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PEX211

# Data platform strategy shaping enterprise transformation agendas

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# Agenda

01

Enterprise transformation dynamics



02

Role of data platforms in evolving digital businesses



03

Partnership mechanism of data platform plays



04

Get started

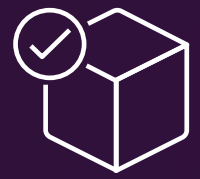


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# Why is Enterprise Transformation a CXO Imperative?



Industry-wide disruption in business models



Disruption in supply chains and shifts in demand



Five generations of consumers with a wide spectrum of expectations



Lack of skills and organizational inertia



Increased data privacy and security risks



Legacy business processes slowing market response

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# Customer-centricity in transformation

## AWS Partner organization

### Partners

Consulting services
Professional services
Software providers
Hardware providers
Managed services
Value add re-sale services
Distributors
Training & certification

### Customers


Advertising & marketing


Aerospace & Satellite


Automotive


Consumer packaged goods


Energy & Utilities


Financial Services


Games


Healthcare & Life sciences


Mfg & Industrial


Media & Entertainment


Public Sector


Retail


Sports

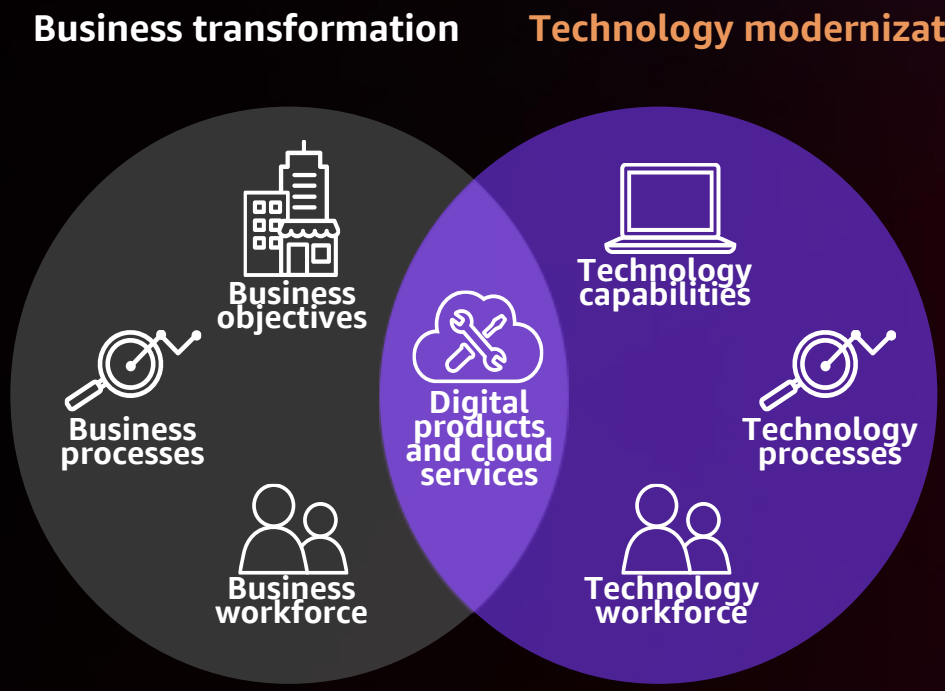

Travel & Hospitality


Telecom



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# Enterprise transformation cycle

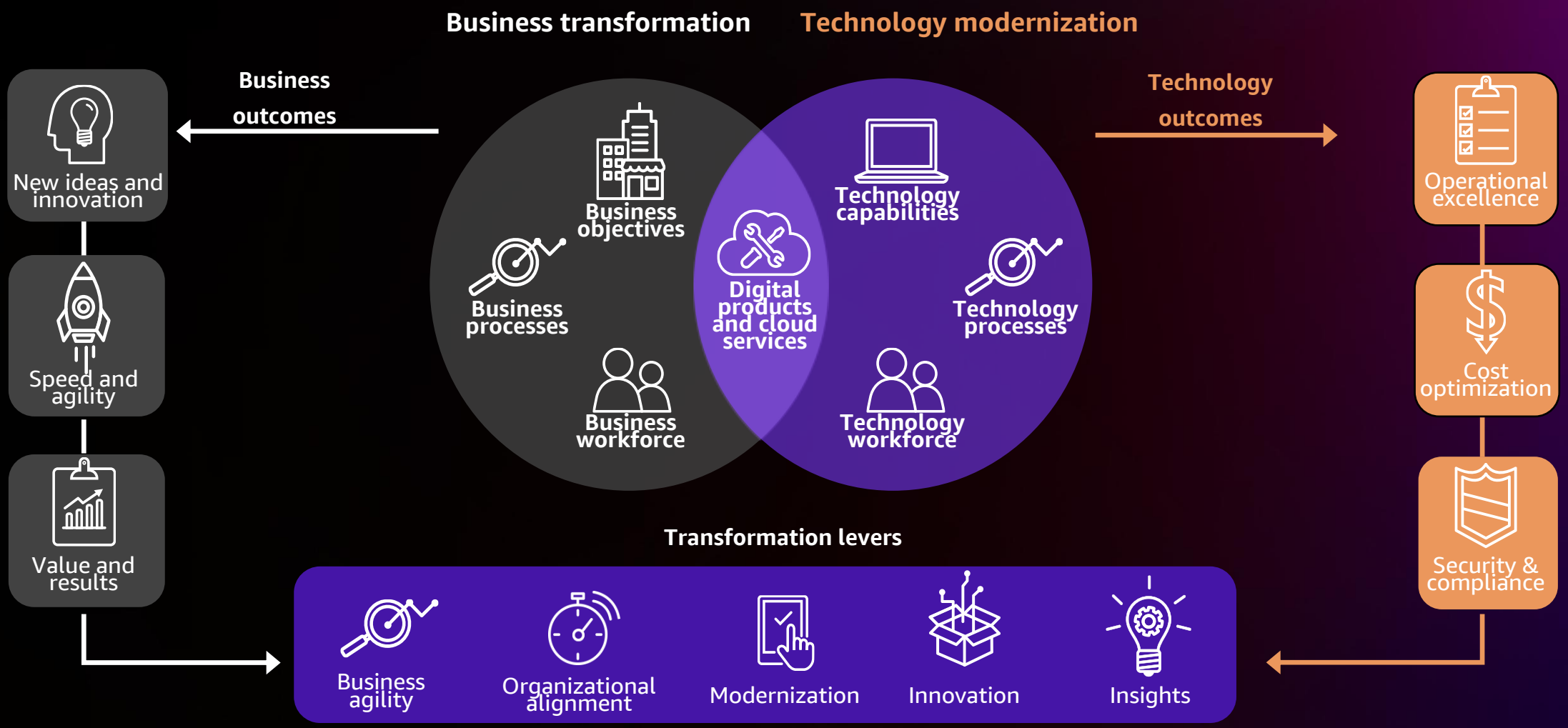



**Transformation levers**




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# Enterprise transformation cycle




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# Evolution of enterprise data

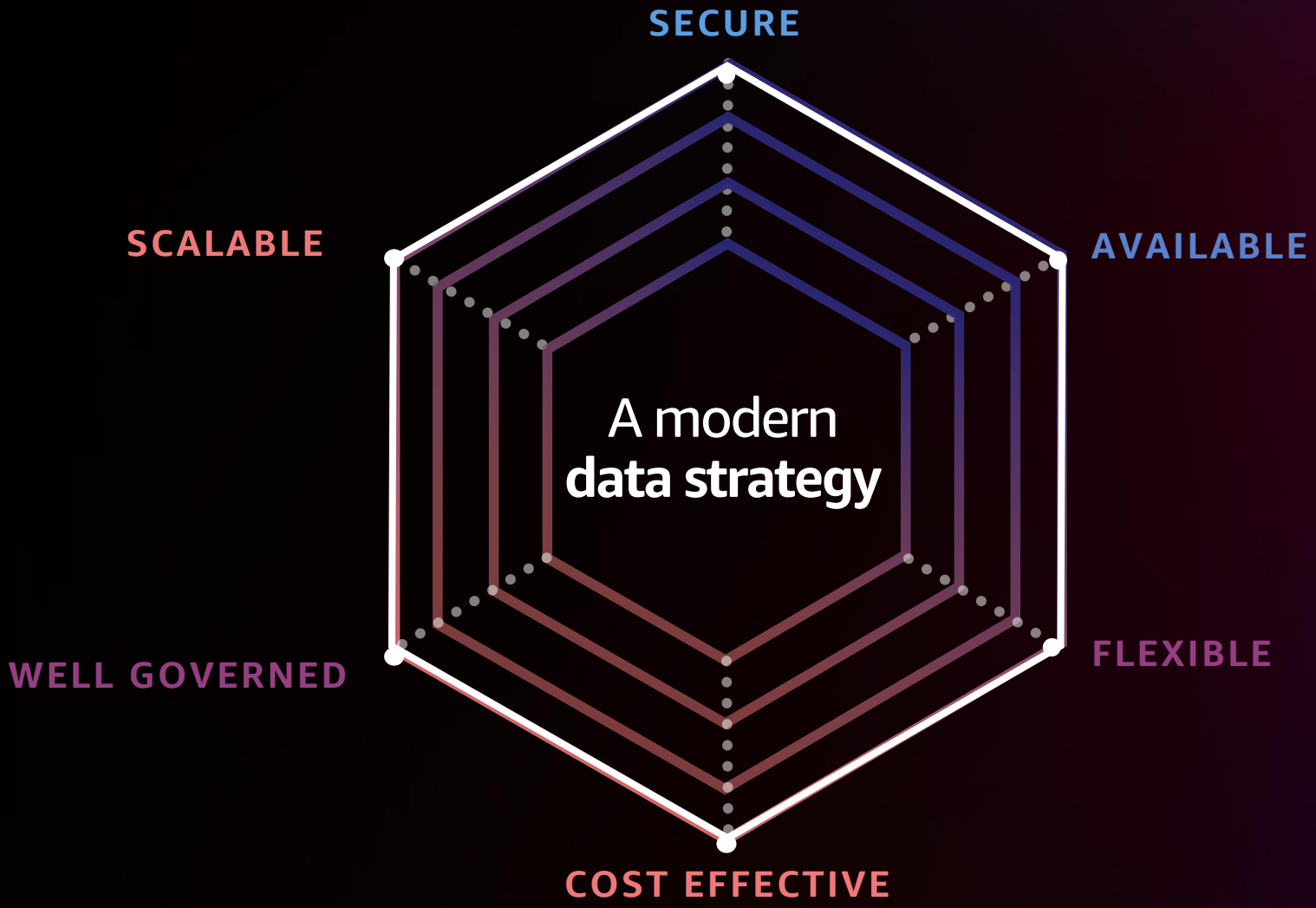



| | Data aware | Data informed | Data driven |
|---|---|---|---|
| Capability | Data | Insights | Actions |
| Consumers | Executives | Functional experts | Everyone |
| Questions | What happened? | Why did it happen? | How can we make it happen? |
| Ownership | Data is no one's job | Data is someone's job | Data is everyone's job |
| Activity | Create reports for others to use | Analyze data to find patterns | Act and experiment every day |
| Nature | Heavily aggregated, highly formatted | Aggregated with some drill downs | Granular, flexible, and scalable |
| Technology | Old guard databases | Data warehouse/ interactive query | Cloud, Modern Data Platform, AI/ML, Automation |

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# Modern data strategy

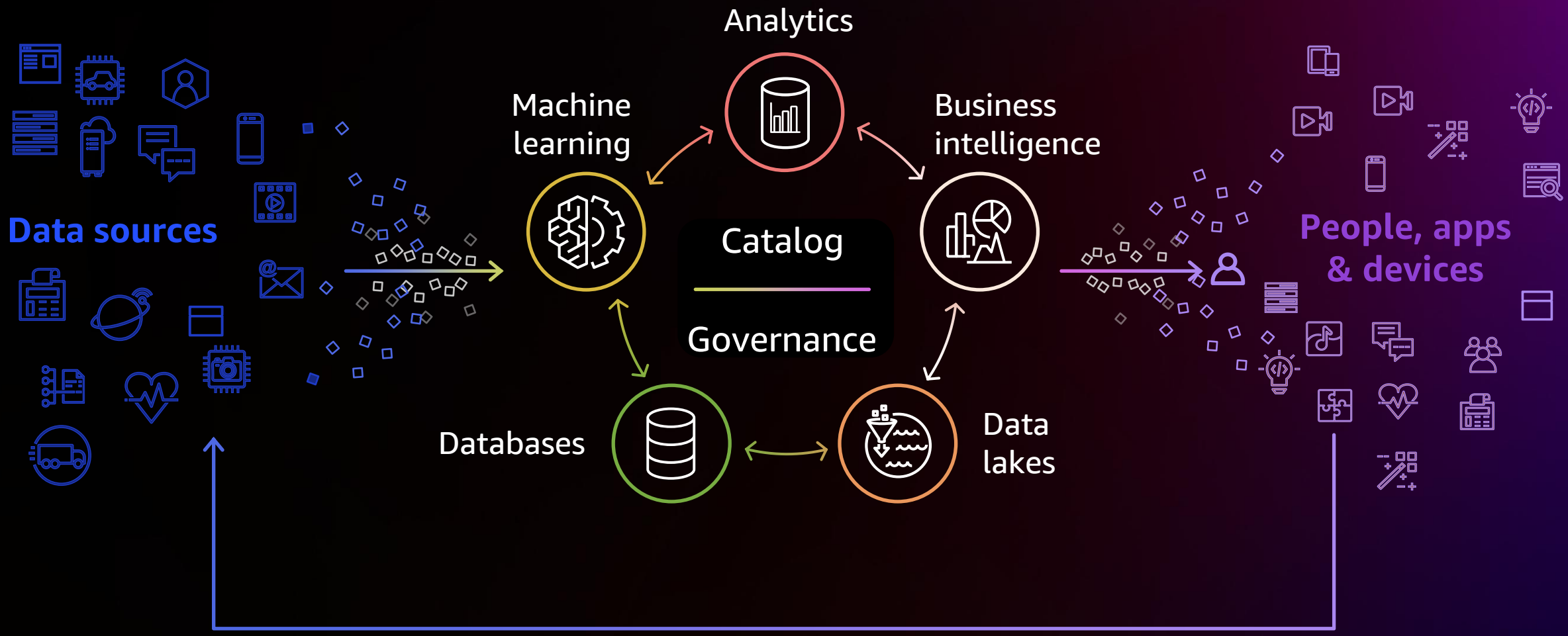
ADDRESSING THE FUNDAMENTAL NEEDS OF MODERN DIGITAL BUSINESSES




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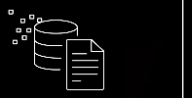
# Modern data strategy in action

THE CONNECTIVE TISSUE FOR THE ENTERPRISE ENABLING END-TO-END TRANSFORMATION




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# Modern Data Platform – Building Blocks



Systems of record



Systems of engagement



Server and log data



External data



Analytical data

Data producers

**Data ingestion**

**Data storage**

**Data collection**

**Business intelligence**

**Data processing**

**Metadata management**

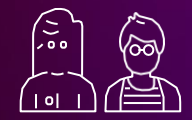
**Machine learning**

**Security**
**Identity**
**Compliance**

**Management**

**Governance**

**Data scientists**
Exploration, integration, predictive models



**Data experts**
Ad-hoc reports, create KPIs



**Business users**
Dashboarding, use KPIs, slice and dice



**Downstream systems**
Data feeds, information hub



**Insights applications**
Actionable insights at the point of impact

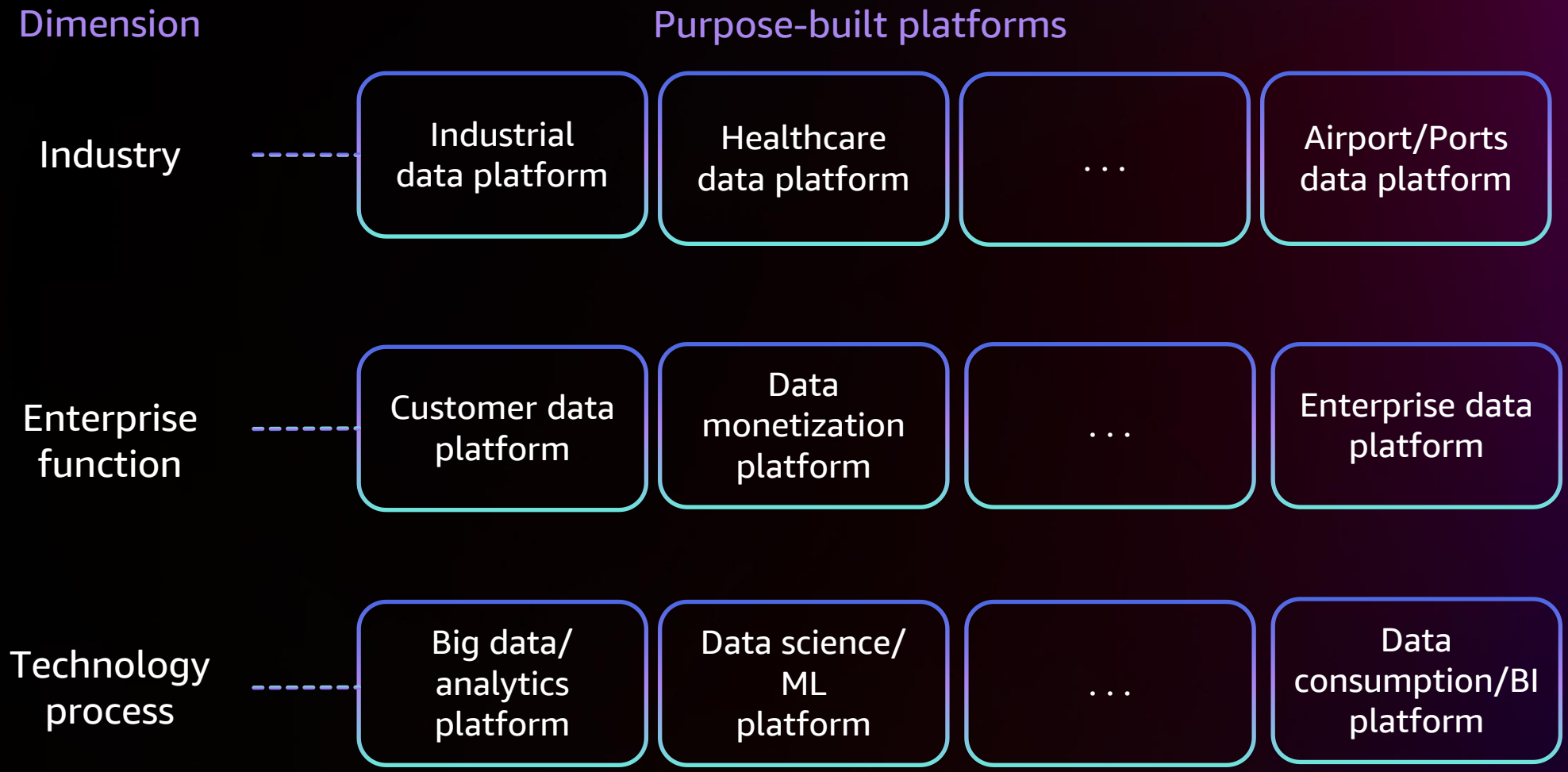


Data consumers

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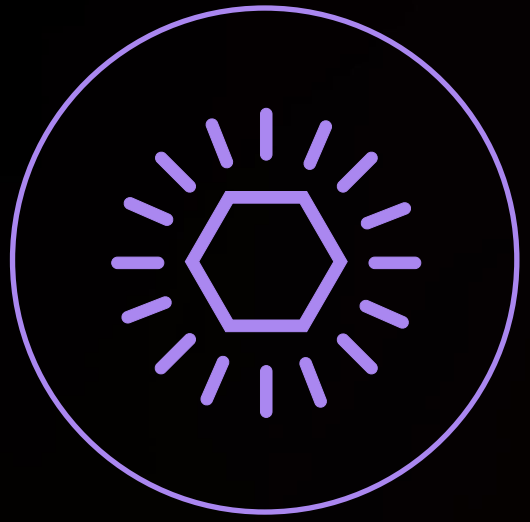
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# Endless possibilities with the right business objective




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# The path to a modern data platform on AWS



## Modernize

Transform your data infrastructure with the most scalable, trusted, and secure cloud provider



## Unify

With Lakehouse Architecture, integrate data lake, data warehouse, and purpose-built stores that enable unified governance and easy data movement



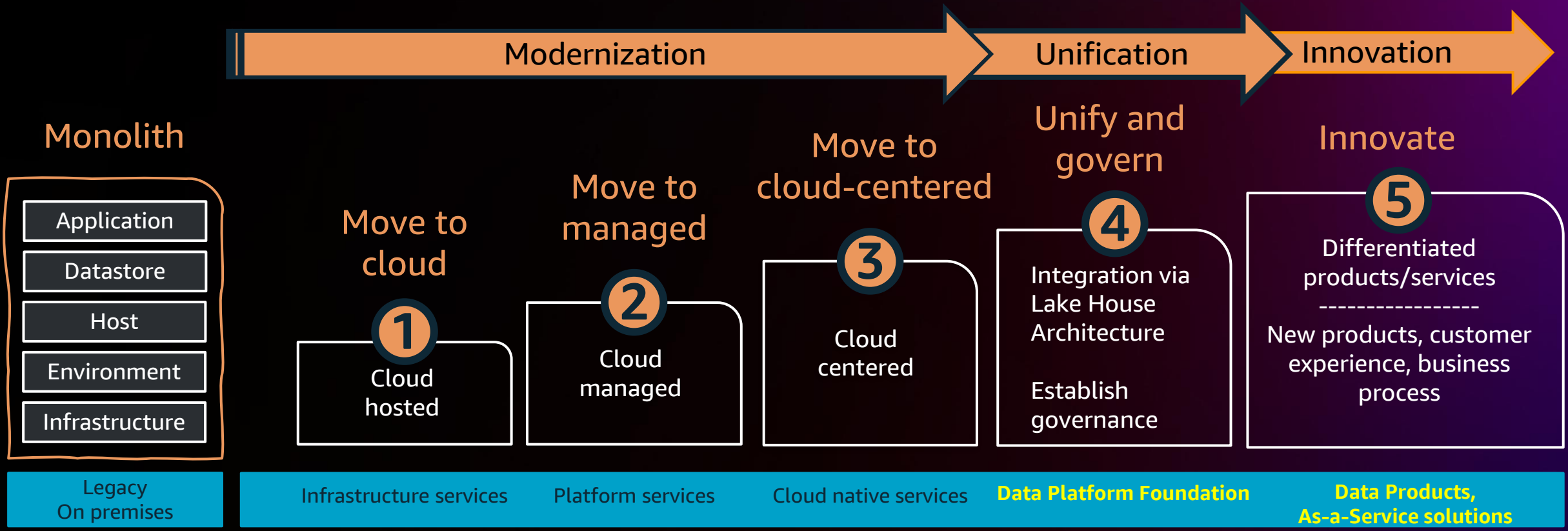
## Innovate

Build new experiences and reimagine old processes with analytics and AI/ML

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# Architectural milestones to platform state




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# From data products to digital industry solutions

**Digital industry solutions**

**Data product Complexity**

**Data products**



Digital patient engagement
**healthcare**



Connected traveler/guest
travel, hospitality



Connected consumer/driver
M&E, retail, auto

**UNIFY & ENRICH CUSTOMER DATA** › **TURN INSIGHTS INTO NEXT BEST ACTIONS** › **ENABLE ACTIONS ACROSS CHANNELS**

Customer profile

Hyper-personalized engagement

Identity resolution

Contextual decision-making

**Customer 360**

Enriched customer profile

Sense and respond in real-time

Understand intent

Omni-channel connectivity



Datasets



Code



Bi reports/dashboards



Ml models

**Data platform**

Ingestion | collection | storage | analytics | big data | AI/ML |
Governance | cataloging | security | identity | compliance

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# From enterprise intelligence to ecosystem impact

Digital industry solutions

Data product complexity

Data products



Digital patient engagement
**healthcare**



Connected traveler/guest
travel, hospitality



Connected consumer/driver
M&E, retail, auto

**UNIFY & ENRICH CUSTOMER DATA** › **TURN INSIGHTS INTO NEXT BEST ACTIONS** › **ENABLE ACTIONS ACROSS CHANNELS**
















**Data platform**

Ingestion | collection | storage | analytics | big data | AI/ML |
Governance | cataloging | security | identity | compliance

Ecosystem impact

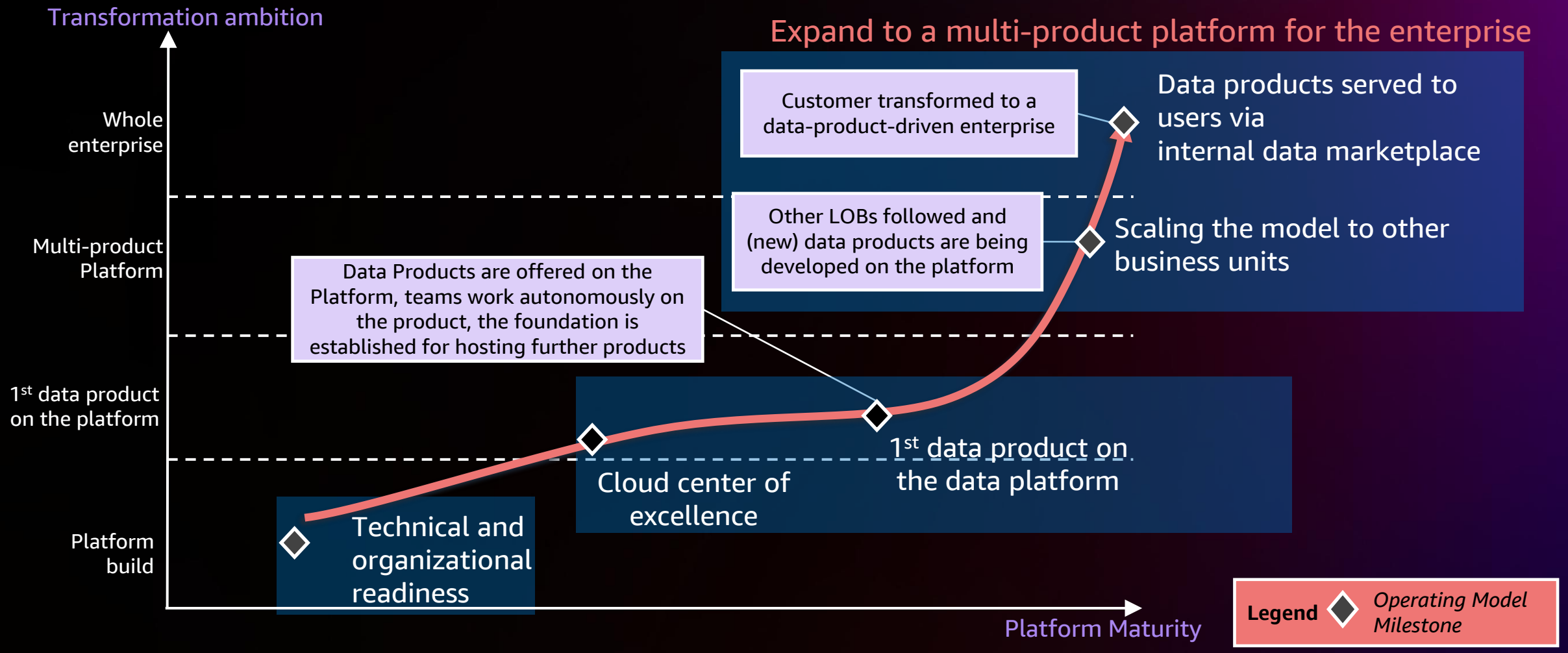
Commercialization & Monetization Opportunities

Enterprise intelligence

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# Scaling data platforms with product-centricity




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# The modern data community of the enterprise

## Producers

Teams that want to share data

## Marketplace

**Powered by data platform**

Team that runs the marketplace

## Consumers

Teams that want to use data




Domain expertise

Data ownership and governance

Data quality

Metadata management

Build security controls

Build and run the platform

Simplify onboarding

Enterprise datasets

Training and community

Execute business priorities

Business analytics development

Data discovery

Data pipeline development

Creation of new insights

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# Amazon.com lowers cost and gains faster insights with an AWS data lake

## Challenge

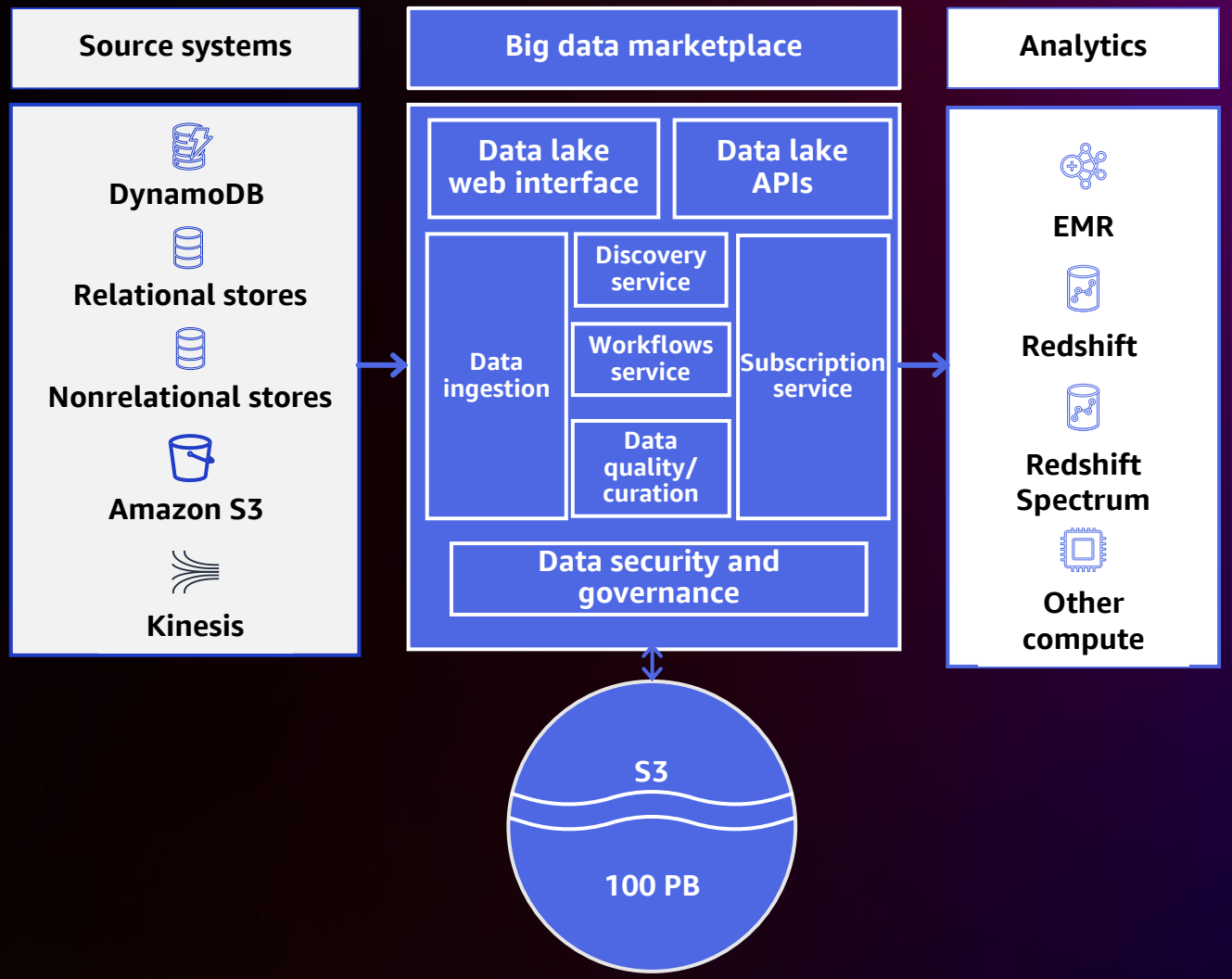
Amazon needed to analyze a massive amount of data to find insights, identify opportunities, and evaluate business performance; the Oracle DW did not scale and was difficult to maintain and costly

## Solution

Amazon deployed a data lake with Amazon S3, and now runs analytics with Amazon Redshift, Redshift Spectrum, and Amazon EMR

## Benefits

They doubled the data stored from 50 PB to 100 PB, lowered costs, and were able to gain insights faster




- 50 PB to 100 PB of data
- 600,000 analytics jobs/day

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# Transformation levers redefined by platform success

ECONOMIC IMPACT OF DATA PLATFORMS WITH PRODUCT CENTRICITY

| BUSINESS AGILITY | ORGANIZATIONAL ALIGNMENT | MODERNIZATION | INNOVATION | INSIGHTS |
|---|---|---|---|---|
| Improve agility across business units and horizontal functions | Align business and IT functions and changes to org design | Shift from projects to product culture and practices | Develop new and innovative capabilities to accelerate growth | Continuously listen to ecosystem signals |
| **Success metrics** | | | | |
| Speed to market<br>Throughput<br>Responsiveness | TCO by business/product variance reduction | Democratization of new tech<br>Reusability<br>Time from idea to value realization | Organic net-new revenue growth<br>Innovation Portfolio Growth<br>Data and insights monetization | Resiliency to disruptions<br>Responsiveness to industry dynamics |

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# An overview of our partnership – jointly build, market, sell and deliver data platforms

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# Force multiply with AWS



100K+ partners in 150+ countries



50+ partners join the APN every day



Hundreds of thousands of opportunities together



Billions of dollars in opportunities together



2x+ YoY increase in opportunities shared to partners

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# AWS Partner paths

CHOOSE THE PATH(S) TO GROW YOUR BUSINESS WITH AWS

## Do you offer your customers . . .

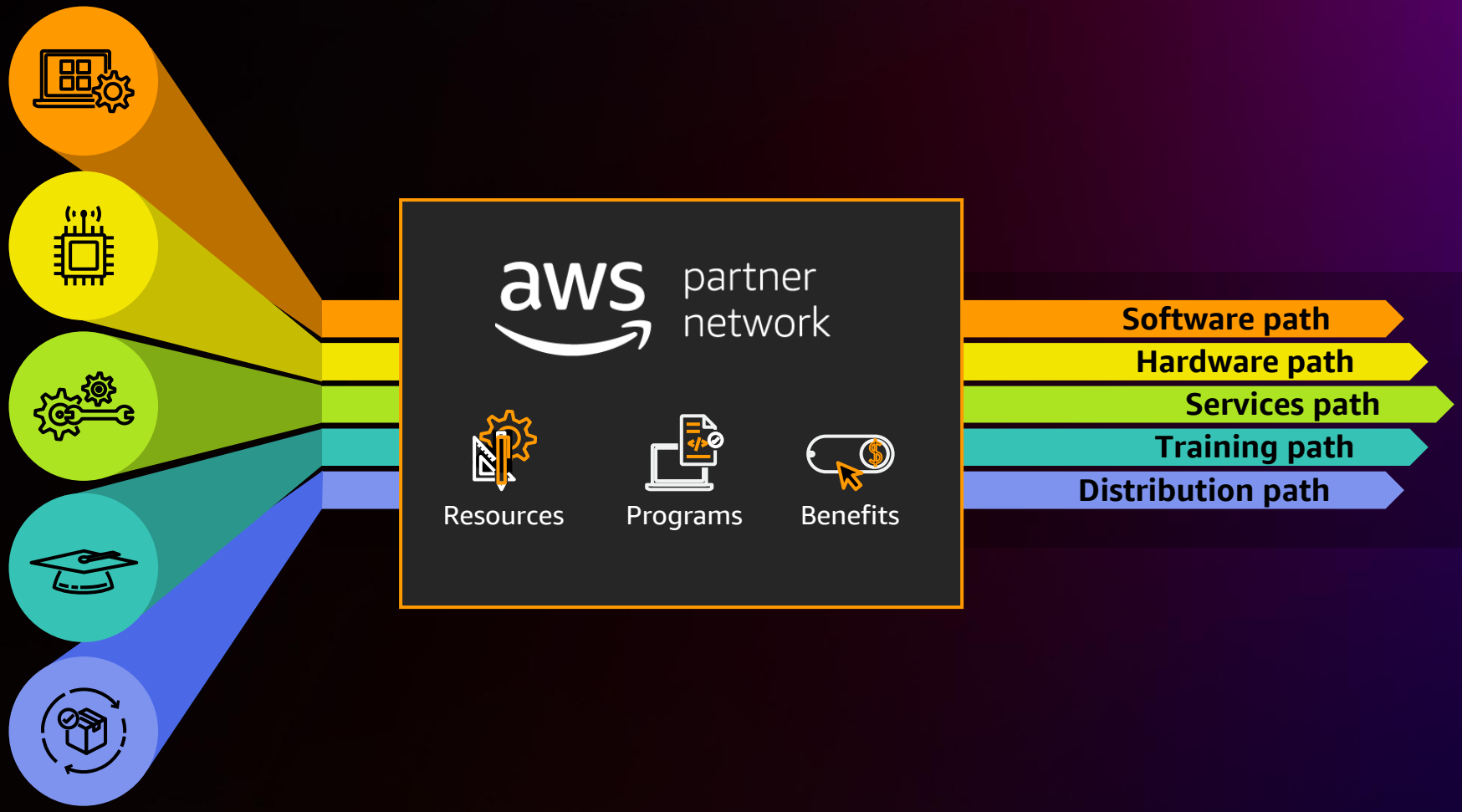
software that runs on or is integrated with AWS?

hardware devices that work with AWS?

consulting, professional, managed, and resale services?

authorized AWS training?

onboarding and enablement to resell and develop AWS solutions?




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# Partnership engagement journey

## Co-Build

**Opportunity**
Strategic direction

**Problem**
Business theme

**Use case**
A focal use case

**Capabilities**
- Competencies, skills
- Frameworks, accelerators

**Solution**
- A purpose-built application
- Industry/Horizontal Solutions

**Offering**
- A GTM package to scale across customers

## Co-Market

**Marketing Artifacts**
- Public-facing assets
- Thought leadership

**Partner-ready campaigns**
- Target accounts
- Partner-ready kit

## Co-Sell

**Sales motion**
- Sales enablement
- Demand gen
- Showcase value thru pocs

## Co-Deliver

**Deliver for/with customer**
- Implement poc, pilot, production projects
- Onboard customers

**Adoption**
- Scale across the enterprise
- Replicate for other use cases

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# AWS Analytics alignment with Partners

A WIDE SPECTRUM OF PARTNER PROGRAMS

**Solutions and platforms**

**MODERNIZE**

Migration, Modernization, Data Estate Transformations

**UNIFY**

Data Lakes, Data Mesh, Governance, Analysis & Insights

**INNOVATE**

Data Driven Business Transformations, Industry/LOB use cases

**Enablement & Certifications & Designations**

Training & Enablement Programs
Competency, Service Delivery and Well-Architected Partner Programs

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# Get started

## Develop a data strategy

**Data-driven everything (D2E)**

- Create an organizational vision for innovation with data to drive business outcomes
- Define the first pilot, learn, and build

## Operationalize your idea

**Data Lake Design and Educate Program (DEA)**

- From idea to a production-ready data platform solution in a matter of weeks
- Get expert guidance to design, build, and validate solutions with a roadmap to production

## Accelerate your SaaS journey

**SaaS Factory**

- Build new products, migrate existing applications, or optimize SaaS solutions on AWS
- Direct access to AWS experts to help you accelerate delivery of SaaS solutions on AWS

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# Thank you!


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