AWS re:Invent

NOV. 29 – DEC. 3, 2021 | LAS VEGAS, NV

CPG301

Build a unified commerce experience that scales

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Agenda

Speaker introductions

Who is AB InBev?

AB InBev direct-to-consumer strategy

Architecture of Zé Delivery

Ideas for the future

Q&A

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Who is AB InBev?

AB InBev by the numbers

$47B
2020 ABI revenue

#1
World's largest brewer

50 countries
Largest global beverage company

237 brands
Global brands worldwide

$1B+
Net revenue of DTC business from retail and ecommerce

300+
Innovations launched

200%+
Ecommerce portfolio growth vs. 2019

45,000
SMBs joined ABI's proprietary digital platforms



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AB InBev offers many forms of DTC

DTC channels deliver a differentiated experience

Our purpose is to provide consumers a frictionless access to beer

330+

On-trade locations in operations

9.5K

Modelorama outlets

27M

Zé Delivery orders fulfilled in 2020

40+

Kegs for shoppers to choose from

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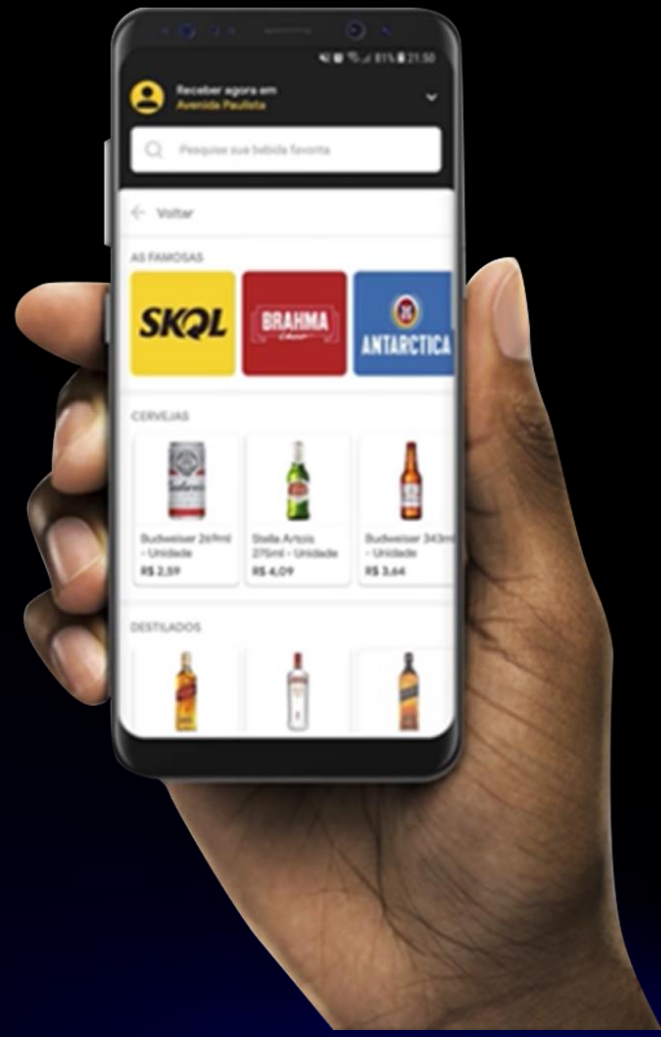
Introducing the Zé Delivery Platform

Our digital direct-to-consumer platform, ***Zé Delivery*** gives consumers a quick and easy way to get supermarket-priced cold beer delivered within 30 minutes

Zé Delivery is now present in

27 Brazilian states

and expanded into 7 new Latin countries in 2020



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Current state: Zé Delivery with AWS services in use



Amazon Cognito

Amazon Cognito lets you add user sign-up, sign-in, and access control to your web and mobile apps quickly and easily. Amazon Cognito scales to millions of users and supports sign-in with social identity providers, such as Apple, Facebook, Google, and Amazon, and enterprise identity providers via SAML 2.0 and OpenID Connect

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Amazon API Gateway

API Gateway is a fully managed service that makes it easy for developers to create, publish, maintain, monitor, and secure APIs at any scale

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AWS Lambda

Lambda is a serverless compute service that lets you run code without provisioning or managing servers, creating workload-aware cluster scaling logic, maintaining event integrations, or managing runtimes

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Amazon Aurora

Aurora is a MySQL and PostgreSQL-compatible relational database built for the cloud that combines the performance and availability of traditional enterprise databases with the simplicity and cost-effectiveness of open-source databases

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Current state: Zé Delivery with AWS services in use



Amazon Simple Notification Service

Amazon SNS enables you to modernize your applications and decouple them into smaller, independent components that are easier to develop, deploy, and maintain

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Amazon Simple Queue Service

Amazon SQS is a fully managed message queuing service that enables you to decouple and scale microservices, distributed systems, and serverless applications. Amazon SQS eliminates the complexity and overhead associated with managing and operating message-oriented middleware, and empowers developers to focus on differentiating work

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Amazon CloudWatch

CloudWatch is a monitoring and observability service that provides you with data and actionable insights to monitor your applications, respond to system-wide performance changes, optimize resource utilization, and get a unified view of operational health. CloudWatch also allows you to create event rules that trigger on a schedule

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Amazon SageMaker

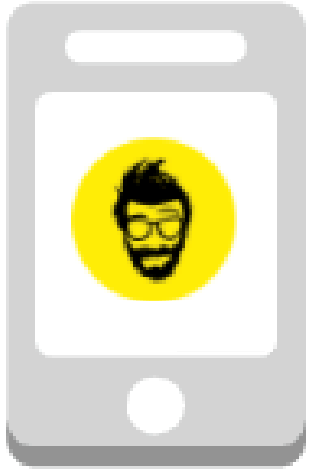
Amazon SageMaker helps data scientists and developers prepare, build, train, and deploy high-quality machine learning (ML) models quickly by bringing together a broad set of capabilities purpose-built for ML

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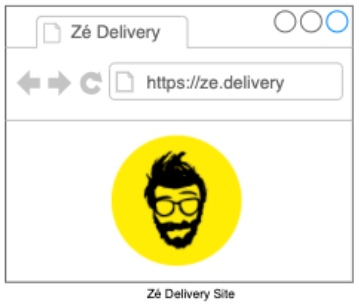
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Zé Delivery on AWS Cloud

Consumer



Zé Delivery App
React Native



Zé Delivery Site

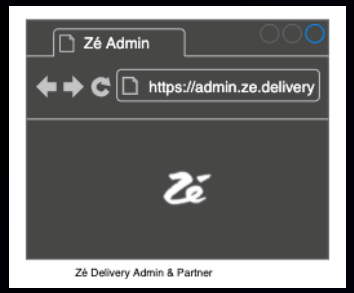
Third-party technical solutions

GraphQL | Facebook Graph API | Apple API

Zé Delivery Platform

Amazon API Gateway | AWS Lambda | Amazon Aurora | Amazon Cognito | Amazon SNS | Amazon SQS | Amazon CloudWatch

Zé Delivery back office & partner



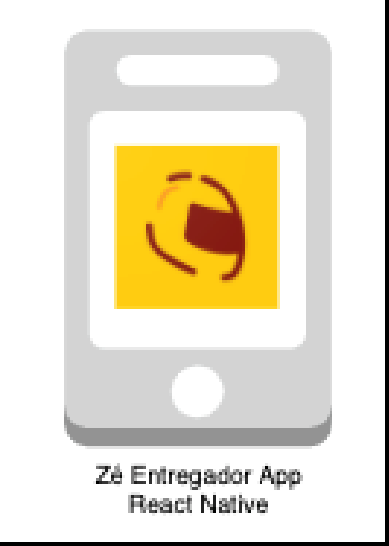
Zé Delivery Admin & Partner

Zé Delivery analytics & machine learning



Amazon SageMaker

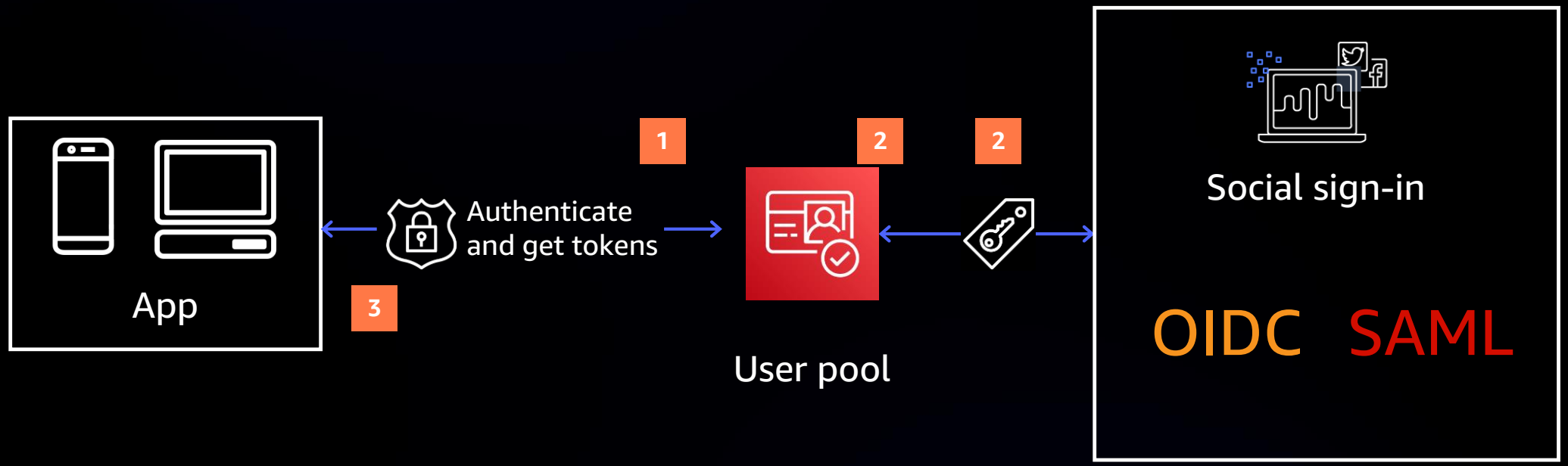
Delivery person



Zé Entregador App
React Native

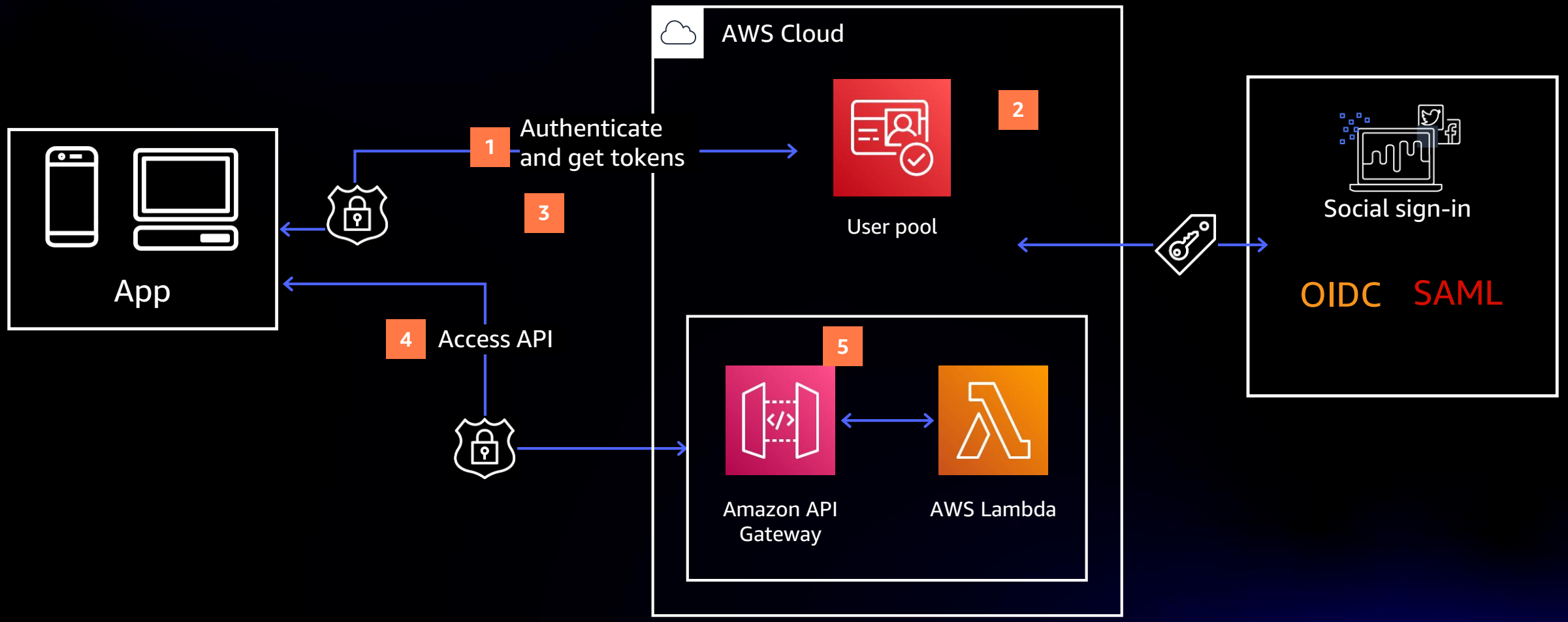
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Zé Delivery with Amazon Cognito user pool for user sign-in



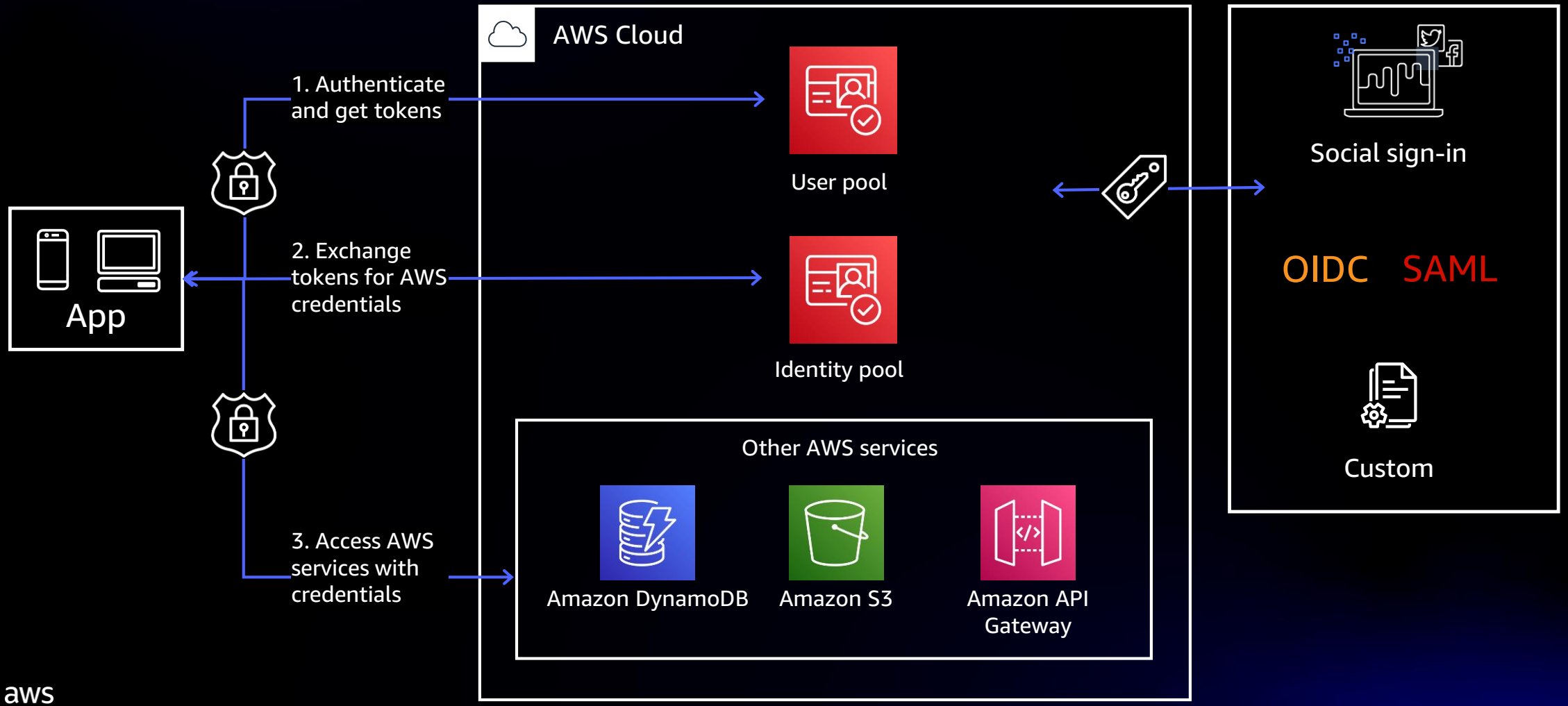
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Zé Delivery with Amazon Cognito user pool for API Gateway access



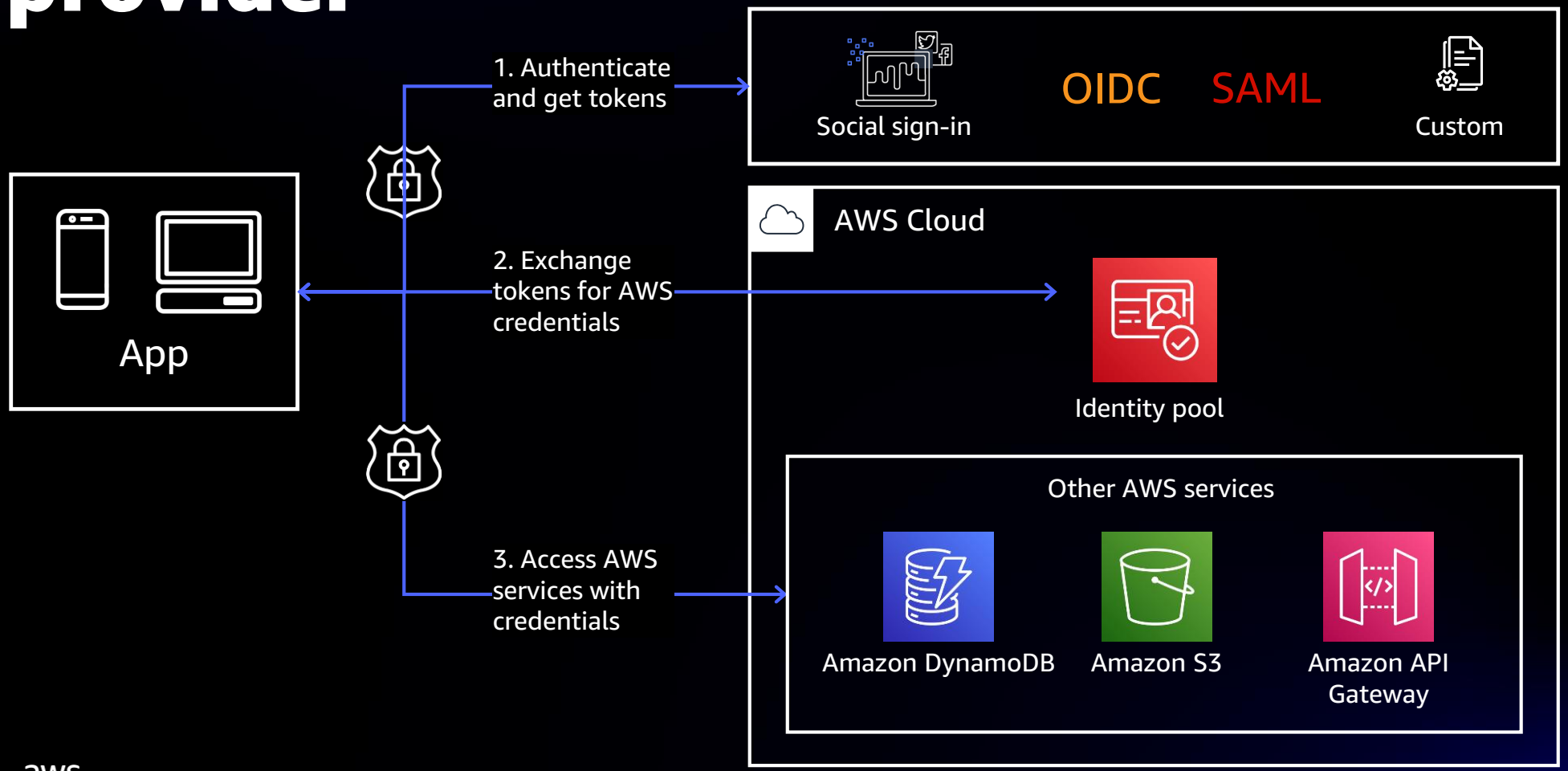
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Amazon Cognito identity pool for more AWS service access after sign-in



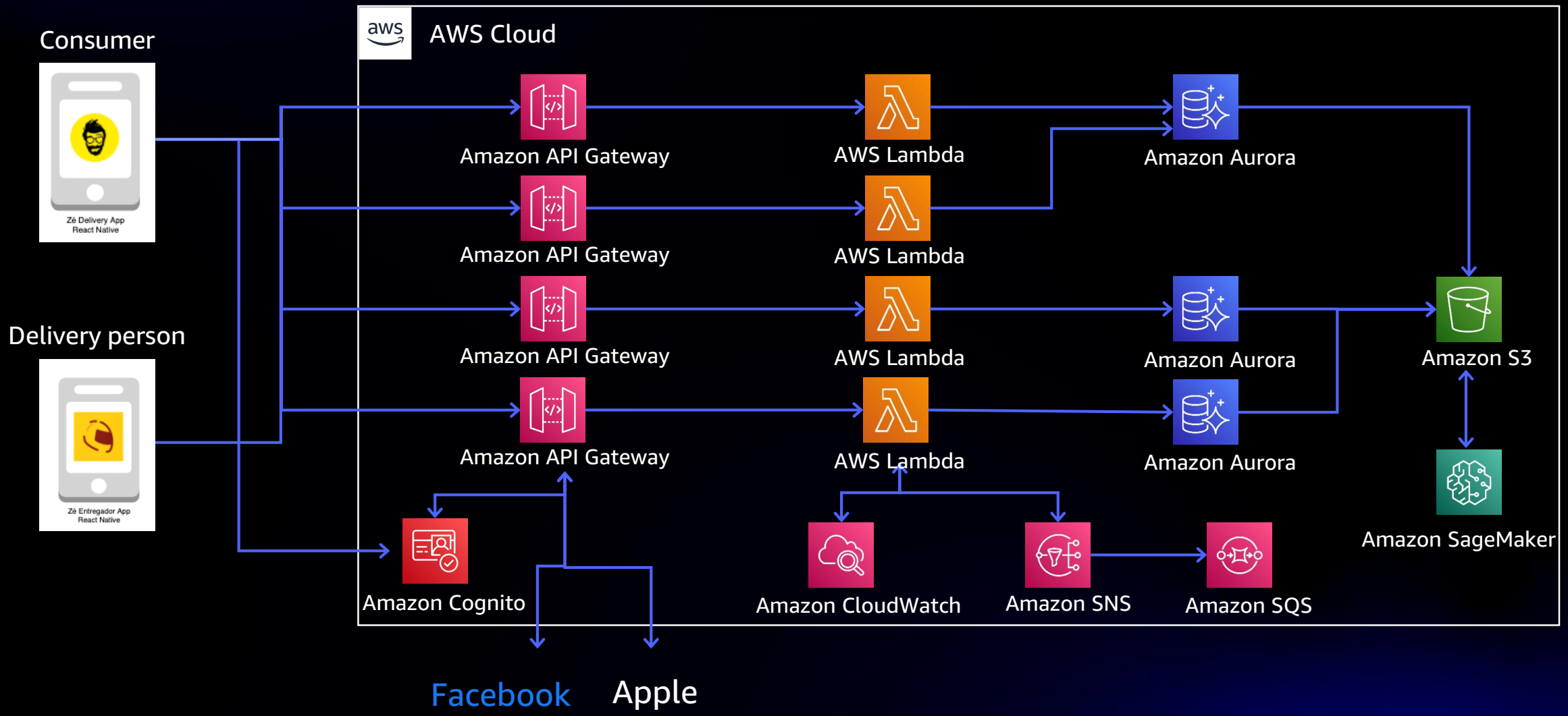
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Amazon Cognito identity pool for AWS service access after sign-in with third-party identity provider



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Zé Delivery service layout on AWS



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Zé Delivery roadmap

Consumer

- Fake account detection
- Improved payment experience
- Dynamic pricing
- Loyalty program

Fulfillment centers & delivery

- Improved delivery management
- Improved fulfillment routing
- Demand forecasting
- Improved fraud detection

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Thank you!

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