

Lambda 101

The Rundown on Going Serverless with AWS Lambda

What is Lambda?

AWS Lambda is Amazon's serverless framework, which allows users to upload code and set it to automatically run when triggered by interactions with other AWS services or IoT event-based applications. It's a simple, scalable, automated solution for running code that removes all the headaches of provisioning and managing servers – and its popularity is growing quickly.



12.3%

of AWS customers used Lambda in 2016

23.5%

of AWS customers used Lambda in 2017

Adoption nearly doubled over a single year.

Pay as you go

AWS Lambda doesn't charge flat rates and it doesn't charge by volume of code executed. Instead, Lambda users only have to pay for code when it's triggered and running. If your code isn't running, you don't pay.

100 ms

You're only charged for every 100ms that code is running and number of times it's triggered.

More people are talking with Alexa

Voice is becoming an increasingly bigger player in how customers make transactions. They don't just make purchases from their computers or mobile devices anymore; they're using digital voice assistants, like Amazon Alexa, for easier interactions – interactions that then spring the code you uploaded into AWS Lambda into action.

IN 2017

35.6M

Americans estimated to use a voice-activated device at least once a month

... that's 129 percent higher than 2016.

2016

2017

71%

of Americans with voice assistants are using the amazon echo

Alexa for Business

Amazon is bringing Alexa into the workplace with its new service, Alexa for Business, to manage business devices, configure conference room settings and introduce a whole new array of event-based applications and interaction triggers for enterprises.

Consider every new function and interaction that Alexa for Business will add to your list of event triggers:



Setting up Wi-Fi connections



Switching on video conferences



Organizing meetings



Coordinating calendars



Searching business apps for information



Provisioning workplace devices

No visibility = rampant blind spots

Between customer preferences and workplace applications via Alexa for Business, enterprises have an unprecedented level of interactions, IoT events and other triggers happening both within and around the company.

Without any kind of visibility into the performance of these interactions, blind spots can quickly emerge and leave you in the dark about how well your code is being executed by these triggers or handling these interactions – or when, where and how event failures may be arising.



a typical cloud outage this year caused:

\$150 million in lost revenue for S&P 500 businesses

Reduced performance by 20% or more for 54 out of 100 top internet retailers

Tripled the load times for top company websites

As IoT devices and voice-based applications expand the omnichannel experience for both customers and businesses, the range of opportunities for performance problems to emerge or interactions to fail is also expanding. Businesses that implement real-time digital performance monitoring into their omnichannel strategies can reap greater-than-ever insight into their code performance and proactively avert IoT failures.

CHECK OUT OUR BLOG POST
What is AWS Lambda?

FOR A MORE IN-DEPTH PRIMER ON THE INS AND OUTS OF AMAZON'S SERVERLESS FRAMEWORK.