

# WORLDWIDE DATABASES

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FEB 2016 Vol. 28, No. 2

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## AMAZON WEB SERVICES LAUNCHES KOREAN DATACENTERS

Amazon Web Services, Inc. (AWS), an Amazon.com company, has launched the Asia Pacific (Seoul) Region, its fifth technology infrastructure region in Asia Pacific (APAC). Starting today, Korean-based businesses and global companies with customers in Korea can leverage AWS's industry leading infrastructure technology platform to build their businesses and run their applications in the cloud. Many thousands of Korean customers have been using the AWS Cloud from other AWS Regions for several years. Now, with the launch of the Seoul Region, Korean-based developers and companies, as well as multinational companies with end users in Korea, can securely store and process their data in AWS in Korea with single-digit millisecond latency across most of Korea. Developers can sign up and get started at: <http://aws.amazon.com>.

The Seoul Region consists of two Availability Zones at launch. Each Availability Zone includes one or more geographically distinct datacenters, each with redundant power, networking, and connectivity. Each Availability Zone is designed to be resilient to any issues in another Availability Zone, enabling customers to operate production applications and databases that are more highly available, fault tolerant, and scalable than would be possible from a single datacenter.

With this launch, the AWS Cloud is now available from 32 Availability Zones across 12 geographic regions worldwide, with another four AWS Regions (and nine Availability Zones) in China, India, Ohio, and the United Kingdom to be available in the coming year.

Since its inception in 2006, AWS has changed the way organizations acquire technology infrastructure. With more than one million active customers worldwide and over 50 services for compute, storage, databases, analytics, mobile, and enterprise applications, AWS has become the new normal for companies of all sizes in all industries to deploy their applications.

Nexon is Korea's premier gaming company, providing 150 games in 150 countries. With 68 percent of the company's total sales of US \$1.5 billion coming from their overseas business, Nexon is positioning itself as a global game provider. "For gaming companies like Nexon, it is difficult to estimate if an investment on infrastructure is going to pay off. By using AWS, we're able to experiment with different games and invest in those that develop a following. With AWS, we did not need to make a huge initial investment and are able to manage our IT infrastructure more effectively," said Sang-Won Jung, VP of New Development at Nexon. "We are currently running our new mobile MMORPG game, HIT, 100 percent on AWS. This game set the record for achieving the number one sales ranking in the Korean mobile gaming industry in the shortest period of time. With the new AWS region in Korea, we plan to use AWS not just for mobile games, but also for latency sensitive PC games as well."

Mirae Asset Global Investments Group, the number one asset management company in terms of profits in Korea, migrated its web properties from its on-premises data centers to the AWS Cloud. "In order to stay competitive, online and mobile businesses are more important than ever in the financial services sector. Using AWS enabled us to improve our web service environment and reduce annual management costs by 50 percent through the consolidated platform of web services such as servers, network, database, and security," said Wan-Geu Kim, Managing Director of the IT Department at Mirae Asset. "With the launch of the AWS Region on Korean soil, we will now move even more of our sensitive and mission-critical workloads to AWS."

#### Investing in Korea's Cloud Future

Along with the new region, AWS has also worked to build a vibrant local cloud technology ecosystem in Korea. The rapidly expanding AWS Partner Network (APN) in Korea includes Independent Software Vendors (ISVs) and Systems Integrators (SIs) who are building innovative solutions and services around the AWS Cloud. ISV partners such as Ahnlab, Dreamline, Hancom, IGAWorks, and TMAXSoft are providing a variety of software, security, and connectivity solutions that can be used in conjunction with AWS. SIs including Bespin Global, GS Neotek, Megazone, and Vsystems are helping enterprises to migrate to AWS, deploy mission-critical applications on AWS, or are providing a full range of monitoring, automation, and management services of

customers' AWS environments. For more details, visit <https://aws.amazon.com/partners/>.

AWS is also delivering its AWS Educate Program to help promote cloud learning in the classroom with eight local universities, including Sogang University, Yonsei University, and Seoul National University. Since its launch locally in May 2015, over 1,000 Korean students are participating in AWS-related classes and non-profit e-learning programs, such as "Like a Lion."

The new Region adds to Amazon's existing cloud computing investments in Korea. Teams of Account Managers, Solutions Architects, Technical Support Engineers, Professional Services Consultants, and various other functions support customers in Korea.

#### About Amazon Web Services

For almost 10 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform. AWS offers over 50 fully featured services for compute, storage, databases, analytics, mobile, Internet of Things (IoT) and enterprise applications from 32 Availability Zones (AZs) across 12 geographic regions in the U.S., Australia, Brazil, China, Germany, Ireland, Japan, Korea, and Singapore. AWS services are trusted by more than a million active customers around the world -- including the fastest growing startups, largest enterprises, and leading government agencies -- to power their infrastructure, make them more agile, and lower costs.

#### About Amazon

Amazon.com opened on the World Wide Web in July 1995. The company is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon.

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