

SUBJECT LINE

See how small businesses can scale up and cut costs with AWS

PREHEADER

Video: See how AWS helped GrayHair Software double the speed of innovation while cutting costs in half.



Innovation up 100%. Costs down 50%.
Do it all with AWS.

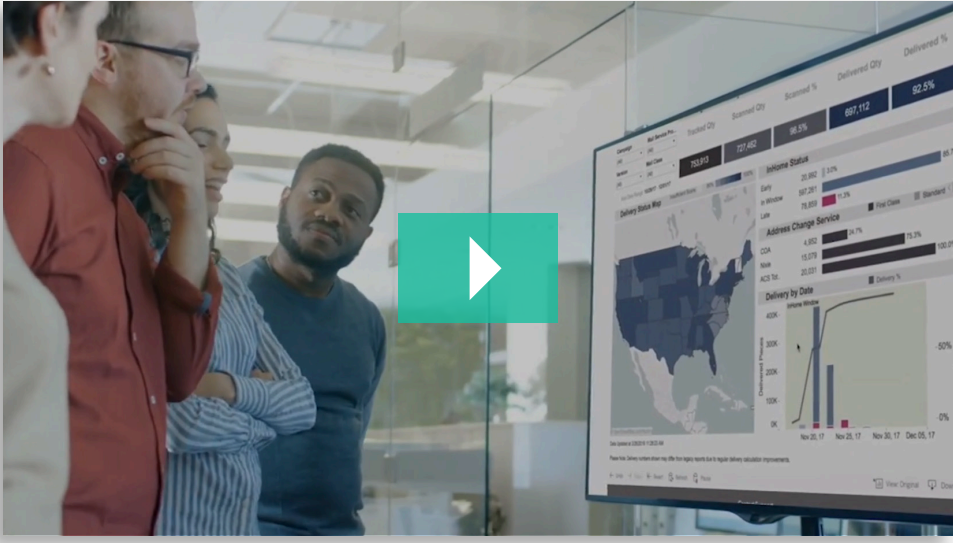
For GrayHair Software, digital transformation couldn't come fast enough. Customers wanted more of the company's mail tracking and address hygiene services, but a 20-year-old technology stack was preventing growth, hindering innovation, and constantly driving up costs.

To maintain their market position, the company needed to scale up to accomplish twice as much at half the cost.

To cut costs, automate services, and speed software innovation, GrayHair Software chose [Amazon Web Services \(AWS\)](#). With AWS's cloud-based solutions and on-demand infrastructure, GrayHair Software found everything it needed to scale quickly and achieve digital transformation — while slashing costs in half.

WATCH THIS VIDEO

Scaling up while cutting costs



In this brief video, learn how AWS solutions have helped GrayHair Software to:

- ✓ Reduce costs by 50% through process and optimization.
- ✓ Double the pace of software delivery.
- ✓ Facilitate swift proofs of concept for security and querying initiatives.
- ✓ Accomplish more with fewer people and less cost.
- ✓ Take advantage of new technologies like Blockchain.

Watch video

“AWS is the best fit because of the services it offers and because of its feature-rich capabilities that provide scalability and capacity, both on demand and constant.”

JEFFERY HUMMEL

Chief Information Officer, GrayHair Software



GrayHair Software takes advantage of multiple AWS solutions to achieve digital transformation by:



Speeding Innovation

Amazon Redshift, the fastest and most widely used cloud data warehouse, makes it easy to gain new insights from data to increase the pace of innovation.



Scaling Easily


Amazon Elastic Computer Cloud (Amazon EC2) is a web service that provides secure, resizable compute capacity in the cloud, making it easy to obtain and configure capacity with minimal friction.




Increasing Performance

Amazon Simple Storage Service (Amazon S3) is an object storage service that delivers industry-leading performance, scalability, data availability, and security for a range of use cases.

Questions? Contact your [AWS account team](#).



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