AWS
re:Invent

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Identifying and realizing business value with AWS

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"The first step in transformation is not technical; it's very much about leadership. It's about making sure you have senior-level alignment, aggressive top-down goals that force the organization to move faster than it otherwise would, the right training, and then a thoughtful, methodical multi-year plan to make that migration."

Andy Jassy, CEO

Amazon

Elements of a successful journey

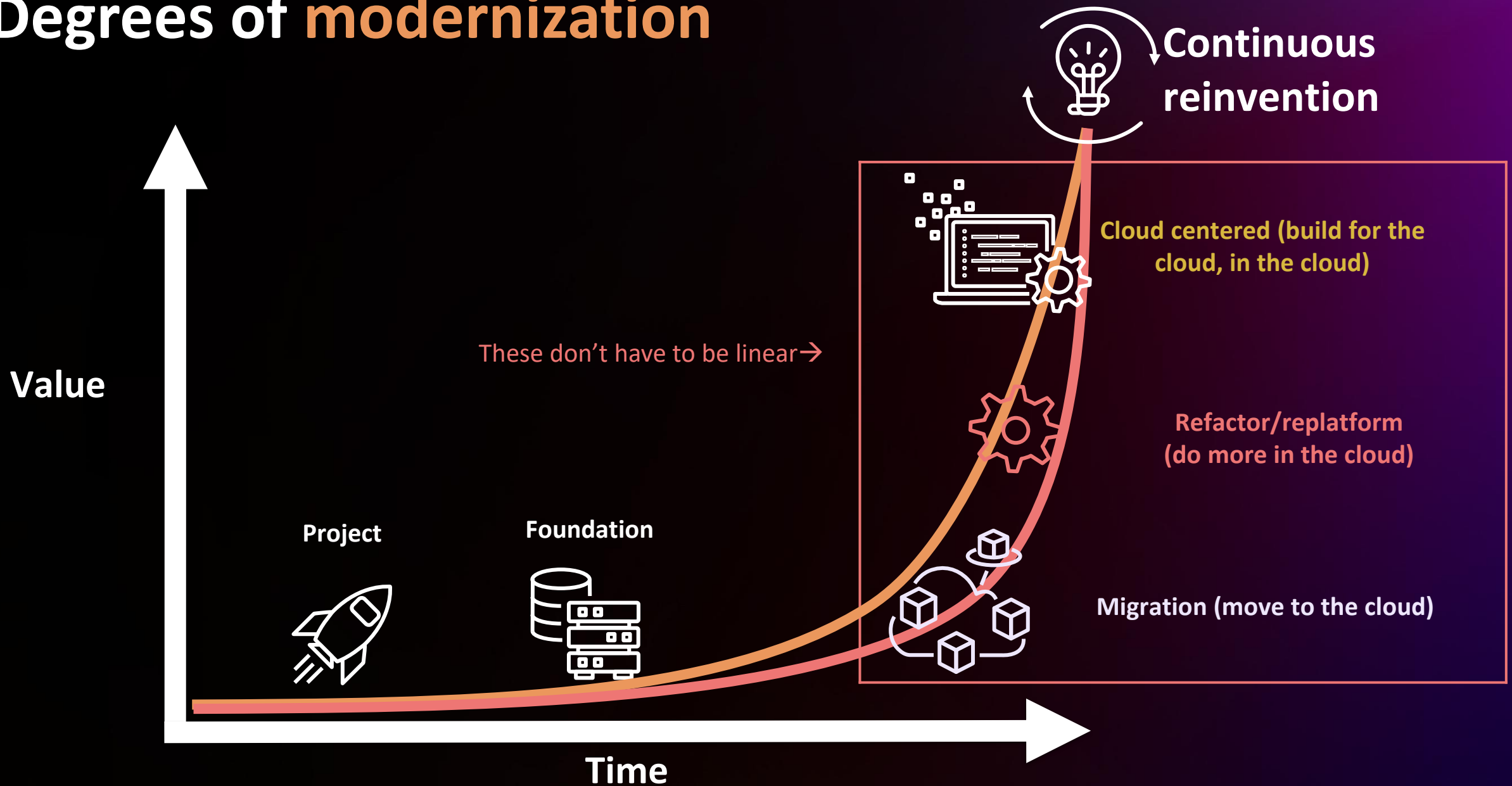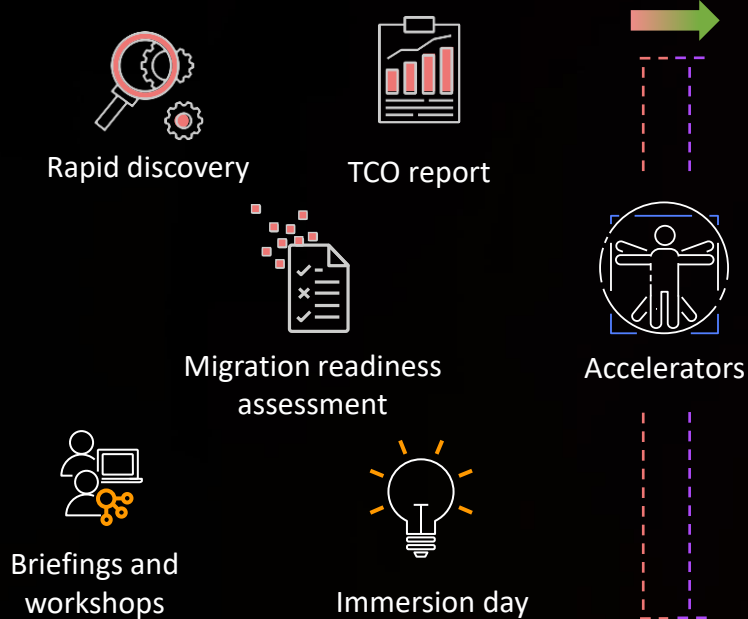|		
	Executive sponsorship	Align on business requirements; bring all stakeholders with you
	Cloud-first strategy	Create your vision; incentivize team members to follow your lead
	Organizational change	Define new operating models, policies, processes, economics; provide training
	Adoption roadmap	Start small and iterate, measure, manage, and update plan
	Cloud center of excellence	Provide centralized expertise; guide decentralized innovations
	Principles & standards	Publish guidance and guardrails for how to adopt cloud successfully
	Experiment	Define architectures, patterns, governance; measure, monitor, iterate

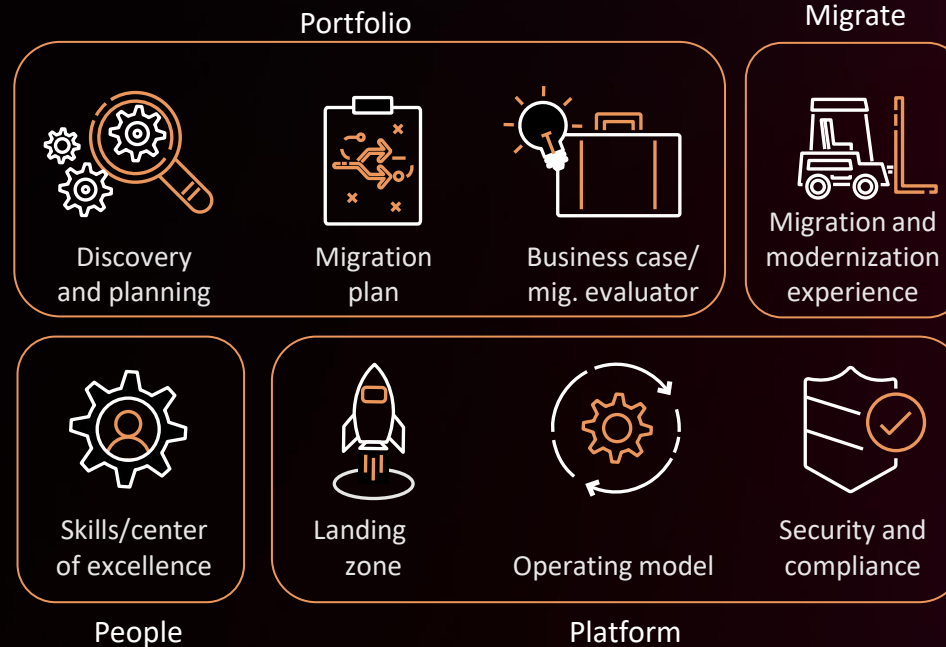# Degrees of **modernization**

Continuous reinvention

Value

These don't have to be linear→

Cloud centered (build for the cloud, in the cloud)

Refactor/replatform (do more in the cloud)

Project

Foundation

Migration (move to the cloud)

Time

Migration methodology

Assess	Mobilize	Migrate and modernize

Portfolio

Discovery and planning · **Migration plan** · **Business case/ mig. evaluator**

Migrate

Migration and modernization experience

Skills/center of excellence

Landing zone · **Operating model** · **Security and compliance**

People · **Platform**

Rapid discovery · TCO report

Migration readiness assessment

Briefings and workshops · Immersion day

Accelerators

Migrate

Operate and optimize

Modernize

Create a case for change — **Build readiness through experiences** — **Accelerate transformation at scale**
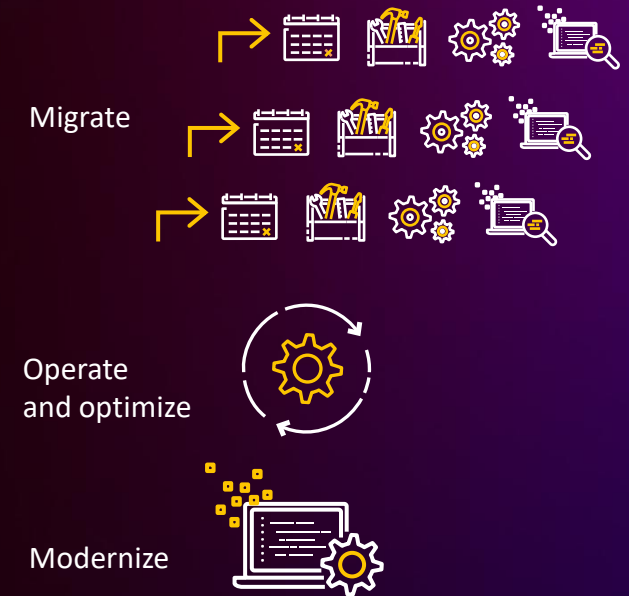
What is AWS Cloud Adoption Framework (AWS CAF)?

AWS CAF uses AWS experience and **best practices** to help you **digitally transform** and accelerate your business outcomes through **innovative** use of AWS

How is AWS CAF used?

AWS CAF is used by customers and field and partner **teams to help identify and prioritize transformation opportunities**, evaluate and improve cloud readiness, **and iteratively evolve transformation roadmaps**
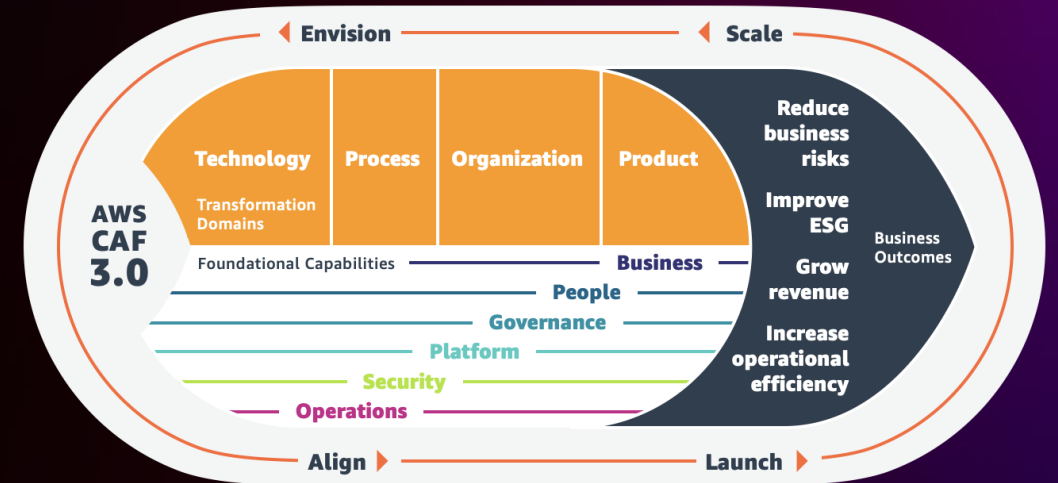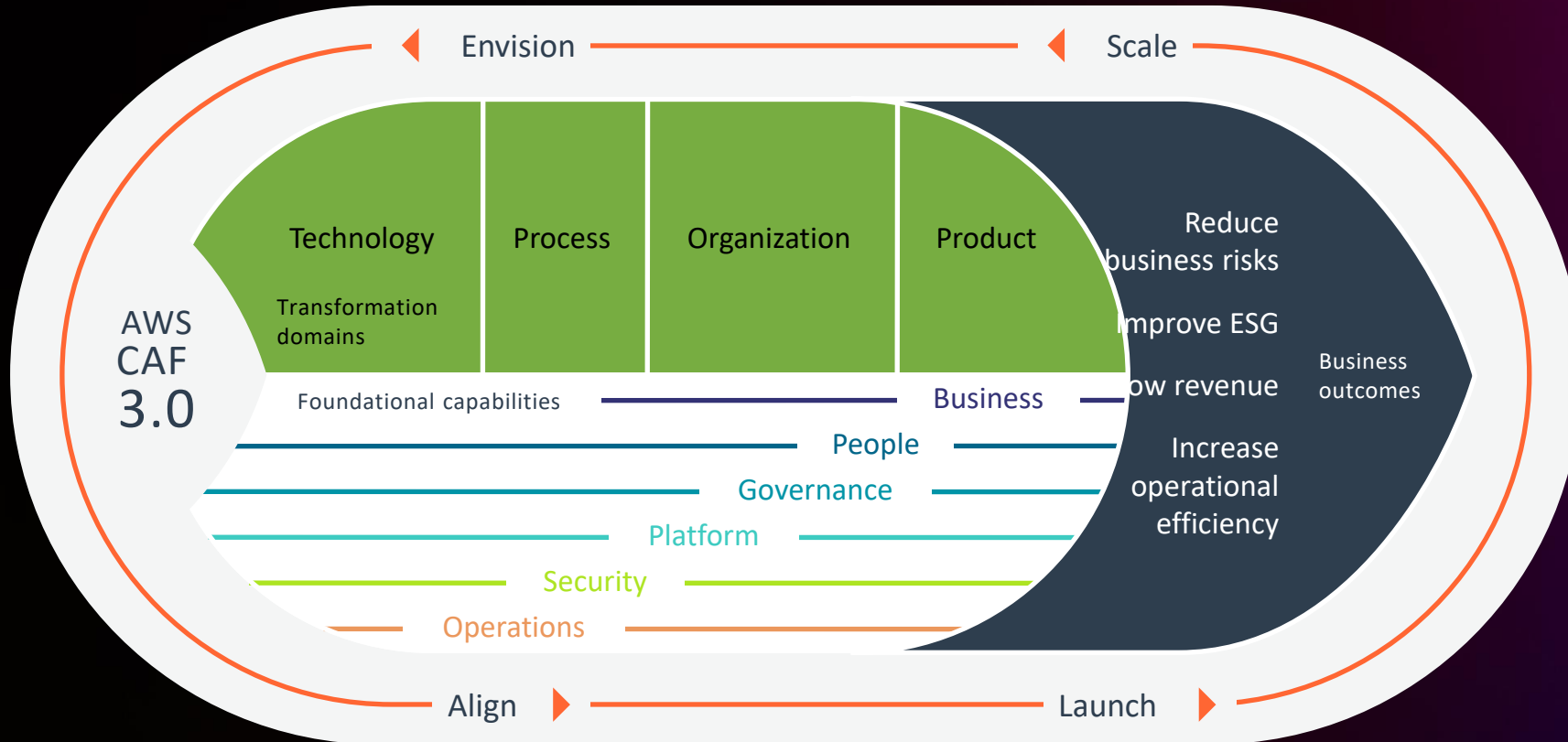
Evolution

AWS CAF 1.0
2014

AWS CAF 2.0
2017

AWS CAF 3.0
2021

AWS CAF 3.0 value chain

Working backwards methodology

Working backwards:
A mechanism for innovation

Use it to get clarity, not to document what you've already decided to do

5 customer questions

Working Backwards Questions

Who is the customer?
What is the customer problem or opportunity?
Is the most important customer benefit clear?
How do you know what customers need or want?
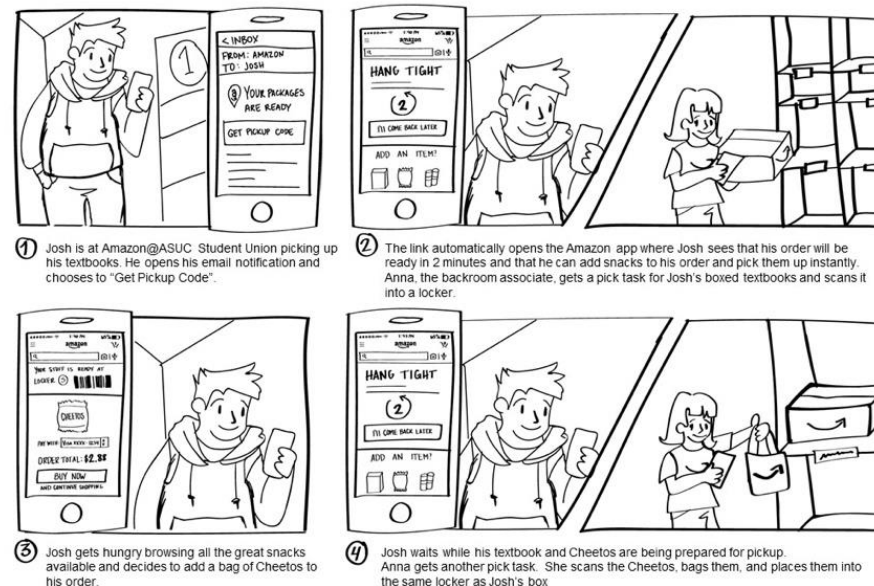What does the customer experience look like?

Wiki > Working Backwards

Working backwards artifacts

Press release

FAQs

Visuals

1   **DRAFT PRESS RELEASE – OCTOBER 25, 2011**

2   **Amazon.com Introduces '[Doppler*]',**

3   **World's First Voice-Controlled, Internet-Connected Cloud Audio System**

4   *Innovative Home Audio Device Lets Customers Use Natural Voice Commands to Play Music in Stereo Sound – No*

5   *Typing Required*

6   *Play Music from Amazon Cloud Drive, Pandora, iTunes, iCloud and Other Sources, Listen to Programming from NPR,*

7   *Podcasts and Internet Radio,*

8   *Enjoy Audible Audiobooks, Hear the Weather Forecast and More*

9   *Doppler Customers Can Also Shop for Music on Amazon.com via Voice*

10   *and Make High Quality Speakerphone Calls from Mobile Phones Using Bluetooth*

11   SEATTLE--(BUSINESS WIRE)—Amazon.com (NASDAQ:AMZN) today introduced Amazon Doppler, the world's first

12   voice-controlled, internet-connected home audio system, designed to make enjoying music a natural and

13   immersive experience free from buttons, remote controls and keyboards. Doppler is an affordable, easy-to-use

14   audio device that listens to customer directions and responds via natural voice interaction – no knowledge of

15   specific commands is required. It plugs into any room in the house, connecting to the Web via either WiFi or

16   Ethernet, enabling customers to play cloud-based music from Amazon Cloud Drive, Pandora, and iTunes, enjoy

17 programming from NPR and other internet radio stations, hear their favorite Podcasts, listen to Audible
18 audiobooks, hear current weather forecasts, and more. In addition, Doppler allows customers to shop for music on
19 Amazon.com using just their voice. Doppler can also be used as a speakerphone for Bluetooth-enabled mobile
20 phones. Amazon Doppler is available for purchase starting today at Amazon.com. Doppler is complemented by the
21 Doppler Inbox on Amazon.com, which enables customers to push information from their Doppler to a web-based
22 'inbox' for access on the go.

23 Doppler is incredibly simple and natural to use – you talk to it just as you would speak to another person. For
24 example, say "How about some Springsteen" and Doppler starts playing the Boss. Need some new tunes? Ask
25 Doppler to "Play that new song by Taylor Swift" and it will start streaming a sample of her latest single. If you like
26 it, just say "Buy it" and the full song is immediately added to your Cloud Drive. To listen to Pandora, simply say
27 "Turn on Pandora -- my acoustic station." Tune in to NPR with a quick "Listen to NPR." Doppler can hear you even
28 while music is playing, whether you are nearby or sitting on the couch on the other side of your living room.

29 "Doppler makes listening to music simple and fun, the way it should be," said Jeff Bezos, Amazon.com founder and
30 CEO. "Just as Kindle reinvented reading, Doppler fast forwards the music experience, stripping out the extraneous
31 steps so you can focus on the tunes. With voice control of your Cloud Drive collection, sound becomes the medium
32 for the entire interaction. It's like calling out a song for a band to play at a concert – except with Doppler, they
33 always listen and play it."

34 Doppler also acts as a personal note-taker, so you can leave reminders for yourself or other family members. For

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35 example, a father can set an 8:00 a.m. reminder for Doppler to tell him to leave his Amazon Fresh totes out; as he

36 prepares to walk out the door at 8, Doppler says "Dad: Before you go, remember to put the Amazon Totes outside

37 the door for pickup." A mother can leave a reminder for her

38 teenage son to do his homework when he gets home from school before goes to baseball practice. Whatever

39 random thought you want to remember, just tell Doppler to store it for you to listen to at any later point. You can

40 also access your reminders via the Doppler Inbox on Amazon.com. With Doppler, forgetting things just got a bit

41 harder.

42 Doppler can also be used as a speakerphone for mobile phone calls, via its Bluetooth connectivity. After pairing

43 Doppler with your mobile phone, simply say "Call my brother" and Doppler will access your mobile address book

44 and then ask "Work, home or mobile?" Say "Mobile" and Doppler responds "Calling Bob Smith's mobile now" and

45 initiates the phone call.

46 Doppler is easy to set up and a snap to use: it arrives pre-configured and greets you by name as soon as you turn it

47 on. It helps you when you need it, and responds to your voice in a natural fashion. And while Doppler is centered

48 on voice interactions, for more complicated tasks, you can choose to send information in text form to your email

49 address or mobile phone via SMS. Every action can also be posted online in your secure Doppler Inbox on

50 Amazon.com.

51 Amazon Doppler already supports Pandora, iTunes and other major music services, along with thousands of

52 Internet radio stations.

53 "We're music fans at heart, and we're thrilled to make Pandora available to our customers using Amazon Doppler,"
54 said Tim Westergren, founder of Pandora. "We imagine Doppler customers enjoying their favorite personalized
55 Pandora stations while cooking dinner in the kitchen, relaxing in the living room, or even during lunch at the
56 office."

57 "Giving Doppler customers the ability to hear the latest edition of 'All Things Considered' on command in their
58 homes is a great way to bring NPR's programming to more listeners," said Robert Siegel, host of National Public
59 Radio's long-running afternoon news program. "Now you can catch up on the news of the day with a simple 'All
60 Things Considered,' please."

61 Amazon Doppler is a small X" deep, Y" wide, Z" high, lightweight (A ounce) device. It comes with a high-fidelity,
62 built-in speaker system and state-of-the-art miniature microphones to listen to commands and respond. Doppler
63 also includes 802.11n-based WiFi support and Ethernet access (via a USB/micro- USB to Ethernet accessory) to
64 connect to the Internet, along with Bluetooth connectivity.

Perspectives and capabilities

Business	People	Governance	Platform	Security	Operations
Strategy management	Culture evolution	Program & project mgmt.	Platform architecture	Security governance	Observability
Portfolio management	Transformational leadership	Benefits management	Data architecture	Security assurance	Event management (AIOps)
Innovation management	Cloud fluency	Risk management	Platform engineering	Identity & access mgmt.	Incident & problem mgmt.
Product management	Workforce transformation	Cloud financial mgmt.	Data engineering	Threat detection	Change & release mgmt.
Strategic partnership	Change acceleration	Application portfolio mgmt.	Provisioning & orchestration	Vulnerability management	Performance & capacity mgmt.
Data monetization	Organization design	Data governance	Modern app development	Infrastructure protection	Configuration management
Business insights	Organization alignment	Data curation	CI/CD	Data protection	Patch management
Data science				Application security	Availability & continuity mgmt.
				Incident response	Application management

Let's split into 2 main groups and whiteboard/discuss! (for a PR-FAQ)

Group 1: Governance perspectives (led by Laurie Salmon)

Group 1a: Program/Project management, benefits management, and risk management

Group 1b: Cloud financial management, application portfolio management, and data governance

Group 2: People perspectives (led by Paras Bhuva)

Group 2a: Culture evolution, transformational leadership, and cloud fluency

Group 2b: Workforce transformation, org design, and org alignment

For each of the items, teams come up with:
Key limiting factors
Key actions to take
What does success look like?

Perspectives and capabilities (revisit)

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Thank you!

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