
AWS
re:Invent
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PRT007

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Speedboat innovation: Enabling new revenue streams

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Challenge

CIO/CTO: “Our industry is threatened by technology disruption; we can’t innovate **fast enough**.”

Security/compliance: “Security and regulatory compliance must be **sacrificed** in the name of **speed**.”

IT: “Innovation teams are **detached** from our IT; once their solutions go live, we are held accountable for the consequences.”

Marketing: “We can’t wait for our new product. We are going to **miss the opportunity**!”

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Challenge

MVP – THE MYTH

Everyone understands the meaning, yet everyone expects a different outcome

No matter what the scope is, we always want an MVP to be a fully functional and scaled product in one go

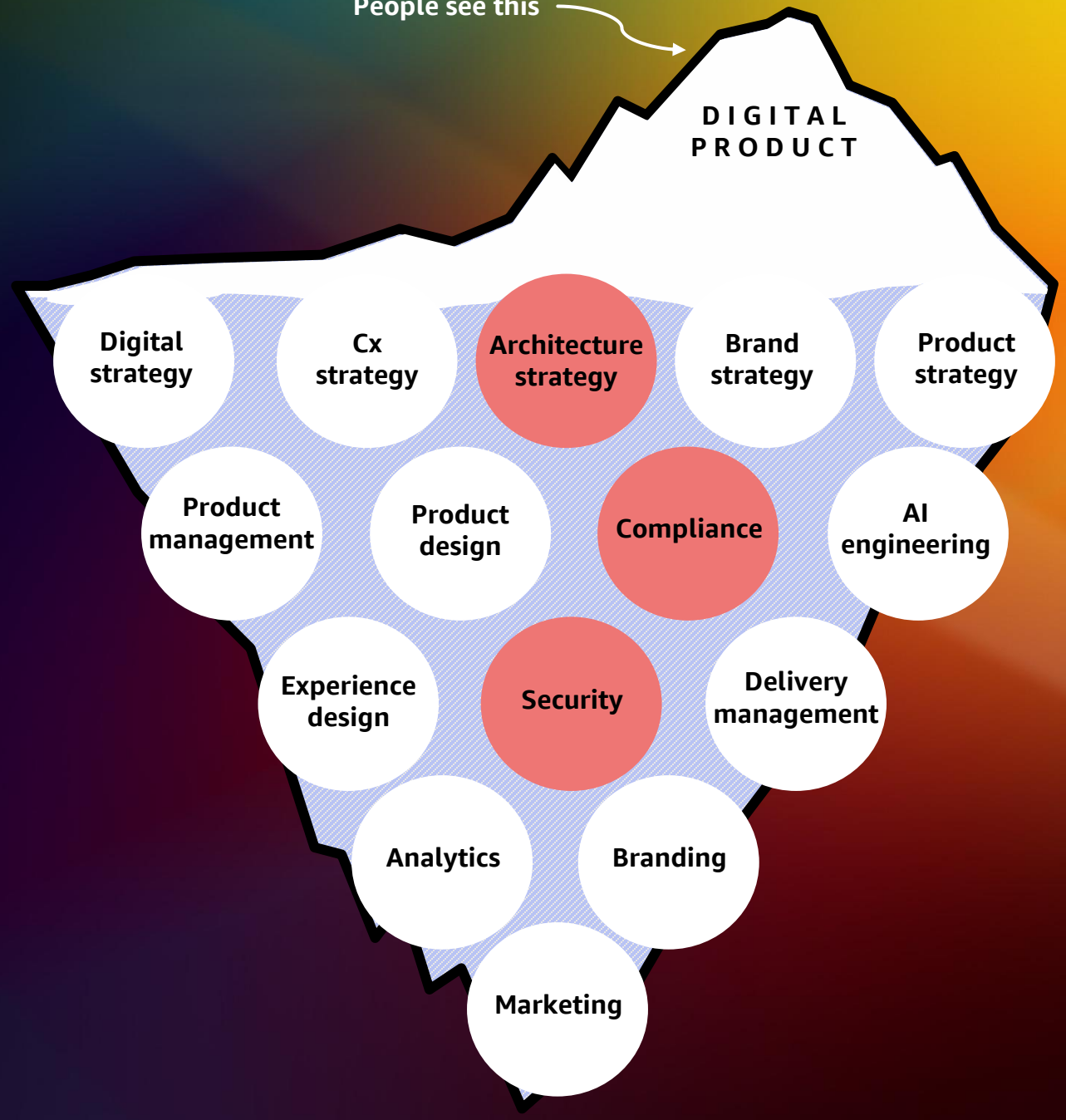


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Challenge

Build small, validate, and iterate, but…

IT, security, and compliance are **slowing** us down



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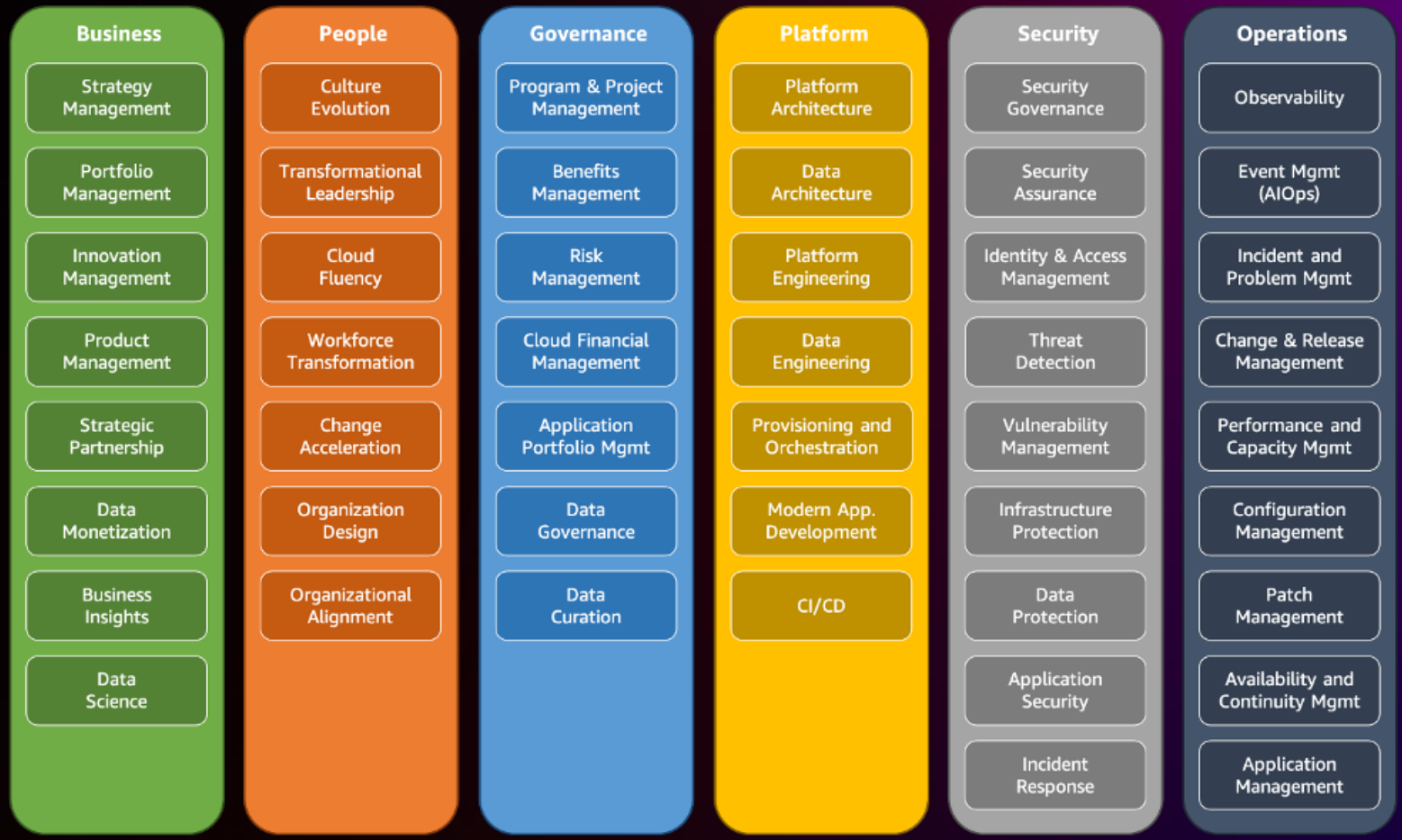
Don’t reinvent the process

ADOPT THE BEST PRACTICES

AWS Cloud Adoption Framework (AWS CAF) capabilities provide best-practice guidance to help you improve your cloud readiness

We don’t have to address all these aspects at once

This lightweight starting point is correctly called a minimum viable product (MVP) for governance



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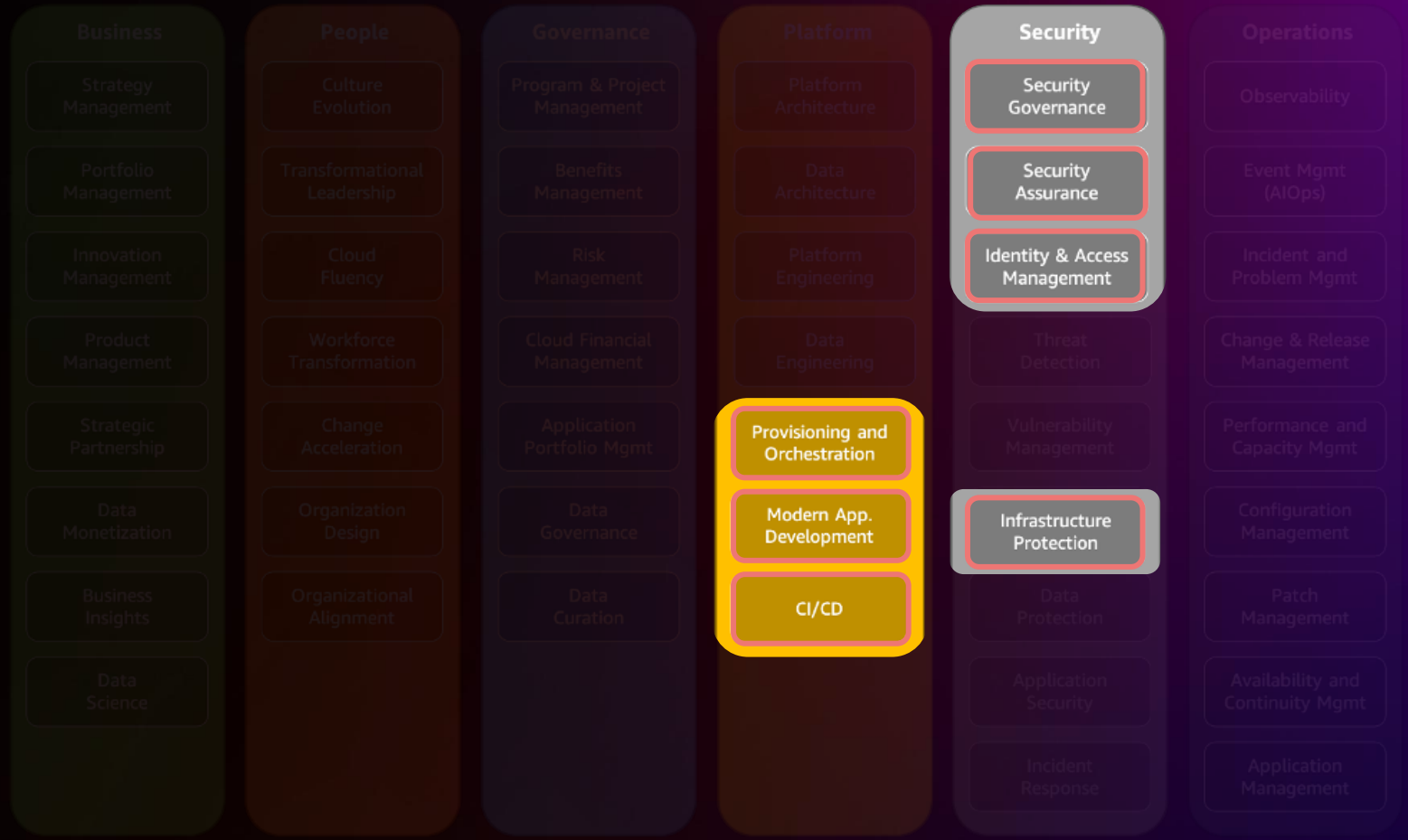
Choose what is fit for purpose

ADOPT THE BEST PRACTICES

The environment provisioning must be instantaneous

Logging and auditing are immutable and fully centralized

The foundational layer services must be configured once and available for any MVP environment



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Choose what is fit for purpose

CREATE THE RIGHT FOUNDATIONAL LAYER

Directive


IAM


Amazon Cognito

Preventive


AWS Certificate Manager (ACM)


AWS KMS


AWS WAF


AWS Shield


AWS Secrets Manager


Amazon VPC PrivateLink

Detective


Amazon GuardDuty


AWS Trusted Advisor


Amazon CloudWatch

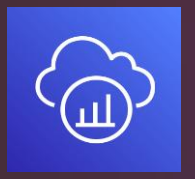

AWS CloudTrail


AWS Security Hub

Responsive


Amazon CloudWatch


AWS Lambda


AWS X-Ray

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“Good intentions never work, you need good mechanisms to make anything happen.”

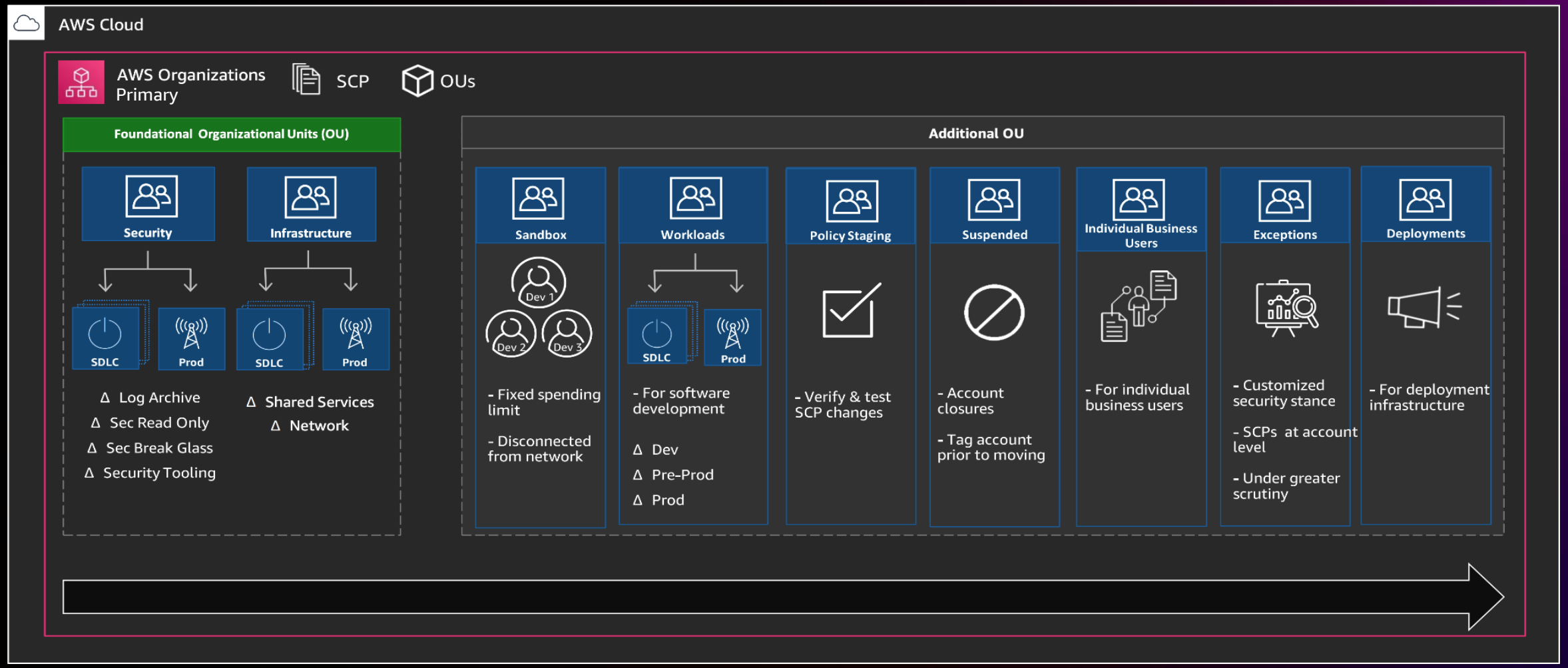
Jeff Bezos

Founder and Executive Chair of Amazon

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Four eyes principle

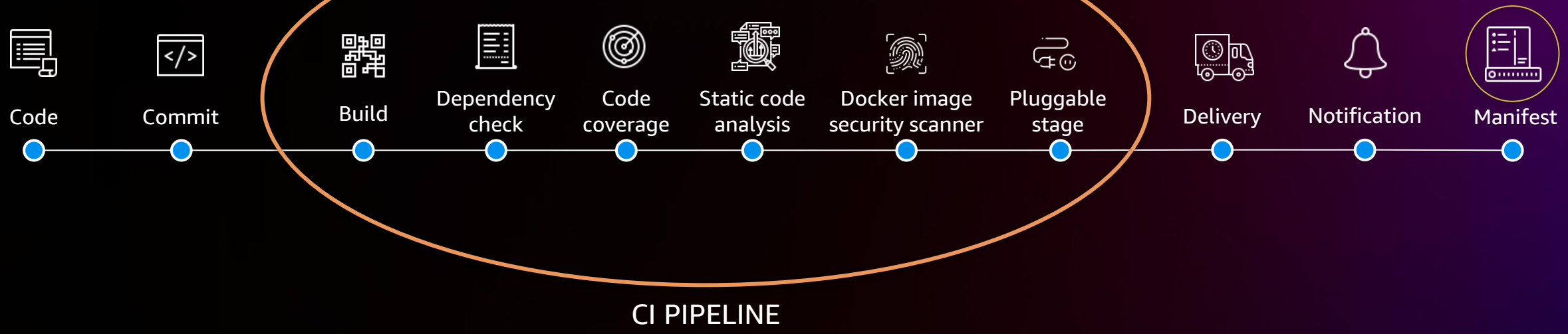
A SOLID LANDING ZONE FOR CLOUD ACCOUNT MANAGEMENT, ORGANIZATIONAL STRUCTURE, ACCESS CONTROL, AND AUDIT TRAIL



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Infrastructure as code

YOUR CI/CD PIPELINE IS YOUR SOURCE OF TRUTH



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Our experience

Helping a Tier 1 Dutch bank reach 200-million-euro top-line growth in the next 3 to 5 years through their innovation factory

- 25+ propositions launched over the last 3 years
- 3- to 5-month average time to market
- 3 large propositions currently under development
- Reduced the lengthy 6-month pentest to a 6-week repetitive effort

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Key learnings

- Never detach your speedboat from your mothership – creating a fit for purpose way of working will help you accelerate
- A proper foundational layer takes time to set up – plan it in small iterations by leveraging the immediate needs of each MVP
- Automate your process instead of enforcing the process

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Additional resources

AWS Cloud Adoption Framework (AWS CAF)
Accelerating your cloud-powered digital business transformation

AWS Well-Architected
Learn, measure, and build using architectural best practices

Visit us at booth #1352 or #2742

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Thank you!

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