AWS Executive Leaders

GETTING TO THE HEART OF DIGITAL TRANSFORMATION

Cloud-based innovation can affect a business at multiple levels. Whether it's a simple optimization of IT systems, or unlocking value hidden away in unstructured data. It could even involve redefining an entire business model.

Here, we've represented these levels as different depths of transformation. Each layer represents a different way of thinking, they offer and some customer stories to bring them to life.

LAYER

1

Better ways of working

The first layer of cloud-enabled digital transformation is when businesses apply technology to a specific problem.

When done right (i.e. when remembering that technology is a way of reaching a solution, not the solution in itself) cloud-based technology can drive significant cost sales, streamline processes and improve how the organisational machine functions.

Sainsbury's

Sainsbury's solves checkout bottlenecks

UK supermarket giant Sainsbury's became the first to integrate its business customer to use our Just Walk Out technology.

Using Sainsbury's Smartshop app, customers can scan products and checkout from shopping on the app, without having to queue at tills in Holborn Circus. It was also the first supermarket to integrate Just Walk Out technology, to an existing loyalty app, meaning we integrated our solution with Sainsbury's existing Nectar and Rewards.

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DB

DB tyrs gets agile, cloud-based working on track

TSG plan old, state-owned, protected railway operators might not be synonymous with innovation, but DB tyrs is bucking the trend. Its mission is to make DB's tyre business Band Controlling to truly agile way of working, enhanced by the cloud.

DB Systel has shown that any organisation can improve the way it develops new products and services, while increasing employee satisfaction and the recruitment success.

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HSBC

HSBC grows its global presence with online banking

Like all banking and finance businesses, HSBC needs to keep delighting its customers. Like meeting the demand for more digital services, it has to do that while staying on a stable data platform. Thanks to advanced HSBC Global Asset Management, HSBC has been able transitioning to a cloud-based platform, and leverage this digital offering to expand into new markets, like the Chinese mainland.

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LAYER

2

Unlocking the value in data

As you go deeper into transformation, you get to the data layer.

Getting to the data layer is just the start. A staggering 90% of data problems relative businesses are not actually technology problems. Instead, they relate to people and culture. Challenges like confirmation bias, data hoarding and lack of data literacy are common. Lack of data literacy can become increasingly problematic.

If you can find ways to turn data into action, then unlocking further care of it is commensurately easier. Here's the stage that your organisation is looking for.

PHILIPS

Philips empowers healthcare providers to unlock clinical insights

Healthcare providers collect a wealth of information, like patient records, clinical trial results and medical device data. Philips Healthsuite Platform turns this raw data into insights that would improve patient experiences, care and outcomes. It does this by ingesting multiple healthcare datasets, standardising the data, and then ingesting from products of very different vintages. Thanks to this approach, Philips can deliver operational harmonising, clinical performance and, ultimately, more actionable insights.

> By running Philips HealthSuite Platform on AWS, we can deliver to our customers with the power, security, and flexibility of AWS services with the confidence that the value we're built on trust."
>
> Philips Healthcare Informatics and Analytics Manager of Data, Healthcare Informatics and Analytics, Philips

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AXA

AXA goes from provider to partner

When people chose an insurance company, they don't just want a provider — they want a partner for life. So AXA wanted to banner its customers with personalised services, the best possible products and support.

By migrating its infrastructure to the AWS cloud, AXA enabled its analysts to access, process and analyse data from anywhere and, using sentiment analysis, gain an understanding of customer needs and feelings. With a 360 view, AXA can understand and anticipate people's needs, so offer them products and services that they value.

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Goldman Sachs

Goldman Sachs helps its clients manage and analyse data efficiently

Deep driven innovation forms a key pillar for growth at Goldman Sachs, which is why the bank collaborated with AWS to develop Marcus, a digital bank. This is a digital collection of services that makes it easier for its institutional clients to manage and analyse data. Marcus is driving internal innovation hackathons, and Goldman Sachs is now looking to display new products and services at scale.

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LAYER

3

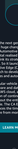
New commercial models

Companies can innovate to become more efficient (layer 1), to enhance their services (layer 2) or to change their core. When transformation reaches into the heart of a business, it can transform the business itself. This could mean new products, new units or even a pivot.

You don't find many companies at this depth.

Continental

Continental takes it to the Edge



Creating the next generation of car tyres involves a lot of data, and a lot of working. Automotive giant's company Continental has been using Edge Cloud to retrofit its strategy from the traditional to the digital-enabled. Edge Cloud is an hybrid-cloud + on-prem approach to developing online architectures and multivariate software.

Whether with the hardware, plus the software, or the data management in the AWS cloud, allows for the development of new services throughout the entire service life. Edge Cloud, for example, can enable data analysis that takes hours to hard software from months to hours.

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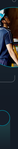
KOREAN AIR

Korean Air changes direction mid-flight



The COVID-19 pandemic meant passenger flights were put on hold, and airlines had to find other ways of operating to produce a cash-positive business. Korean Air was able to do just that, by bring this hotel chain to life in just 3 weeks. Thanks to AWS, Korean Air calculated how many passenger planes needed to be converted to freight planes, where they could be deployed and how quickly this could be achieved.

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McDonald's

McDonald's delivers a new revenue stream

McDonald's saw growing consumer demand for ordering food online. They partnered with AWS, and developed a new digital delivery app, a cloud native platform that integrates with local delivery partners and with local delivery partners like Uber Eats, Grab, Deliveroo and Meituan. The platform can take flexible 10,000 orders per second and means that customers can expect their food to be on average within minutes of it's. This sector of the business is now worth a billion.

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