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

**Mobilize**
- **PREPARE**: Focus on a meaningful and feasible business use-case with defined business outcomes
- **DESIGN**: Think Big using Amazon’s working backwards techniques (including a PR/FAQ), develop a roadmap and storyboard, scope a minimum viable product (MVP) and high-level architecture based on feasibility
- **BUILD**: MVP with investment from your organization in experiential learning plus APN partner and AWS accelerators
- **ASSESS**: Scale readiness assessment

**Scale**
- **PRIORITIZE**: Business priorities and benefits
- **ORGANIZE**: Data community, data literacy, training programs, templates, and tooling
- **SECURE**: Architect for optimal access and security
- **OPERATE**: Automation, metrics, and monitoring

**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 solving problems with purpose-built solutions and reduced complexity. With the introduction of the AWS Data-Driven Everything program (D2E), AWS partners with your company to move faster, with greater precision and 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 & business case
- Creating a data-driven culture
- Gaps in skills and technologies
- Data privacy, security, compliance, and governance

**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) delivery of an organization-wide readiness assessment, and (5) scale with 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](aws.amazon.com/executive-insights/insights) for more details.