aws ExecLeaders | intel

REALISING THE VALUE OF CLOUD TRANSFORMATION

More and more organisations have put the cloud at the heart of their operations—from anticipating market shifts, to helping leaders make better-informed decisions. It can even reshape entire business models.

Here, we look more closely at the benefits of cloud adoption, bringing them to life through a range of customer stories.

Responding to market changes

To stay competitive, businesses need to keep up with customer expectations and react quickly to shifts in the market. That means connecting siloed processes and using data to predict the future. It means embedding resilience throughout the organisation and enabling people to work from anywhere. The cloud makes all that and more possible.

Fender evolves to keep up with a surge in demand for guitars

Millions of people took up an instrument to pass the time during the COVID-19 lockdowns—and as a result, sales almost doubled for global music brand Fender. But the company's legacy systems were struggling to keep up with this surge in demand. With help from AWS Partner Lemongrass, Fender migrated its entire global ERP system to the cloud in just three days. Results have been transformative—Fender now operates with a reliable and secure infrastructure that can scale to match demand.

"We are able to redirect resources that, in the past, were keeping the systems up and running. We no longer need to acquire new hardware, and we are now able to really focus on new functional processes that the business needs. We can move huge and significant data sets very easily from one system to another. And we are able to scale up the systems with

the click of a button."

Michael Spandau,
CIO at Fender

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COMPANY3

Company 3 changes the face of moviemaking

When the COVID-19 pandemic sent filmmakers home for lockdown in 2020, Hollywood's movie magic ground to a halt. Company 3 decided that the solution was to shift to the cloud. It moved all its post-production processes to the cloud. Then it connected every single data centre to AWS Cloud with Intel technologies. This helped Company 3 to hire new talent across the world, and enabled its teams to collaborate like never before.

"Because of the cloud technology we have with AWS, coupled with the security and power of Intel®Xeon® Scalable processors and what we've implemented, we're able to stand up an entire facility in the cloud—networking, security, storage, every part of it—within 15 minutes."

Robert Keske,
CTO at Company 3

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NASDAQ

Nasdaq transforms capital markets with cloud-based trading

Nasdaq transacts billions of dollars and serves millions of investors daily. The company has embarked on a multi-year partnership with AWS to build a scalable and resilient market infrastructure in the cloud. AWS is also designing a low-latency edge computing solution that is compatible with this new market infrastructure. It will enable Nasdaq clients to quickly access the systems they need, while using AWS solutions to reduce financial crime and extract transformative insights from data.

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Informing smarter decisions

Businesses that base decisions on data are 19 times more likely to be profitable.

But organising unstructured information and turning it into actionable insights can be a challenge. That's where the cloud comes in.

By storing all your information in one place and leveraging tools like AI, you can extract insights from your data to make better-informed decisions. That's how to find the competitive edge your company is looking for.

Admiral

Admiral Money uses data to revolutionise consumer lending

Will a customer settle their loan early? How likely are they to take out another product? For Admiral Money, questions like these can help determine whether a customer will be profitable. To answer them, Admiral needed to improve its data capabilities—so it turned to the cloud. In just 12 weeks, it deployed an analytics platform on AWS Cloud with Intel technologies that enabled analysts to visualise data in new ways. Now, staff can make more accurate decisions on everything from quotes to customer engagement.

What we've got now is an entirely scalable technology that we previously didn't have. We started with just over £400 million when we embarked on our data journey, and now have over £800 million in balances. We've doubled the size of the business."

Kelvin Lee,
Head of Analytics and Data at Admiral Money

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FareShare
community food network

FareShare fights hunger with AI

FareShare is the UK's longest-running food redistribution charity. To get the right food to the right people, teams needed a better idea of what donations to expect on any given day, as well as the specific needs of the community.

Fareshare's technology partner Peak created an AI platform on AWS Cloud with Intel technologies. This enabled FareShare to turn supply and demand data into actionable insights that increased the efficiency of food redistribution. The charity now provides 2.54 million meals per week to vulnerable people across the UK.

"A lot of people are looking to leverage AI's immense computational power for good. We can harness this power not just to drive profit, but also to help people in need. Personally, that gives me a great sense of purpose."

Oskar Nummedal,
Data Science Team Leader at Peak

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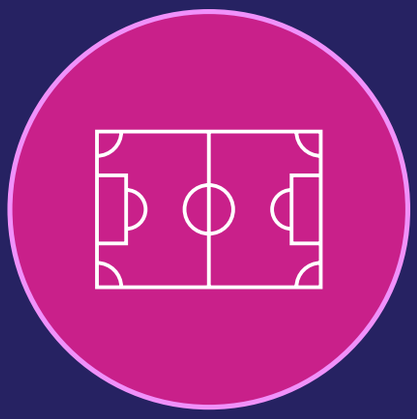
Defining business models

When cloud technology is built into the very foundations of a business, it can lead to the development of new products or even a strategic pivot. By putting digital transformation at the heart of your business model, you can unlock new types of innovation and take your success to unforeseen heights.

AiSCOUT

AiSCOUT creates equal opportunity for amateur footballers

It can be challenging for amateur football players to go professional, because they need the chance to be seen by a club scout. The UK-based tech company AiSCOUT is working to reduce that problem. It provides a fully automated talent analysis platform that allows amateur players from all over the world to get their skills ranked against signed players. Powered by AWS Cloud with Intel technologies, the platform can run on any smartphone and uses AI, machine learning, motion tracking, and data analytics to score players. Based on their score, talented players are invited to trial with professional football clubs.



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IKTOS

IKTOS accelerates drug discovery with HPC

Malaria claims more than 600,000 lives every year*. While the need for new treatments is urgent, drug discovery projects are time-consuming and expensive. The French company IKTOS develops AI solutions to accelerate drug discovery. Using high-performance computing (HPC) capabilities in the cloud from AWS and Intel, the AI solutions drastically reduce the time taken to explore compounds that could treat malaria.

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*World Health Organization

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