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GPS214

Getting to “all-in”: Realizing the full potential of the cloud

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Cloud adoption is just beginning

66% of large enterprise are “all on-premises” or “mostly on-premises” and only 4% are “All cloud” – IDG’s 2020 Cloud Computing Survey

The cloud computing industry is expected to grow from $371.4B in 2020 to $832.1B by 2025 – Research & Markets

By 2028, cloud will account for 80% or more of IT spending – IDC

Why are some companies more successful at moving to the cloud?

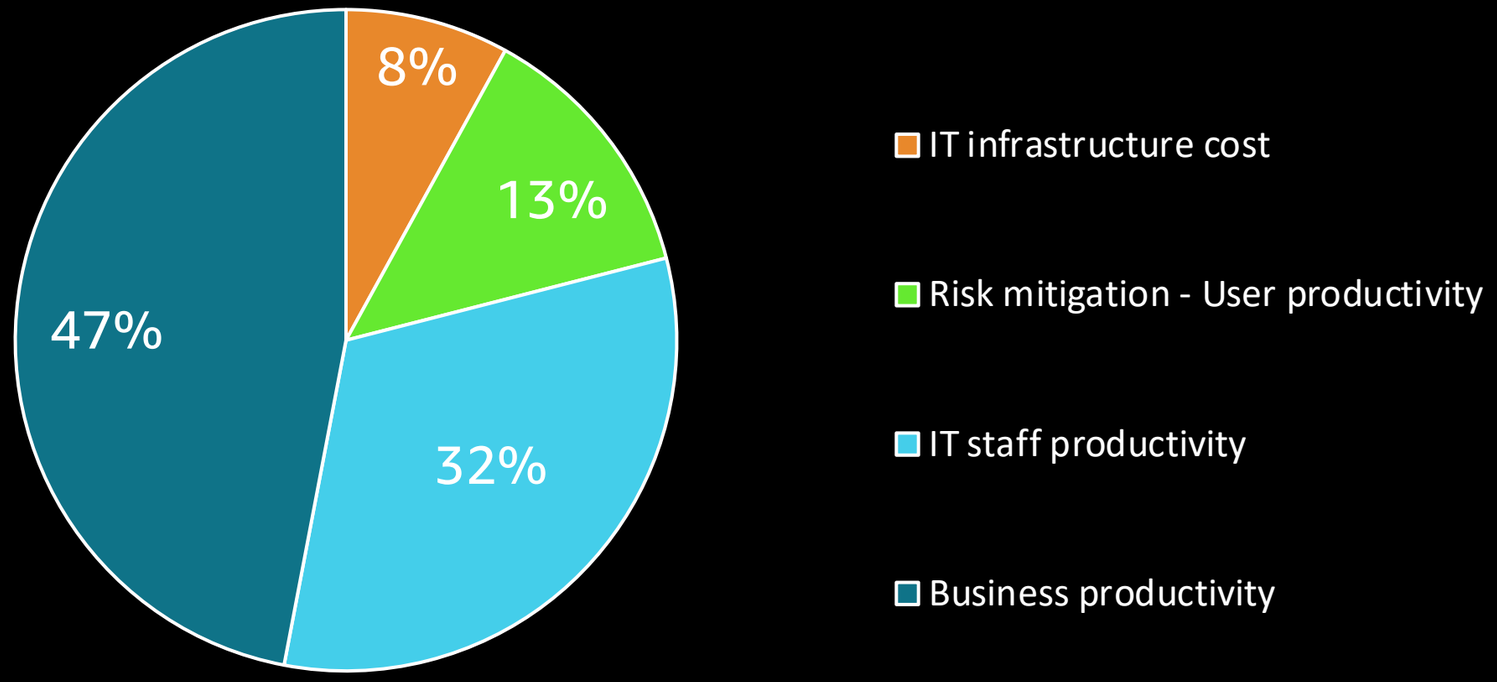
Factors that drive success

1. Senior leadership team conviction and alignment
2. Top-down aggressive goals
3. Train your builders
4. Don’t let paralysis stop you before you start

But how can we help our customers achieve these?

Communicate the business benefits of cloud

Annual benefits from cloud adoption

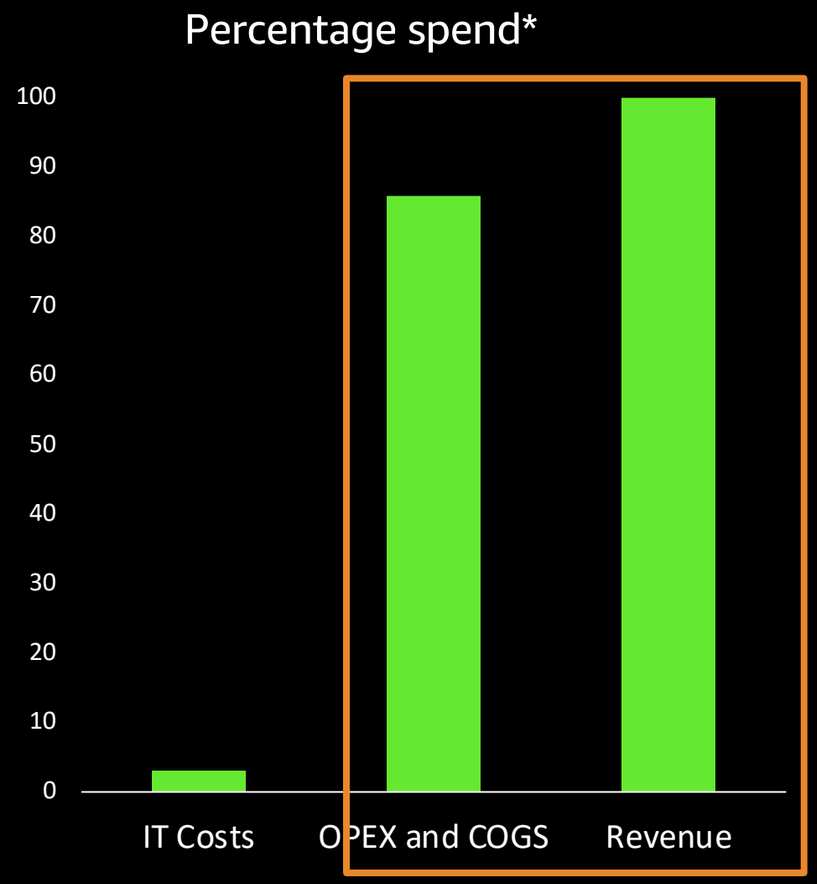


Almost 50% of the benefits come from the business productivity

"All-in" companies successfully capture the full potential of the cloud

Source: IDC, 2018

Focus on impact to margin and revenue



Companies that reap value focus investments on business domains where cloud can enable increased revenues and improved margins

McKinsey & Company

* IT costs average from Deloitte Insights, Operating Costs (OPEX) plus Cost of Goods Sold (COGS) is ~86% of revenue for S&P 500

Business impact drives adoption

	Adoption	Business impact
VOLKSWAGEN GROUP	Digitizing production and logistics across 120+ plants leveraging AWS IoT, machine learning, and analytics	Part of an effort to drive 30% improvement in productivity over time
UNITED	Launched the Miles Play experience on AWS to United customers using AI to deliver personalized multi-step offers	4x increase in net incremental revenue, 7x decrease in offer execution time and reduced flight delays
GP Georgia-Pacific	Operates 200 facilities with 1000s of endpoints managed with smart sensors	Increased profits by millions of dollars for one production line using AWS data analysis technologies to avoid tearing



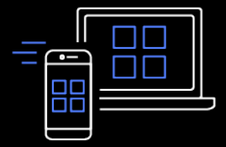
“We will continue to strengthen production as a key competitive factor for the Volkswagen Group. Our strategic collaboration with Amazon Web Services will lay the foundation.”

Oliver Blume
CEO of Porsche AG

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Having a business-led approach

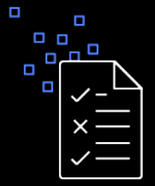
Pitfalls



Leading with technology



Focusing on migration



Acting transactional

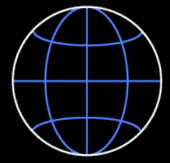


Avoiding business challenges

Best practices



Knowing your customer’s business



Acting holistically



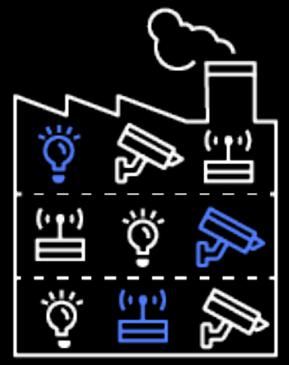
Demonstrating ROI



Moving fast

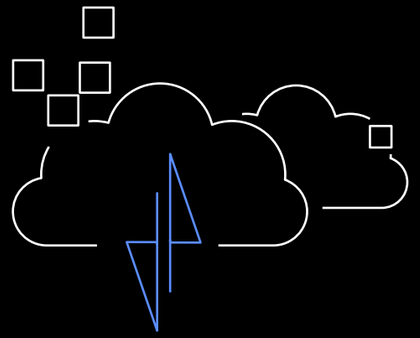
AWS can help you drive business engagement

Elevate the conversation to the business



Industry resources

Experts
Use cases
Solutions



Cloud adoption framework

Methodologies
Tools
Training



Cloud economics

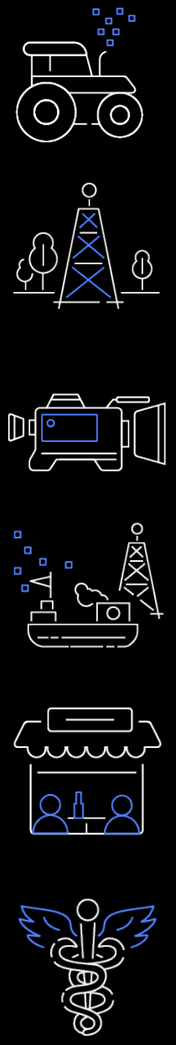
Frameworks
Benchmarks
Coaching

Industry resources

Understanding and communicating the potential

Industries

- Advertising and Marketing
- Automotive
- Consumer Packaged Goods
- Education
- Energy
- Financial Services
- Game Tech
- Government
- Healthcare and Life Sciences
- Manufacturing
- Media and Entertainment
- Nonprofit
- Power and Utilities
- Retail
- Telecommunication
- Travel and Hospitality



Resources

- Experts
- Use cases
- Case studies
- Solutions
- Testimonials
- White papers
- Reference architectures
- Partners
- Training
- Sales teams

Cloud adoption framework (CAF)

Defining and delivering business value



Envision

Connect business goals to enabling technologies



Align

Identify stakeholders and their concerns



Launch

Use AWS CAF to develop and deploy workstreams



Realize value

Recognize and measure incremental business value

Cloud economics

Measuring and realizing impact

AWS Cloud Value Framework



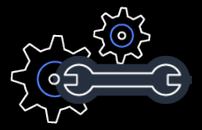
Cost savings (TCO)

What is it?
Infrastructure cost savings / avoidance from moving to the cloud



Staff productivity

What is it?
Efficiency improvement by function on a task-by-task basis



Operational resilience

What is it?
Benefit of improving SLAs and reducing unplanned outage



Business agility

What is it?
Deploying new features / applications faster and reducing errors

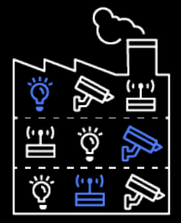
Cost impact

Value impact

Together we can help our customers get to all-in

AWS

Industry resources



Cloud adoption framework



Cloud economics



Customer

Business impact

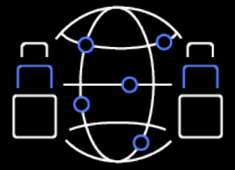
Partners



System integrators



ISVs



Business consultants

Realizing the full potential of the cloud

- We are in the early days of cloud adoption
- To gain senior leadership alignment and conviction, we need to focus beyond IT on growing revenue and margin
- We are here to support you and our customers to become all-in by realizing the full potential of the cloud

Resources

- Industry resources – e.g., https://aws.amazon.com/advertising-marketing/
- Cloud Adoption Framework – https://aws.amazon.com/professional-services/CAF/
- Cloud economics – https://aws.amazon.com/economics/

Thank you!



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