
AWS
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Innovation at the intersection of the virtual and physical worlds with AWS



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aws

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Innovation at the intersection of the physical and virtual worlds with AWS



A presentation by UST, Elevance Health, United Airlines and ISG

Dec 1, 2022

Niranjan Ramsunder
CTO, UST

UST

A global leader in human-centric digital transformation

Who we are

- Pure play digital services company
- Founded in 1999
- $1.7+ billion in revenue
- 30,000+ employees in more than 30 countries
- Purpose-driven culture and passionate focus on solving customer problems

Our offerings



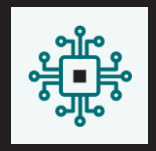
Digital Solutions

Leveraging technology and domain knowledge to digitally transform clients with a differentiated human-centric approach



Platforms

Unique market offerings enabling us to use software, automation and AI to address client problems



Product Engineering

End-to-end offering through convergence of software and hardware with pre/post silicon engineering services

Our industry verticals

Healthcare

Help process 1 in 7 US health insurance claims

Retail and Manufacturing

Strategic partner to 5 of the top 10 U.S. retailers

Banking and Financial Services

Support 2 of the top 5 U.S. asset-management firms

Technology, Media and Telecom

Drive business for 3 of the top 8 global telecom companies

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Where you'll find us

- Main Offices & Innovation Labs
- Operation Centers

*To see a list of all offices, visit **ust.com**



AMERICAS
Global HQ – Orange County, CA
Bentonville, AR
Chicago, IL
Toronto
Guadalajara
Leon

EMEA
London
Madrid
Tel Aviv
Berlin
Lisbon
Paris

INDIA
Trivandrum
Bangalore
Chennai
Hyderabad
Kochi

APAC
Singapore
Manila
Penang
Shanghai
Taiwan
Sydney

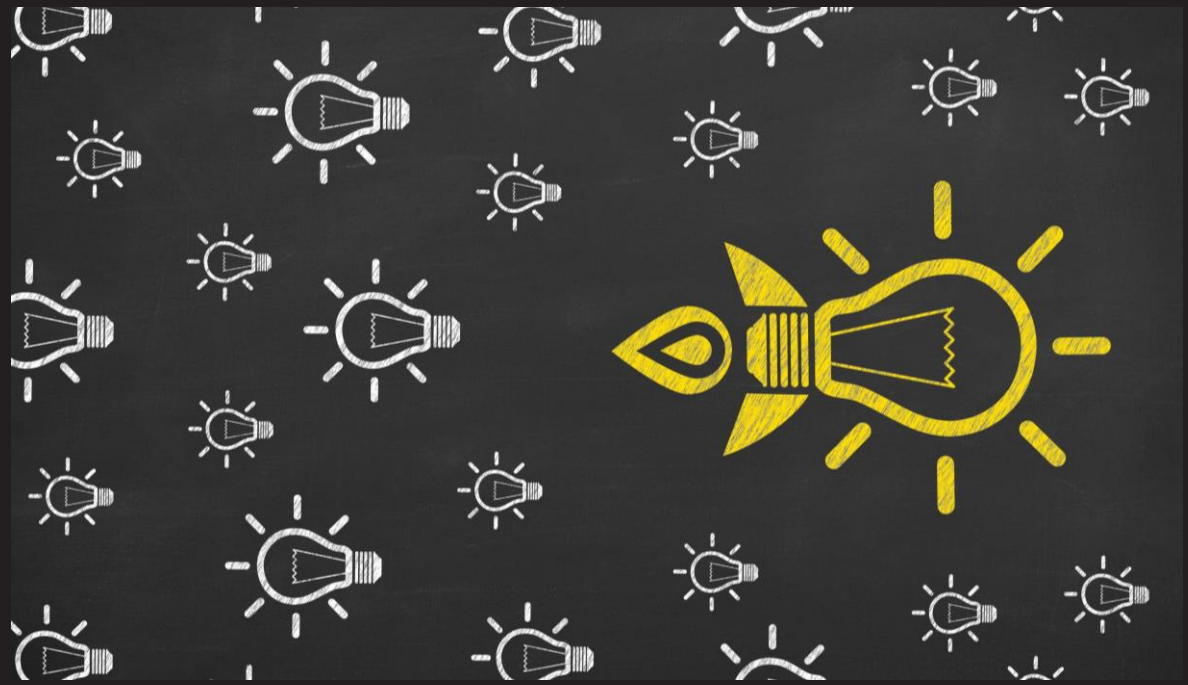
40% of our global footprint is LEEDS gold certified

50% of our global footprint is ISO 14001 certified

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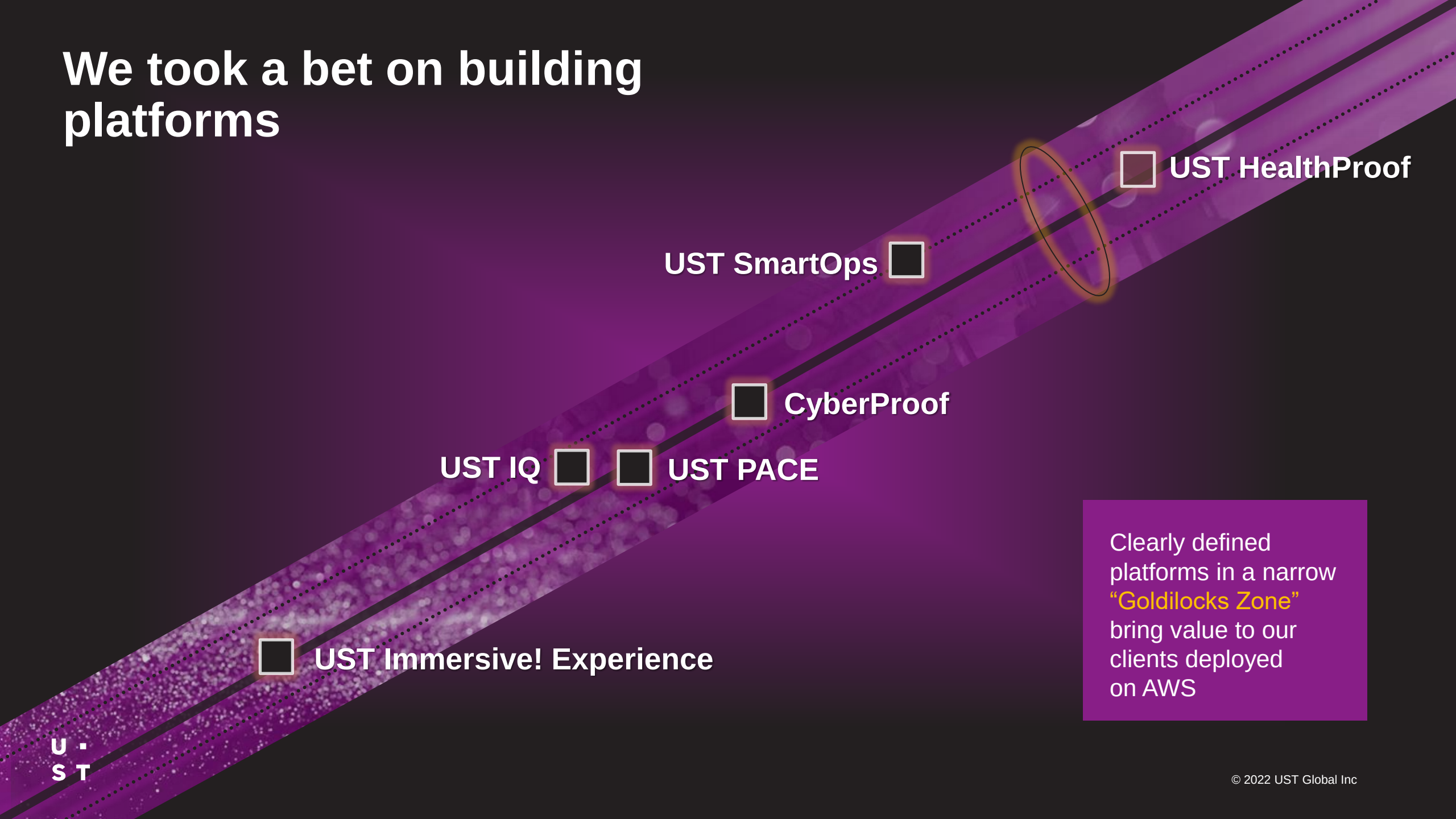
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Our focus is to help transform our clients' businesses using AWS



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We took a bet on building platforms



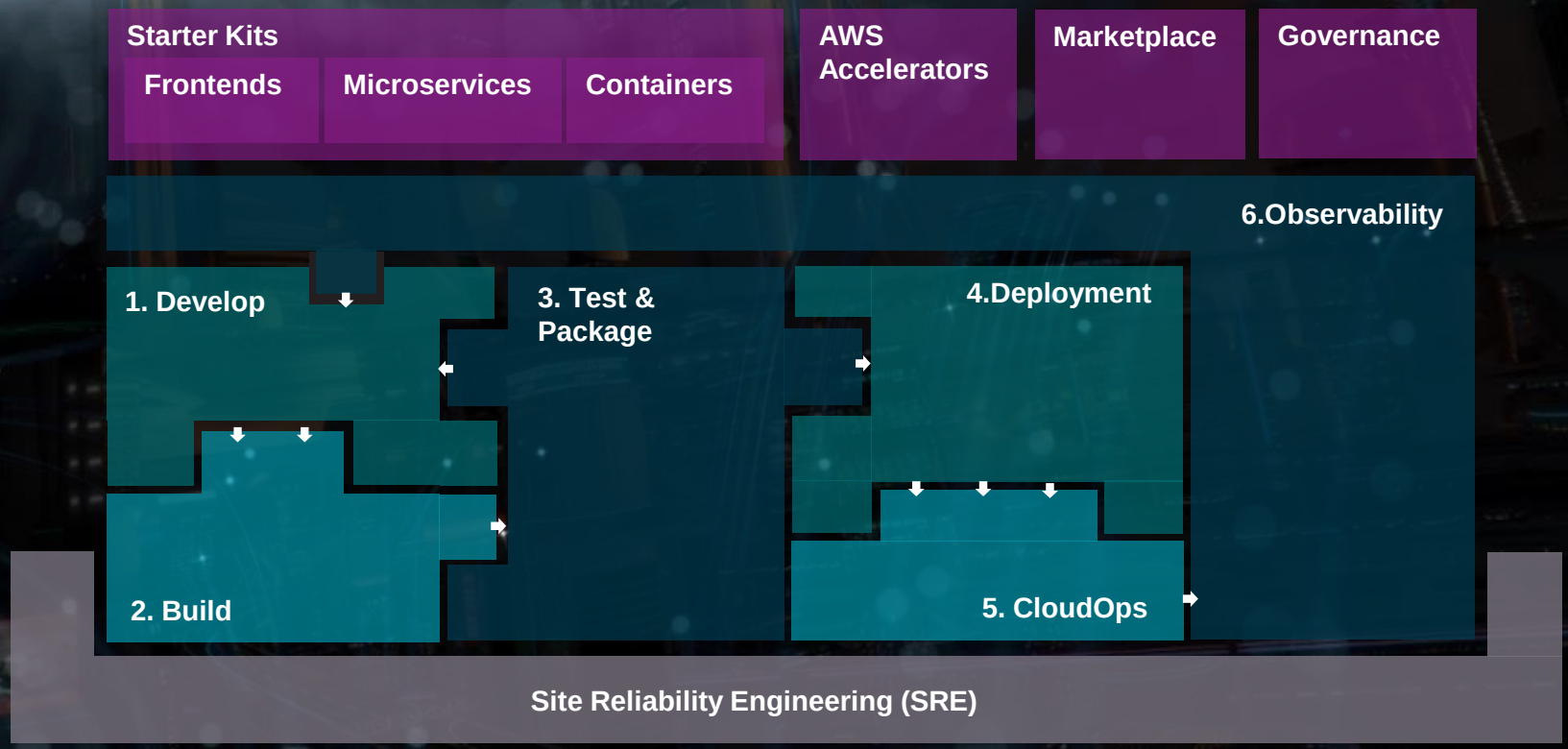
Clearly defined platforms in a narrow "Goldilocks Zone" bring value to our clients deployed on AWS

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Shifting left and accelerating across the software lifecycle

UST PACE
on AWS

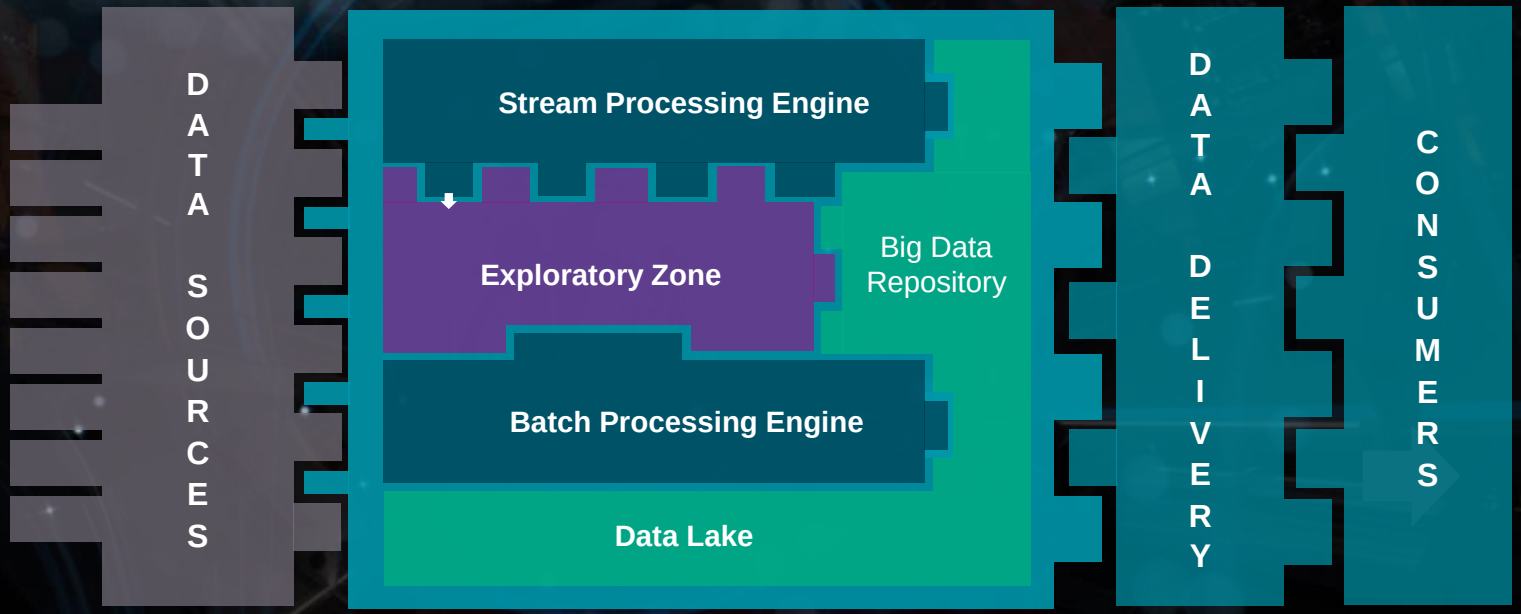
UST PACE integrates key capabilities in a single ‘future of work’ platform.



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Rapid realization of value – from data to actionable insights.

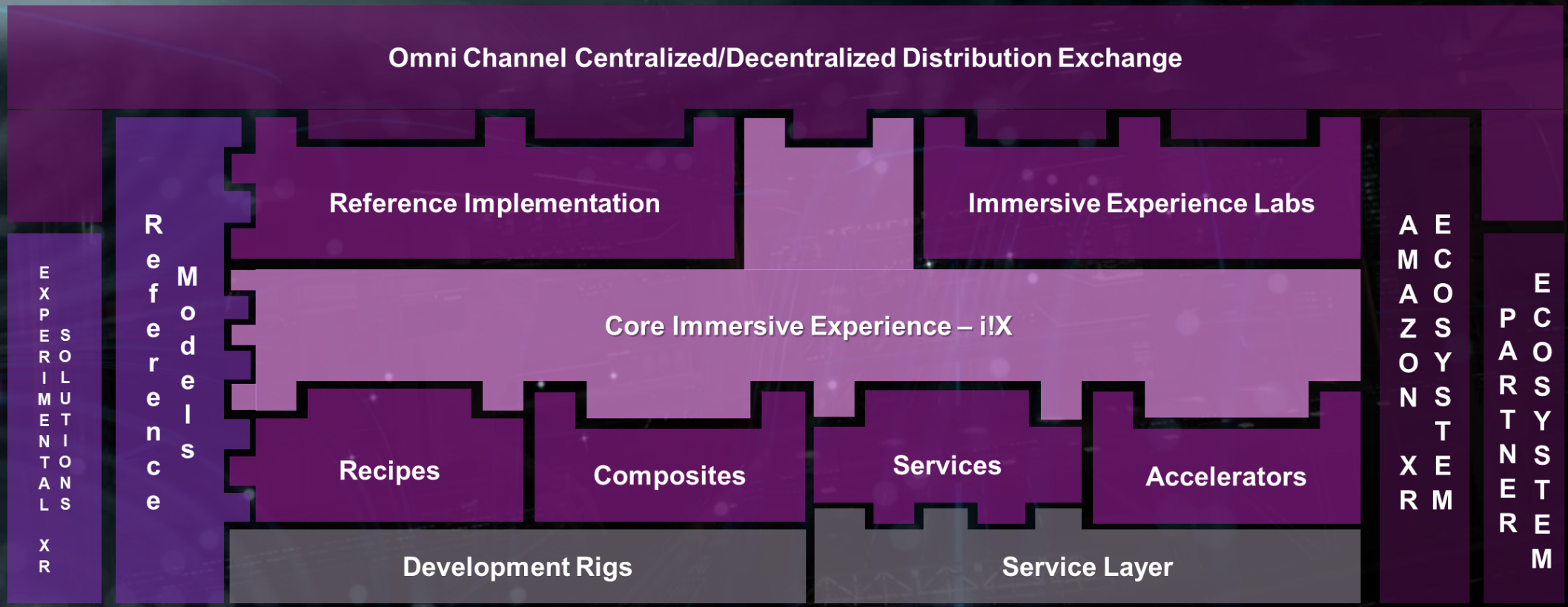
We have lowered the barrier to entry to manage and visualize data to generate fresh.



UST IQ – the Intelligent Data Platform
on AWS

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A curated ecosystem for the enterprise to build immersive solutions with best-in-class models.



UST immersive! Experience platform

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Introducing two of our clients entrusting us in their digital transformation journeys



UST client for 20+ years



One of UST's most recent clients

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UST client for over 20 years

Elevance Health



Matthew Penwell

VP, Digital Platforms & Experience

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The evolution of digital experiences in healthcare



We have transformed into Elevance Health.

Our vision to elevate the importance for whole health and advance health beyond health care.

Anthem

Innovating at intersection of virtual and physical worlds

Using AWS technology to change the healthcare industry



Digital Health Platforms

Digital tools offer new ways for people to share resources and stay in touch with their doctors, their health company, and even other people of similar circumstances



Frictionless Experiences

Allowing users to move throughout an ecosystem of experiences that blend the best of the physical and virtual worlds across our platforms



Virtual Care

An alternative to in-person care, telehealth offers people convenience, affordability, and access from the comfort of their homes.



Artificial Intelligence

AI can pull together and analyze vast amounts of data to create more efficiency, higher data quality, and better health outcomes for individuals and communities.



Health Monitoring Devices

A variety of innovative, platform-based devices are giving care providers and consumers new wats to monitor health – from anywhere

Sydney Health

A platform for our members

Provides a **gateway to care**, for finding and accessing the right care, at the right time for **over 15 million members.**

Offers a **digital front door** to benefits, tools, and resources with **over 100 third party integrations**

Serves as a **lifetime, trusted health partner**, using artificial intelligence (AI)-guided recommendations, the industry's largest dataset, and everyday well-being tools



sydney

Creating empathy driven experiences in healthcare

Persistent

A place of perpetual and continuous existence; life will continue whether people are online or offline.

Real Time

The virtual environment and the people inhabiting it will respond and react to users' actions in real-time.

Interoperable

Not tied to any one platform—experiences, possessions and identities will travel unchanged across platforms.

Social

A place to socialize, meet new people, strengthen existing relationships, and create new communities.



Limitless

There is no cap to the number of users, experiences, or worlds.

Creative

A catalyst for creativity and inspiration, where people actively engage with content, rather than passively consuming it.

Everyday

Seamlessly woven into our everyday activities and engagements.

Decentralized

Ownership will be distributed.

User-defined

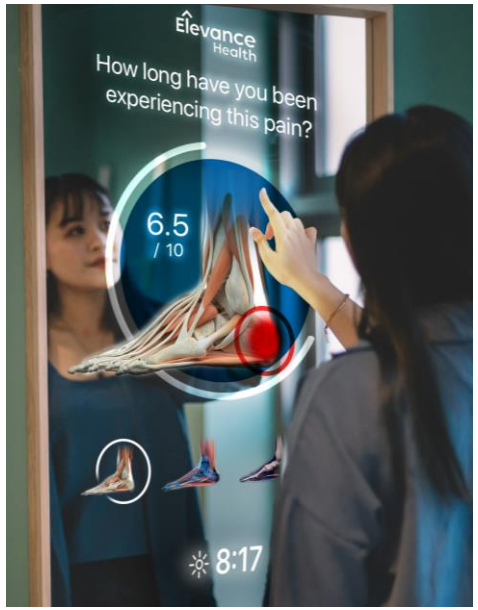
Owned and shaped by the people living, connecting, creating, and participating in it.

Sydney as a guide in the health metaverse

Advancing health beyond traditional care for our members, their families, and our communities

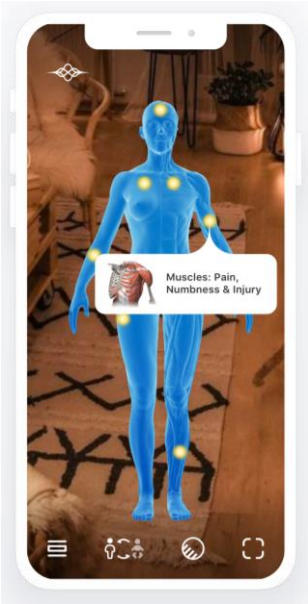
Finding the right care

Convenient
Personalized
Diverse and Inclusive



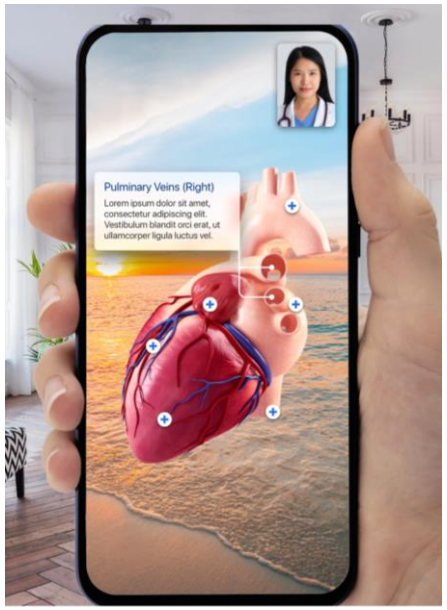
Symptom checking & tracking

Interoperable
Educational
AI-driven



Virtual doctor's visit

Access to Care
Sharing Data
Everyday Care



Introducing . . . one of our most recent clients we first engaged with at AWS re:Invent 2021

UNITED



Jim Stathopoulos

Managing Director, Digital Technologies

U·ST | UNITED

Adapting to our new world, with Travel changing the landscape for United

30%
New workforce post pandemic

United transforms travel experience with Agent on Demand.

Need to adapt digital transformation efforts to where travel, comfort and safety are key

At the airports, our tools decrease customer stress and improve transparency

Enhanced Digital Signage



We reimagined airport signage to be personalized to time of day, gate, type of traveler and more to maximize the customer experience

Boarding Now Messaging



We have a sophisticated personalized text messaging platform that is foundational to streamline day of travel even when it doesn't go as planed

Better Boarding



We did significant customer research leading to changing our boarding process and encouraging customers to stay seated and more comfortable easing customer stress

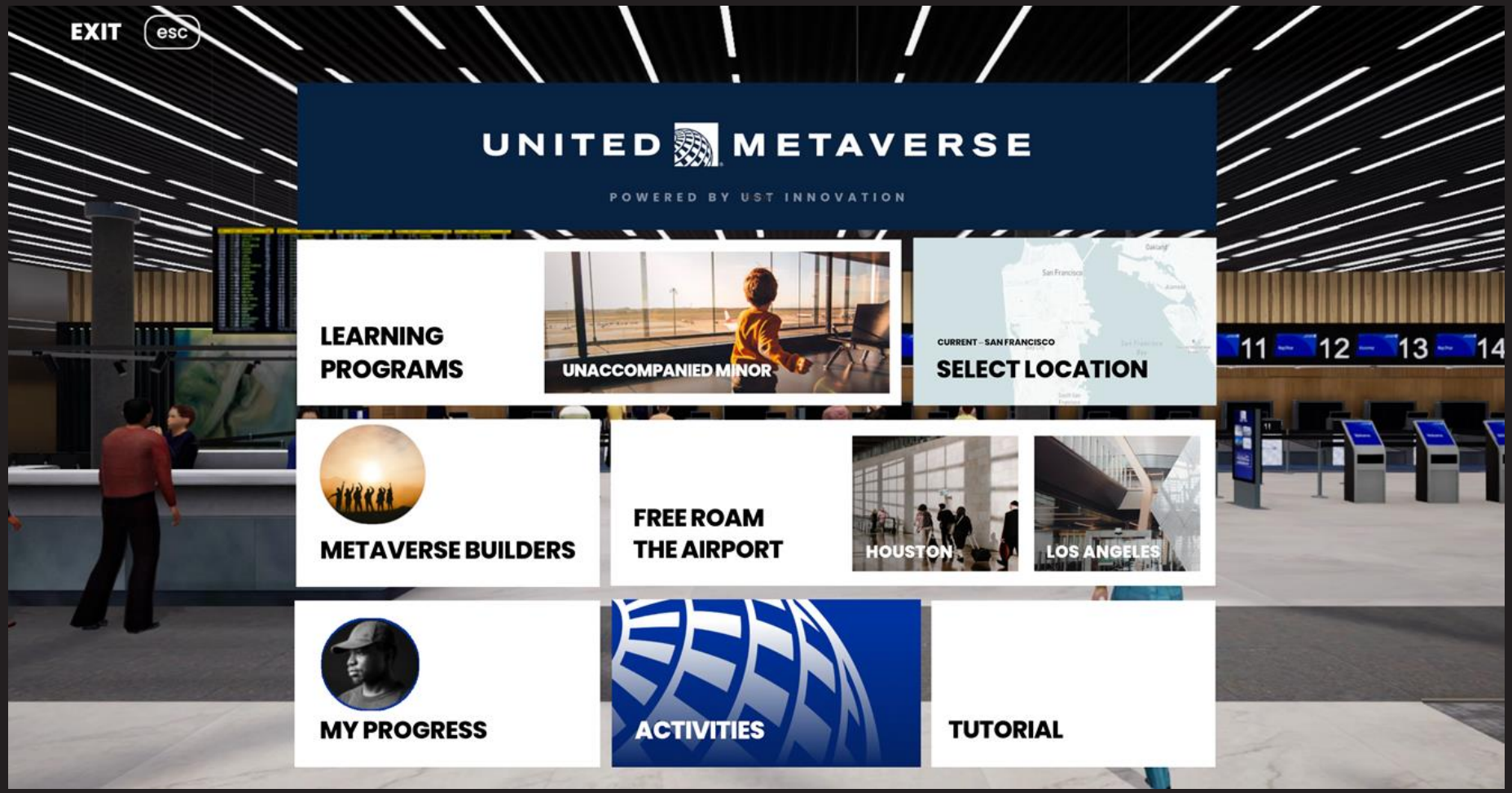
Agent on Demand



We partnered with gate agents to have their input every step of the way. We were able to deliver quickly because of agent partnership and quick testing

UNITED

Launched Airshop United Innovation Hub to nurture ideas into industry changing products and services



Emerging technology Airshop is using for digital acceleration.

An idea that would typically take months to implement was taken to market in only a few weeks.

U · ST | UNITED

Airshop

How is the market reacting to the recent disruptions?

ISG®



Bernie Hoecker

Partner, Enterprise Cloud Transformation ISG

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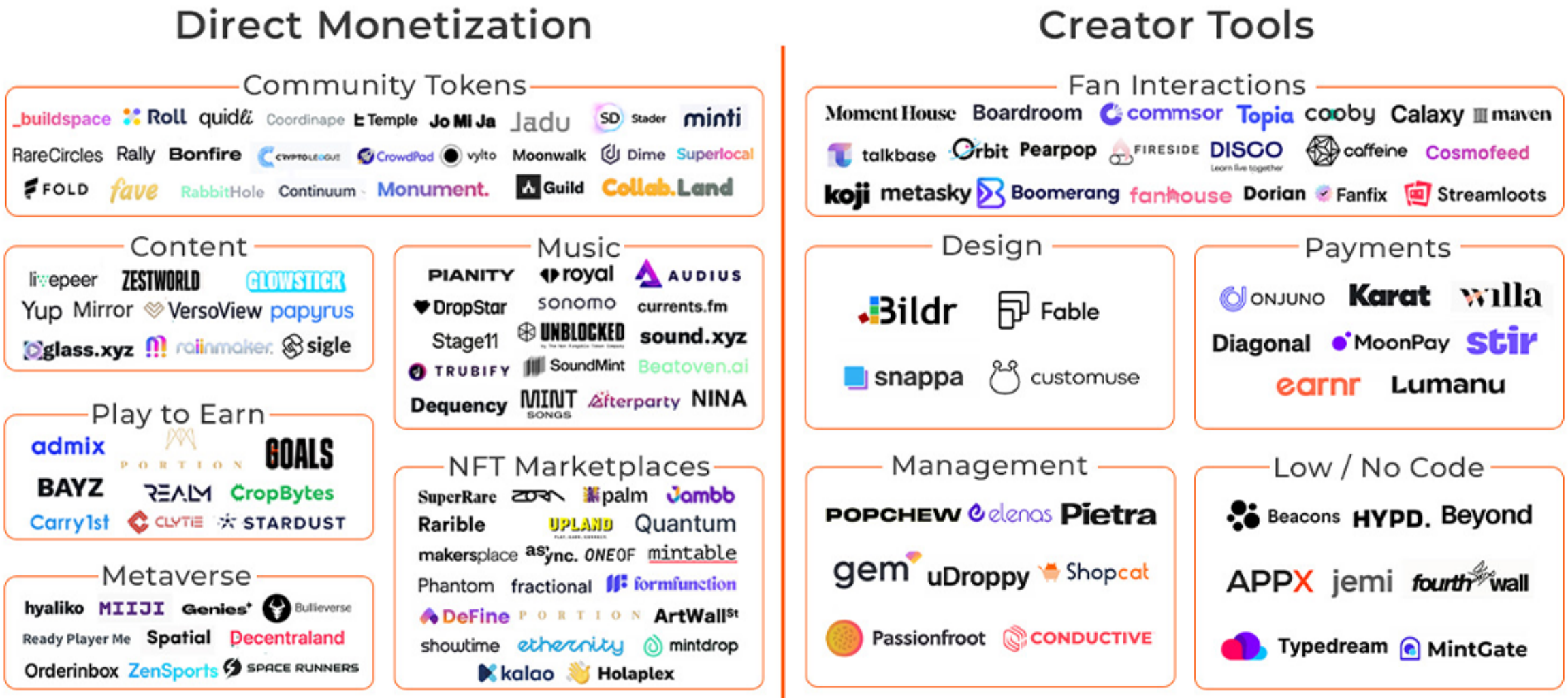
The Metaverse will be a slow burn – but will eventually ignite a firestorm of innovation

Web 1.0	Web 2.0	Web 3.0 / Metaverse
		
Read	**Read, Write**	**Read, Write, Own**
Decentralization of Location	Decentralization of Media and Content	Decentralization of Finance, Governance, and Ownership
Information	Platforms	Protocols/Tokens
Your browser	Anywhere	Immersive/Everywhere

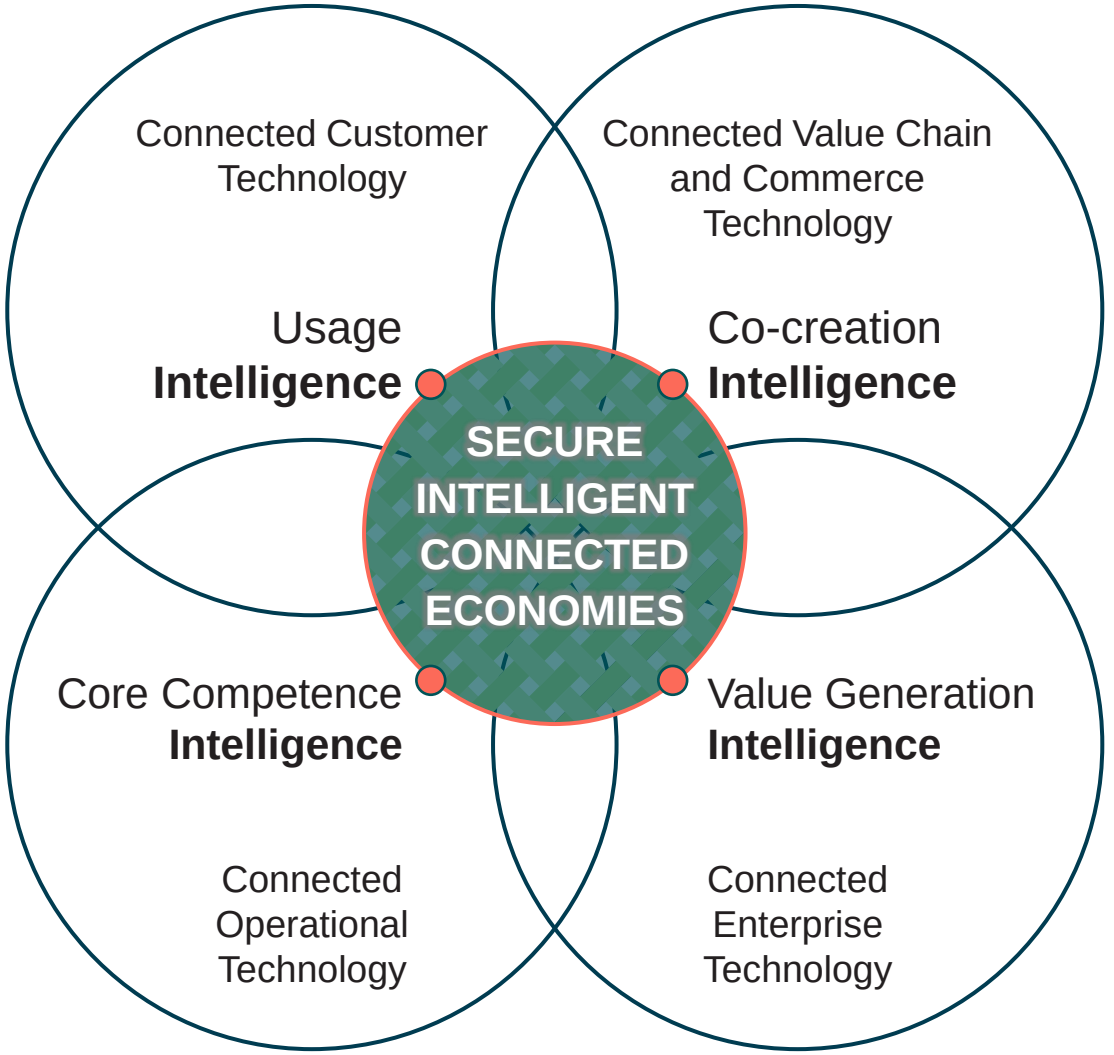
Metaverse – the magic is in the middle

Creator economy	Intraverse	Multiverse
Metaverses: Digital worlds and fluid identity		
NFTs/Digital Assets: Virtual assets and goods		
DAOs: Dynamic governance driven by smart contracts		
Dapps: Autonomous Business logic/applications		
Tokenization and Crypto: Creator Ownership		
Blockchain: Decentralized access and sovereignty		

The creator economy unleashed by Web 3.0



The Metaverse Substrate – SICE



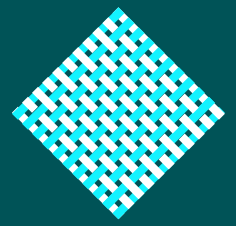
The digital thread

The New Substrate won't form on its own

Hybrid Cloud Platform



Digital Twin



Digital Thread

Backhaul Network



Software Defined Network



Next Gen Firewall/UTM

Distributed Infrastructure



Edge Gateway + CASB



MEC



Purpose-built Hyperconverged Infrastructure

IoT & Connected Products



Endpoints & Sensing



Remote Terminal Units



Smart Connected Products

Cybersecurity



Zero Trust



SASE



MDR

Wallets, DAOs & Market Places

Digital Assets

Digital Identities



Non Fungible Monetization

Governance	Throughput	Flexibility	Risk	Compliance	Intelligent Insights

“We've had three big ideas at Amazon that we've stuck with for 18 years, and they're the reason we're successful: Put the customer first. Invent. And be patient.”

Jeff Bezos

Panel discussion



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Thank you!



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