



aws INNOVATE

DATA EDITION

AUGUST 30, 2023

Accelerate your customer 360 strategy on AWS

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GTM Strategy and Solutions, SMB APJ
AWS

Agenda

- Customers' data journey
- What is Customer 360
- Why Customer 360
- The challenge
- Accelerate your Customer 360 strategy
 - Features & use cases
 - Services & architecture
 - Automated Data Analytics (ADA) solution
- Summary and next steps

Businesses want more value from their data

Growing
Exponentially



From new
sources



Increasingly
diverse



Used by
many people



Multiple
applications



Every data journey is different



Limited data engineering
bandwidth or capability

Integrating a variety of
data sources and formats

Moving away from
spreadsheets

Upholding compliance
regulations

What is Customer 360?



What is Customer 360 – Essentials



What is Customer 360 – Internal data



What is Customer 360 – External data



Why Customer 360



Increase revenue



Improve operational
efficiencies



Build customer
trust



Meet customer
expectations

Challenges of building a single customer view



Disparate and
duplicated data



Actionability of
insights



1st party data compliance
and consent



Proliferation of
data and apps



Confidently resolving
identities

Accelerate your Customer 360



Features impacted by Customer 360

- ✓ Extract, unify, and expose data
- ✓ Identity resolution/unification
- ✓ Democratize identity information across the organization
- ✓ Analyze data (profile, segment)
- ✓ Predictive/recommendations/AI classification
- ✓ Deliver messages (ESP, DMP, CMS, CRM, etc.)
- ✓ Campaign lists (email, display, social including DMP)
- ✓ Real-time interactions (website, app, call center programmatic)

Use cases realized with Customer 360

Customer

- ✓ Drive acquisition & retention
- ✓ Predict consumer churn
- ✓ Improve cross-content wallet share
- ✓ Personalize offers with next best action recommendations
- ✓ Improve marketing ROI
- ✓ A/B testing of messaging, art work, UI +

Experience

- ✓ Deliver consistent high-quality cross-channel experiences
- ✓ Aggregate customer service feedback for product insights
- ✓ Calibrate customer social media sentiment with media sentiment
- ✓ Customer engagement with recommendations

Product

- ✓ Leverage ML derived product insights to match against audience profiles
- ✓ Develop look-alike product characteristics for predictive revenue modeling by cohort
- ✓ Identify product opportunities to drive additional acquisition and engagement from underperforming consumer groups
- ✓ Model cost benefit analysis of offering content as subscription or alternatives

Road to insights - Approach



**Get the data
in one place**



**Transform
the data**



**Govern
the data**



**Consume
the data**

AWS Services powering Customer 360

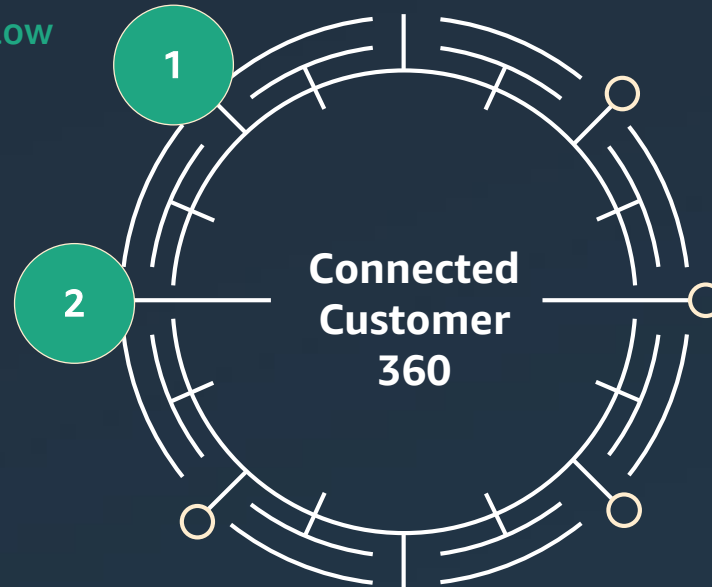
Ingest and harmonize data at scale using
AWS Glue, Amazon Kinesis, Amazon AppFlow
and **AWS Glue Data Brew**



AWS Services powering Customer 360

Ingest and harmonize data at scale using
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Create a real-time, persistent and precise
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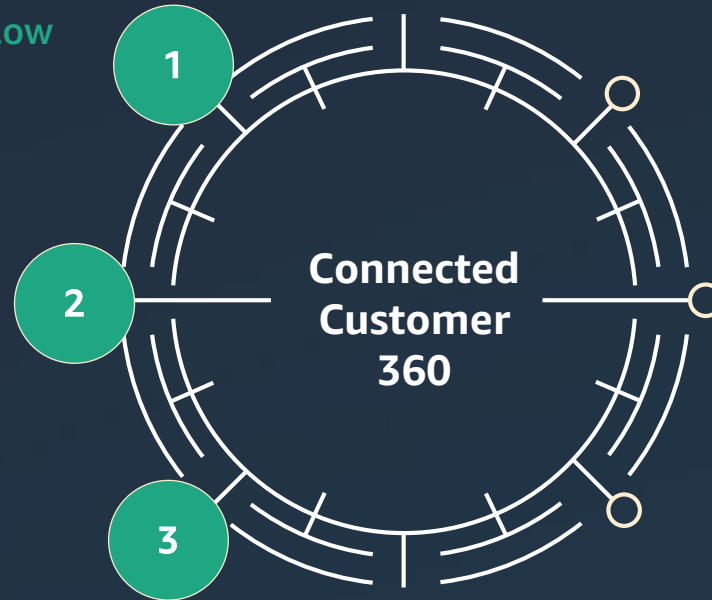


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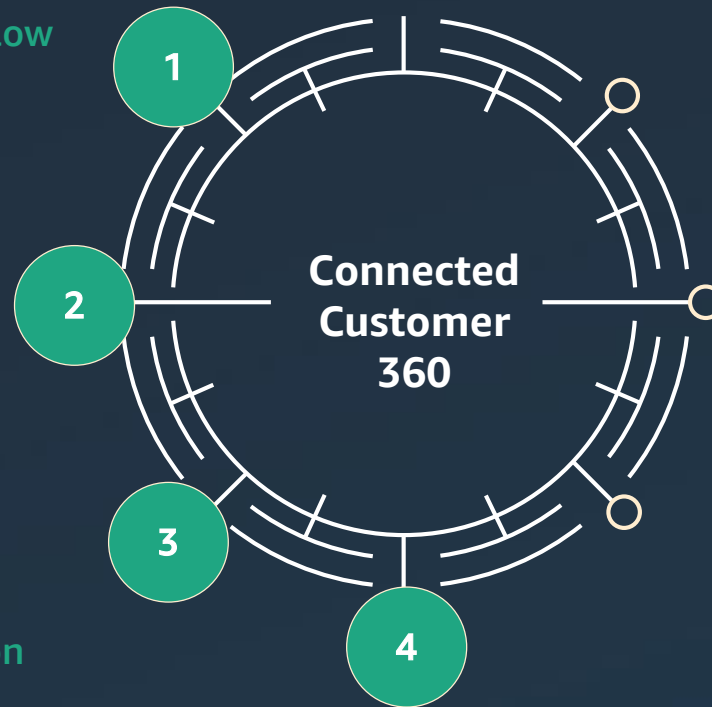


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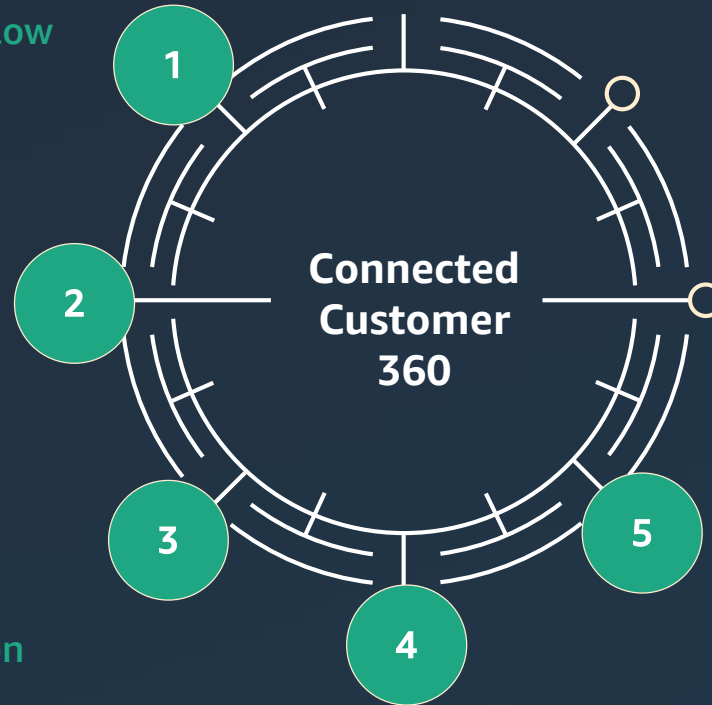
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Surface actionable insights including
insights that are not obvious using
[Amazon Quicksight](#) and [Amazon Neptune](#)

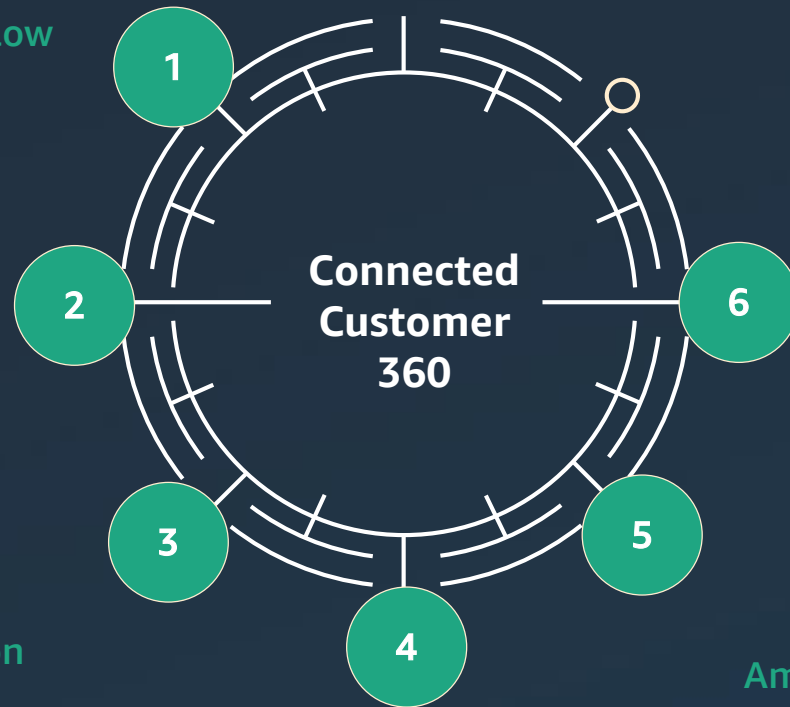
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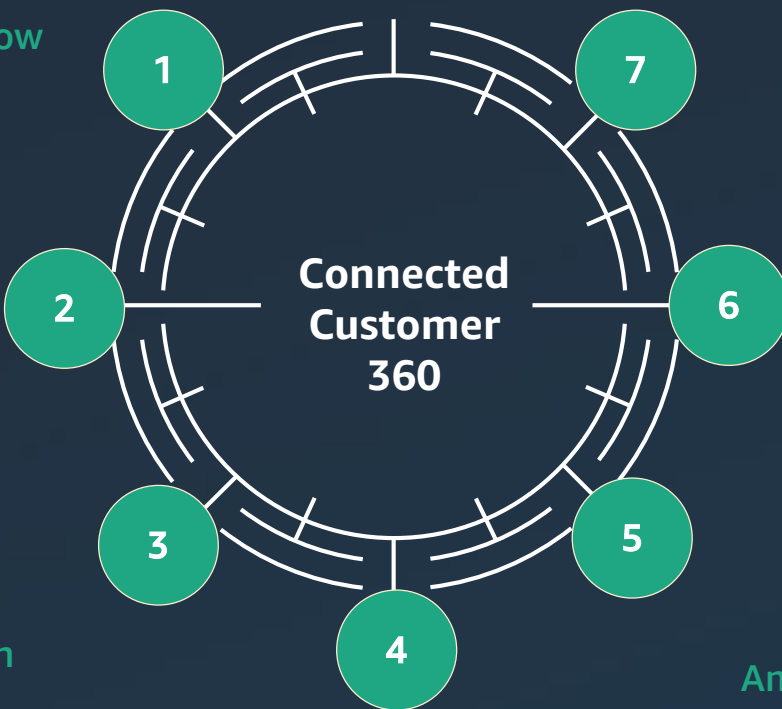
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Enrich customer profiles with
recommendations, predictions using
[Amazon SageMaker](#) and [AI/ML](#)

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Introducing Automated Data Analytics (ADA)



tinyurl.com/aws-ada/

Automated Data Analytics (ADA)



tinyurl.com/aws-ada/

Ready to use out of the box

Easy to use interface

Pre-built data source connectors

Simple integration with BI tools

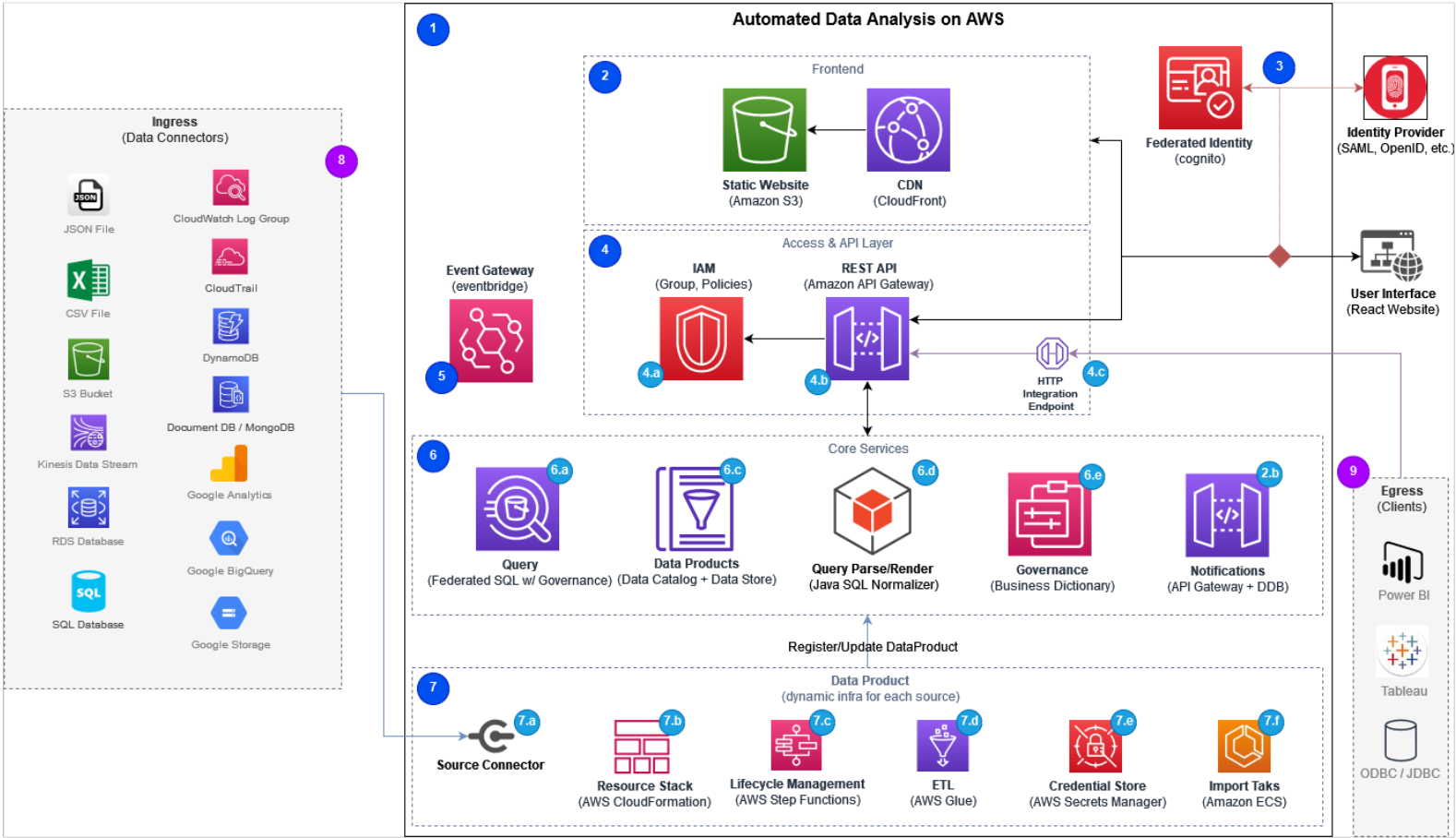
Fine grained data security and governance

Open-source and community-driven

Demo



High-level architecture



20+ AWS SERVICES
WRAPPED TOGETHER
UNDER THE HOOD

ON-DEMAND
INFRASTRUCTURE

MODULAR
MICRO-SERVICE
ARCHITECTURE

WELL-ARCHITECTED,
SERVERLESS, SECURE

Well-Architected design considerations



**OPERATIONAL
EXCELLENCE**



SECURITY



RELIABILITY



**PERFORMANCE
EFFICIENCY**



**COST
OPTIMIZATION**



SUSTAINABILITY

Estimated costs for AWS Services



SMALL

Ingest size: 1GB/day,
Query size: 5GB/day



Medium

Ingest size: 1GB/hour,
Query size: 800mb/hour



Large

Ingest size: 5GB/hour,
Query size: 2.7GB/hour

<https://docs.aws.amazon.com/solutions/latest/automated-data-analytics-on-aws/cost.html#cost-table>

Partners enabled on ADA

Systems Integrators

firemind.



Technology



idea11



cevo

slalom



rackspace
technology.



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“We can make better, more informed decisions about what products to build from the insights that we gain using Automated Data Analytics on AWS.”

Adam Beavis

Managing Director, Stax



Takeaways

- What is Customer 360
- Why Customer 360
- The challenge
- How to get to Customer 360
- Automated Data Analytics (ADA) solution

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>

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