



D2E Jumpstarts the Data Flywheel



D2E partners AWS experts with stakeholders across business and technology to accelerate the journey to becoming data-driven using this four-part program.

The D2E program consists of 4 modular workshops that offer multiple entry points for engagement based on the stage of the customer’s journey. You can start anywhere.

Mindset – Align business and senior technology leaders on culture, business priorities, and financial drivers for the data strategy.

Mobilize - Enable your organization to create a think big vision for data, accelerating value and building experience with a high-priority business use case to turn the data flywheel.

People & Process – Build the right organization and process model to support a modern data strategy.

Technology - Create a technology foundation that scales with business objectives. *At a minimum, this workshop needs to be executed in conjunction with Mindset.*

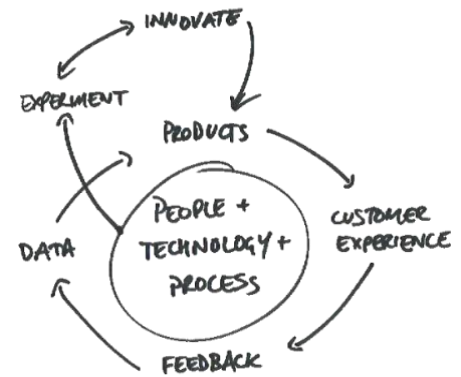
Data Drives Everything!

New outcomes through digital transformation using database, analytics, AI and ML are within the reach of all companies. In fact, most enterprises are being mandated by their boards to become “data driven.”

AWS changes the game by removing barriers to problem solving with purpose-built solutions and reduced complexity. With the introduction of the AWS Data-Driven Everything (D2E) program, AWS partners with your company to move faster, with greater precision and a far more ambitious scope to jump start your own data flywheel.

Historically, customers have struggled with their database and analytics transformation and often face challenges such as:

- Understanding what “great looks like”
- Identifying and prioritizing use cases
- Creating sponsorship and business case
- Creating a data-driven culture
- Identifying and filling gaps in skills and technologies
- Ensuring data privacy, security, compliance, and governance



- Ongoing flywheel momentum to INSPIRE, REFLECT, IDEATE, AND DEPLOY
- Communicate and manage CHANGE at the right pace
- Get inspired with industry examples, best practices, hands-on demos and labs

Think Big, Start Small, and Scale Fast with D2E

D2E provides a use-case driven framework to help customers (1) engage business and technology leadership to create a compelling vision, (2) create a product-ready, high velocity engagement for the customer’s most challenging use case, (3) build experience, (4) deliver an organization-wide readiness assessment, and (5) scale with a 6 to 9 month roadmap of priority projects.

CUSTOMER COMMITMENT: Executive sponsorship, cross-functional participation, data-related use cases with broad ambition, desire to take a successful MVP into production

D2E Customer, Matt Condon, CEO of Bardavon Health Innovations:

“The AWS D2E program was instrumental in driving alignment between our business and technology leaders to paint a vision of what we ultimately want our most important stakeholder, the injured worker, to experience when interacting with Bardavon. I highly recommend the D2E program to anyone who is looking to extract additional business value from their data, analytics, and ML cloud technology investment and/or needs help articulating how data and analytics can enable their business to grow and enhance customer experiences.”

Call to action

Contact your account manager today for more information on how to become nominated for the D2E program.

To learn more about data-driven insights, visit aws.amazon.com/executive-insights/insights.