AWS re:Invent

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ENT229-L

The foundations of enterprise reinvention

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Vice President
AWS Professional Services

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What will we do together today?

- Identify (4) building blocks for enterprise reinvention
- Learn from migration and modernization leaders
- Take away best practices and resources
- Prepare to lead your enterprise into the future

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Seize the opportunity to lead

9 out of 10

leaders recognize that technology is changing the future of their industry

70%

companies had a digital transformation strategy by **2018**

1 out of 6

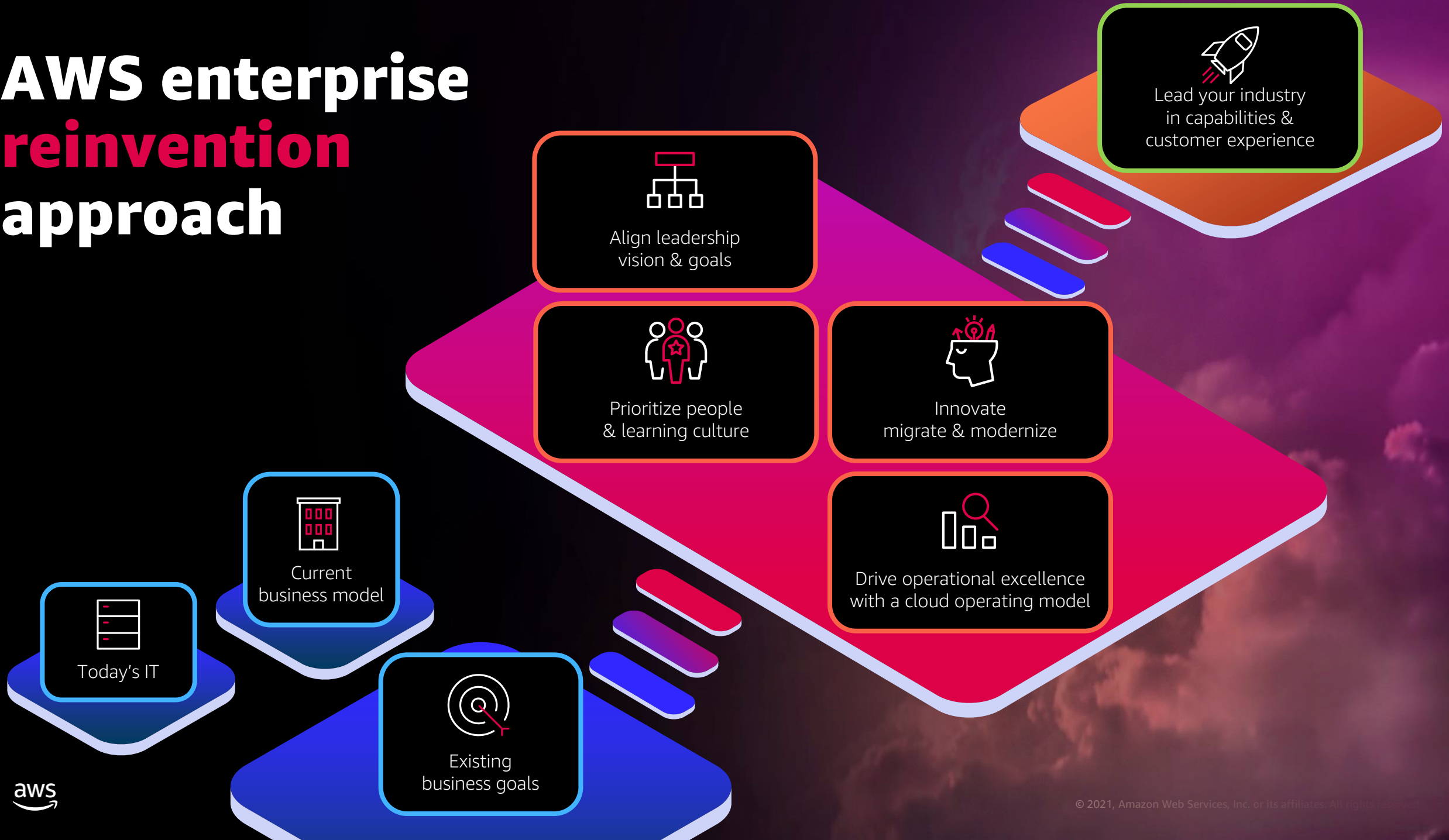
businesses are recognized as having innovation in action

Sources:
McKinsey, https://www.mckinsey.com/mgi/overview/in-the-news/the-right-response-to-digital-disruption
Forbes, https://www.forbes.com/sites/blakemorgan/2019/12/16/100-stats-on-digital-transformation-and-customer-experience/

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AWS enterprise reinvention approach



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Insights across industries









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Susanna Holt
VP | Strategic Technologies
Autodesk

AUTODESK

CHALLENGES

- Increased need for cohesion across Autodesk products for a better customer experience
- Managing a large and growing database infrastructure posed challenges
- Desire to more efficiently regionalize services and enhance security

SOLUTIONS

- Decision to SaaS-ify even more Autodesk products
- Moved to managed database services, like Amazon Aurora and Amazon DynamoDB

OUTCOMES

- Building a platform on the same infrastructure creates significant efficiencies by allowing services to talk to each other
- Autodesk is able to focus on design and make
- Customers will be able to work fluidly across one environment

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AUTODESK enterprise reinvention approach

Leadership aligned around three primary goals:

1) Increase efficiency, reduce cost via migration & modernization
2) Train and certify employees
3) Manage apps securely

Align leadership vision & goals

Prioritize people & learning culture

Innovate, migrate & modernize

Drive operational excellence with a cloud operating model

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Josef Viehhauser

Program Owner | Cloud Data Hub
BMW Group

Partner BCG

CHALLENGES

- Foster a team with a builder's mentality that owns and drives a vision
- Create a user friendly data platform that scales to petabyte-sized workloads and creates value via ML and BI is hard

SOLUTIONS

- Data Portal for developers and users, which today unites >5,000 data folks at the BMW Group
- Leveraged a data mesh approach, in which large parts of the platform are democratized

OUTCOMES

- More than 300 use cases and multiple petabytes of data on our cloud-based data lake
- Solution spans across business units, from engineering and production, to connected vehicles and aftersales
- Data has become integral

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enterprise reinvention approach

Data has become integral

>300 use cases and 5 petabytes in cloud-based data lake

Uniting 10,000 data users, across the BMW group

- Align leadership vision & goals
- Prioritize people & learning culture
- Innovate, migrate & modernize
- Drive operational excellence with a cloud operating model

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David Bellis
VP | Global Infrastructure Services & Enterprise Architecture, 3M

Partners

accenture
Cognizant

CHALLENGES

- Aging corporate IT infrastructure which was expensive, lacked reliability/resiliency
- Need to enhance and innovate customer experience
- Need a global platform to support business operations across 70+ countries

SOLUTIONS

- Mitigate risk across datacenter migration and operations
- Upskill workforce with “cloud-first” mindset & solutions
- Accelerate with strategic partnerships
- Modernize application portfolio

OUTCOMES

- Competitive TCO and faster time to market
- Migrated 50%+ on-premises portfolio in first 12 months
- ERP migration increased reliability and speed
- 1,000+ employees upskilled on architecture, DevOps, and administration

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3M

enterprise reinvention approach

Migrated **50%** on-premises portfolio **in first 12 months**
ERP migration increased **reliability** and **speed**
1,000+ employees upskilled on architecture, DevOps, and admin

Align leadership vision & goals

Prioritize people & learning culture

Innovate, migrate & modernize

Drive operational excellence with a cloud operating model

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Justin Waite

Head of Cloud Operations
Cisco

Partner TEKsystems Own change

Cisco Customer Experience

CHALLENGES

- Need for faster innovation to support customer growth and retention
- Global data law complexity
- Began from low level of cloud experience

SOLUTIONS

- Automated platform with nearly 50 AWS services
- AWS facilitated methods and approach; long range planning sessions to develop a cloud-first mindset

OUTCOMES

- Within 9 months, launched compliant solution in three global regions, North America, EMEA, and APAC
- Deepened engagement for hundreds of Cisco's customers and partners
- Created agile, cloud-first mindset to accelerate future innovation

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enterprise reinvention approach

Transformed customer experience for **3 global regions in 9 months**, enabling massive growth and expansion of scalable services, with growth, **above and beyond forecast**

- Align leadership vision & goals
- Prioritize people & learning culture
- Innovate, migrate & modernize
- Drive operational excellence with a cloud operating model

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Launching Just Walk Out technology

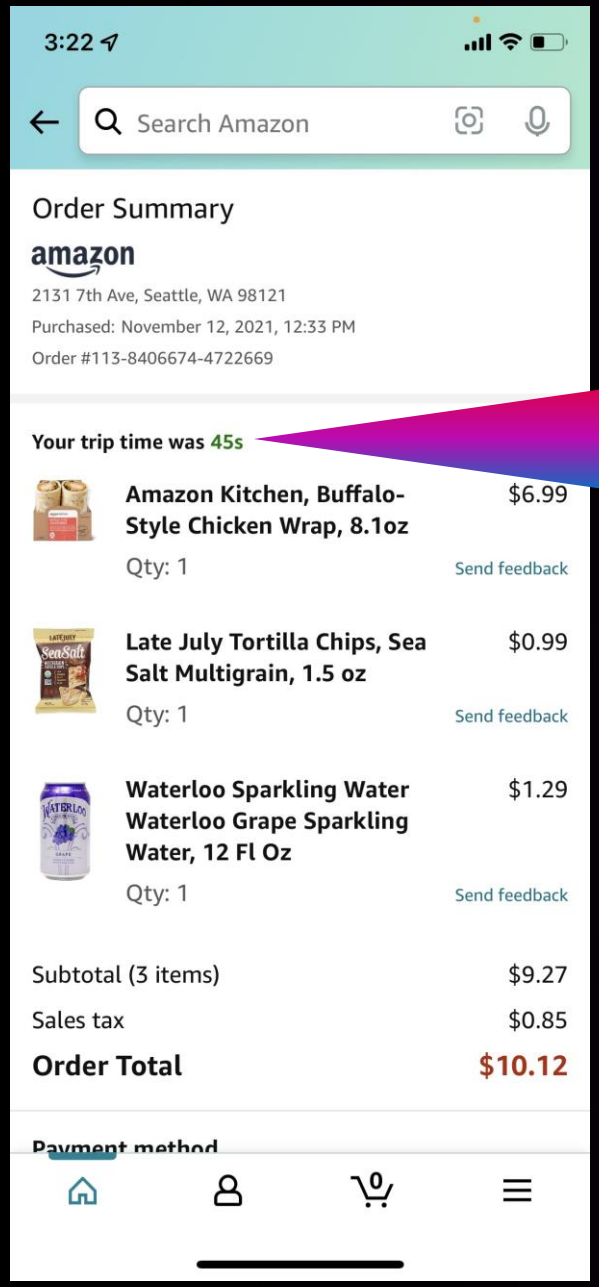


1. Enter with app palm scan or credit card
2. Shop as usual – selected and replaced items track automatically
3. Just walk out









Your trip time was 45s

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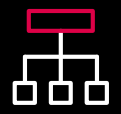
Launching Just Walk Out technology

JENNIFER MAUL
Director | Amazon
Just Walk Out Technology

Convenience and speed for consumer

Operational efficiency for the retailer

Data-driven forecasting for sales floor optimization



Align leadership
vision & goals



Prioritize people
& learning culture



Innovate
migrate & modernize



Drive operational excellence
with a cloud operating model

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AWS enterprise reinvention approach



Lead your industry in capabilities & customer experience

Align leadership vision & goals

Prioritize people & learning culture

Innovate migrate & modernize

Drive operational excellence with a cloud operating model

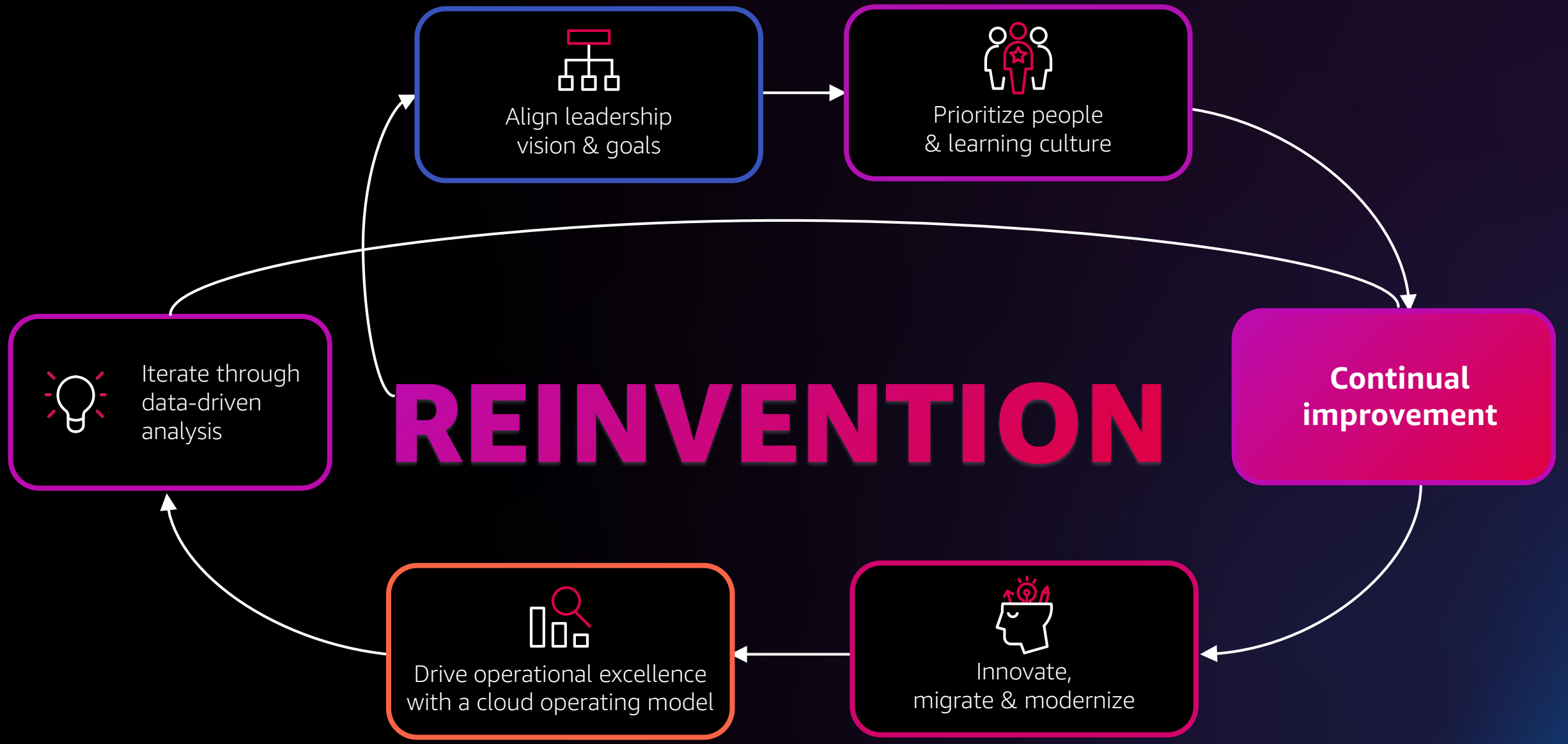
Current business model

Today's IT

Existing business goals

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Resources



Enterprise Portal



Prescriptive Guidance Catalog



Cloud Adoption Framework (CAF) 3.0



Well-Architected Management & Governance Lens

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Thank you!

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