



TORONTO | JUNE 14, 2023

Transforming SMBs with AWS: Lessons learned from real-world experience

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Global provider of AI-powered solutions



DIGITALIZATION OF RECORDED EVENTS TO SPEED DATA AVAILABILITY



Offer a seamless **end-to-end solution** that combines both technology and services to create a best-in-class client experience that supports modernized workflows



Focus on agile **technology innovation** that makes it possible for us to quickly respond to changing market needs



Use the **most advanced security protocols** to securely capture and manage **confidential information**



Use our revolutionary technology to accurately document **complex, multi-speaker** discussions to achieve measurable improvements in workflow, quality and time

30+ years



4,200+ clients

42M+ pages

20M+ minutes

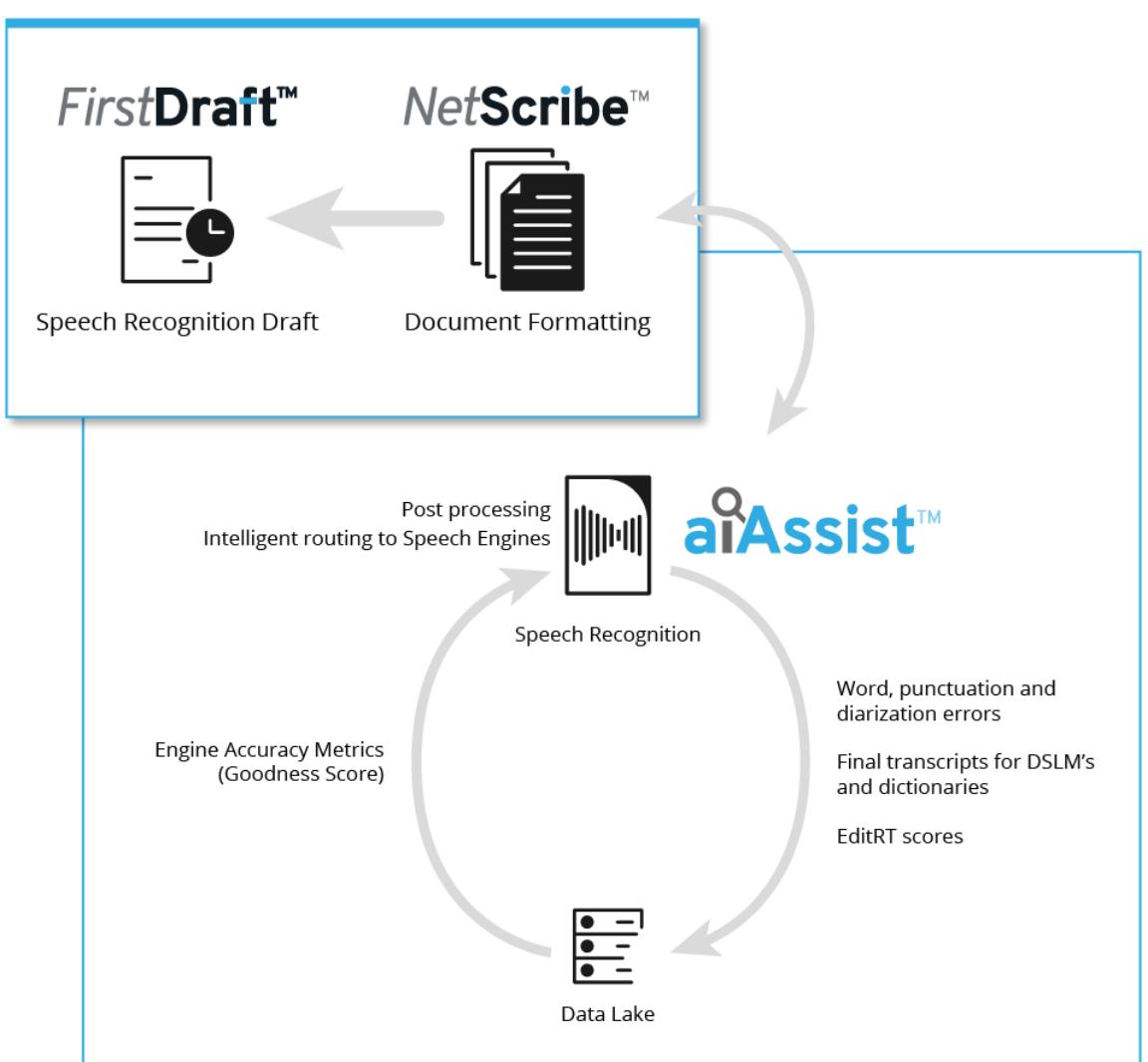


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VIQ velocity solution suite



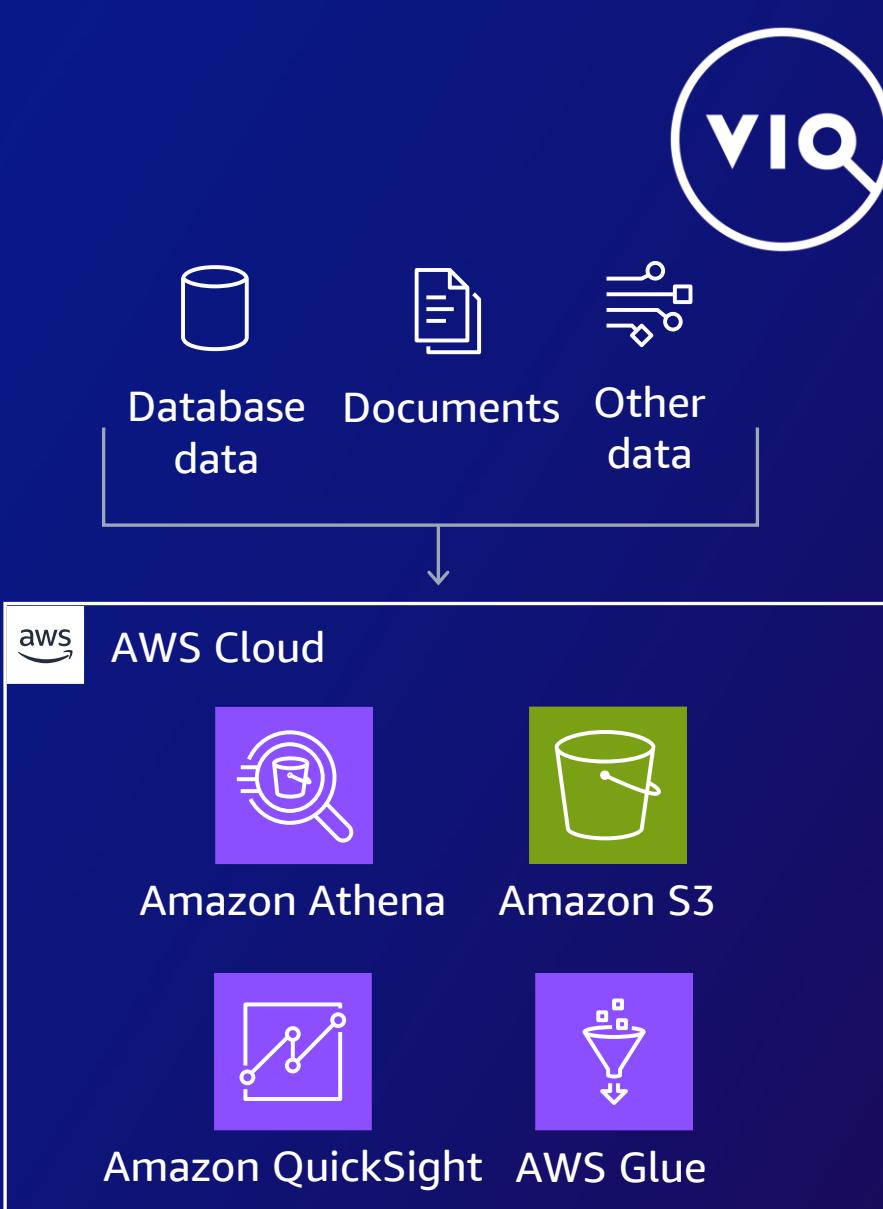
ASR workflow



- **aiAssist** is VIQ's AI engine that powers transcript creation
- Uses the best ASR engine while continuously learning from the work performed in NetScribe
- Multi-ASR aware engine that delivers documents to NetScribe in a uniform format
- Standardized metrics and reporting across ASR engines
- Customer-, region-, and industry-specific routing, dictionary, domain-specific language models (DSLM), and post-processing capabilities
- Streaming and batch ASR capabilities
- Tight integration with data lake for generation of DSLM's and custom vocabularies

Data science

- Data warehouse → data lake
 - 70+% cost reduction
 - Dashboard development from days to hours
 - ~10–20x performance gain loading dashboards
- Amazon QuickSight for analytics
- Aggregates multiple data sources, including NetScribe and aiAssist
- DSLM training



Paytech journey from data center to cloud

John Arnold (he/him)
Chief Technology Officer
PayFacto



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Our quest for the Cup

- Meet the team: PayFacto, our mission
- Pre-season: The need, the decisions, the team
- The regular season: Execution
- Game seven: Migration
- Post-season: Lessons learned





PayFacto



Maitre'D®



VELOCE



Preseason



The need



Reliability
problems



Compliance
iceberg



Aging
infrastructure

Options



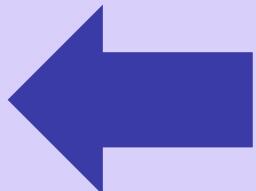
Upgrade in place



Cloud migration on our own



Cloud migration with help



Meet our free-agent acquisitions



- Fast-tracked decision
- Do not remain “just a receivable”
 - Investment opportunities
 - Access to experts
 - Roadmapping

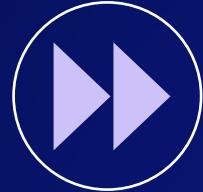


- Regulated solutions experience
- Architect, design
- Build
- Run

Our season



Develop:
Selective optimizations



Promote:
Everything breaks



Plan migration:
Segment/cohorts



Pilot:
Friendly customers



Mid-season lessons



Develop:
Selective optimizations



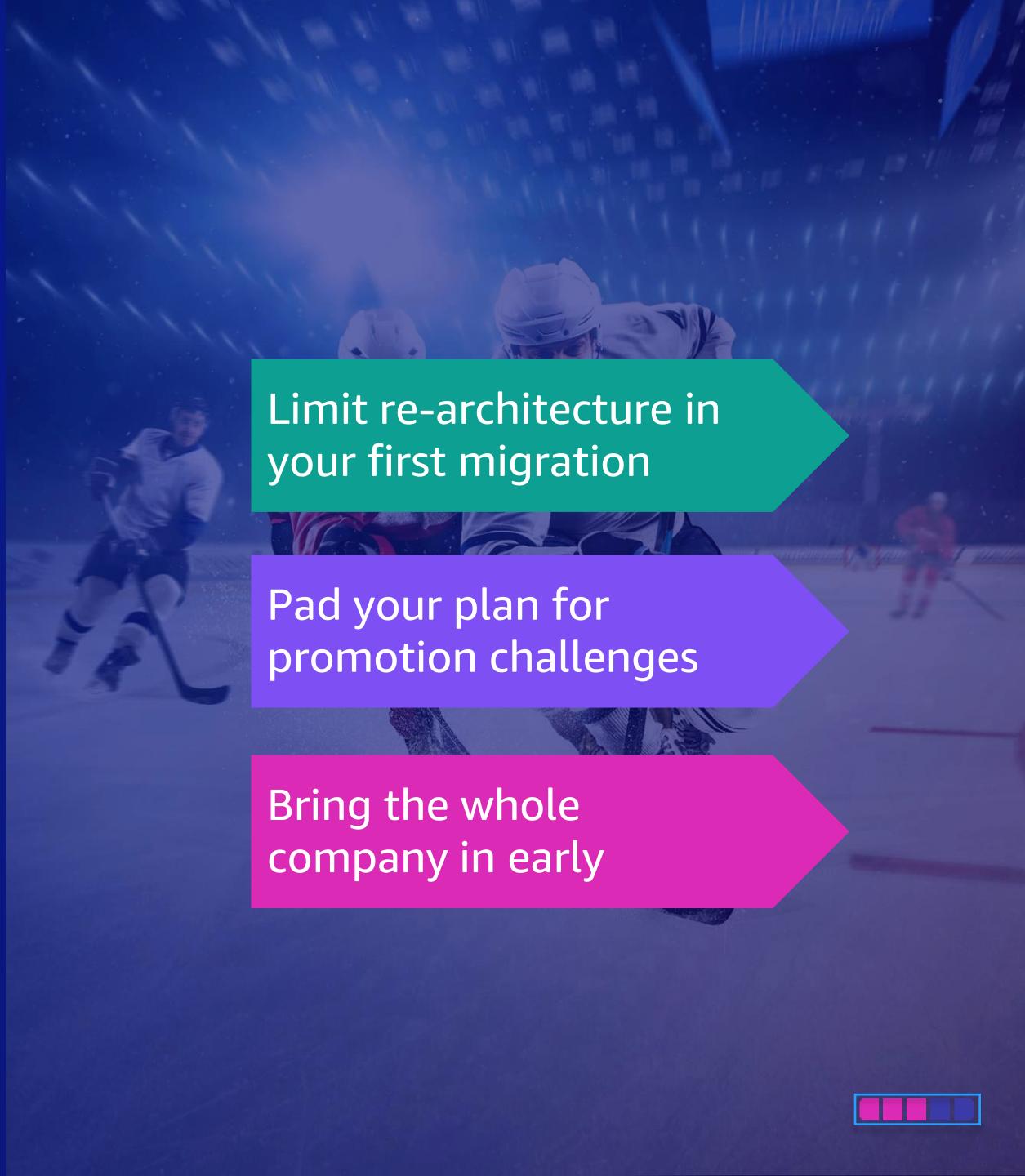
Promote:
Everything breaks



Plan migration:
Segment/cohorts



Pilot:
Friendly customers



Limit re-architecture in
your first migration

Pad your plan for
promotion challenges

Bring the whole
company in early

Customer migration

- Customer experience problem vs. a software development deliverable
- Segment our customers based on how they integrate with us and the services they consume
- Design for dual running
- Pilot, pilot, pilot



Game Day

- Checklist manifesto
- Tabletop exercises
- Dungeon Master Chaos Monkey
- Multiple waves



Post-season recap

1. Importance of the right partners
2. Think customer impact early
3. Company vs. technology project



Thank you!



Please complete the session
survey in the mobile app

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