



EXECUTIVE BRIEFING PROGRAM

Program Overview



The Executive Briefing Program (EBC) is a program where customers discuss their challenges with Amazon Web Services (AWS) leaders and experts and determine what can be done to solve those challenges, right down to the action steps to implement to their business. In addition to case studies of cloud solutions, cutting-edge technologies, and industry-specific solutions, we will discuss how to build an innovative organization, how to develop skilled talents, and how to help the customer drive the business that matter most.

Focus

This program is a program that provides your management team with the opportunity to discuss such as management issues, new business planning, and culture change. Examples)

- Learn about the latest cloud technologies such as generative AI
- To discuss individual management issues such as modernization and human resource development
- Learn about AWS/Amazon's innovative culture

Agenda

EBC offers customized half-day to full-day programs based on your individual business challenges. Each session in the program is led by an AWS expert/leader as a speaker, followed by a discussion to determine specific actions.

Output

After completing the day, customers will be able

- To develop a concrete action plan to create a culture of innovation.
- Learn about human resource development and organizational development necessary for optimal use of cloud computing.
- Gain hints for growing your business from cutting-edge solutions specialized for specific industries and global case studies.

Topics examples - over 40 topics available. AWS sales team can put together an agenda to suit customer needs.

- ① Executive Discussion with AWS leaderships
- ② How to create an innovative organization
Amazon Culture of Innovation
DevOps Culture at Amazon
Training and People Development
People: Human Side of Innovation
Diversity & Inclusion workshop
- ③ Digital transformation with using cloud technologies
- ④ How to achieve business continuity with AWS
- ⑤ Learning from Amazon
Amazon.com on AWS
Amazon Go Overview
AI/ML at Amazon
Customer Service at Amazon
Product Management at Amazon
Supply Chain at Amazon
AWS Data center and its design concept
- ⑥ Learn about Generative AI
- ⑦ Cloud technologies for SDGs
- ⑧ Learn about Amazon Fulfillment center and its logistics
- ⑨ Industry specific sessions

If you are interested in using this program, please contact your sales representative.