

The logo for AWS re:Invent features the words "AWS" and "re:Invent" stacked vertically. "AWS" is in a smaller, sans-serif font above "re:Invent", which is in a larger, bold, sans-serif font. The entire logo is white against a red-to-white gradient background.

AWS
re:Invent

92% of organizations believe that **something** needs to change
and that **they must modernize** their information management strategies

“Digitalizing” Core Business Processes – AIIM International 2018

STG 355

Breaking the Ice: Transform Cold Archival Data into Fresh Insights

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Solutions Architect
AWS



once upon a time

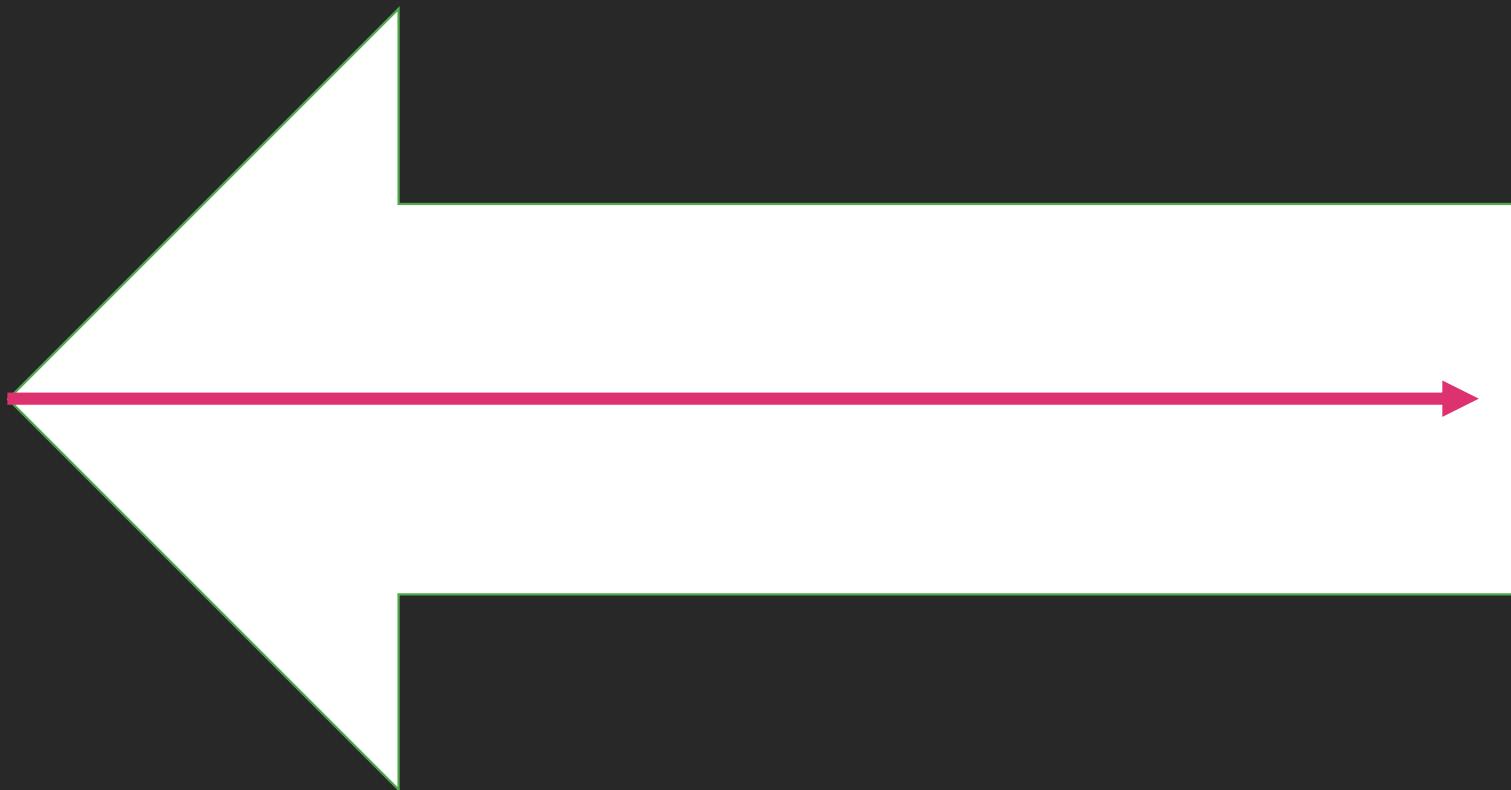


*In a crowded Amazon
conference room, last January
2018... a passionate
brainstorming session
between two partners
happened....*

at 10 pm....



working backwards



what if....



NETWORK SEARCH 



BUSINESS

- VIDEO
- MUSIC
- FILMS
- SEARCH
- CONTACTS
- MESSAGES



- SHOW BUSINESS
- NETWORK
- MUSIC
- CINEMA
- BUSINESS/FINANCE
- WORLD NEWS

04

24



NETWORK SEARCH
- PEOPLE
- FORUM
- MAIL
- SHOP
- BUY
- SALE

MEDIA

- SHOW BUSINESS
- NETWORK
- MUSIC
- CINEMA
- BUSINESS/FINANCE
- WORLD NEWS

- SHOW BUSINESS
- NETWORK
- MUSIC
- CINEMA
- BUSINESS/FINANCE
- WORLD NEWS

WORLD



Change our behavior



High-value content

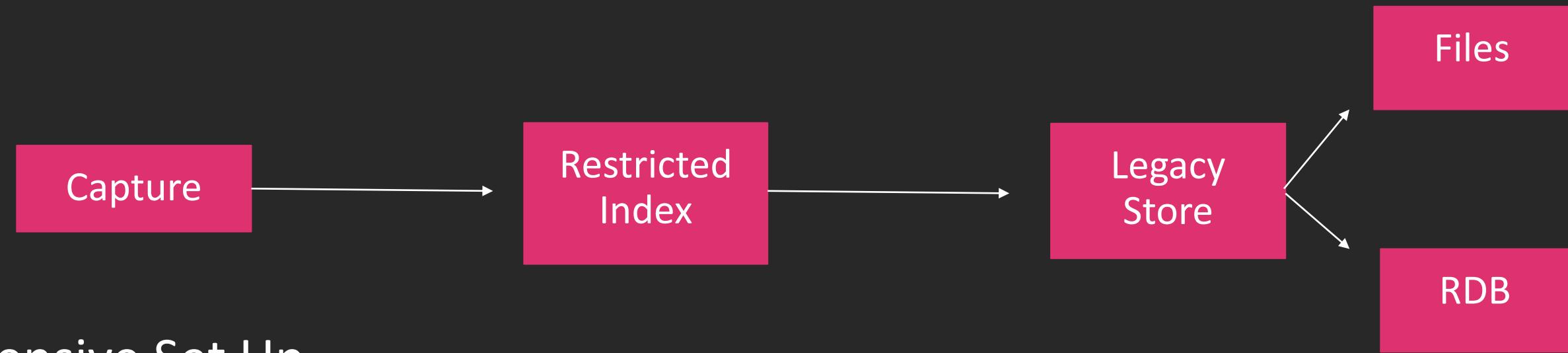
A photograph of a diverse group of five people working in an office. In the foreground, a man with a beard and short brown hair, wearing a white t-shirt under a grey and white checkered shirt, is smiling and talking on a white mobile phone. To his left, the back of another person's head is visible. Behind him, a black man in a purple button-down shirt is focused on his work at a laptop. To the right, a woman with long brown hair, wearing a white sleeveless top, is looking down at her laptop. In the background, another man with a beard and light-colored hair, wearing a light blue shirt over a black t-shirt, is also working at a desk. The office has a modern feel with a brick wall on the left, a whiteboard with sticky notes in the background, and a wooden desk.

User experience

What we recognized in today's solutions

- Solutions are cost prohibitive
 - Typically in house, leveraging expensive hardware and software
- Information is captive
 - Minimal interfaces available
 - Typically customized to support point solutions
- Information is standardized
 - Data and Content must adhere to a structure to be stored and leveraged
- Business use is minimal
 - Access via website
 - Support e-discovery capabilities

Traditional Flow



1. Extensive Set Up
2. Lacks Flexibility
3. Does not interoperate
4. Extensive Human Intervention

Our Solution: **Intelligent Information Management**
A PaaS that turns archive data into live,
useable, actionable information

4 PHASES ARCHITECTING

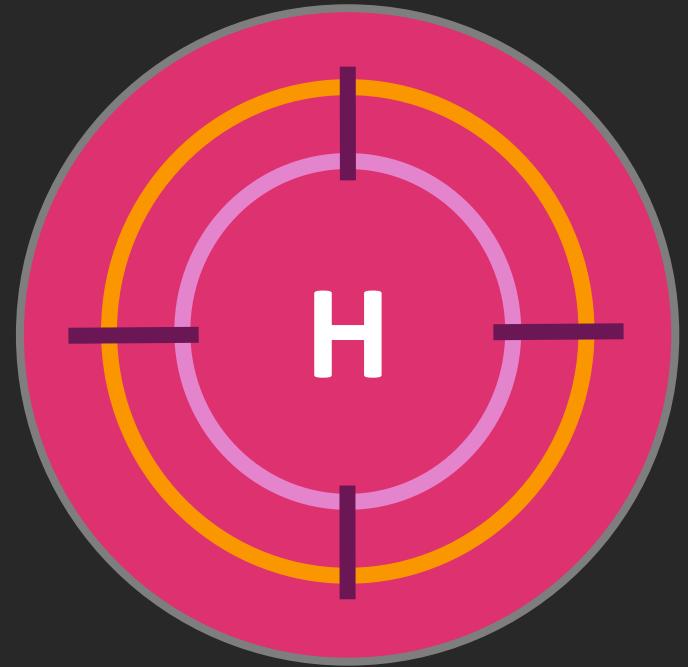
IIM

4 PHASES ARCHITECTING IM

LANDING ZONE.

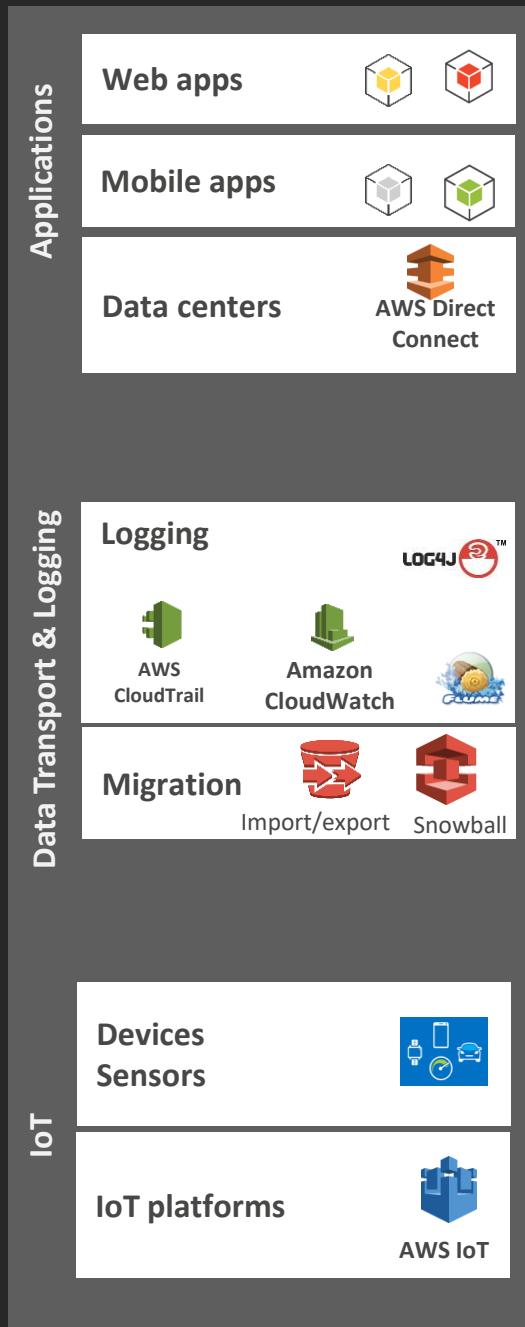
“Landing Zone”

- A configured, secure, scalable, multi-account AWS environment based on AWS best practices
- A starting point for net new development and experimentation
- A starting point for customers' application migration journey
- An environment that allows for iteration and extension over time



COLLECT

Type of Data



Data structures

Database records

Transactions

Media files

Log files

Files / Objects

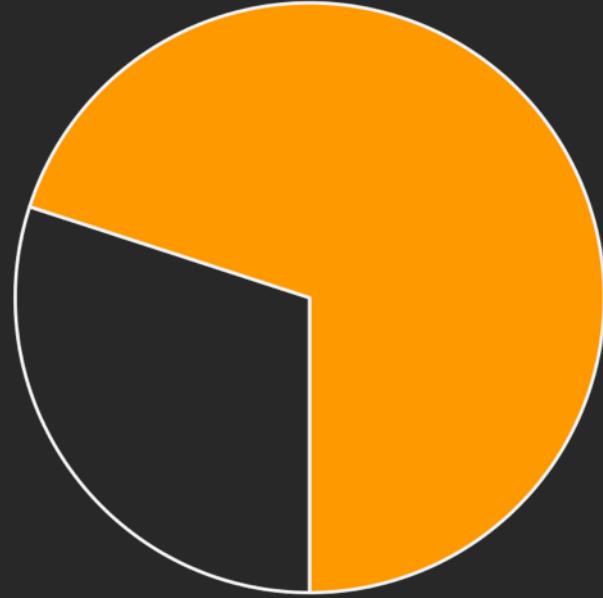
Data streams

Events

4 PHASES ARCHITECTING

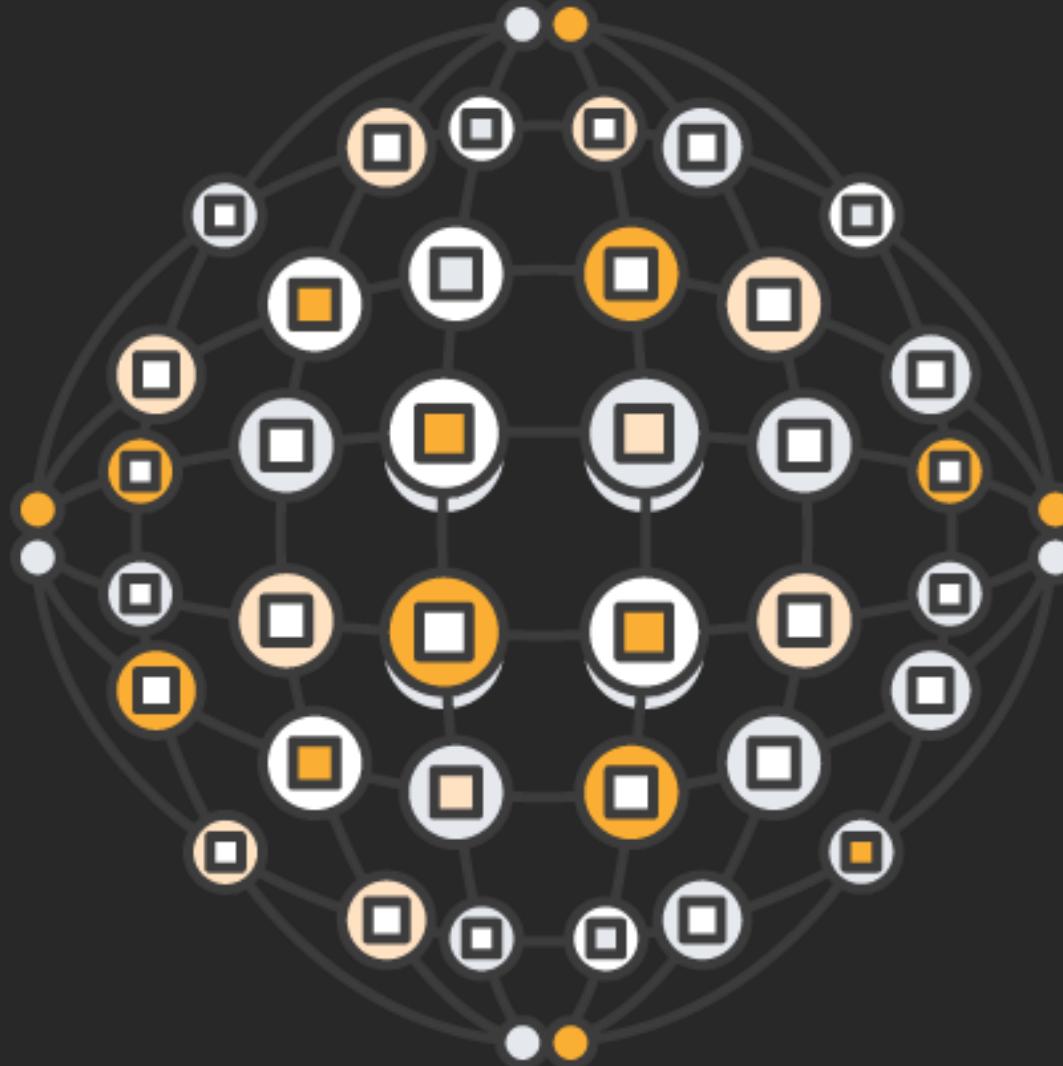
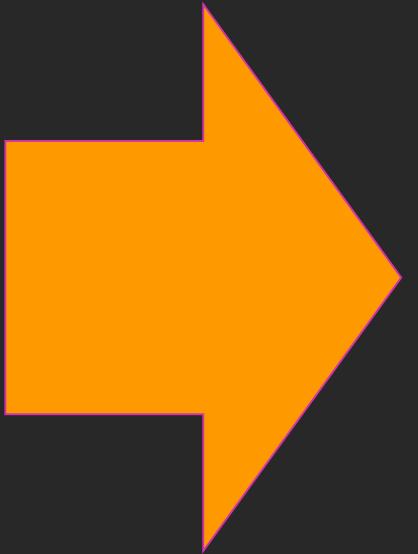
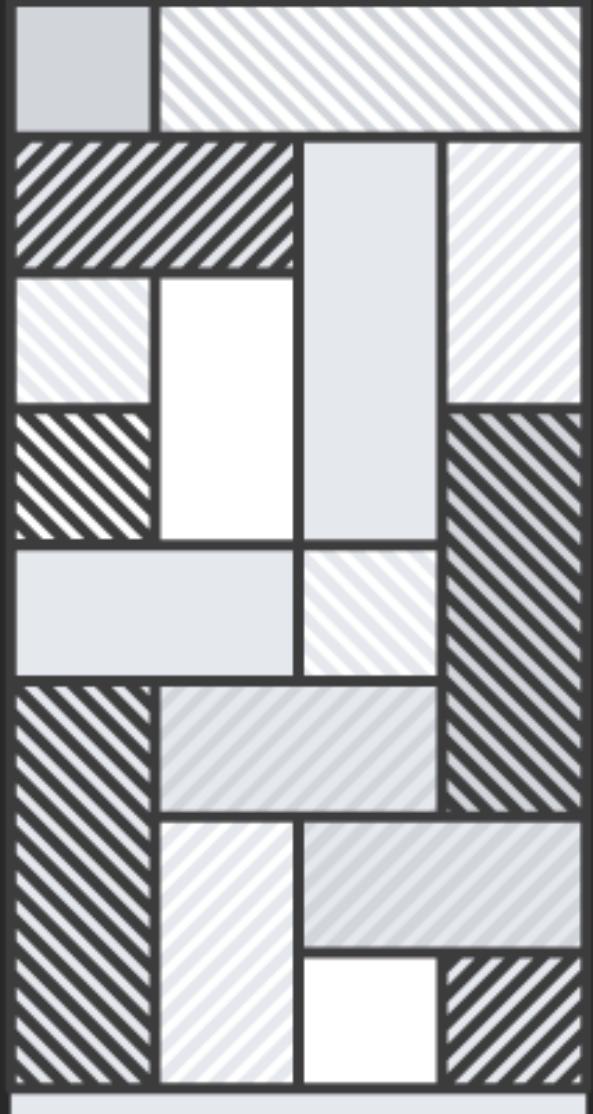


Landing Zone.
Enabling Services.



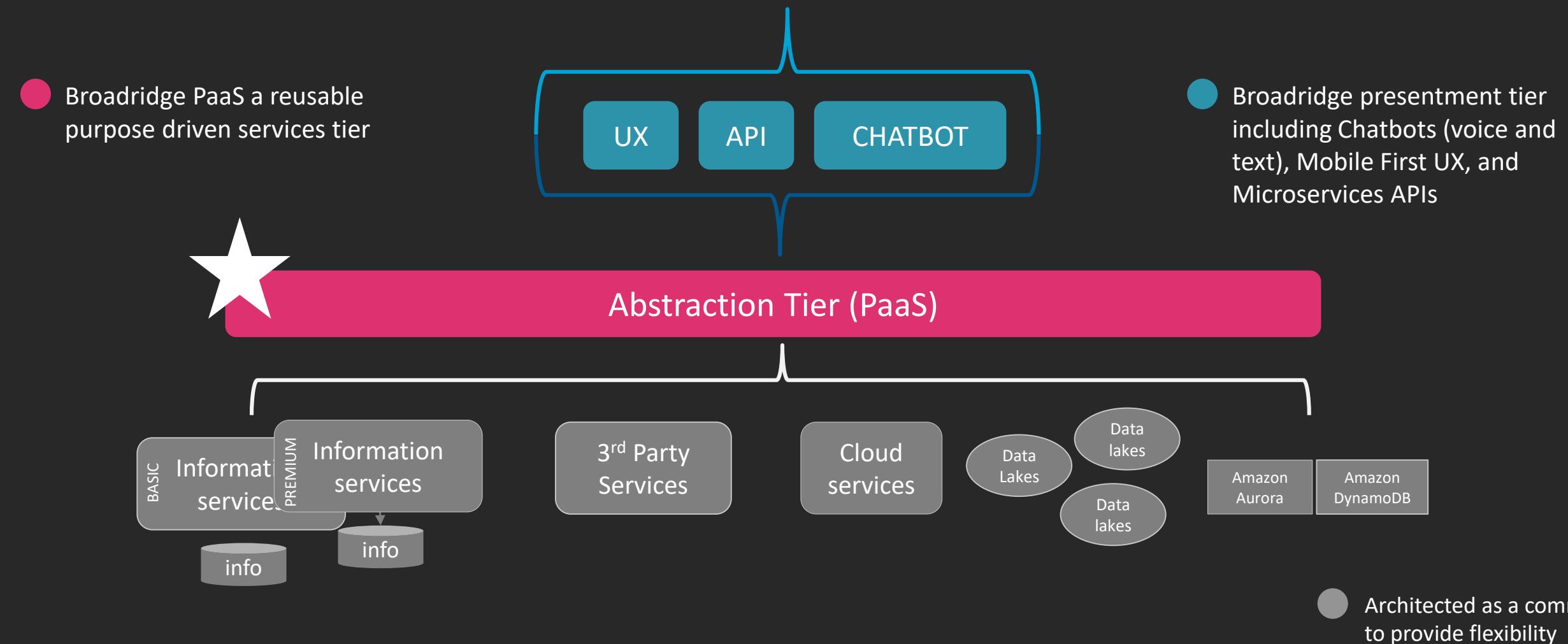
For 70% of organizations, the monolithic model characteristics of historic information management has been **replaced by a desire to consume content capabilities as needed***

* *"Digitalizing" Core Business Processes – AllM International 2018*

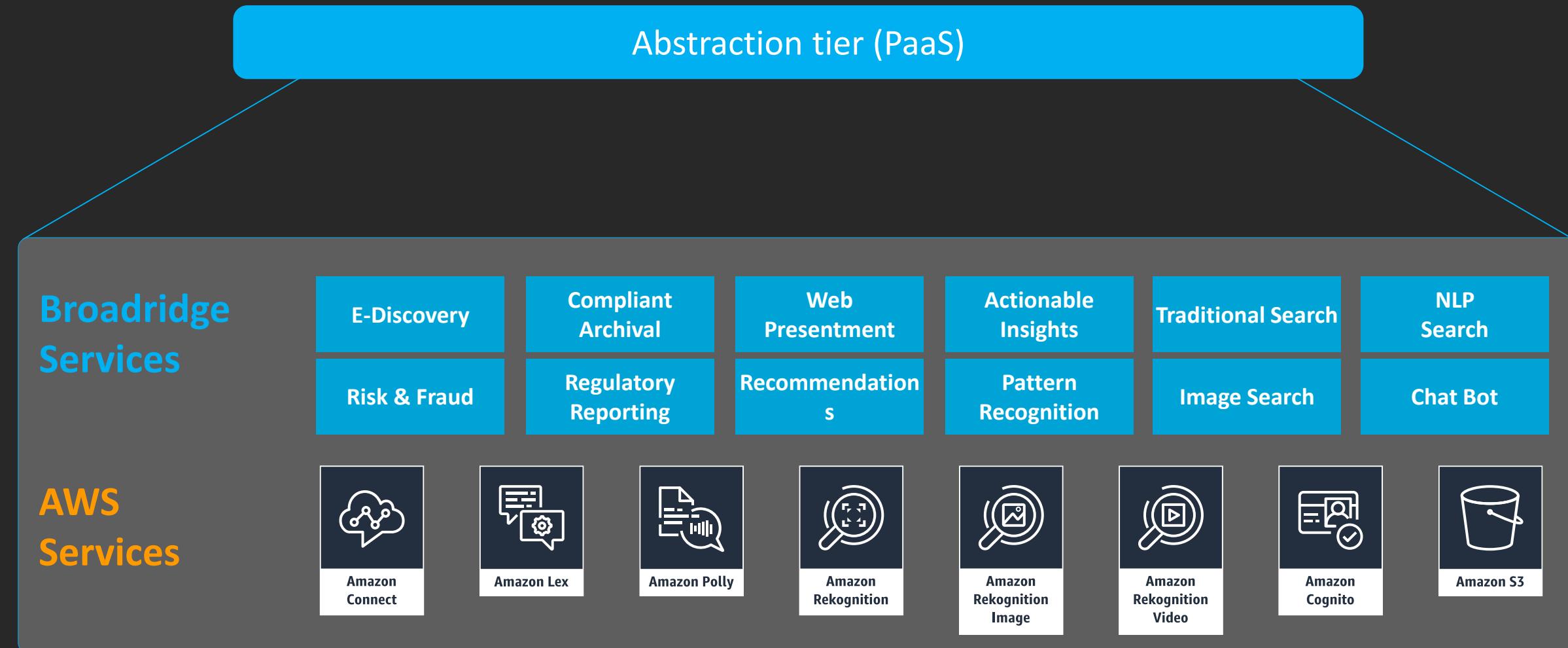


Companywide mandate to move from ml to ms

Client customers | Clients | Partners | Internal customers

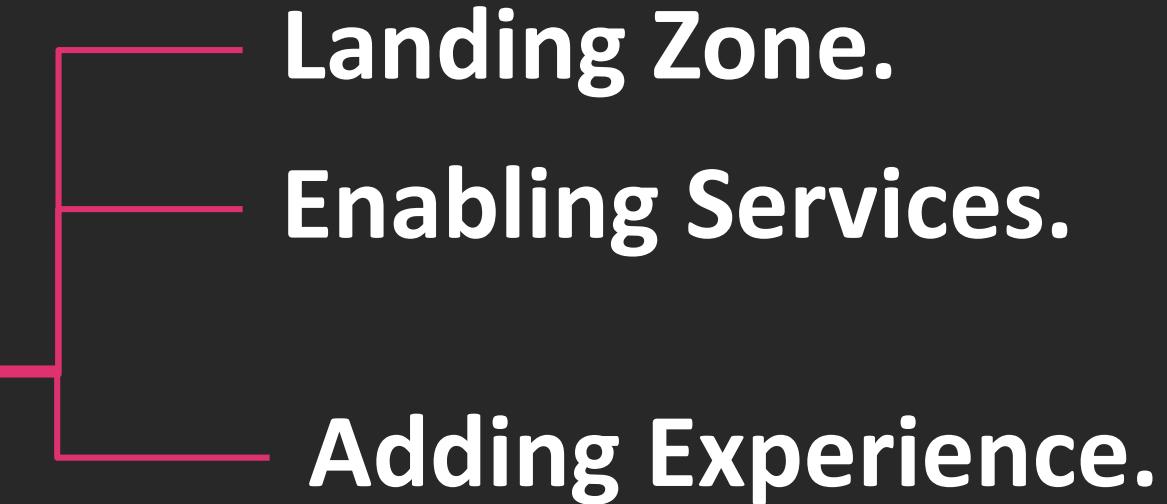


The abstraction layer



4 PHASES ARCHITECTING

I | M

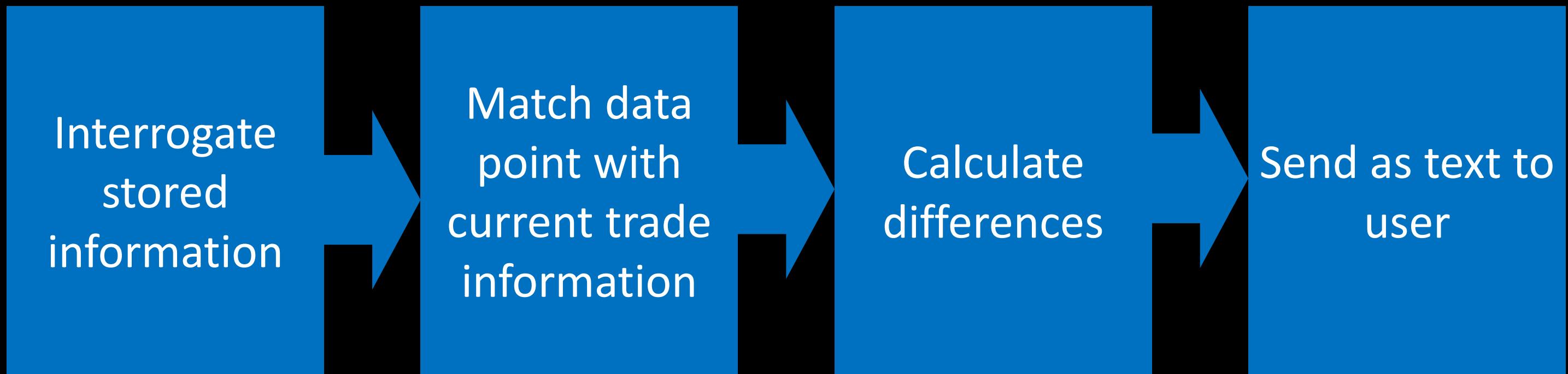


... Can we create services that change the perception of what it means to store and archive information, in an effort to make it a value driver to an enterprise?

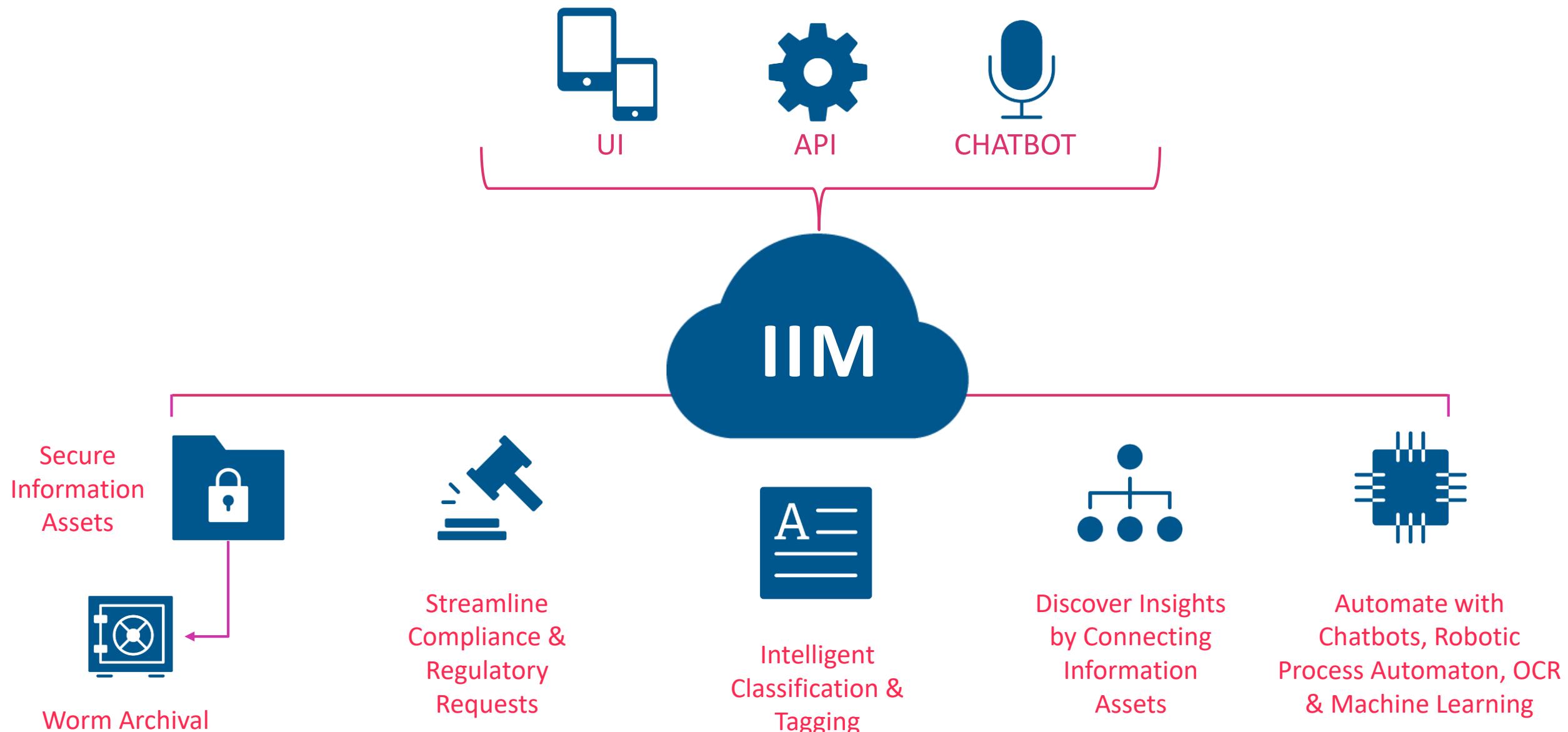
Demo

Reimaging customer service through information management, AI and Chatbots

IIM – A Platform Focused on Information Assets



IIM – Amplifying the Value of Information Assets



4 PHASES ARCHITECTING

I | M

- Landing Zone.
- Enabling Services.
- Adding Experience.
- Operational Readiness.

Securing the Solution

Strong
Compliance
Foundation

Automate
Security
Functions

Identity &
Access
Management

Optimize
Change
Management

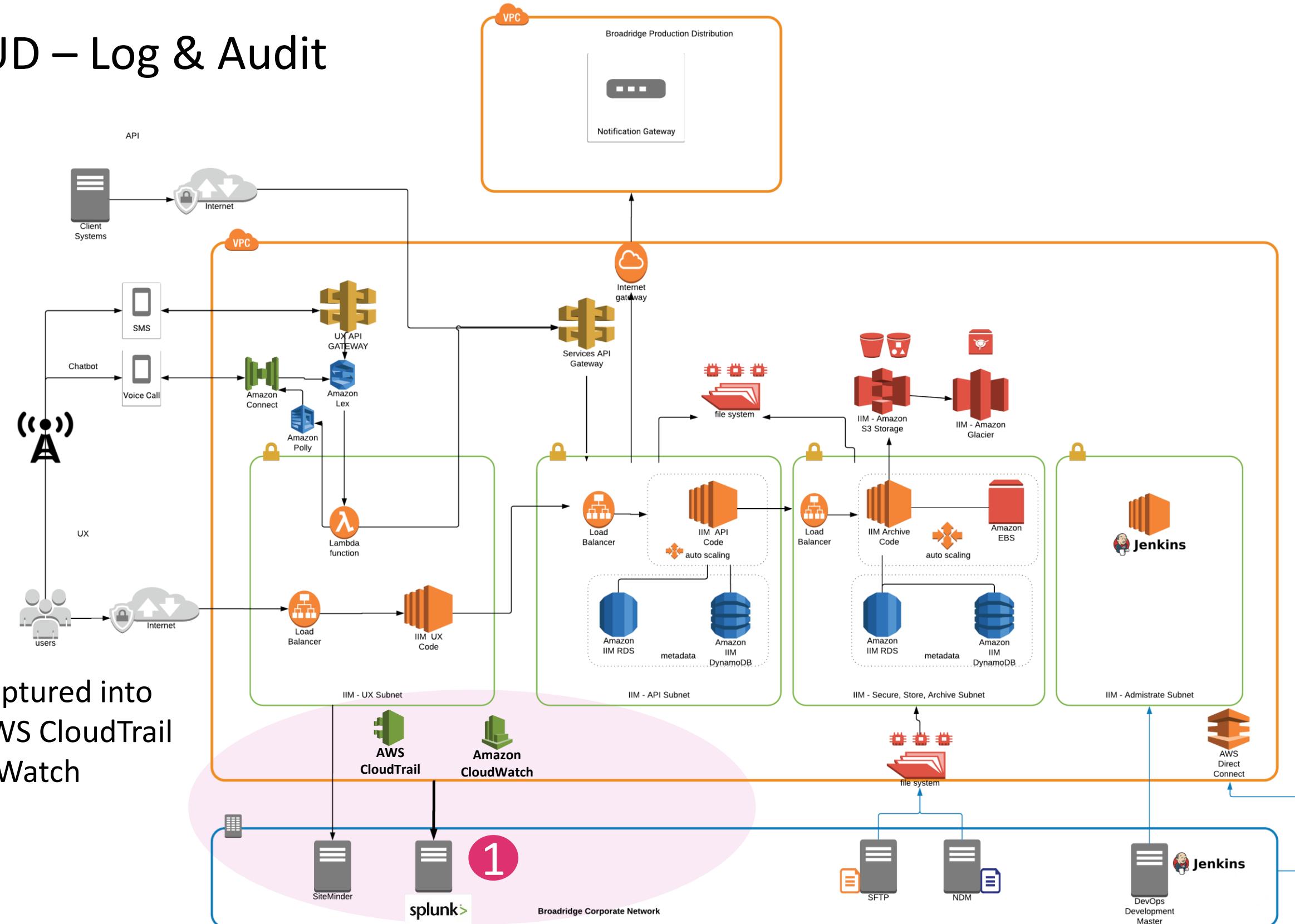
Enable
Detective
Controls

Secure
Cloud
Application
SHARED
RESPONSIBILITY

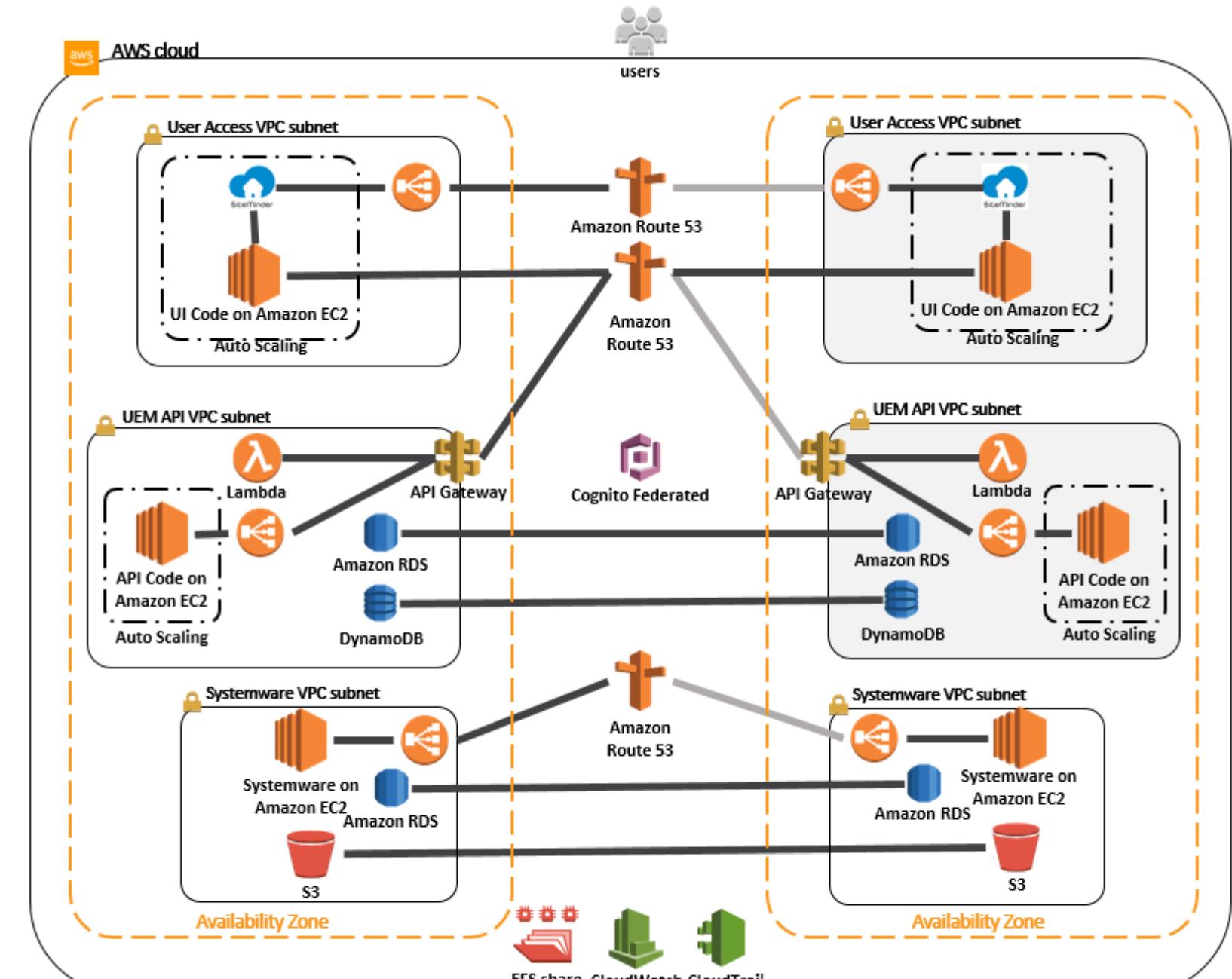
Implement
Data
Protection

Establish
Network
Security

IIM IN AWS CLOUD – Log & Audit



IIM IN AWS CLOUD – High Availability



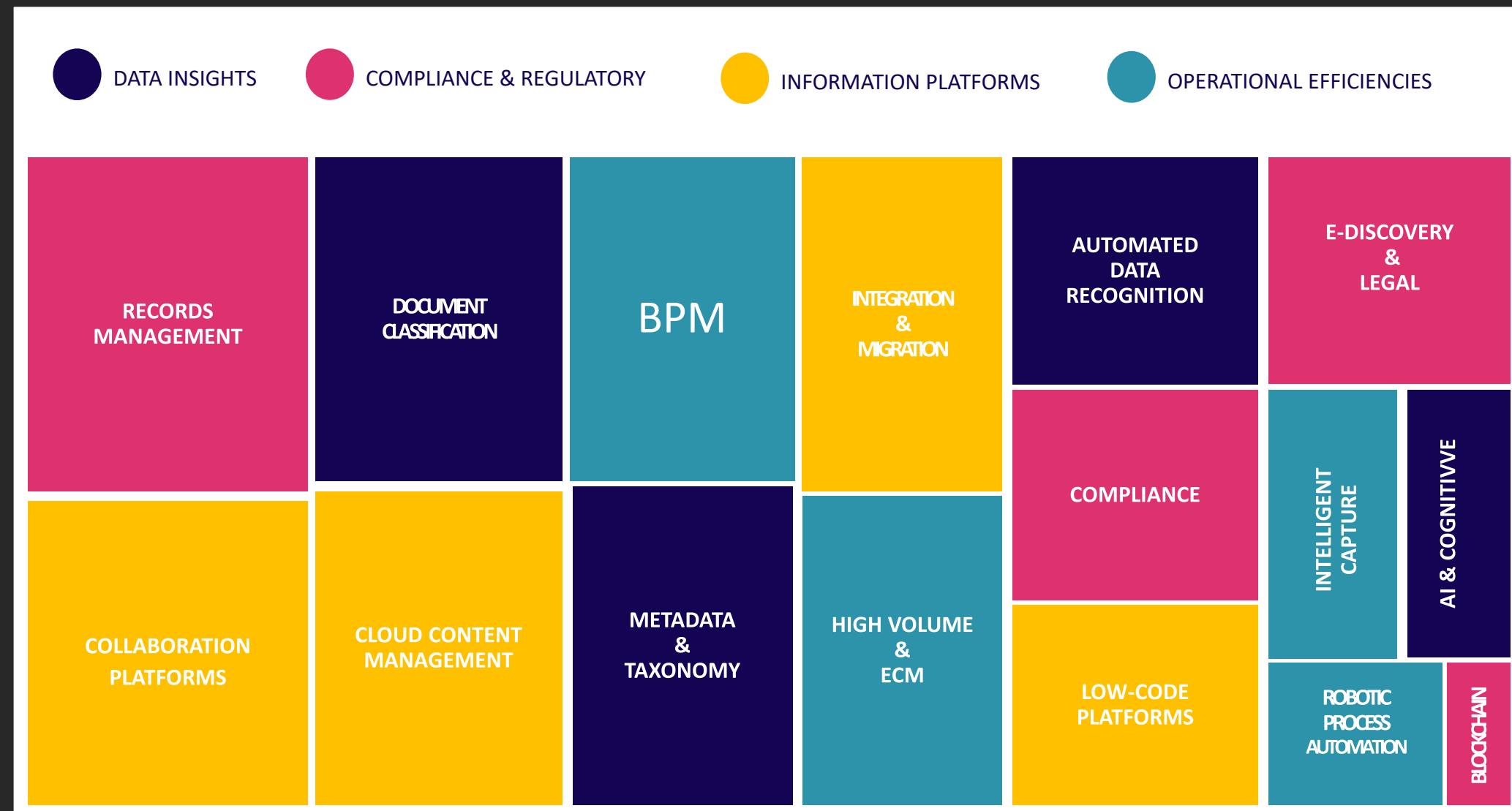
1

- All Systems Logs Captured into Splunk including AWS CloudTrail and Amazon Cloud Watch



the adventure begins





Where we focused (Personas)



Thank you!

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Please complete the session
survey in the mobile app.