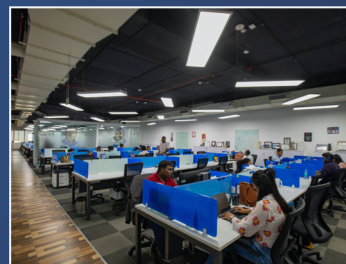




Skilling Decoded

Empowering
businesses
and builders
towards
India's digital
economic
growth



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Optimizing recruitment costs with AWS Academy



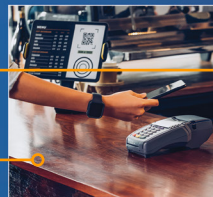
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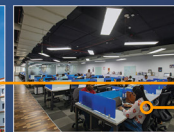
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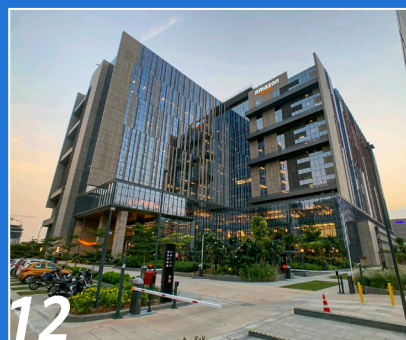
From the desk of Puneet Chandok, President, India & South Asia, AWS



From the desk of Andrew Sklar, Sales & Delivery leader, AWS - Asia Pacific & Japan - Training and Certification

08 GALLUP

2023 AWS Asia Pacific digital skills study



AWS Training and workforce development programs in India

From the desk of

PUNEET CHANDOK

India is moving rapidly toward a digital-first economy. Enterprises, startups, MSMEs across sectors and the government are leveraging technology to transform and innovate faster than ever before to drive impact for their customers. One of the factors which will truly enable us to build on this momentum is equipping our workforce with digital skills.

It is my privilege to be leading one of the best technology teams in India which is deeply committed to democratising digital and cloud skills through our investments in skilling initiatives. Through diverse AWS Training and Certification programs such as AWS Skill Builder, AWS Certifications and AWS re/Start - we empower learners to develop new-age, in-demand cloud skills suited for the builders of tomorrow.

In the AWS-commissioned report *Asia Pacific Digital Skills Study: The Economic Benefits of a Tech-Savvy Workforce*, conducted by Gallup, we found that workers in India who use advanced digital skills – including cloud architecture or software development – contribute an estimated US \$507.9 Billion (₹10.9 Trillion) to India's annual gross domestic product (GDP).

The adoption of cloud computing has the potential to account for ~8% of India's GDP by 2026 and create ~14 million direct and indirect employment opportunities across sectors (source: NASSCOM). This demonstrates that putting cloud and digital skills in the hands of our workforce is necessary for India's socio-economic growth.

We are grateful to collaborate with diverse organizations highlighted in this book to drive our mission forward.

On behalf of AWS in India, we are grateful to collaborate with diverse organizations highlighted in this book and it is my pleasure to share with you some inspiring stories capturing the impact of our training and skilling initiatives.

Puneet Chandok

Puneet Chandok
President,
AWS India & South Asia







From the desk of

ANDREW SKLAR

India is undergoing rapid digital transformation, with both business and government sectors poised to increase their reliance on the cloud. Across the Asia Pacific region, India is a critical market for driving growth in cloud from a business transformation and digital innovation perspective. But the opportunity to become a leader in the digital economy is dependent on having a robust workforce of skilled professionals to support the country's incredible pace of innovation.

With the digital skills gap widening, AWS's training, certification, and education programs like AWS Skill Builder, AWS Educate, AWS Academy, and AWS re/Start are crucial to reskilling and upskilling India's workforce at scale so people can grow their careers, organizations can expand, and communities can thrive.

My team at AWS Training and Certification in India is deeply committed to working alongside our government and private sector customers, partners, collaborating organizations, and educators to build a strong pipeline of tech talent. In January 2023, we reached an incredible milestone of training more than four million people in India on cloud skills since 2017. We are excited by the sheer number of people we are helping to get access to vital cloud skills training at this pivotal time for India. We hope you enjoy reading their inspiring stories!



Andrew Sklar

Sales & Delivery Leader

AWS - Asia Pacific & Japan - Training and Certification

2023 AWS Asia Pacific digital skills study



The economic benefits of a tech-savvy Indian workforce

India is going digital—from the way we work to the way we live. We are seeing information technology drive significant transformation at the individual and macroeconomic levels. To study these dynamics, Gallup and AWS have conducted one of the largest international surveys

to date on digital skills.

The study shows that digital skills are providing immense economic value to India's employers and workers, raising gross domestic product (GDP), boosting revenue growth and innovation, and increasing wages and job satisfaction.



Amazon Web Services has trained over 4 million people in India with cloud skills since 2017. We are excited to be supporting the country's digital transformation.

Digital fluency yields big economic benefits

Raising GDP: Advanced digital skills raise India's GDP by an estimated \$507.9 Billion (₹10.9 Trillion) annually, and global GDP by \$6.3 Trillion due to the increased income and productivity of workers. (Source: 2023 AWS Asia Pacific Digital Skills Study by Gallup and AWS)

Advanced digital skills increase **India's GDP** by an estimated USD **\$507.9 billion.**



Advanced digital skills increase **global GDP** by an estimated USD **\$6.3 trillion.**



"AWS is working with organizations such as Tech Mahindra Foundation, the All India Council for Technical Education (AICTE) and Atal Innovation Mission (AIM) to help bridge the digital skills gap."

— Amit Mehta
**Head of Training and Certification,
AWS India and South Asia**

Workers see higher salaries and job satisfaction

Career benefits: 97% of Indian workers who completed digital skills training in the past year say their career has experienced at least one positive benefit such as increased opportunities for promotion.

Higher salaries: The average Indian worker with advanced

digital skills such as cloud architecture and software development earns \$6,776 (₹144,939) more annually than similar workers who do not use digital skills.

Job satisfaction: 91% of Indian workers with advanced digital skills express high levels of job satisfaction, compared to 74%

of workers with intermediate digital skills and 70% with basic digital skills.

Hunger to learn: 99% of Indian workers express high interest in pursuing digital skills training. On average, Indian workers are interested in pursuing 22 additional digital skills.

88% of Indian employees find it challenging to hire the digital workers they need.

40% say this is due to a shortage of qualified applicants.

Digital skills investment can alleviate widespread business challenges

Increased revenue growth: 80% of Indian organizations that employ workers with advanced digital skills report at least steady annual revenue growth (10%+) in the past year, compared with 68% of those that employ workers with intermediate or basic digital skills.

Power of the cloud: Indian organizations running most

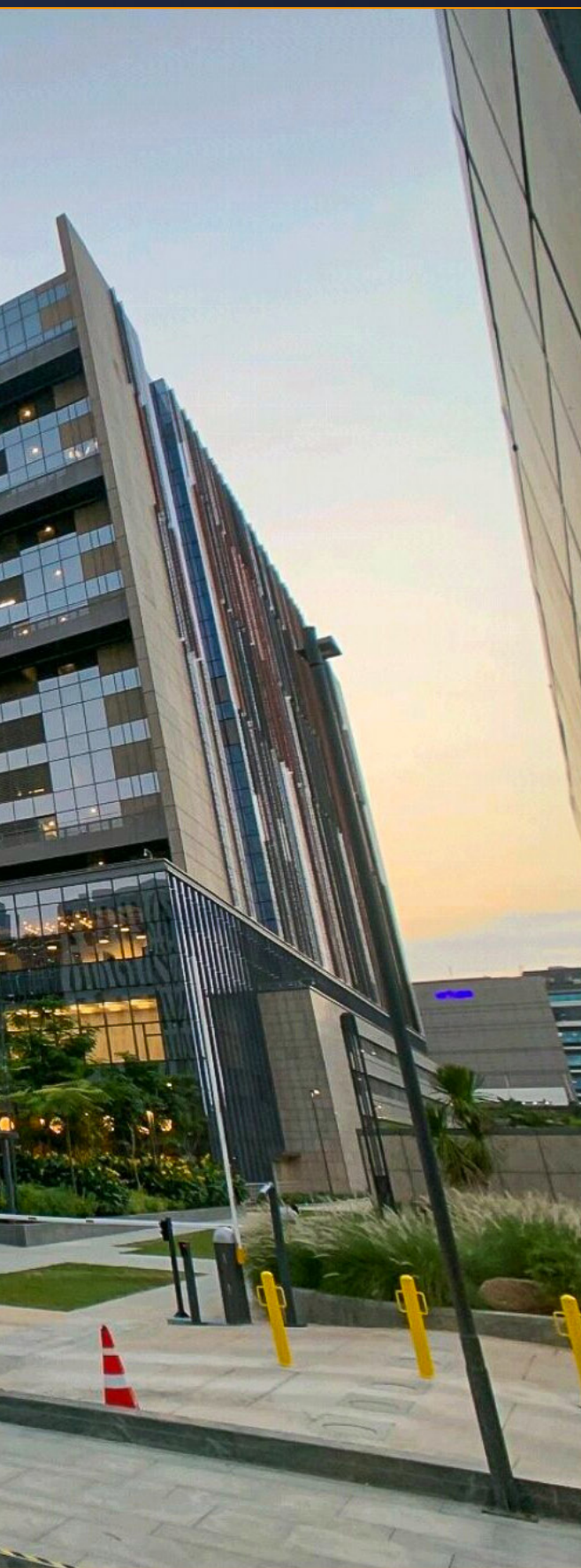
of their business on the cloud boast innovation rates 15 percentage points higher than organizations that use the cloud for some or none of their business (95% vs. 80%).

Remote work: 70% of Indian employers feel their employees need more digital skills training to work remotely, but just 38% have started investing in addi-

tional training for their workers.

Talent shortage: 97% of Indian organizations say digital skills will be very important or extremely important for their business over the next five years. However, 88% of employers find it challenging to hire the digital workers they need, and 40% say this is due to a shortage of qualified applicants.





Training and workforce development programs in India

India's \$1 Trillion digital economy aspirations by 2025 can be realized only with a digitally-skilled workforce. The pandemic has also served as a catalyst for digitization in the Indian economy. According to the report *Building Digital Skills for the Changing Workforce*, prepared by strategy and economics consulting firm AlphaBeta and commissioned by AWS, employers who support skills training programs see significant benefits, with 92% reporting improved employee productivity, 90% reporting higher employee retention, and 91% seeing increased revenue.

AWS is equipping diverse learners with in-demand cloud

skills to help them innovate in the cloud and advance their careers. In doing so, the company is helping to bridge the cloud-skills gap in India, and enabling organizations to adopt cloud computing more effectively to meet business needs. Since 2017, more than four million people in India have been trained in cloud skills through AWS education programs. According to the report *The Total Economic Impact of AWS Training & Certification* by Forrester Consulting, organizations that invest in AWS Training and Certification see a 234% return on their investment and they realize the payback in less than 6 months.

AWS's skilling initiatives in India have a 3-pronged approach

1 Building tomorrow's talent pool through AWS education programs such as AWS Academy and AWS Educate. As per NASSCOM [Cloud skills report, 2021] India's STEM [Science, Technology, Engineering, Math] colleges are a big source of the talent pool, with 2 million students enrolled.

- AWS Academy empowers higher education institutions to prepare students for careers in the cloud by providing a free, ready-to-teach cloud computing curriculum. The curriculum prepares students to pursue industry-recognized certifications and in-demand cloud jobs. AWS Academy courses are offered across more than 400 institutions in India and the SAARC region including Amity University, Bennett University, Birla Institute of Technology and Science, Pilani and Vellore Institute of Technology.

- AWS Educate offers free, self-paced digital training to individual learners who are self-motivated to learn about the cloud. Through AWS Educate,

students can access hundreds of hours of training and resources curated specifically for new-to-the-cloud learners. Training content is organized into six groups, including most popular courses and labs, *Cloud Skill Basics*, *Cloud Skill Advanced*, *Prepare for Workplaces*, *Learn on Twitch*, and *Young Learner*. AWS Educate also offers free hands-on labs to learn, practice, and evaluate cloud skills in the AWS Management Console.

2 Upskilling the existing workforce through a curriculum that is aligned to NASSCOM's National occupational standards [NOS]. As per NASSCOM, India has 4.6M workers in the IT-BPM [Business Process Management] sector. For these professionals AWS offers the following:

- AWS Skill Builder helps learners, who may not know where to begin to learn AWS Cloud skills, build their knowledge and accomplish their career goals by providing flexible learning plans and 600+ free digital courses developed by





AWS experts. Beyond the free version, there are two subscription offerings: the Individual subscription (learners) and Team subscription (organizations). Both subscriptions offer engaging digital training and unique features that help people learn the way they want, get practical experience, and learn hands-on to prepare for AWS Certifications.

- **AWS Instructor led Classes:** Learners can enrol in over 32+ courses designed and delivered by AWS experts. These classes provide learners with insights into real-world IT challenges that our customers are trying to solve.

3 Building a Diverse Talent Pool through custom programs supported by the industry:

- **AWS re/Start** is a free to the learner program, and a full-time, cohort-based skills development and training program that prepares individuals for careers in the cloud and connects them to potential employers. The program aims to build local talent and is targeted at unemployed and underemployed individuals, with no technical experience required to apply. AWS re/Start was launched in India in October 2021 and has been helping learners secure employment with numerous AWS

Partners and customers. Many GSIs [Global System integrators] such as TCS, Capgemini, and Accenture are actively recruiting graduates from these cohorts. To sustain and scale the program in India, AWS is working with organizations such as Capgemini, Tech Mahindra, Accenture, Unilever, Airbus, Mphasis, ADSIPL, and others.

- **SMB Vidyalaya:** AWS launched SMB Vidyalaya, a technology upskilling program to help small and medium- sized businesses digitize their operations and offerings by using AWS Cloud. SMB Vidyalaya includes over 50 technology education modules specific to SMBs and the opportunities they have to drive business growth across the country.

- **AWS Certifications** validate cloud skills with an industry-recognized credential. Learners across all the 3 cohorts can choose from 12 certifications [Foundational, Associate, specialty]. AWS Certifications offer AWS customer and Partner organizations a means of hiring and developing the talent needed to close the skills gap, increase retention, build stakeholder and customer trust, and be more competitive through digital transformation. According to Forrester *Total Economic Impact*

of AWS Training and Certification Study Commissioned by AWS in 2022, Organizations saw a 10% to 35% increase in tenure of employees after AWS Training and Certification over 3-year period.

Making Employability a Key Training Outcome: AWS prioritized employment as a key

training outcome and works with AWS Partners and customers to connect them to entry-level, cloud-skilled talent. This can include, but is not limited to, job fairs, resume sourcing, and hands-on skilling events such as Jams and hackathons.



Downstream impact of training

A recent study done by Enterprise Strategy Group (ESG), quantifies the advantages of AWS T&C programs through a survey of 1,000 end users who have taken the AWS T&C courses. The data shows that learners enjoy several career-related benefits as a result of AWS T&C, including increased job security, higher compensation, and the opportunity to work on new and exciting projects. In turn, these benefits lead to greater satisfaction with their current job. Employers also benefit

from supporting their employees' AWS T&C goals. Not only do they see significant benefits and competitive advantage from an upskilled workforce that is better able to support the organization's cloud goals, but those employees are also more satisfied and more committed to their employers. Employers that support AWS T&C programs enjoy higher employee loyalty and satisfaction. By reducing churn, employers can minimize and alleviate potential cloud skills gaps.

“Digital skills drive tremendous gains for individuals, organizations, and economies, which is why AWS is committed to expanding our digital skills training programs across India. We continue to collaborate with local public and private sector employers to help them upskill and reskill their employees and take full advantage of the cloud to accelerate their business growth, productivity, and innovation.”

— Amit Mehta

**Head of Training and Certification,
AWS India and South Asia**

AWS Academy goes regional

AWS Academy provides higher education institutions with a ready-to-teach cloud computing curriculum that prepares students to pursue industry-recognized certifications and in-demand cloud jobs. AWS Academy has partnered with EduSkills and launched the Telugu-English hybrid curriculum on Cloud Practitioner Essentials, a 3-day workshop in the states of Telangana and Andhra Pradesh, as part of the new AWS Asia Pacific (Hyderabad) region's capacity-building efforts. The workshops reached over 5500+ women students from 12 different universities, inspiring many of them to take up the AWS certification.

Accelerating digital innovation by upskilling on big data

Delhivery aims to build the operating system for commerce. They provide express parcel transportation, PTL and FTL freight, and cross-border and supply chain services to over 26000 customers, including large & small e-commerce participants, SMEs, and other leading enterprises & brands.

Delhivery's supply chain platform and logistics operations bring flexibility, breadth, efficiency and innovation to their customers' supply chain and logistics. Through a combination of operations, infrastructure, and technology,

Delhivery enables customers to transact with them and their partners at low costs and high efficiency.

As a part of their vision, Delhivery extends their logistics ecosystem by enabling network partners, such as franchisees, retail partners and delivery agents, to onboard their physical assets and resources and participate on the platform. Delivery's network partners are supported by technology systems, empowering them to grow their business by offering multiple Delhivery services in their catchment areas.





DELHIVERY

1.9 Billion Fulfilled Orders

52,700+ Team Members

26,000+ Active Customers

18,500+ Pincodes Serviced

2,700+ Direct Delivery Centers





"Being a digital business, the quality of our workforce is paramount. At Delhivery we are committed to supporting tech innovation with the right skills and training."

*— Kapil Bharti
Executive Director and Chief
Technology Officer, Delhivery*



"The new recruit onboarding program helps achieve faster learning, consistency of skills across the team, and also serves as a big motivation to new joiners."

— **Vinay Mishra**
Engineering Manager,
Cloud Infra/DevOps, Delhivery

Delhivery being a cloud-native business, its product development strategy is directly impacted by the skilled workforce it deploys. The team is constantly enhanced with the best resources through lateral hiring and campus recruitments, but bringing fresh recruits up to

speed and enabling them to be productive often proves to be the toughest part of the process.

To enable workforce productivity, Delhivery collaborated with AWS to identify specific skilling engagements. To begin with, AWS curated a new hire onboarding program which

was a combination of digital self-paced learning as well as classroom-based instructor-led training on cloud foundations. AWS trained over 100 new hires which helped Delhivery to reduce the employee onboarding time to get productive from 6-9 months to a matter of weeks.



"LNA allowed us to assess the knowledge level of individual employees and support the team with the precise training required. It helped us identify future skilling requirements for the team."

— Shashank Kumar
Senior Director, Technology, Delhivery

AWS extended tech skills development across Delhivery by identifying future skilling requirements for the existing team and deploying a Learning Needs Analysis (LNA). LNA is a self-paced survey that every employee takes on AWS services to rate themselves on a scale from beginner to professional levels. Based on the assessment results, Delhivery implemented



an instructor-led, hands-on training program for more than 250 people on Big Data, Machine Learning, and other key topics. The training helped Delhivery achieve faster adoption of AWS services and build a more resilient architecture. By leveraging LNA, Delhivery was able to invest in the right skills they needed to innovate faster and deliver better solutions.



“AWS support on skilling in areas such as Big Data has proved invaluable to the team.”

*— Akash Deep Verma
Director, Technology, Delhivery*



**Driving successful
placement outcomes
with AWS curriculum**



100+ Acres of Inspiring Campus

500+ Major recruiters

61+ LPA Highest Package

12000+ Alumni

1,200+ Job offers

600+ Internship offers

MIT Art, Design & Technology University has successfully positioned itself as a new-generation university which is having an aspiration to produce innovators, business leaders, scientists, social transformers, and nation builders coming from all walks of life.

MIT-ADT University takes a holistic approach towards education by enabling students

to build a winning personality that is “physically fit, intellectually sharp, mentally alert, and spiritually elevated”.

The students are being encouraged to participate in yoga, meditation, physical training, spiritual elevation, communication skills, and other personality development programs.

MIT-ADT University has a strong focus on imparting value-based

training for inculcating the professional competencies to bring the quality of student caliber to meet industry requirements. The Central Corporate Relations & Placements Cell has been established with a key emphasis to extend the best possible opportunities for internships and placements in his/her preferred professional area of interest.

With the aim to become a university of eminence, MIT-ADT is focusing on a technology-enabled, learner-centric curriculum, value-added courses, and simulated learning environments, with state-of-the-art infrastructure to build itself into a next-generation university.

Centers of Excellence (CoE) have gained popularity but after the initial euphoria around setting it up fizzles, many universities have realized that nothing new or innovative was being achieved. To avoid such an outcome, MIT-ADT decided to have a clear set of rules of engagement with

corporate bodies wishing to associate. AWS worked closely in this partnership to shape the curriculum, labs and guest lectures, and linkage to employers.

Getting all stakeholders together to answer the guiding questions and agree on the implementation plan for the *Cloud Verification Program* was key to success for this program. Through weekly and fortnightly calls with the AWS team, everyone was kept abreast of progress and had the option to get quick clarifications, or queries answered, when required.

“Defining the university-level student’s life cycle for the entire curriculum journey is the need of the hour so that students will be trained for the AWS recent trends. Implementation of the National Level education policy through the skill enhancement will be beneficial.”

*— Dr. Sunita Karad
Director of Information Communication
Technology, MIT-ADT University, Pune*







MIT-ADT started with the base-level foundation course on cloud and has expanded to advanced curriculum gradually. From B.Tech to MCA all enrolled students are now experiencing cloud specializations like Data Science and Analytics. The curriculum is aligned with AWS Academy Learner Labs to provide the practical exposure

of building on AWS. The faculty are also trained for the work environment with AWS-certified professionals, and hence better understand the benefits of the AWS Academy curriculum.

AWS Academy courses are used to help students improve their technical skills. Internship opportunities have increased

for students that earn industry-recognized AWS Certification. Many students receive attractive packages from well-known corporations. Moreover, students and faculty who have become comfortable with these technologies are now conducting their research using the AWS Cloud and are excited about their future.



“AWS certifications help students improve their technical skills. Because of the global certifications they chose, internship opportunities have increased. They are receiving attractive packages from well-known corporations.”

*— Dr. Sunita Karad
Director Of Information Communication
Technology, MIT-ADT University, Pune*



Paytm enhances innovation potential of its technology team with AWS Training and Certification



paytm

6.1 Million Devices Deployed

\$480 Million Loans Disbursed
(January 2023)

29% y-o-y growth on Users

44% y-o-y growth on total
merchant GMV

Businesses are increasingly looking for skilled talent to maximize the potential of the cloud, which enables them to lower the costs of IT while increasing their flexibility and power to drive innovation. The search is as intense in India as anywhere else in the world, where many companies are leveraging the cloud to its full effect. Companies like Paytm,

one of India's largest digital payments, commerce, and financial services platforms, are meeting its cloud-talent needs with the support of AWS T&C team.

The benefits of Paytm's talent being at the top of its cloud game are clear. The company reduced infrastructure management and processing incidents by 70 percent with AWS. By

re-architecting its platform on AWS Cloud, it also created a data lake to improve data quality and drive development. "We're a technology company and our success depends on our ability to build new and better services for our clients," states Manmeet Dhody, chief technology officer - payments at Paytm.

Establishing a cloud center of excellence

One advantage of using AWS services was its ease of use which enables developers to learn quickly. “We wanted to make sure our personnel were working as efficiently as possible. And with AWS releasing new services regularly, we aimed to minimize any learning curves, so developers were highly productive from day one,” comments Manmeet.

Although Paytm provided technical training, the company realized it needed a more focused and structured approach to training employees on AWS. To demonstrate this commitment to skills development to retain employees and attract talent, Paytm engaged with AWS to help establish a Cloud Center of Excellence (CCoE) team as a central governing body. Together, they

conducted a Cloud Maturity Model Assessment to understand Paytm’s AWS Cloud maturity and learning needs across all business units. Based on the analysis, AWS then ran a pilot people enablement program for identified portfolios. The program was well received and triggered immediate requests for a full-scale skill-building program.

“With AWS releasing new services regularly, we aimed to minimize any learning curves, so developers were highly productive from day one.”

*— Manmeet Dhody
Chief Technology Officer, Payments, Paytm*

Upskilling more than 2,800 developers with full scale training

These include hundreds of IT architects, developers, and database administrators. Besides covering essential architecting on AWS, the program covered services such as Amazon Elastic Compute Cloud (Amazon EC2), AWS Architecting Services, and AWS Security Services. With security training, Paytm expe-

ditioned the adoption of services such as Amazon Guard Duty and AWS Cloud Trail at a key moment in the organization’s development as it increased the deployment of bank workloads. What’s more, while the training programs were underway, AWS took feedback from Paytm’s developers into account and

included Running Containers on Amazon Elastic Kubernetes Service (Amazon EKS). Explains Manmeet, “Amazon EKS wasn’t new to us, but we received feedback from the developers that it would be great to learn more about this service.”



Gaining greater stability and speed at a lower cost

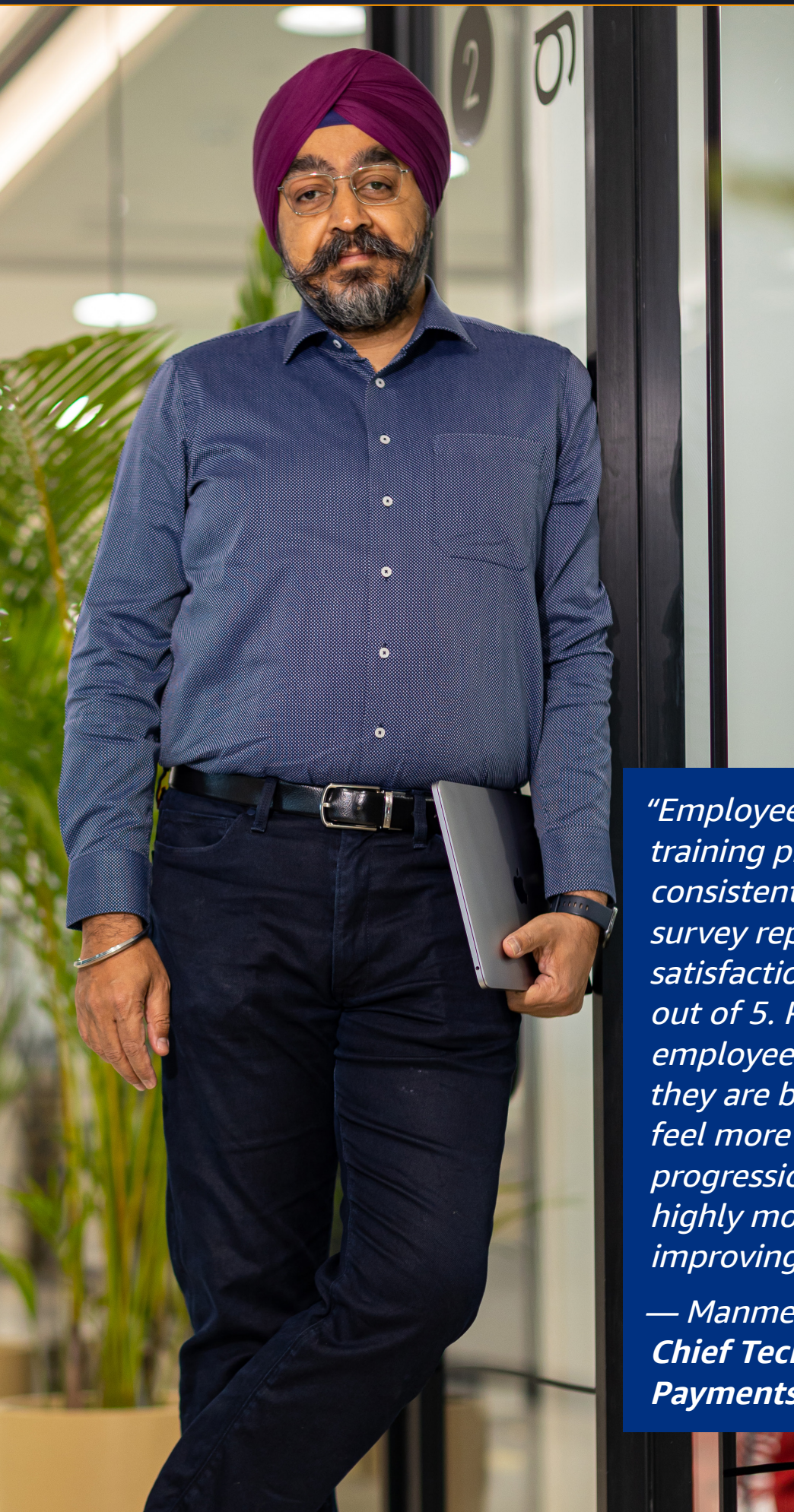
As a result of the training program, Paytm has improved the stability and security of its AWS Cloud platform, while enhancing the level of service for Paytm customers. Manmeet attributes the increase in stability to IT personnel following AWS best practices more closely when working with the platform. Moreover, the training program has helped accelerate Paytm's speed of development and innovation by upskilling personnel on AWS.

Besides greater stability and speed, the engagement is also delivering savings. Staff have now maximized the cost-effectiveness of the AWS environments and accelerated the migration of workloads

from on-premises to AWS, enabling Paytm to retire costly on-premises infrastructures. Tarun Aggarwal, Vice President of DevOps at Paytm says, "The training has accelerated AWS migrations. Furthermore, project managers have greater confidence that our developers can handle a wider variety of projects, reducing the need to employ third-party contractors."

With the Cloud Center of Excellence in place, Paytm also has a single data source to keep track of cloud learning initiatives. The business is able to measure the progress of personnel and identify where AWS training would deliver the greatest value.





Empowering and motivating employees

The great news is that Paytm is now in a stronger position to continue building on the success of using AWS to innovate on the cloud. It's more certain than ever that the company will continue building improved services for its clients, while its employees remain comprehensively trained and certified on the latest technologies.

"Employee feedback from the training program has been consistently positive, with training survey reports showing an employee satisfaction score of more than 4.5 out of 5. Part of the feedback is that employees feel empowered because they are better at their jobs and feel more in control of their career progression. Our employees are highly motivated and keen on further improving their skills."

**— Manmeet Dhody
Chief Technology Officer,
Payments, Paytm**

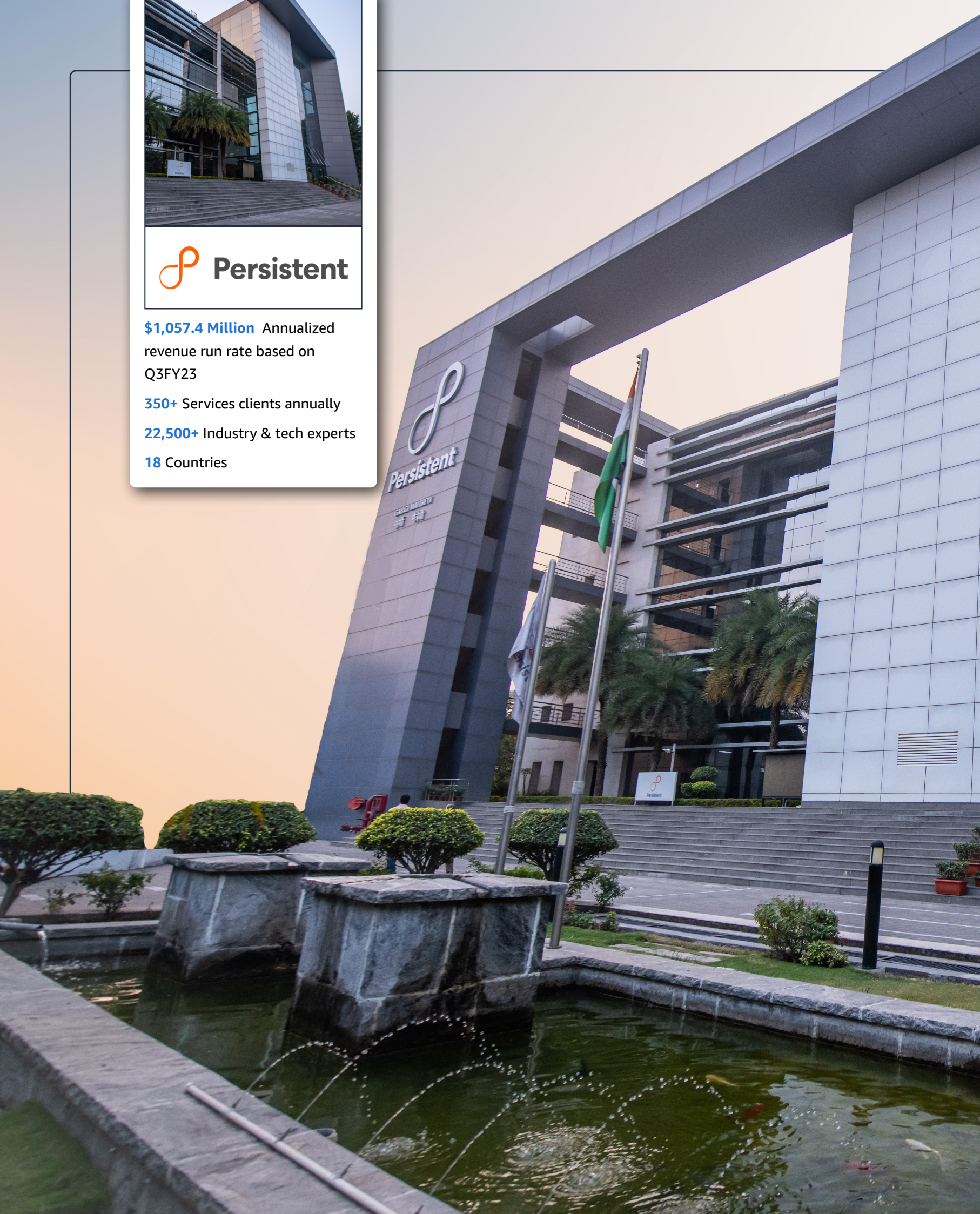


\$1,057.4 Million Annualized
revenue run rate based on
Q3FY23

350+ Services clients annually

22,500+ Industry & tech experts

18 Countries





Optimizing recruitment costs with AWS Academy

Persistent is a global services and solutions company delivering digital engineering and enterprise modernization to help global companies streamline their software engineering to drive greater efficiency and enable resiliency across products and platforms.

As an AWS Advanced Consulting Partner since 2012, Persistent combines rich domain knowledge and technology expertise with a high-touch, business-first approach to help clients accelerate their cloud journeys. Together with AWS, Persistent continues to deliver innovative cloud services – enabling fast, flexible, and scalable access to AWS cloud tailored to customers' unique needs.

Persistent services 350+ industry-leading organizations across 18 countries, including 14 of the 30 most innovative US companies as identified by BCG, 80% of the largest banks in the US and India, 25+ global fintech companies, and numerous innovators across the healthcare ecosystem. Persistent is recognized across the industry as the market leader in delivery and customer excellence, as rated by ISG (2020 and 2021 ISG Star of Excellence Awards).

At Persistent, their values are more than a list of ideals to improve their corporate image. They are dedicated to building an inclusive culture that reflects what's important to their employees and is based on what they value.



"We are excited to partner with AWS Academy to build a strong foundation for AWS cloud talent in India. Persistent is poised to be a key catalyst to build early career professionals in India. We are confident that our partnership with AWS will grow further towards driving excellence in academia-related initiatives towards bridging the digital skills gap."

— Kalpana Kudlingar

Head – Early Careers and Campus Relations, Persistent

Persistent is keen to integrate and collaborate with hyper-scalers like AWS to create pools of AWS skilled resources. This collaboration will create employment opportunities for AWS-certified early career professionals, who can be effectively deployed to fulfil the growing business demand. AWS Academy has been instrumental in providing cloud-skilled training and certification to students enrolled in empanelled colleges. The team has conducted a series of learner engagements to familiarize potential candidates with the prospects of a 'Life at Persistent' and provide them with career counselling to assess job roles in the cloud. These engagements are often interactive with quizzes and spot prizes to encourage active participation. Following the counselling, a job fair was conducted to assess the hiring potential of the candidates and to recruit them for suitable roles.





Through the partnership with AWS for campus connect and the job fair at Hyderabad and Bangalore, Persistent was able to substantially increase its presence in the southern region. In Hyderabad, there was an impressive footfall of 1000 candidates, while Bangalore brought in another 800. As a result of these efforts, Persistent was able to hire a total of 8 highly skilled candidates and

establish a significant mindshare on campus.

Creating an ecosystem for engaging with academia requires a robust mechanism to execute events effectively. Collaboration from local leadership, influential speakers, interviewers, and the efforts of brand and marketing teams to create buzz on campus are essential for driving success in this area. Through such partnerships, companies can effectively

integrate with the talent pool in academia and build an entry-level, highly trained talent force, which in turn enables multiple job opportunities. A long-term commitment to such programs help in strengthening the talent pool, which in turn accelerates business growth. Persistent is committed towards investing in these partnerships to identify and attract the best talent and drive success in the long term.



"It was great to kick off our engagement with AWS Academy as a knowledge and hiring partner. This has enabled access to diverse learners for entry-level cloud roles by tapping into a qualified pool of skilled graduates for our business needs. While this has certainly helped us to optimize our overall hiring efforts and drive cost efficiency, we are more excited to be part of this larger mission to solve the digital skill gaps and employability challenges in India, which can be addressed only through such sustained collaborations."

**— Kalpana Kudlingar
Head – Early Careers
and Campus Relations,
Persistent**



Managing complexity and data volumes with skilled AWS Talent



1000+ Employees

2000+ Enterprises

750+ Lenders

YUBI started their journey in 2020 with only 8 employees and a simple goal – to deepen debt markets and truly unlock the potential of Indian enterprises, that had thus far, been inhibited by inadequate access to capital. This vision gave life to a revolutionary innovation in the debt market called Cred Avenue.

At inception, CredAvenue catered to different types of capital requirements: securitization, bonds, co-lending, supply chain, and loans. However, as they grew in scale, size, and mission, they knew that there needed to be something bigger to encapsulate their way forward. That is when YUBI was born.

YUBI's mission is to create a ubiquitous, transparent, responsible, and trusted solution for finance that can truly transform one's dreams into reality. They are creating a world beyond trust, where people can exchange ideas and capital and experience shared growth.



"AWS has been a perfect choice for us. With the level of adoption and market share AWS has, it was easier for us to have access to the skill pool required to run and manage our workloads using AWS."

**— Mathangi Sri Ramachandran
Chief Data Officer, YUBI**

A Fintech company with different products, YUBI deals with a complex set of computing problems that requires access to high computing power along with large volumes of datastore.

The debt marketplace has several complex integrations with several systems across borrowers and investors. As they deal with large volumes of financial data, YUBI needs to ensure that the data is encrypted and protected at all times—during transit and at rest.

Given all these challenges, YUBI



had to find an environment that provided access to computing resources that were reliable, flexible, scalable and secure.

On top of these, YUBI had to make use of a complex set of services to run various workloads in the containerized form as well as run complex data processing. The system had to be capable to run data science and machine learning jobs and make use of various RDBMS and NoSQL data stores. Finally, it was crucial that the infrastructure could be scaled up and down as needed.

"We needed an environment that provided access to computing resources that were reliable, flexible, scalable and secure."

— Vivek Srikantan
**Vice President
Engineering
(Head of DevOps), YUBI**



"Given the compliance requirements of the BFSI sector, all data is encrypted and secured at every phase—during transit or at rest."

— Araveinth Gopinath
Chief Information Security Officer, YUBI



“With the availability of cutting edge solutions, we were able to solve various problems around scalability, ensure the security of our systems and data, improve the productivity of the teams, and deliver features faster.”

*— Vivek Murugesan
Vice President ML Engineering, YUBI*

Handling a complex ecosystem with so many integrations across various systems with banks, corporate & retail borrowers, can be a huge challenge. It requires complex integration flows across systems and sensitive handling of different types of data. Large volumes of data calls for complex workloads like training and deploying ML models. And in this industry compliance mandates around security and data protection are non-negotiable.

To execute swiftly, YUBI leveraged AWS trainings on relevant topics like *Building Data Analytics Solutions using Amazon Redshift*, *Building Data Lakes on AWS*, *Data Warehousing on AWS*, *MLOps Engineering on AWS*, and *The Machine Learning Pipeline on AWS* to build their expertise on AWS data and AI capabilities. YUBI also trained 250+ employees over five months and the impact of this in building the team's skills were paramount.



"Spend time in understanding the underlying challenges on the system and look for a solution that can address for the long term, rather than being tactical."

*— Mr. Harshwardan Mittal
Chief Technology Officer, YUBI*



BENNETT
UNIVERSITY
THE TIMES GROUP

320+ Companies for Placements

40+ High-End Teaching &
Research Labs

1,300+ Research Publications





Empowering women in tech with AWS Academy accredited courses

The Times Group established Bennett University in 2016 with a vision to provide quality education and establish itself as one of the best private universities in India to impart interdisciplinary education. It was established by the Act of the State Legislature of Uttar Pradesh as a private university. The six schools with 30+ programs and 70+ leading specializations in Engineering, Management,

Media, Law and Liberal Arts have positioned it as one of the top universities in India. This has made Bennett University a sought-after talent pipeline for leading corporations to attract and hire qualified graduates. The serene 68-acre campus is extremely popular among the students as the university encourages 'fun learning' and 'life outside the classroom' with a vision of innovation.

“AWS has helped build the right cloud skills in our students. With regular industry sessions, interviews, and certification preparation conducted by them, students turned out to be more confident in achieving placements with top companies.”

*— Deepak Garg,
Dean, Professor and Chair
School of Computer Science Engineering and Technology,
Bennet University, Noida*



According to the World Economic Forum, the global average of women in the technology sector is only 28% and India ranks 135 among a total of 146 countries in the Global Gender Gap Index, 2022. The Department of Computer Science which offers

a multitude of specialization under the stewardship of Dr. Deepak Garg was keen to take the lead and correct the imbalance with an ambitious goal to have an equal ratio of girls in these streams.

Bennett University began working with AWS to provide free access to learning content to build knowledge and skills in cloud computing since 2019. This collaboration helped prepare students for entry-level in-demand technical jobs.





"The AWS Academy program has been updated periodically to transform the technical and business value for the stakeholders as well as for its commitment. As a result, AWS proved its vision and motive for reducing the gap between Industry-Government-Academia."

*— Deepak Garg
Dean, Professor and Chair,
School of Computer Science Engineering and Technology, Bennet
University, Noida*



Spurred by initial success, AWS was invited to be a member of the board of studies. This helped AWS evangelize the value proposition of the courses and convince other members to include them in the curriculum. AWS courses were included in the credit system accounting for 2-3 credits in that particular semester and Bennett also offered 2 or more courses in advanced programs like M.Tech or MCA.

Bennett started small with AWS and while it has alliances with several Information Technology companies, AWS is one of the most popular. Since joining AWS Academy as a member institution, over 600 students (50% female) have enrolled in AWS Academy courses to build in-demand AWS skills and several Bennett students have been recruited by AWS Partners and customers. These results highlight the critical

role that industry can play in partnering with academia to enrich the curriculum and enable educators to prepare students for highquality jobs. By focusing on industry readiness, Bennett has helped employers reduce the time, effort and resources spent to onboard new hires before they are ready to take on real projects at work.



amagi

700+ Content Brands

100+ Platforms

200+ Million CTV Households

50+ Billion Ad Opportunities





Building expertise in media essentials to drive innovation

Founded in 2008, Amagi has established itself as a cloud technology pioneer and leader enabling TV networks and content owners to launch, manage, distribute and monetize live, linear, and on-demand channels across cable, OTT, Free Ad-supported Streaming TV (FAST) platforms, worldwide.

Amagi offers three business models for customers to choose from – Software-as-a-Service (SaaS), 'Bring your own license',

and a fully managed service.

Through these models, Amagi serves the full spectrum of the content and broadcast value chain, which includes, broadcast-grade 24x7 linear channel creation, distribution to linear TV, Free Ad-supported Streaming TV and other OTT platforms, server-side ad insertion, and programmatic ad sales for TV and OTT, cloud-based disaster recovery, and more.



"The project positively transformed the business. The industry itself has adopted cloud in a big way and it helped us to be at the right place at the right time with Amagi CLOUDPORT. Amagi CLOUDPORT today is the biggest revenue generator for Amagi."

*— Mayank Sharma
Principal Architect, Amagi*



Back in 2012, Baskar Subramanian, CEO & Co-founder of Amagi proposed a general outline of the Amagi CLOUDPORT application. The idea was to use Cloud as an underlying infrastructure over which an entire linear TV channel could be played and delivered.

Amagi wanted to shift the mindset of a TV channel from being capex heavy to opex led and this was possible by using as many dynamic resources that could be billed on usage as against purchasing them



upfront. That was the humble beginning of Amagi CLOUD-PORT which started with just EC2 for compute and S3 for storage. Amagi has since moved away from edge playout servers to a true cloud deployment.

With the ever-changing technology landscape, Amagi leveraged industry focused trainings from AWS. They trained 100+ employees on Media Essentials to equip them with the right knowledge and hands-on learning to solve technical challenges.



“AWS services themselves evolved both in maturity and reliability as we were working on adding more and more features. That helped us to focus less on the underlying infrastructure and work on making the product better.”

*— Baskar Subramanian
Co-founder & CEO, Amagi*



"The speed at which we could upload assets at the customer premises and download them on the edge playout servers over public internet was a challenge. Customers would often have last-minute videos that they would like played back quickly. We explored an in-house accelerated delivery solution (based on UDP) to overcome this problem and soon AWS too released accelerated delivery to S3."

**— Srividhya Srinivasan
Co-founder & Chief Customer Success
Officer, Amagi**





One particular challenge was the speed at which Amagi could upload assets at the customer premises and download them on the edge playout servers over public internet. These were high-resolution video content and despite the high provisioned internet bandwidth, Amagi could not achieve the required bandwidth. Customers would often have last-minute videos that they would like to be played out soon. These usually were advertisements, but sometimes could be long-form content.

Amagi explored an in-house accelerated delivery solution (based on UDP) and finally used

an external application to come around this problem. Around the same time or sometime later, AWS themselves launched accelerated delivery to S3.

Cloud infrastructure has evolved in a big way in the last 10 years or so. The competition puts all the players on the edge and they are releasing new features and access to nascent technologies at a very fast pace. It helps to leverage as much as possible on these infrastructures and focus mainly on your product. At least at the start-up stage where one wants to prototype and roll out the application to the customers fast.





Sourcing AWS certified professionals to fill cloud DevOps roles



800 Clients around the world

\$40 Billion impact created for clients

115,000 employees

Genpact is a global professional services firm delivering business outcomes that transform industries and shape the future. They are guided by their real-world experience redesigning and running thousands of processes for hundreds of global companies. Genpact's clients – including many in the Fortune Global 500 – partner with them

for their unique ability to combine deep industry and functional expertise, leading talent, and proven methodologies to drive collaborative innovation that turns insights into action and delivers outcomes at scale.

The company is invested in creating lasting competitive advantages for clients by running digitally enabled operations

and applying their Data-Tech-AI services to design, build, and transform their businesses. And they do it all with purpose. From New York to New Delhi and more than 30 countries in between, their 115,000+ team is passionate towards a relentless pursuit of a world that works better for people.



Genpact drives digital-led innovation and digitally-enabled intelligent operations for their clients, guided by deep expertise built through running thousands of processes, primarily for Global Fortune 500 companies. At Genpact, the mantra is to think

with design, dream digital, and solve problems with data and analytics. Genpact has built strong AWS capabilities that enable them to take enterprises on their journey to cloud. To meet the growing demand for their services, Genpact

wanted to hire AWS-Certified Graduates. Their preference was for AWS-Certified Cloud at the foundation level and AWS-Certified Solutions Associates for their entry cloud positions.



"Business expectation from campus hires has increased 3X compared to last year, in terms of trained talent. Per changing client needs and priorities, this year, we are focusing on Cloud DevOps as one of the critical skills while hiring early career professionals. And partnering with AWS Academy will further help us fulfil this demand."

*— Viswanathan Venkataraman
Global Staffing Head - Tech Services, Genpact*



In response to Genpact's specific requirements, AWS organized two in-person job fairs in Hyderabad and Bangalore in September 2022. There were more than 1000 AWS Academy certified graduates who participated in both the job fairs which helped Genpact easily evaluate their technical skills, gauge aptitude through online assessments, and finalize 30+

candidates. These were all AWS Certified professionals, which ensured the quality and skill-level of the talent.

Genpact strongly advocates that AWS customers and partners, who are looking to recruit early career cloud resources should engage with the AWS Training and Certification team to secure the right talent for their organization.

"Today, trained and certified candidates are the preferred choice by technology companies. AWS Academy will help bridge the gap between students and large corporate opportunities, by providing a structured training program. Partnering with AWS helped us quickly reach an untapped pool of skilled talent across India."

**— Karunakaran Vinayagam
APAC Campus Relations and Inclusive
Hiring Head, Genpact**



Credit Saison builds 2x faster with AWS Training

Hailing from a listed Global MNC parent, Credit Saison's vision is to become India's largest Technology-Led Neo-Lending Conglomerate.

Across their various business verticals, Credit Saison look towards reaching resilient Assets Under Management of \$1 Billion in record time. Credit Saison's journey spans 7 decades, culminating in a Tokyo Stock Exchange Listing, a Balance Sheet Size of \$30 Billion, and 4,000+ employees. Today, we're still transforming: under the pillars of Innovation, Global Business, and Digital.



1 Million+ Lives Empowered

5000+ Zip Codes Covered

20+ Branches

20+ Digital Partners

Credit Saison India started its journey on the cloud in Nov 2018 to be a technology- led NBFC leader. The Credit Saison philosophy was to be more than just a fintech company, so their strategy was to ensure they built robust, scalable, and responsible tech from Day 1.

Two core aspects of being a technology-led NBFC was to have a mature application development stack that complimented nicely with a new-age cloud infrastructure provider. AWS pretty much checked all the right boxes and was fairly a simple decision to move ahead with. Over and above cloud infra, some of the developed applications integrated easily

with AWS web and serverless offerings. Credit Saison is counting on AWS to support its growing needs by providing solutions, consulting, and competitive pricing that lets the business scale. To build scalable cloud architecture, Credit Saison needed skilled resources. They partnered with AWS to upskill over 60% of their technical workforce on diverse topics like Technical Essentials and Sage-maker Studio Labs. The trainings led by AWS experts saved several hours of developer research time and they could focus on the more important domain design. The trainings probably helped us build at least 2x faster than we normally could have.

“To make this cloud partner of choice – the familiarity of service offering, flexibility in the model, having a presence in India, developer friendliness, a history of reliability & innovation, and business support were some of the key factors we evaluated while making the cloud decision.”

— Presha Paragash
Wholetime Director & Chief Executive Officer, Credit Saison





The biggest challenge faced initially was to set up a minimum platform that could serve most of their partners. “We could not have elaborate conversations with our partners since our delivery would have occurred only months down the line. So, we created a series of micro-services that traverses through the journey of a loan – which we could scale up/down in terms of functionality”, says Dev Pathi.

Another massive challenge was to ensure that the engineering team got a great development platform which included a scalable cloud architecture.

“Instead of every person having to learn or relearn from the beginning on the AWS stack, we saved several hours of developer research time with AWS Training and Certification and they could focus on the more important domain design.”

— Dev Pathi
Chief Technology Officer, Credit Saison

"We reduced the integration time with our partners and us to 2 weeks per partner. We also utilized plenty of Extract Transform Load processes to quickly digest and validate the partner data over and above APIs."

*— Utham Reddy
Chief Product Officer, Credit Saison*

Credit Saison wanted to ensure they followed the best engineering practices and provide a predictable environment to release code. To get this right, they invested in building the Lending Platform as a Service. The service stack was able to quickly expand in terms of scale and functionality to 20 partners within a couple of years after launch. Based on their achievements over the past 4 years, Credit Saison are now in the process of building their own technology platform as a SaaS - for other financial institutions as a new opportunity.





AMRITA
VISHWA VIDYAPEETHAM

60,000 Rural Residents
Benefitted

30+ Institutional Participation

500+ Research Projects

14,000+ Publications

50+ Patents

150+ Partnerships with
international universities



Grooming students from rural India for the future



Amrita Vishwa Vidyapeetham is a multi-disciplinary, research-intensive, private university, educating a vibrant student population of over 24,000 by 1700+ strong faculty. Accredited with the highest possible 'A++' grade by NAAC, Amrita offers more than 250 undergraduate, post-graduate, and PhD programs in Engineering, Management, and Medical Sciences including Ayurveda, Life Sciences, Physical Sciences, Agriculture Sciences, Arts & Humanities, and Social & Behavioural Sciences.

Amrita University's vision is to be an exemplary institution that thrives on its commitment to the transformative power of value-based education, providing the impetus to develop the expansiveness to harmonize both scientific knowledge and spiritual understanding, to utilize knowledge for societal benefit and contribute to a prosperous and sustainable future for all.

Amrita's profound mission of providing education for life, and emphasis on compassion-driven research, has shaped it as a unique institution.

Amrita University realized that a majority of the students came from rural backgrounds. These students were first-generation technical learners and were not exposed to career opportunities in technical fields. Seeing an opportunity to align academia with industry and provide a prosperous future, Amrita University took the mandate to align their curriculum with industry OEM leaders and expose the students to emerging technologies.

Amrita University was an early adopter of AWS Academy, which was launched in India in mid-2018. Stakeholders in the circuit branches (Computer Science, Information Technology, Electronics & Communication, and Electrical Engineering) had gauged market trends and understood that cloud would play a critical role in the IT and ITeS. They evaluated various cloud players and based on the Gartner quadrant saw that AWS was a leading provider of cloud

services. They quickly adopted AWS Academy, which provides higher education institutions with a free, ready-to-teach cloud computing curriculum that prepares students to pursue industry-recognized certifications and in-demand cloud jobs, into their curriculum. Amrita University chose foundational courses for the 2nd and 3rd-year students and advanced courses for the final-year students to ensure good placements.



“Having the foresight to know what technologies are important and how to enable our students by making them competent in the skills that the Industry will need, is an important role for educators.”

*— Prof Bhaskaran
Venkataraman
General Manager - Learning
& Development (Technical),
Corporate & Industry
Relations, Amrita Vishwa
Vidyapeetham, Coimbatore*



"Thanks to AWS Academy for the immense effort in taking AWS to the student community by offering the courses, labs & study material to the students & faculty for free. Students are also provided with 50% discounted vouchers for taking up the certification exam. Some of our meritorious students and faculty also received 100% discounted voucher codes."

— Prof. Parameswaran C.

Principal Director, Corporate & Industry Relations, Amrita Vishwa Vidyapeetham, Coimbatore



“Practical sessions like ‘A Day in the Life of a Cloud Engineer’ allowed students to grasp the real-life implications of what we were trying to impart.”

— Prof. Hariram A
Assistant Manager, Learning & Development (Technical), Corporate & Industry Relations, Amrita Vishwa Vidyapeetham, Coimbatore



Getting students to understand the value of cloud in comparison to more traditional curriculum that focused on software languages like C++, Java or Python was a critical part of the education. In-person and virtual sessions were conducted for the students explaining the role of cloud through sessions like ‘A Day in the Life of a Cloud Engineer’, which highlighted career prospects within the industry. These short career counselling sessions with real-world use cases paved the way for eager students in the program.

From an initial class of 27 students, the cloud curriculum is now embedded up through the 7th semester and includes 450+ students, a large section of which have progressed and enrolled in specialized courses such as Machine Learning, Cyber Security, and Data Analytics. Amrita has also launched online degree courses

“To see students enrol in specialized courses on Data Analytics, Cybersecurity or Machine Learning after completing the foundation courses is a reflection of how stimulating they find our courses.”

— **Dr . Beena B M**
Associate Professor, School of Computing, Amrita Vishwa Vidyapeetham, Bengaluru

under the name of Amrita Ahead, and offers courses like BCA and MCA, with Cloud as one of the core subjects.

This transformation would not have been possible without the active coordination between faculty and AWS Academy, who regularly conduct canvassing sessions to create awareness about AWS Certifications and encourage students to pursue them. To enable students to gain real-world, hands-on experience, Amrita University has recently asked students to complete projects using AWS Learner Labs. This pattern of immersive learning helps the student get a deeper understanding of the services that they use for the projects and ensures they are better prepared for the real world.



“By encouraging students to do projects using the AWS Learner Labs we were able to give students a hands-on experience, rather than just teach the theory.”

— **Dr Vidhyasagar B S**
Assistant Professor, Computer Science Engineering, Amrita Vishwa Vidyapeetham, Chennai



Perfios

REALTIME ANALYSIS & DECISIONING SOLUTION

500+ Million Transactions
categorized per month

1700 Data Formats

735 Institutions Supported

175,000+ Rules Used

18 Countries





Perfios halves development time on AWS by upskilling more than 60% of its workforce

Perfios, a leading provider of financial statement analysis software in India, has been on a rapid growth trajectory since its founding in 2008. The company has launched products in response to traditional loan origination evaluation processes, which are manual and error-prone, often leading to loan approval delays from financial institutions. Perfios provides an automated solution that streamlines loan origination so lenders can provide customers with loans faster.

The company runs its Perfios Data Aggregation and Analytics Platform on the Amazon Web Services (AWS) Cloud to drive growth and meet customer demand. Ramgopal Cillanki, senior vice president and head of Engineering at Perfios, says, "As a software

as a service [SaaS] platform, scalability, security, and high availability are critical, and AWS meets our requirements." As the company grew, it increasingly focused on speeding up its creation of new product lines for both business-to-business (B2B) and business-to-consumer (B2C) customers. "We wanted to deliver products faster but realized that we needed more trained talent. Otherwise, some of our initiatives might take several years to become successful," Cillanki explains.

To support this goal, Perfios sought to shorten its product development timelines and engaged with AWS Training and Certification, which helps organizations build and validate their AWS skills, to provide comprehensive technical training.

Gaining cloud expertise with AWS Training and Certification

Hundreds of financial institutions in 18 countries use Perfios's data platform, which relies on machine learning technology to extract, categorize, and analyze unstructured data to automate decision-making, customer onboarding, risk scoring, and fulfilment. The company categorizes more than 500 million transactions each month and supports over 1,700 data formats.

To drive faster development, Perfios wanted to help its developers close gaps in their AWS knowledge. "We knew we had to train our developers on serverless technologies, DevOps, and managed services to build the expertise we needed," says Cillanki. The AWS Training and Certification team first helped

Perfios complete the Learning Needs Analysis, an assessment tool to identify cloud and other technology skills gaps that the AWS team uses to design a customized learning plan. "This was a great way for us to find out where our teams stood in terms of technology expertise," says Cillanki. "It helped us understand the current skill set and capabilities of individuals, their interest areas, and the depth of their knowledge." Based on the analysis, AWS created a targeted training plan and led Perfios through a series of 11 technology tracks comprising 25 training sessions on topics including technology essentials, DevOps, containers, big data, and architecture.

Many Perfios employees started with the Developing on AWS classroom training course, which is a comprehensive three-day course delivered by expert AWS instructors with deep technical knowledge. The instructors taught Perfios developers how to build secure and scalable applications on AWS. "We wanted to cover the entire breadth of training based on the experience of our employees," says Cillanki. "Overall, we've trained over 500 employees - more than 60 percent of our workforce. This included people from our development, quality assurance, DevOps, and IT teams, and many of them have become AWS Certified."

"We have reduced development time by more than 50 percent because of the skills our developers gained from AWS Training and Certification."

*— Ramgopal Cillanki
Senior Vice President and Head of
Engineering, Perfios*

Cutting new product development time by more than 50%

By adopting AWS serverless technologies and AWS Managed Services as a result of training, Perfios has achieved one of its primary goals: accelerating product development. “We have reduced development time by more than 50 percent because of the skills our developers gained from AWS Training and Certification,” says Cillanki. “Now, our developers can scale

applications more easily and have the DevOps expertise they need to move faster.”

By growing their cloud skills, the company’s developers have designed and deployed new software products and features for nine Perfios business units. For example, the company launched products including data aggregation and analytics,

scanned document digitization, and account aggregator solutions, all of which utilize managed services and serverless technologies. These new solutions help analyze customer application forms, income and tax documents, and other information used by clients for credit decisions in lending cases. “Our new products will help us grow our B2B and B2C business,” says Cillanki.



Reducing maintenance time by 40–50%

Previously, Perfios experienced challenges in managing and monitoring application settings, which created performance issues for customers. “We would occasionally face system downtime because we weren’t

adept in scaling and managing instances,” says Cillanki. “For example, our platform solves our clients’ critical business needs and if it’s unavailable, it could lead to business losses for them. Because of our upskilling

in AWS serverless and AWS Managed Services, we have reduced maintenance time by 40–50% and lessened the impact on our customers.”



Supporting global growth

Perfios can now more easily support its business expansion plans because of its reduced development timelines. “We can develop and deploy our software faster because of the training we received from AWS and the

automation built into our development processes,” says Cillanki. The company plans to continue its AWS training to help its employees learn about new AWS machine learning and

artificial intelligence technologies. Cillanki concludes, “We have a very strong relationship with AWS with frequent connections. This plays an important role as we plan for our future growth.”



"We can develop and deploy our software faster because of the training we received from AWS and the automation built into our development processes."

*— Ramgopal Cillanki
Senior Vice President and Head of
Engineering, Perfios*



400+ Certifications

72% Certified Professionals

75+ Specialty Certifications





AWS provides access to cloud ready talent pool

Cloud Kinetics is an AWS Premier Consulting Partner & an AWS managed services provider with extensive cloud expertise. With a customer-first approach, Cloud Kinetics helps enterprises build and optimize cloud and data environments, run mission-critical systems on the cloud, and drive tangible

business outcomes. As a premier partner of all leading cloud service platforms, Cloud Kinetics leverages the best of the cloud and data ecosystem for their customers. Cloud Kinetics is headquartered in Singapore, operates globally, and is a portfolio company of I Squared Capital.

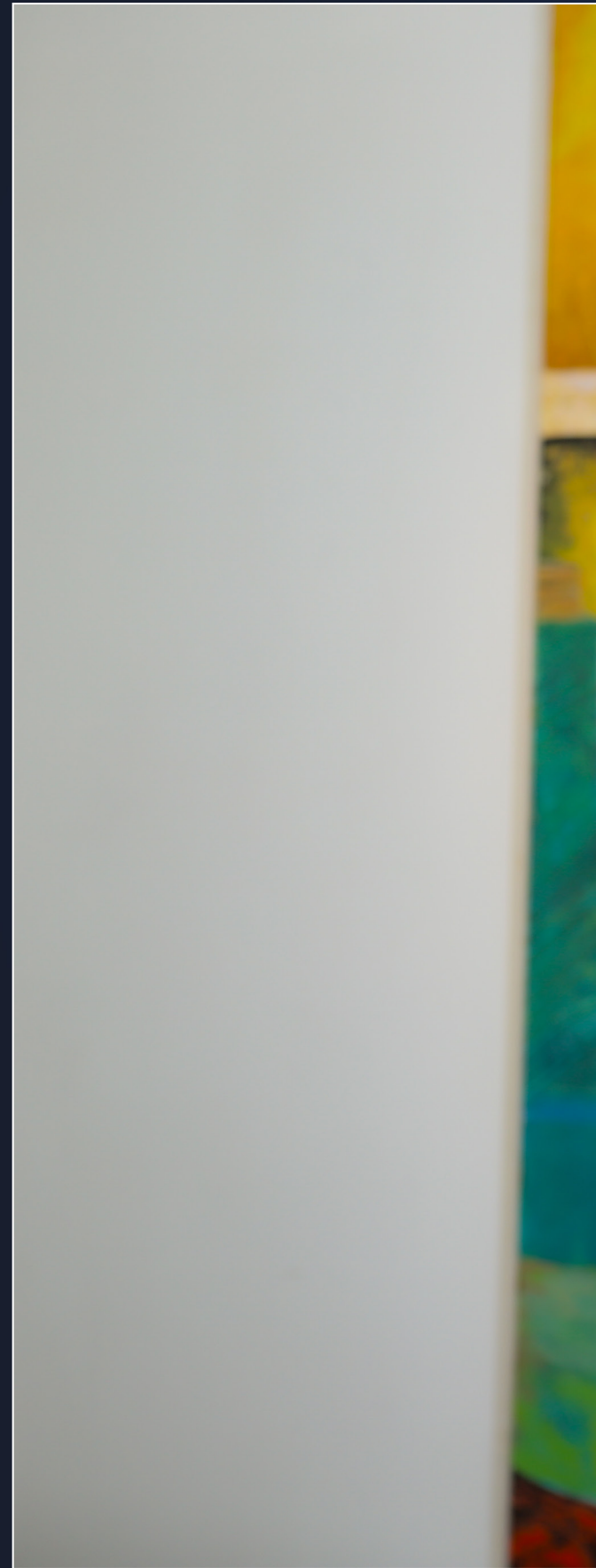
Cloud Kinetics helps enterprises solve complex business challenges through cloud and data transformation. To keep pace with growing business demands and an expanding customer base, Cloud Kinetics needed to scale operations and build a strong talent pool across locations. This meant enlisting experienced as well as early-career candidates who could efficiently navigate existing workflows and seamlessly support customers. It was also important to Cloud Kinetics to balance their goals of business readiness and scalability with their commitment to diversity

and inclusion – as part of their talent development program, Cloud Kinetics strives to welcome and nurture candidates from diverse backgrounds.

As one of Cloud Kinetics' key partners in cloud transformation, AWS helped facilitate this talent search, working closely with the Cloud Kinetics business, service delivery, and talent teams to develop a calibrated approach. The AWS process was meticulous and transparent, giving Cloud Kinetics a clear picture of the screening practices, candidate pool, and the program's past successes.


"Finding and nurturing diverse talent is a top priority for Cloud Kinetics, and AWS has proven to be a valuable ally in this endeavour. AWS also took ownership of our project requirements and leveraged multiple channels to find us the right talent."

*— Lakshmi Devi
Regional Manager - Human Resources
Business Partner , Cloud Kinetics*









AWS connected Cloud Kinetics to a cloud talent pipeline that met all their rigorous hiring requirements, including location criteria and specific foundational skills.

Through this collaboration, Cloud Kinetics was able to welcome to their team a diverse pool of trained and certified cloud practitioners with skill sets in established and emerging technologies. Over 30 candidates have been recruited via AWS re/

Start and AWS Academy and are actively engaged in the business.

The AWS Program creates a qualified, continuous supply of early-career cloud talent for AWS customers and employers such as Cloud Kinetics who are actively seeking to recruit and hire AWS-skilled candidates. AWS will continue to be a go-to talent partner for Cloud Kinetics, as they scale their cloud footprint and grow their talent.

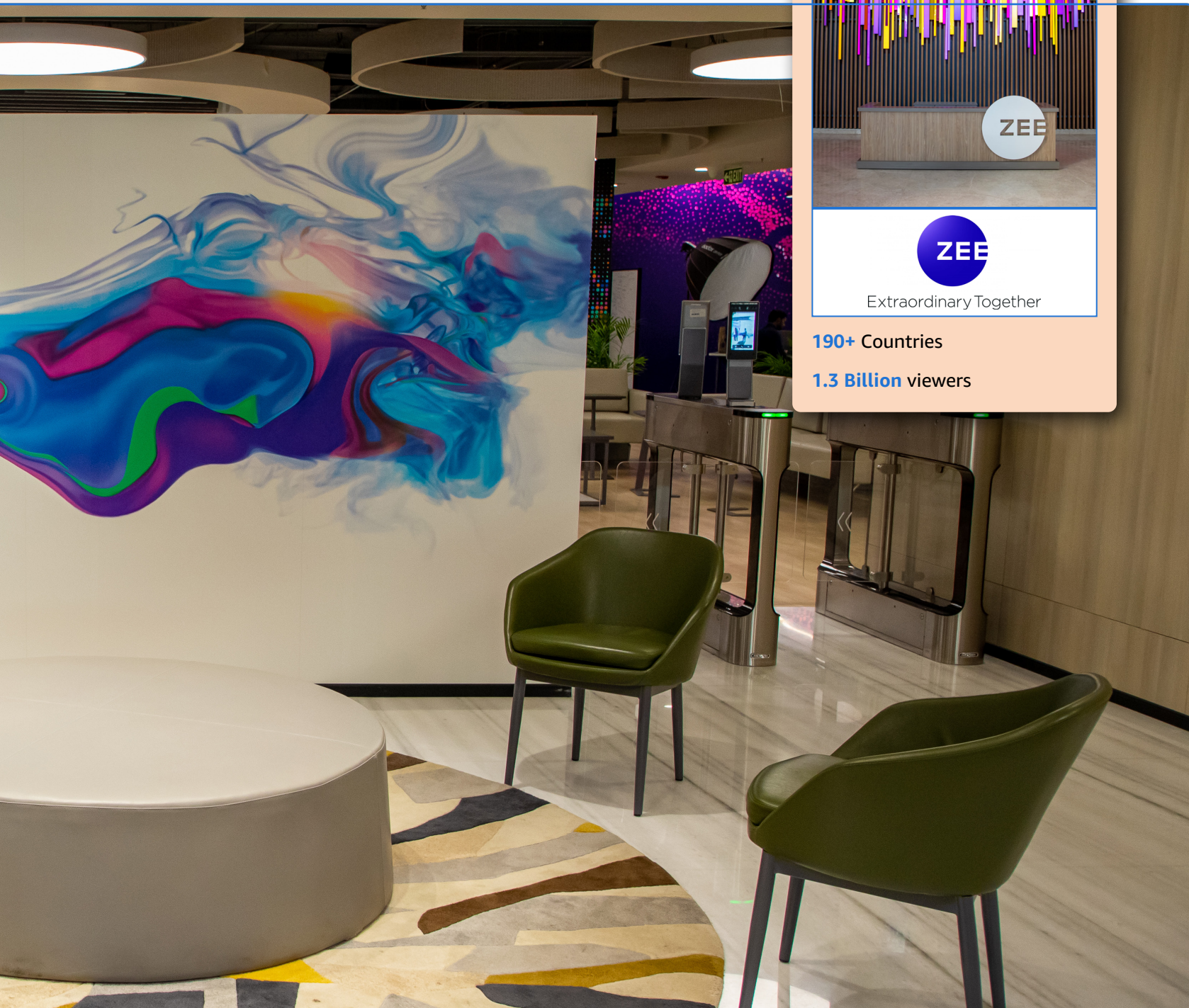
“Thanks to the AWS re/Start program, we were able to find skilled professionals who were not only technically proficient but also business ready and aligned with our values. Partnering with AWS has helped to strengthen our efforts to build a more diverse, inclusive, and dynamic workplace.”

— Harsha Bhat

**Global Head - Cloud & Digital Platforms,
Cloud Kinetics**



**Enhancing customer
experience by upskilling
in-house talent**



ZEE is a global content company with strong presence across broadcasting, digital, movies, music, and live entertainment. Spread over 190 countries, connecting and entertaining over 1.3 billion

people globally, ZEE has been powering the media and entertainment industry across the world for nearly three decades. The company's goal is to provide extraordinary entertainment

content across genres, languages, and geographies delighting consumers across screens, platforms, and devices.

At Zee5, their online video streaming Over The Top (OTT) platform offers video on demand (VOD) and live content, including sports and metaverse experiences, to customers across all devices, anywhere and anytime. Zee is committed to building platforms that broaden their reach and engage customers effectively.

At the heart of Zee's growth strategy lies an innovation-driven, technology-centered approach, led by a team of skilled technology professionals. By working collaboratively across market-leading businesses, Zee is committed to creating synergies that

enable them to deliver personalized and frictionless solutions to their diverse customer base in India, South Asia, and worldwide. Through training and development, Zee aims to build future talent and cement their position as a leading player in the media and entertainment industry.

To drive innovation and technology efforts, Zee established a Technology and Innovation Center in Bengaluru, the nation's tech capital. The center aims to foster a culture of collaboration and innovation, sparking new ideas, disrupting the content tech space, and designing

the next generation of content delivery platforms that set industry benchmarks. To lead this effort, Zee recruited talent with diverse skills in design, technology, data, and cyber security. Enabling these personnel with cloud technology was a complex task, so Zee partnered with AWS to skill and re-skill their staff. The objective was to build Zee's in-house strength through a pool of skilled "Builder and Innovator" resources, who can help leapfrog in digital initiatives. This resource pool consists of a mix of fresh and experienced personnel.

"Thanks to AWS Training and Certification, our teams were able to quickly get up to speed and become productive. The technology team took on the daunting challenge of completely overhauling the ZEE5 OTT platform to enhance the user experience."

*— Kishore A K
Chief Technology Officer, Zee*





"As a result of our team's hard work, the ZEE5 app's ratings on Google and iOS PlayStore significantly improved, making it the highest-rated app on both platforms. Additionally, we were able to significantly enhance the user experience on the app."

*— Kishore A K
Chief Technology Officer, Zee*

The upskilling program that was started by functional leaders at Zee, is now led by Kishore AK, Chief Technology Officer, and his leadership team to drive the project further and achieve even greater results.

Designing an enablement program for the diverse team of experts employed by the Technology and Innovation Center was the most challenging aspect of the project, as they possessed varied skill sets and were at different stages of their proficiency in cloud technolo-

gies. However, with the help of AWS Training and Certification, Zee was able to customize the training programs to meet the specific needs of the personnel. AWS developed several learning paths based on the different proficiency levels of employees allowing the beginners to build foundational skills and helping the skilled staff to delve deeper into their specific areas of work and acquire advanced expertise.

Engaging AWS Training and Certification team at an early stage of the cloud adoption life-

cycle helps overcome potential challenges. This includes educating internal teams about cloud capabilities and how they can be utilized to achieve business objectives.

It is crucial to view AWS Training and Certification as an ongoing engagement to support cloud transformation projects driving strong business results. Educating employees on the latest advancements can significantly reduce the time taken to innovate and bring products to market.





PORTER
— good for goods —

17 cities

300,000 Driver Partners

8+ Million Happy Customers

30+ Million Trips so far

1,200+ Strong Team



Upskilling developers to drive business productivity



Porter helps companies with last-mile & first-mile deliveries. It also provides multiple support solutions such as on-demand transportation, real-time visibility, supply chain management and has helped businesses improve efficiency & save on logistics costs.

Porter is strongly committed towards improving the quality of life of their partner drivers. Their partners enjoy flexible working hours, increased

earnings and an effective work-life balance along with additional benefits like discounted insurance and fuel costs.

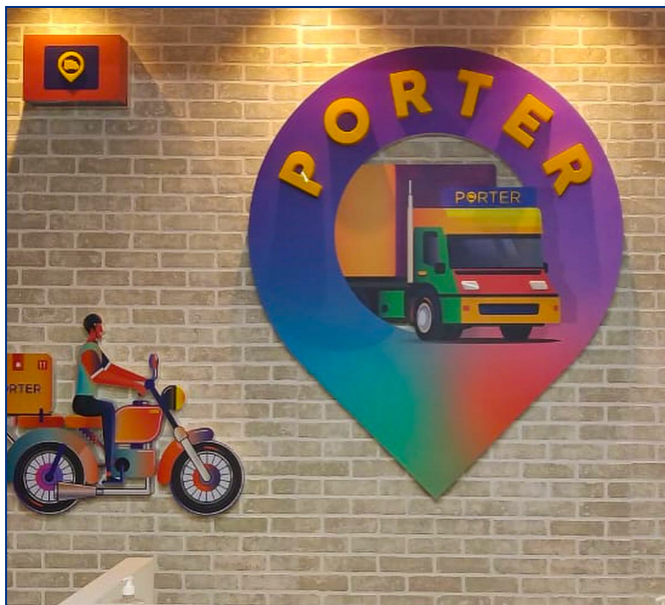
They have also taken up a lot of community development initiatives like higher education grants and scholarships for the children of their partners, dedicated health care assistance and vehicle leasing assistance.

As a logistics marketplace and one of the innovators in this space, Porter has been running its infrastructure on AWS for the past seven years. However, their developers were not fully confident in their ability to understand and work with the advanced configurations on AWS. This led to a bottleneck in the process of making changes to the infrastructure, as the DevOps team had to be involved in every step.

To solve this problem, Porter decided to invest in training developers on AWS. The training covered extensive details on multiple services supported by AWS.

In a live work environment, finding and coordinating time with the AWS trainer and all 15 developers at the same time to ensure that the training ran smoothly was challenging at times but with the flexibility of the AWS trainers and support team Porter was able to successfully complete the training sessions without any issues.

After completing the training, the developers can build on AWS with confidence. This has allowed Porter to move faster and be more agile in their development process.



"AWS training has been a valuable investment for our team, and we highly recommend it to any organization looking to empower their developers to work with AWS."

*— Ambuj Singh
VP of Engineering, Porter*



Not only has AWS training helped Porter's team of developers, but it has also improved collaboration between the development and DevOps teams. The DevOps team can now focus on strategic tasks, while the developers can handle the day-to-day management of the infrastructure.

Four factors are essential for a successful training engagement. First, communicate clearly and regularly with all parties involved, including the trainer and the trainees, to ensure that everyone is on the same page and knows what to expect. Second, plan and organize the training sessions carefully, taking into account the schedules of all involved and allowing for enough time for each topic to be covered adequately. Third, encourage participation and engagement from the trainees and provide feedback to help them learn and grow. Fourth, and essential, follow up with the trainees to ensure that they have fully absorbed the material to identify any additional support or guidance required.

"The training also improved collaboration between the development and DevOps teams. The DevOps team can now focus on strategic tasks, while the developers can handle the day-to-day management of the infrastructure."

*— Rakesh Ranjan
Engineering Manager, Porter*







**Helping to change
the gender diversity
equation**



- 15 Communities
- 200,000+ Members
- 500+ Jobs Posted
- 150+ Mentors
- 100+ Successful Placements
- 10,000+ Learning Interactions
- 50+ Corporate Partners
- 200+ Sessions Hosted

With a mission to empower one million women to be a part of India's economy by 2025, AspireForHer (AFH) aims to add \$5 Billion to India's GDP through increased participation of women in the workforce. With more than 150 mentors and innumerable opportunities

across 60 countries, the organization helps women become financially independent by helping them realize their career aspirations. They enable women to occupy more space in the spheres of education, employment, and entrepreneurship.



AWS collaborates with AspireForHer to embrace students of all backgrounds, including arts, science, and commerce. It also welcomes working women, women returning to the workforce, and women entrepreneurs looking to use technology to scale up. Together with AWS, we have developed courses to suit the diverse needs of these learners. These are conducted in different cohorts, including ones specific to women who have already earned one or more AWS certification through AWS

"Our collaboration with AWS has been a defining journey for AspireForHer. Using the AspireForHer 5-point mindset change model, we challenged the existing paradigms of women in tech careers. We have already run several cohorts for returning women who have got certified through the AWS re/Start program - and have gone on to pick up the threads of their careers in top organisations."

**— Madhura DasGupta Sinha
Founder & CEO, AspireForHer**



re/Start. AspireForHer program supports women and girls by allowing them to learn, grow, and excel in technological careers. With every cohort, the program changes lives, nurtures ambitions, and inspires more women to aspire for more. All women participants, regardless of technological experience or background, immensely benefit from the AWS Training provided. The program gives learners many opportunities to explore and utilise their newfound skills.



"We are proud to partner with AWS' path-breaking diversity program. With every cohort, the program changes lives, nurtures ambitions, and inspires more women to aspire for more."

— Divya Sampath
**Growth Advisor,
AspireForHer**

"The various courses offered by AWS Training enable women to upskill in a manner that helps them pursue a career path in technology. These courses give our learners many opportunities to explore and utilise their new-found skills. As we work on bridging the gender gap in workplaces in India, this partnership with AWS will help us in our mission."

— Jaya Janardanan
**Technology & Operations Advisor,
AspireForHer**

Stories of success from the frontline



I attended the workshops and courses, and soon I was certified as an AWS Cloud Practitioner, using the exam voucher so kindly sponsored by AspireForHer.

Thereafter, my thirst for knowledge only grew, and I joined other international AWS programs for women like the SheBuilds CloudUp program. I successfully completed my AWS Solution Architect Associate certification in July this year. Soon, I was among the 50 women accepted worldwide in the AWS SheBuilds mentorship program, which is currently running and helping me grow as an individual.

— Parna Mehta
AspireForHer community member



I lost my husband to the deadly Covid-19 pandemic. As he was the sole breadwinner of the house, his demise turned our lives upside down. I tried to work for a bit and found that I couldn't juggle home and work, and that my 8-year-old needed me. My young daughter and I found ourselves struggling. I had no time to mourn as I discovered that we were in a financial crisis. I wasted no time in looking for a reliable job. That's how I came across AspireForHer.

I found exactly what I was looking for - some good friends, great mentors, an excellent support system, a community of strong and amazing women struggling like me, and last but not the least, an inspiration to achieve my goals.

— Gayatri Dilip Kumar
NotAlone community member



I always had a dream to join an IT company, even when I was on a career break. Since I registered for AspireForHer, there has been no looking back. I would join each and every session and participate wholeheartedly. The day when the AWS collaboration program was launched, things started moving in the right direction for me. I was selected for the cohort, and I gave it my 100%. During the cohort, the placement opportunity with Capgemini was announced. I completed my certification and joined the company as an Associate Consultant this July.

— Priya Rathod

AspireForHer community member



I owe my success to AspireForHer! Through this community, I met several key members who helped me pay for my college. I would have been unable to complete my college education had it not been for their help. They were ready to help me at the drop of a hat. I'm very thankful that I met these mentors through AspireForHer! Thanks to this community, I also found a big internship opportunity, where I learned a lot about incubators and accelerators. It was a once-in-a-lifetime opportunity, and I'm glad to be a part of the AspireForHer family.

— Sanjana Upase

Women in college community member



The community at AspireForHer and AWS in India truly motivated and encouraged me to strive towards my career goals. It was my dream to get a job at Amazon – and with their support and learning opportunities, I did it!

— Usha Kumari

AspireForHer community member

