Amazon Web Services



Agenda



- Amazon Web Services explained
 - Especially Amazon Simple Storage Service
- Code

Doesn't Amazon Sell Books?



Online Retail Business

- Over 64 million active customer accounts
- Seven countries: US, UK, Germany, Japan, France, Canada, China



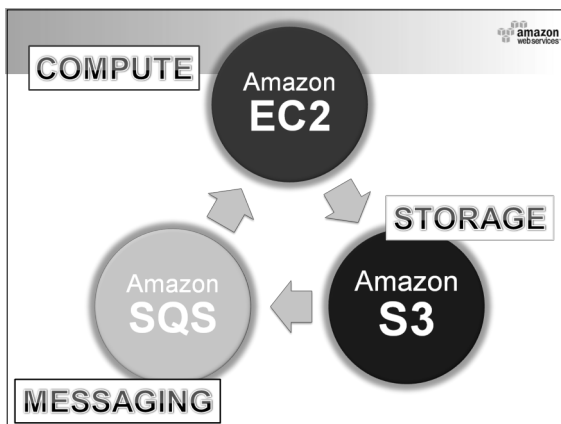
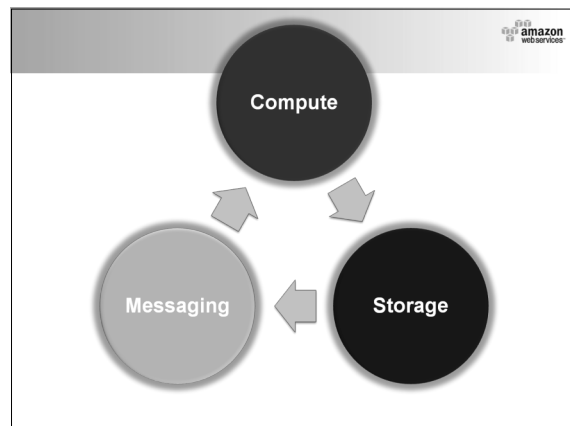
Merchant Business

- Sell on Amazon.com as a merchant
- World-Class Logistics – Multiple national fulfillment centers: 10.2 million ft²
- Online Web Presence



Technology Business

- Hundreds of thousands of Amazon Associates
- Over 1.1 million active seller accounts
- Over 265,000 software developers registered to use Amazon Web Services



Amazon Web Services Are...



A set of APIs and business models which give developers access to Amazon technology and content

- Data As a Service
 - Amazon E-Commerce Service
 - Amazon Historical Pricing
- Search As a Service
 - Alexa Web Information Service
 - Alexa Top Sites
 - Alexa Site Thumbnail
 - Alexa Web Search Platform
- Infrastructure As a Service
 - Amazon Simple Queue Service
 - Amazon Simple Storage Service
 - Amazon Elastic Compute Cloud
 - Amazon Flexible Payments
- People As a Service
 - Amazon Mechanical Turk

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Amazon Simple Storage Service

Amazon S3 is... Simple

- Data Storage in Amazon Data Center
- Web Service interface
- Private and public storage
- Each object up to 5GB in size

S3 Costs

- No set-up fee, No monthly minimum
- Storage: \$0.15 per GB/Month
- Data Transfer Costs
 - \$0.10/GB to upload
 - \$0.18/GB - first 10 TB/month downloaded
 - \$0.16/GB - next 40 TB/month downloaded
 - \$0.13/GB - over 50 TB/month downloaded
- Access Costs
 - PUT and LIST requests \$0.01 per 1,000
 - All other requests \$0.01 per 10,000
 - DELETE requests are free

Amazon S3 Objects Stored

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An Interactive Look

Learn More About AWS

- Download the code: <http://aws.amazon.com>
- Read our blog at <http://aws.typepad.com>
- Email me at mculver@amazon.com

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