



Shutterfly Goes All-In on AWS

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Leading online retailer and manufacturer of high-quality personalized products and services taps AWS to accelerate its cloud-first transformation and deliver its next-generation platform

SEATTLE--(BUSINESS WIRE)--Apr. 4, 2018-- Today, Amazon Web Services, Inc. (AWS), an Amazon.com company (NASDAQ: AMZN), announced that Shutterfly, Inc. (NASDAQ: SFLY) is moving its infrastructure to AWS—going all-in on the world’s leading cloud to power its Cloud Transformation initiative. Shutterfly chose AWS for its reliability, scale, and breadth of services that are already helping the company be more agile and flexible in meeting the needs of millions of consumers. Shutterfly is migrating all of its core production applications and its more than 75-petabyte image library to AWS, and is continually building new cloud-based applications. Shutterfly’s next-generation platform is also being developed on AWS, where it can leverage a wide range of AWS services, including machine learning and analytics, to deliver a more streamlined customer experience.

“We evaluated all the major cloud providers, and chose AWS for its unmatched security, reliability, and breadth of services which allowed us to quickly migrate key assets, build cloud-based applications, and run our core services with ease,” said Satish Menon, Senior Vice President and Chief Technology Officer at Shutterfly, Inc. “We are especially excited about using AWS’s machine learning services. For example, we are currently experimenting with Amazon Rekognition for image classifications and metadata enrichment and Amazon Cognito for identity services. The cost savings we expect to see by running on AWS will enable us to put more resources towards innovation and developing our next-generation platform.”

“Millions of customers turn to Shutterfly’s lifestyle brands to help them make memorable moments last a lifetime,” said Mike Clayville, Vice President, Worldwide Commercial Sales at AWS. “We are excited to deepen our relationship with Shutterfly, enabling them to allocate more of their valuable resources towards the development of new, cloud-based applications that deliver even more value to their customers. Their all-in approach will allow them to continually drive innovation with speed and at scale as they leverage our broad range of services, including machine learning capabilities, which work in parallel with the AWS storage, database, and compute services already driving their business.”

About Amazon Web Services

For over 12 years, Amazon Web Services has been the world’s most comprehensive and broadly adopted cloud platform. AWS offers over 125 fully featured services for compute, storage, databases, networking, analytics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, virtual and augmented reality (VR and AR), media, and application development, deployment, and management from 54 Availability Zones (AZs) within 18 geographic regions and one Local Region around the world, spanning the U.S., Australia, Brazil, Canada, China, France, Germany, India, Ireland, Japan, Korea, Singapore, and the UK. AWS services are trusted by millions of 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. To learn more about AWS, visit <https://aws.amazon.com>.

About Amazon

Amazon 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. For more information, visit www.amazon.com/about and follow [@AmazonNews](https://twitter.com/AmazonNews).

About Shutterfly, Inc.

Shutterfly, Inc. is the leading digital retailer and manufacturer of high-quality personalized products and services. Founded in 1999, Shutterfly brings your photos to life in photo books, gifts, and cards and stationery – through its flagship Shutterfly products, premium offerings in its Tiny Prints boutique, as well as wedding invitations and stationery for every step of the planning process; and through BorrowLenses, the premier online marketplace for photographic and video equipment rentals. Shutterfly, Inc. also operates Shutterfly Business Solutions, delivering high quality digital printing services to the enterprise market; and recently announced a definitive agreement to acquire Lifetouch, the leader in school photography (expected to close in the second quarter of 2018). For more information about Shutterfly, Inc. (SFLY), visit www.shutterflyinc.com.

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