

AWS
re:Invent



ENT219

Degrees of modernization

Sibu Kutty
WW Tech Leader
AWS

Mohammed Sleetq
Chief Digital Officer
Aramex

Technology systems are the foundation and backbone of the business today. Evolving the business means evolving the underlying technology systems.

“What’s dangerous is not to evolve.”

Jeff Bezos

Amazon



Consider this . . .

15 years

The average lifespan
of an S&P company
dropped from 67 years in
the 1920s to 15 years today

9 out of 10

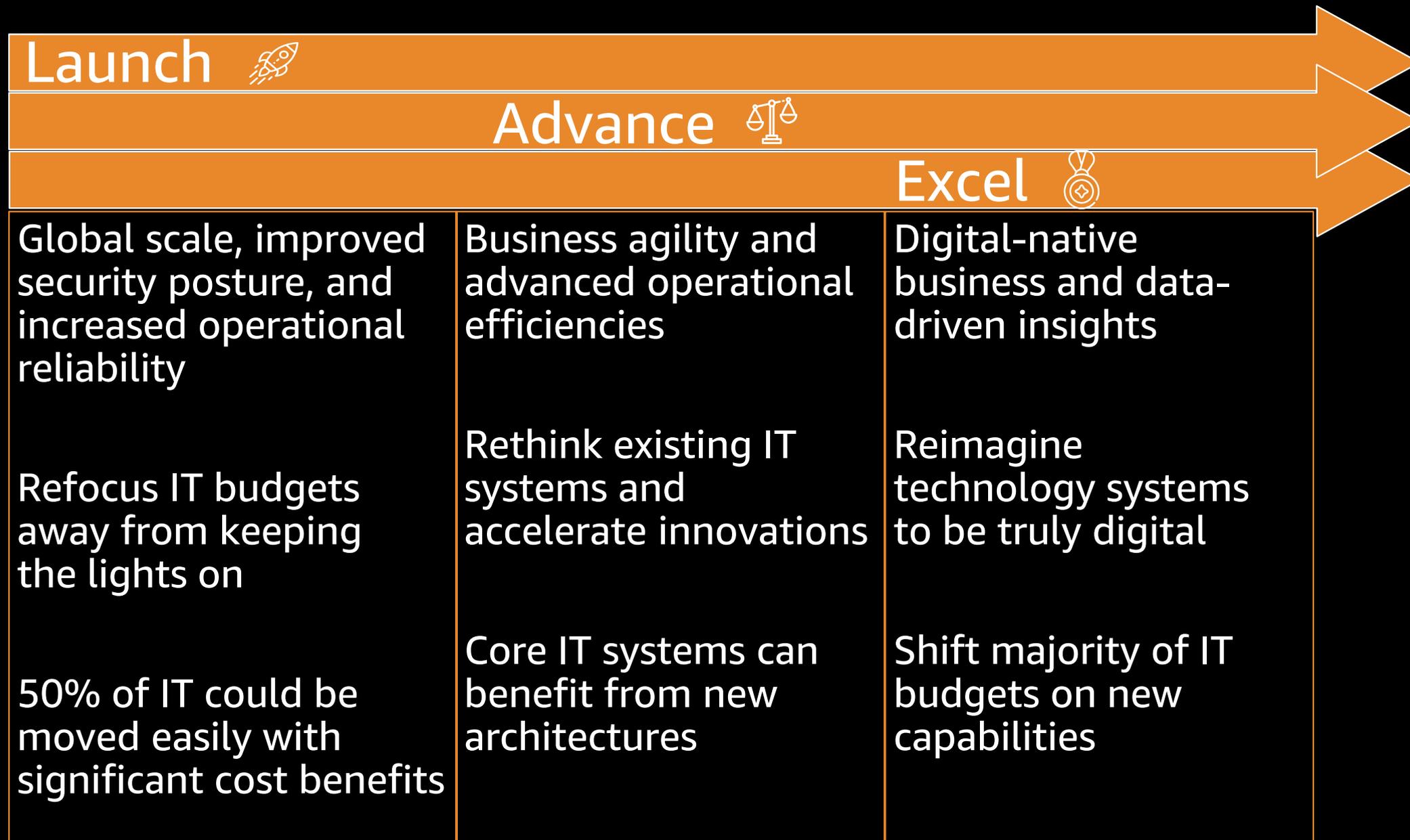
Companies believe
their industry will be
digitally disrupted

2/3

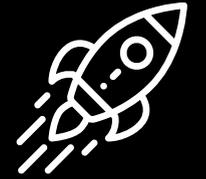
Roughly two-thirds of
**IT budgets go toward
keeping the lights on**

Evolving technology systems for transformation

DEGREES OF MODERNIZATION



Launch



Achieve global scale, on-demand pricing, enhanced security posture, and improved operations

- Typical enterprise pattern: With today's migration tools, 50% of applications can be moved faster in an automated manner
- Minimal risk: Zero changes to existing systems and minimal business disruptions
- Get started with nonintrusive discovery services and tools
- Plan for applications and operations teams reskilling

Advance



Gain business agility, reduce technical debt, advance digital operations

- Customers are rebuilding core business applications for agility and flexibility
- Level of changes can be identified up front to minimize business risks
- Be bold: Don't just rebuild, reimagine the applications
- Set KPIs and goals for operations at par with digital-native enterprises

Excel



Become a digital-native business and achieve data-driven insights and best-in-class operations

- Reimagine business process: Engineer for speed and flexibility
- Strategic use of data for customer insights
- Self-aware and self-healing technologies with minimal operations

Proven business value by migrating to AWS

31%

Infrastructure
cost savings

62%

More efficient IT
infrastructure
management

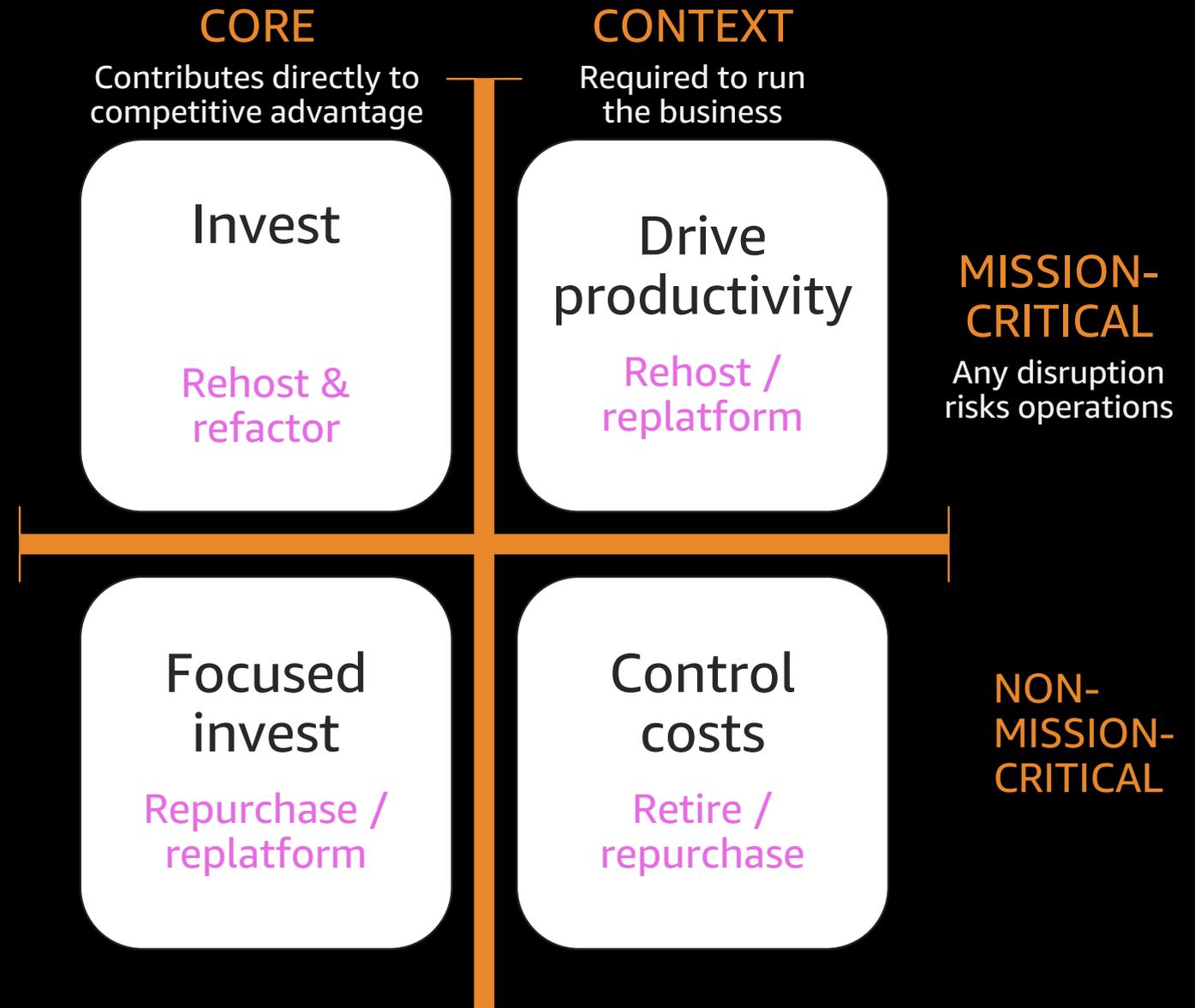
7x

Fewer downtime hours*

Best practice to getting started

Business value drives technology patterns

Applying strategic analysis across IT assets will result in a clean mental model



Mohammed Sleeq

Chief Digital Officer

Aramex



15k + EMPLOYEES FROM **84** NATIONALITIES

567
OFFICES

65
COUNTRIES

4K
VEHICLES

613K ^{SQM}
LOGISTICS FACILITIES



CUSTOMERS VS. DELIVERIES

WE DELIVERED

105m SHPTS TO 37m

UNIQUE
CONSIGNEES

of B2C UNIQUE
CUSTOMERS

21m

An increase of 26%
over last year

of B2B UNIQUE
CUSTOMERS

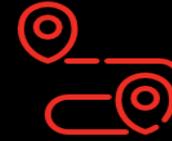
15m

An increase of 25%
over last year

Aramex digital transformation

Customer journey

Digitize the end-to-end customer engagement experience



Digital products led by modern application development product teams – teams are lean, multi-disciplinary, and self-led

Last-mile transformation

Autonomous last-mile control, next-generation delivery capacity



Core modernization & cloud migration

Reimagine core landscape and business logic to promote flexibility, agility, speed, and scalability

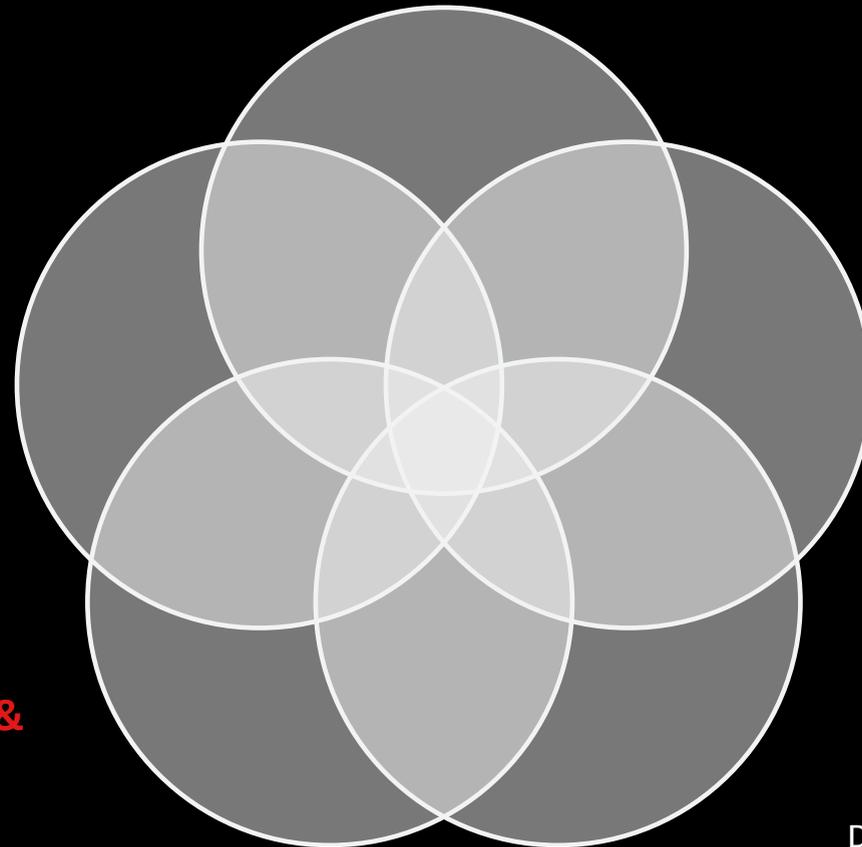


Big data & analytics

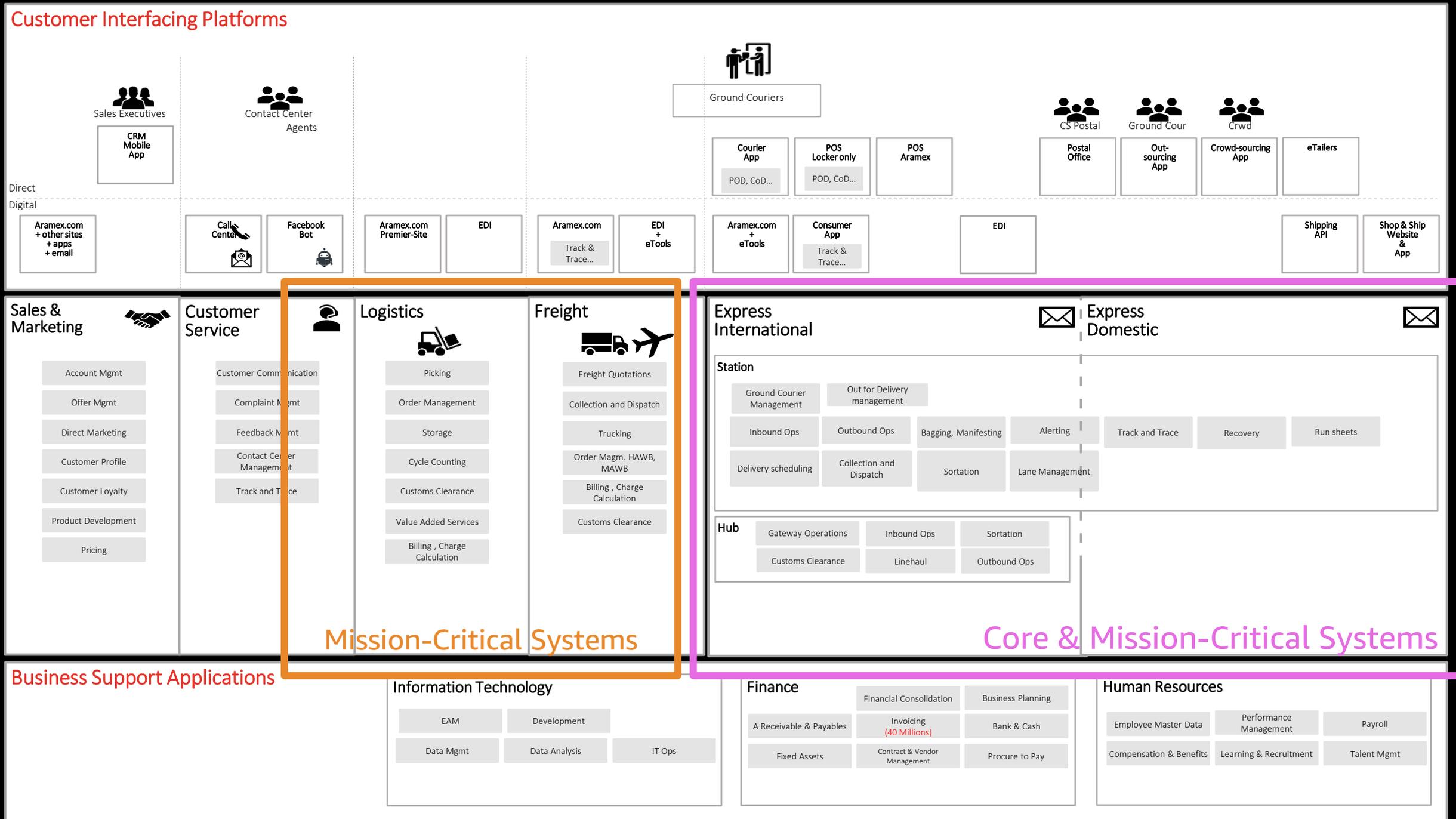
Data-driven organization, AI and machine learning capabilities



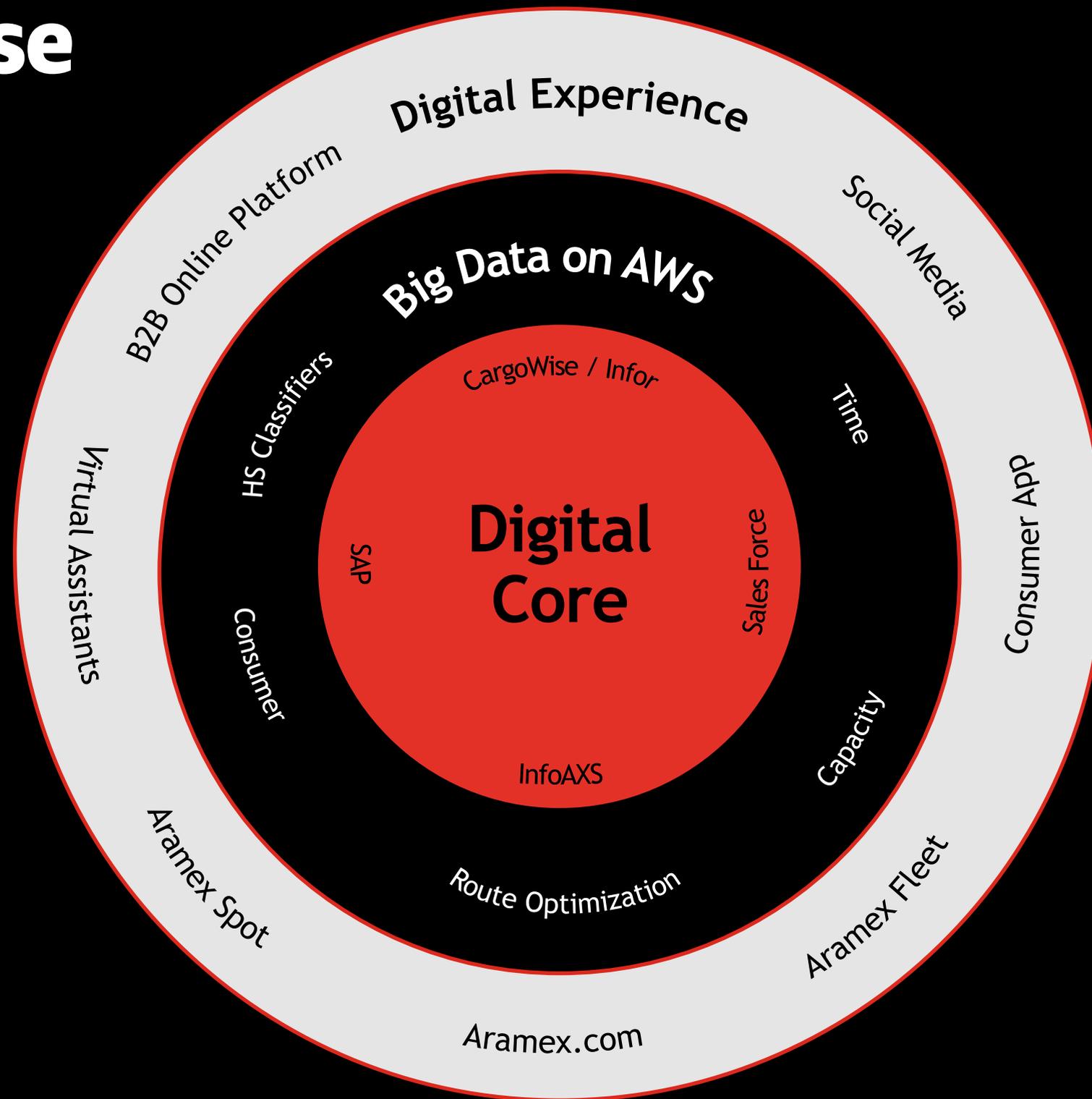
Enabling growth and high performance



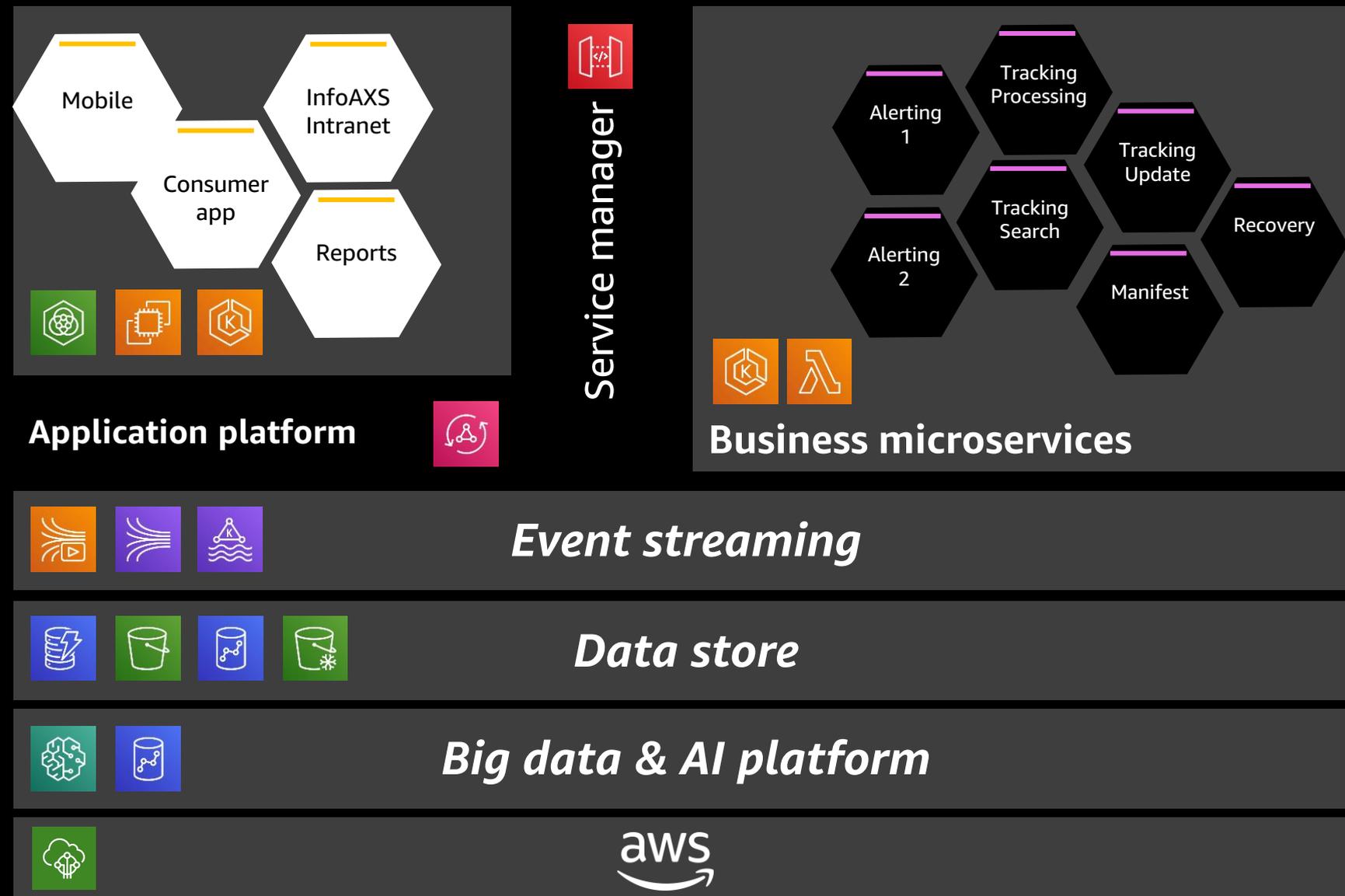
High-level enterprise architecture



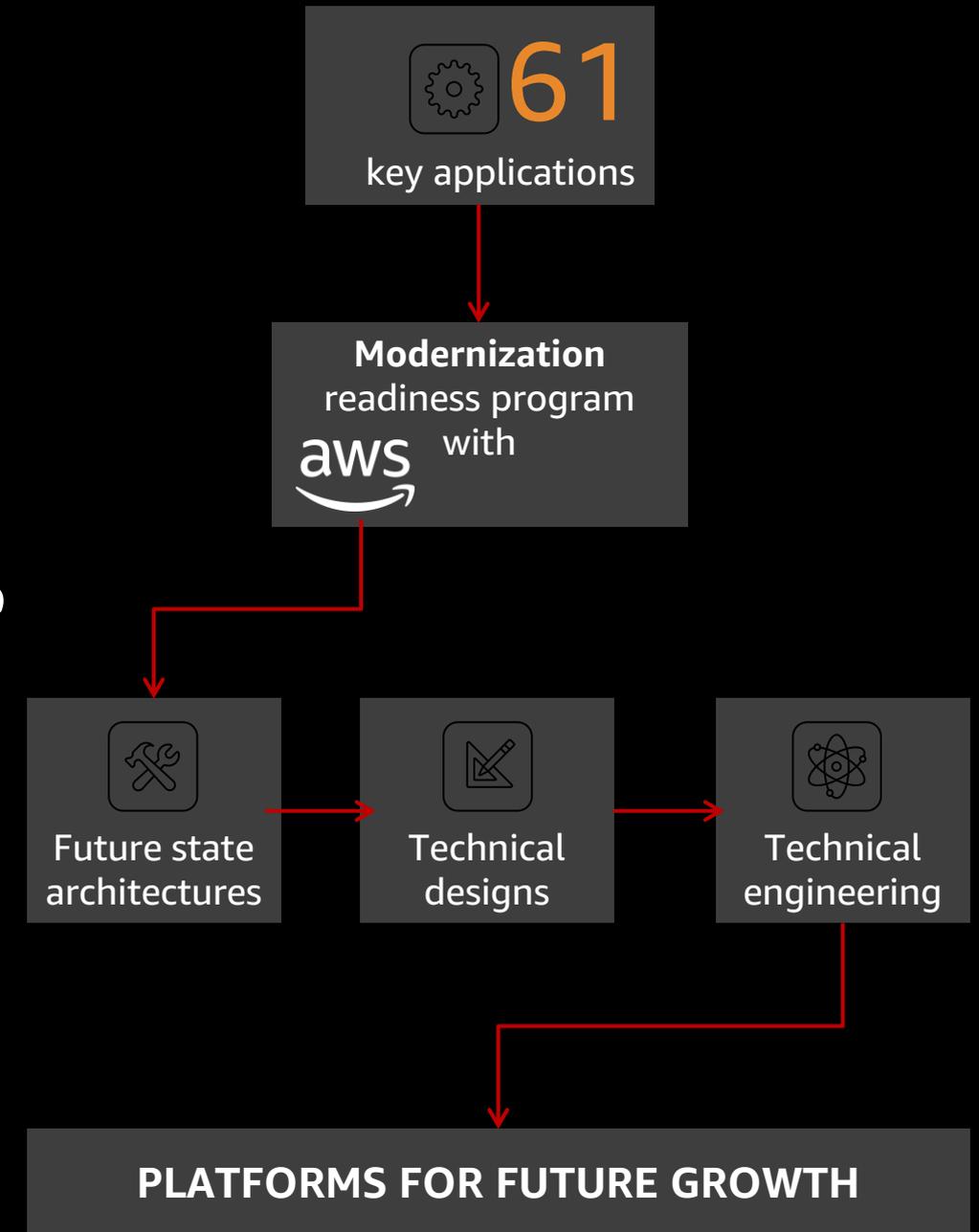
Target enterprise architecture



Deep dive into core system modernization



Cloud-native target architecture



Next steps

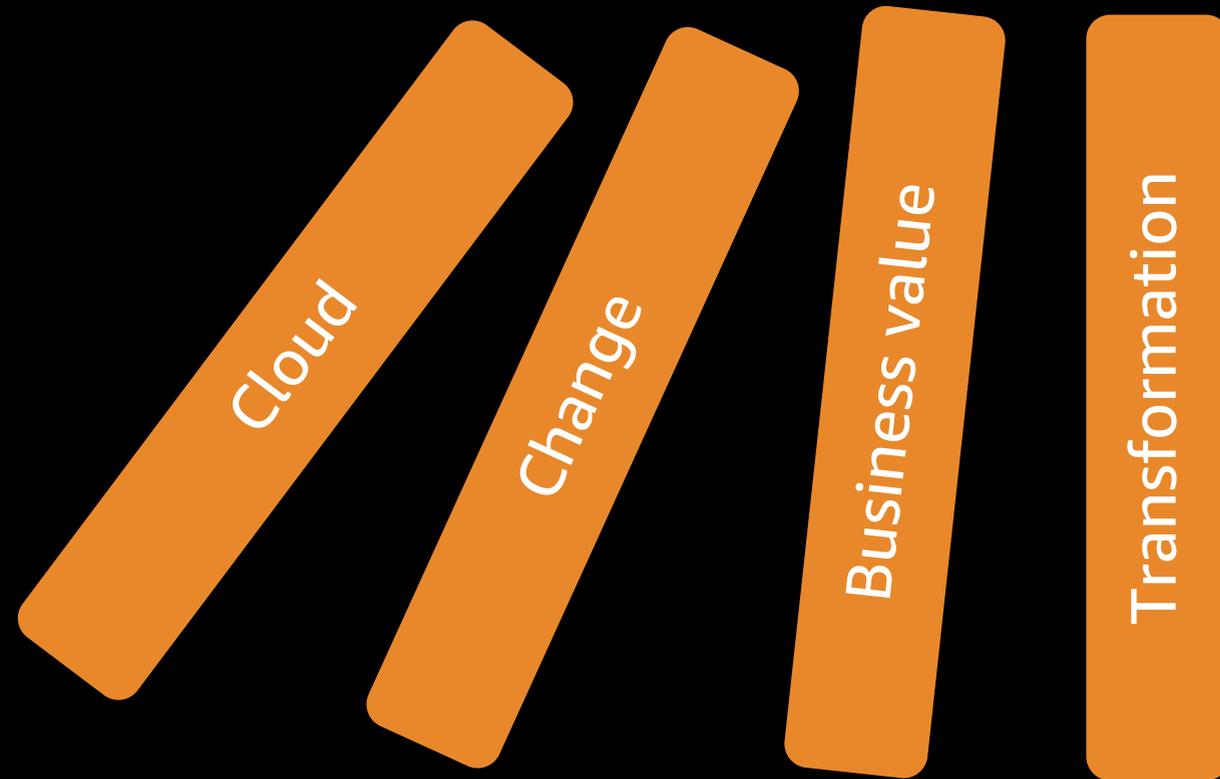


**“There is no compression
algorithm for experience.”**

Andy Jassy

AWS

Use cloud as a catalyst



Cloud migration is foundational for transformations

Resources

Cloud migration homepage:

<https://aws.amazon.com/cloud-migration/>

Additional migration resources, AWS prescriptive guidance, AWS enterprise blog collection:

<https://aws.amazon.com/cloud-migration/resources/>

Migration Immersion Day:

<https://migration-immersionday.workshop.aws/en>

All AWS workshops available here:

<https://www.workshops.aws/>

Thank you!

Sibu Kutty

WW Tech Leader
AWS

Mohammed Sleet

Chief Digital Officer
Aramex





Please complete
the session survey