



aws INNOVATE

DATA EDITION

AUGUST 30, 2023

Data-Driven Everything From vision to value

Rohit Dhawan

Head of Data Strategy (APJ), AWS

Agenda

- What is driving change in data strategies?
- What is a data-driven organization and a modern data strategy?
- How to build a strategy to realize value?
- How PVcomBank is setting up their data strategy for success

What is driving change in data strategies?

Trends impacting data strategies



Data
partnering



Augmented
productivity



Culture of
autonomy



Embedded
intelligence



Simulation
at scale

Why does it matter?



Make better decisions, faster —————



Increased profitability



Respond better to the unexpected —————



Reduced time to market



Create better customer experience —————



Improved acquisition & retention



Activate new opportunities —————



Reduced time to expand market



Improve efficiency —————



Reduced carbon emissions

What is a data driven organization and a modern data strategy?

Data-driven organization



“An organization that harnesses data as an **asset**, to **drive sustained innovation** and create **actionable insights** to **supercharge the experience** for their customers so they **demand** more.”

The data-driven organization: characteristics



Set 'Think Big' goals,
deliver iteratively



Focus on delivering
business priorities fast



Shared leadership conviction
and business-IT alignment
on data ownership



Having data-driven habits
to experiment and innovate
using data products



Culture of learning – data
literacy and technical
skills



Privacy, security, compliance
and federated governance
without impeding innovation

Modern data strategy – a suggested definition

An **agile** plan of **aligned** actions spanning mindset, people, process, and technology that **accelerates** creating value using data in **direct support** of strategic business objectives.

**(Mindset + People + Process)
x Technology**

Strategic pillars of a modern data strategy



Mindset

Beliefs, values, and behaviors that create a data-driven culture with aligned use cases



People/Process

Structure and roles that accelerate data-driven outcomes and processes that enable and scale effective use of data



Technology

A North Star vision for a future data architecture to support priority use cases

What's the real difference?

		Mindset		People/Process		Technology	
Modern		Product centric	Customer first	Business and tech	Autonomous	Federated and agile	Purpose fit, flexible, scalable
	Traditional	Platform centric	Solution first	Tech only	Monolithic departments	Centralized control	Monolithic platforms

How to build a strategy to realize value?

Establish key tenets – communicate from the top

THESE REPRESENT THE GUIDING PRINCIPLES FOR YOUR DATA STRATEGY

Empower the business to solve their specific problems independently

Data is democratized, available, and discoverable for all

Use data to differentiate our services in the market from our competitors

Only move and duplicate data when it is absolutely essential for supporting a specific use case

Serve data widely, across the enterprise, with controls and traceability

Decentralized governance to improve agility while still protecting the data



Abstract technical complexities so teams can move fast

Business value is secondary to customer value

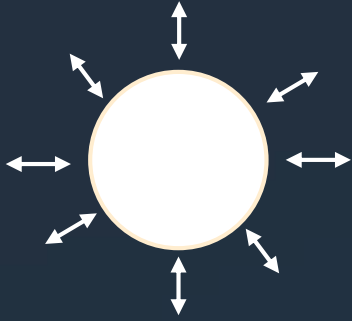
Land data once and reuse it in its natural location and most functional format



Align with business strategy goals

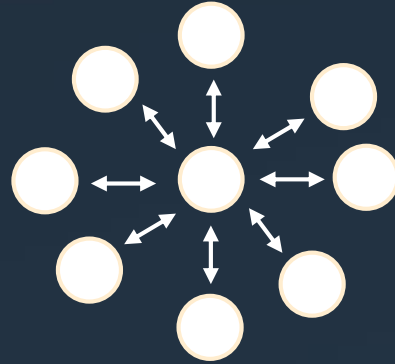
Business Themes	Business Priorities	Data Use Cases	Metrics
 Invest in our people	Reduce regrettable attrition	<ul style="list-style-type: none">Attrition driver analysis, risk scoring, and prediction	<ul style="list-style-type: none">Voluntary vs involuntary regrettable loss
	Avoid single points of failure and develop career paths	<ul style="list-style-type: none">Roles/ people at risk identification and resolution actions	<ul style="list-style-type: none">% of active development plans
	Diversity, Equity, and inclusion	<ul style="list-style-type: none">DEI insight, metrics, and reporting (operated in a safe analysis space)	<ul style="list-style-type: none">Diversity metrics by team, dept, remote vs. office workers
	Remarkable work life experience	<ul style="list-style-type: none">Use of personalization and automation for hiring and onboarding.Tools for hybrid working	<ul style="list-style-type: none">Engagement scoresLead time to hire by team/ deptsAverage open time by role
 Sustainability	Measure and reduce our carbon emissions	<ul style="list-style-type: none">Emissions metrics, tracking, and actionable insightsBenchmarking and cost of sustainability	<ul style="list-style-type: none">Measure of emissions generated during operations% emissions target achieved
	Optimize raw material, manufacturing, and product waste	<ul style="list-style-type: none">Operational equipment efficiency (OEE) dashboardsScrappage and quality defect reporting	<ul style="list-style-type: none">% ScrappageFirst Pass YieldOEE
	Create products with longevity	<ul style="list-style-type: none">Sustainable product mix reporting	<ul style="list-style-type: none">Product lifetime measure% of recyclable products

Aligning your organizational model



Centralized governance and control

- + Highly regulated domain
- + Over index on controls
- + Single point of accountability
- + Data ownership and control
- + Manage scarce resources
- Slow decision making and agility
- Can become a bottleneck
- Impacts time to value



Decentralized within the lines of business

- + Self sufficient teams
- + Shorter time to value
- + Tighter alignment of business/tech
- + Embrace change
- Compliance and security risk
- Limited control
- Duplication (by design)



Modern data community

- + Decentralized decision making
- + Leverage/govern core capabilities
- + Establish standards
- + Manage data ecosystems
- Perceived loss of control
- Incentivizing producers to participate

Re-envision the world as products

Consumers of 1st order products can produce 2nd order products



Producers

"Teams that want to share data"

Producer products / 1st order

Foundational data products that serve a wide range of business use cases

- 📦 Vendor
- 📦 Customer
- 📦 Employee
- 📦 Product



Marketplace

"Teams that run the technology"

Data technology products

Technology products for the producer and consumer communities to leverage

- 📦 Data quality and ETL tooling
- 📦 Data catalogue
- 📦 Data and MLOps
- 📦 Security controls
- 📦 Training



Consumers

"Teams that want to use data"

Consumer products / n-order

Insight, analytic, ML products to meet business demand

- 📦 Customer 360 view
- 📦 Financial reporting
- 📦 Demand forecasting model
- 📦 Ad hoc product analysis

How PVcomBank is setting up their data strategy for success

PVcomBank: vision

TO BECOME A LEADING DIGITAL BANK IN TERMS OF EXPERIENCE AND PERFORMANCE OF DIGITAL PRODUCTS AND SERVICES

Challenge

- Vietnam unbanked market segment is high potential opportunity
- Evolving and changing customer expectations
- Competition from other retail banks that are ramping up their digital capabilities

2nd flywheel turn

- Drive digital channel adoption
- Scale personalization across channels
- Pricing and bundling of products

Benefits

- Increased sales and profitability, reduced markdowns
- Move CASA customer to digital banking



1st flywheel turn

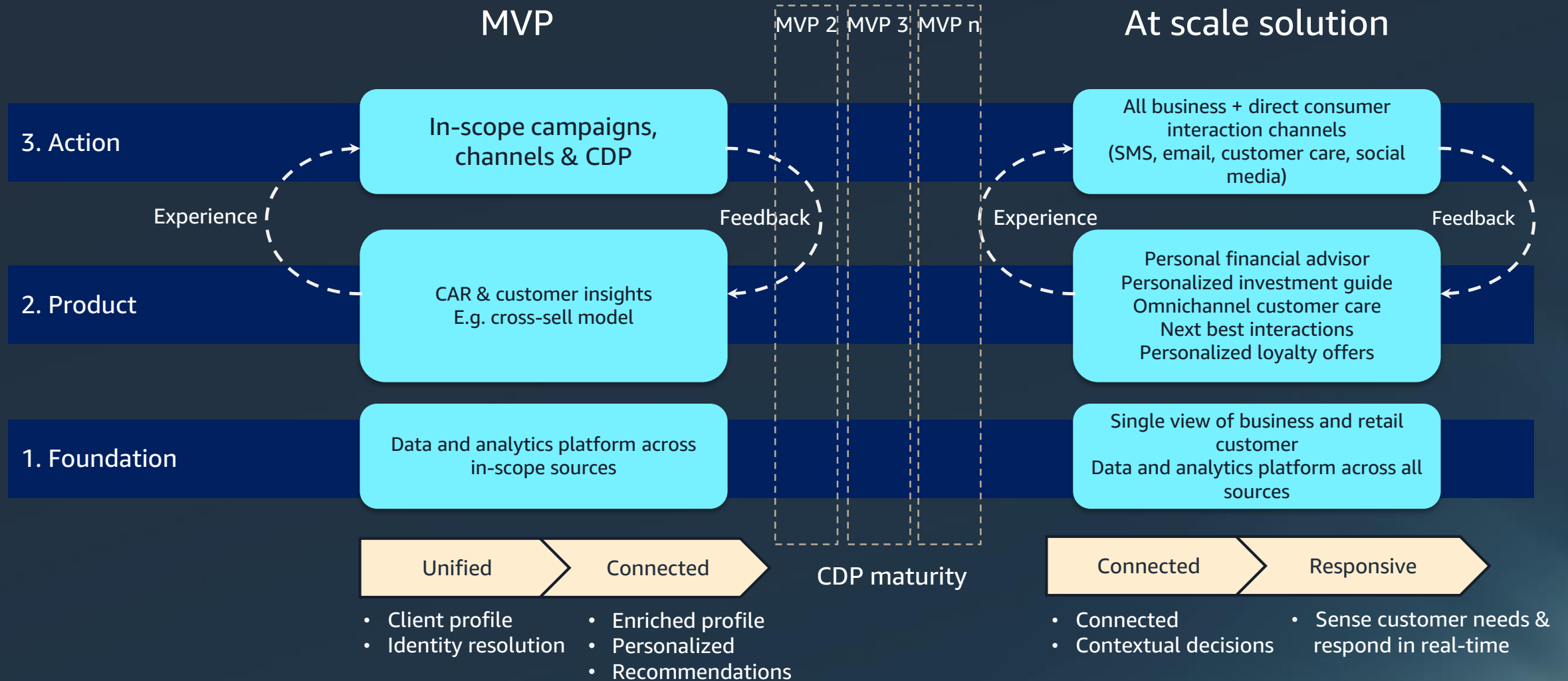
- Set up cloud data platform technology
- Common understanding across products, transactions, customer attributes and events
- Insights into customer trends, demand patterns, and customer segments
- Test and learn on personalized communications

Targeted benefits

- New AWS cloud capability for builders
- Data-driven campaigns, increased engagement, sales value, and transactions

Think big, start small, scale fast

INITIAL MVP FOCUS ON TESTING THE END TO END ARCHITECTURE



Move to a new delivery model

THE TWO-PIZZA TEAM

- Single-threaded leadership
- Domain oriented
- Cross-functional



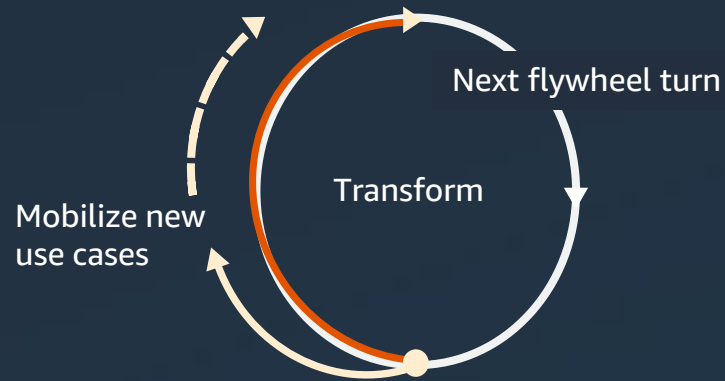
How do you get started?

AWS data-driven everything program

BUILDING AND ACTIVATING A MODERN DATA STRATEGY

Vision

Get inspired with industry examples, best practices, hands-on demos, and labs



Mindset

Align business and tech stakeholders on beliefs, values, and behaviors that create a data-driven culture with aligned use cases

People & process

Focus on identifying org and process models to accelerate data-driven outcomes and processes that enable and scale effective use of data

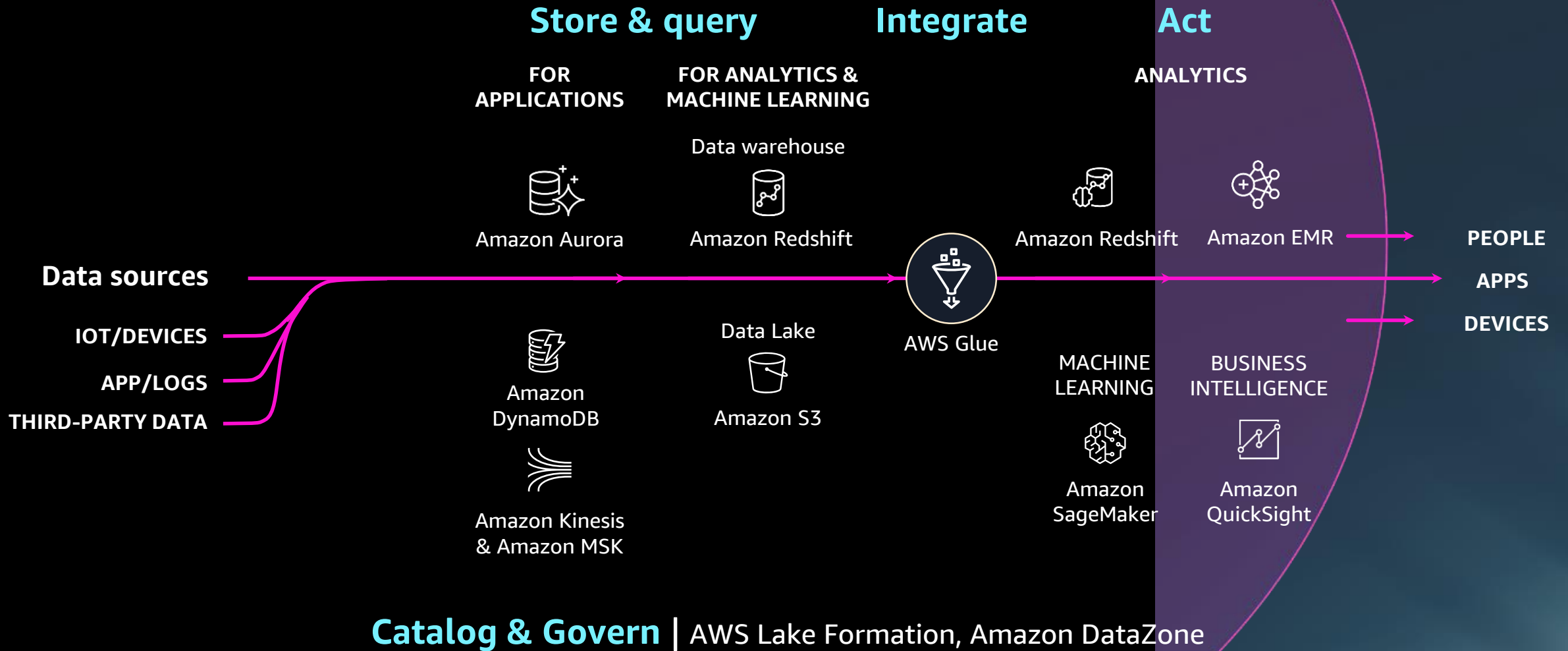
Technology

Define a North Star technology foundation that scales with business objectives supporting priority use cases

Mobilize

Execution approach and mechanisms to rapidly unleash the value of data by deploying innovations in the cloud

Building an end to end data architecture



Visit the AWS Data Resource Hub

A modern data strategy can help you manage, act on, and react to your data so you can make better decisions, respond faster, and uncover new opportunities. Dive deeper with these resources today.

- Maximizing business value with data: 6 essential data-driven use cases for leaders
- The ultimate guide to developing an end-to-end data strategy
- 5 key elements of a data-driven culture
- A builder's guide to AWS analytics services
- ... and more!



<https://tinyurl.com/data-hub-aws>

[Visit resource hub](#)



AWS Training and Certification

Access 600+ free digital courses with AWS Skill Builder

Focus on the cloud skills and services that are most relevant to you across 30+ AWS solutions, including digital self-paced learning plans and ramp-up guides

- Build your future in the AWS Cloud at your own pace
- Advance your skills and knowledge with learning plans
- Validate your cloud expertise with AWS Certification



LEARN YOUR WAY [SKILLBUILDER.AWS](https://skillbuilder.aws)



Working with AWS Partner Network

AWS Partners are uniquely positioned to help your organization at any stage of your cloud adoption journey.

- **Innovation** – innovative and cost-effective scalable cloud solutions and capabilities for your organization - helping you keep pace with cutting edge technology changes.
- **Expertise** – strategic experts and experienced builders, providing groundbreaking, relevant and reliable solutions to help your business grow.
- **Global Reach** - choose from the global community of trusted AWS Partners across software, hardware, and services.



Find and connect
with AWS Partners



Explore partner
offerings on AWS
Marketplace



Thank you for attending AWS Innovate – Data Edition

We hope you found it interesting! A kind reminder to **complete the survey**.
Let us know what you thought of today's event and how we can improve the event experience for you in the future.



aws-apj-marketing@amazon.com



twitter.com/AWSCloud



facebook.com/AmazonWebServices



youtube.com/user/AmazonWebServices



slideshare.net/AmazonWebServices



twitch.tv/aws

Thank you!

