



The Future of Enterprise IT

How cloud is transforming enterprise IT and allowing businesses to focus on what matters

Stephen Orban

Global Head of Enterprise Strategy, AWS





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How cloud is transforming enterprise IT and allowing businesses to focus on what matters

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A personal history in technology



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What if you could **devote more resources** to the
things that matter
and **move faster** while being **more secure**?

Thousands of enterprises are migrating



DOW JONES

Newsweek

Nintendo

Expedia

4

SUNCORP GROUP
One Company
Many Brands

bankinter.

SAMSUNG

MISAWA



HEARST

Kellogg's

Discovery
COMMUNICATIONS



News Corp

JWT



NOVARTIS



docomo

intuit

NETFLIX

Dole

htc



The Weather Company

TATA MOTORS

小米
xiaomi.com

vodafone



me Bank
BANK FAIRER.

Pfizer

The Washington Post

HESS

COMCAST



AUTODESK

NOKIA

The New York Times

SCHRÖDINGER.

日本通運
NIPPON EXPRESS

QANTAS

NASDAQ OMX

0テレビ
NIPPON TV

SGN
Your gas. Our network.

TOSHIBA

TCL

EA

ICAP

KPMG

NQ mobile

Schneider
Electric

McCormick

ims health
INTELLIGENCE APPLIED

LAFARGE

Bristol-Myers Squibb

talanx.

mlbam.

SHARP

CONDÉ NAST

FT
FINANCIAL
TIMES

havenpower
A Better Choice

ST. JAMES'S PLACE
FOUNDATION

Alcatel-Lucent

PHILIPS

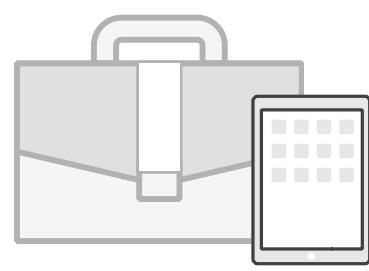
IT Map - Traditional IT



Information Security CISO

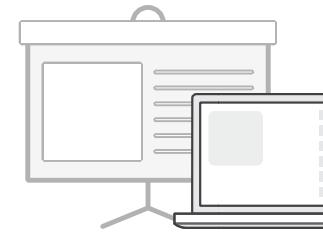
Encryption, Key Management, Identity Management, Firewalls, IDS, DDoS

Products & Services CTO/VP Applications



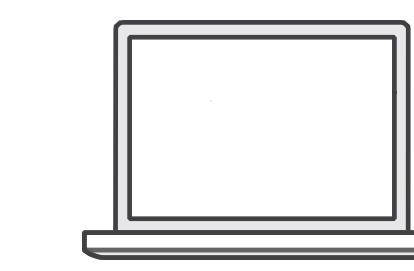
Digital Products, Brand Websites, Mobile Applications, Point of Sale Systems, Commerce

Back Office Systems CIO/VP Corp Systems



E-mail, Productivity, Collaboration, HR, Finance, ERP

End User Computing VP IT Support



Desktop Support, Device Management, Telephony, IT Support

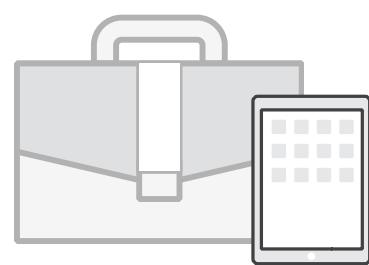
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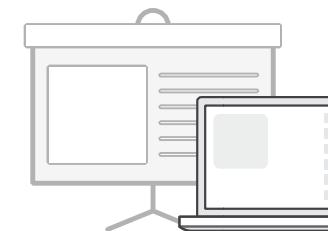
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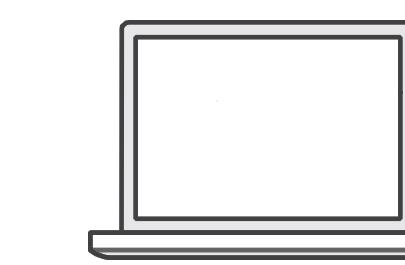
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Back Office Systems CIO/VP Corp Systems

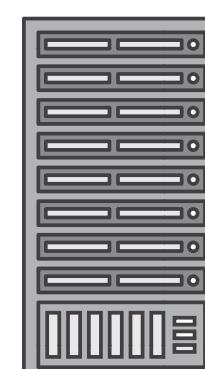


E-mail, Productivity, Collaboration, HR, Finance, ERP

End User Computing VP IT Support



Desktop Support, Device Management, Telephony, IT Support



Infrastructure/Delivery VP Infrastructure

Amazon EC2, Amazon S3, Amazon RDS, Amazon VPC, Amazon Direct Connect, Directory Service, IAM, AWS Service Catalog

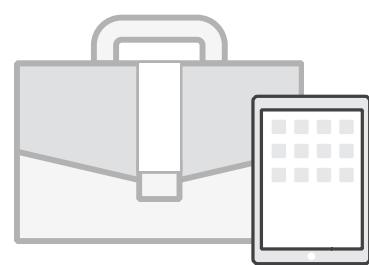
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Products & Services CTO/VP Applications



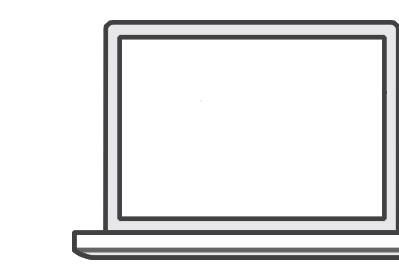
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Back Office Systems CIO/VP Corp Systems



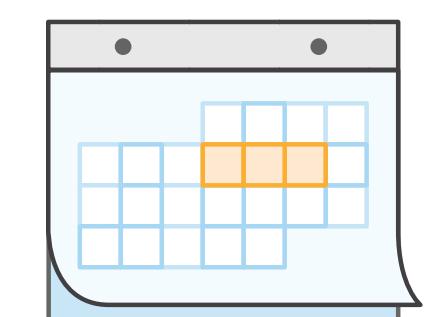
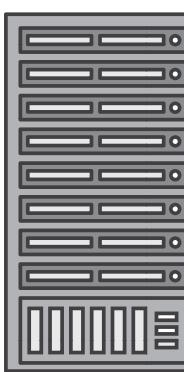
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Infrastructure/Delivery VP Infrastructure



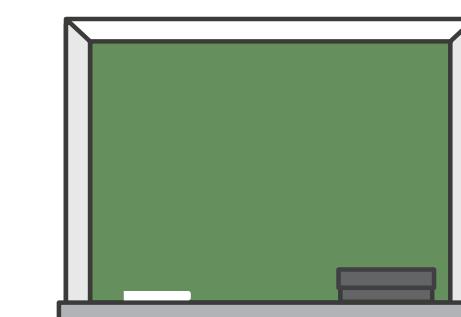
PMO



Engineering



Operations

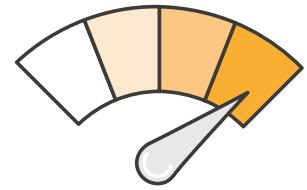
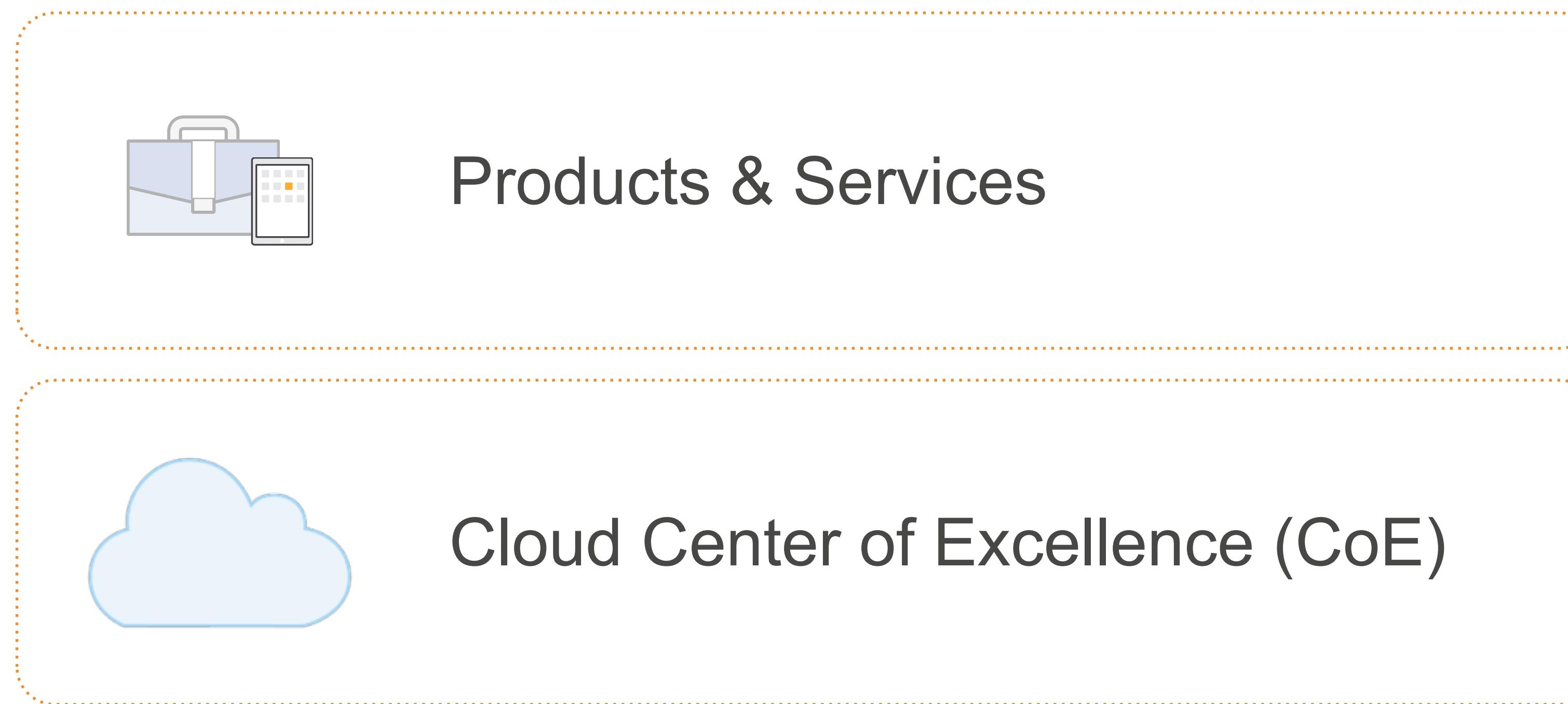


Design

IT Map - A Cloud-First Tomorrow



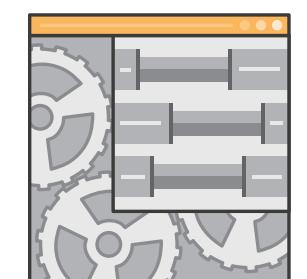
A DevOps Culture



Run What You Build

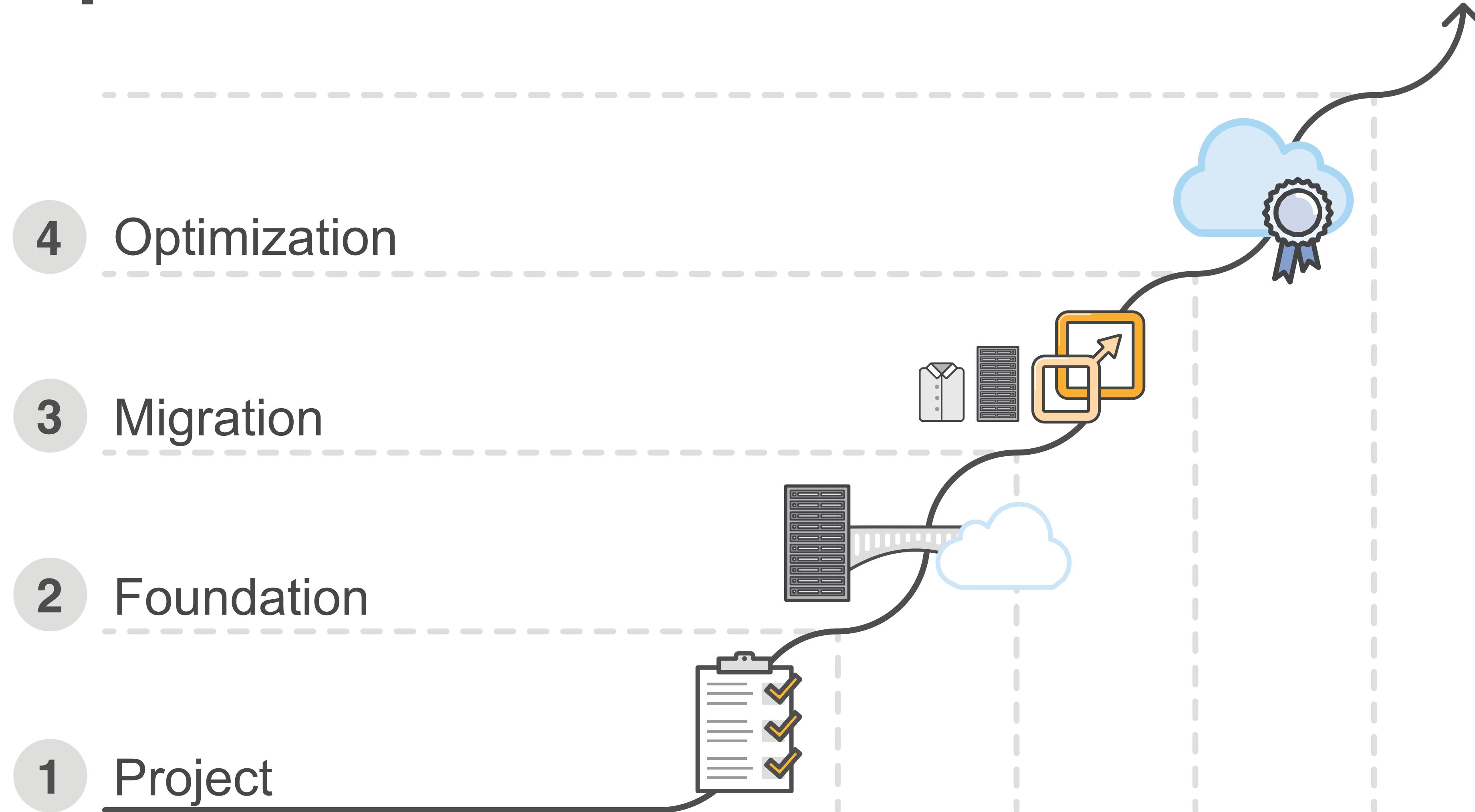


Customer Service
Orientation



Automation

Every organization is unique, though we have seen a pattern



You can start with a project anywhere

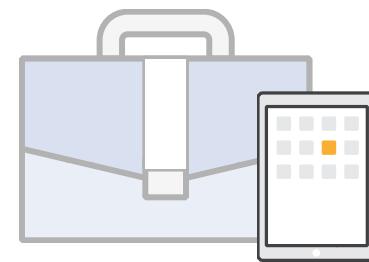


Information Security CISO

AWS Identity and Access Management (IAM), AWS CloudHSM, AWS Key Management Service (AWS KMS), Security Groups, AWS Marketplace

Products & Services

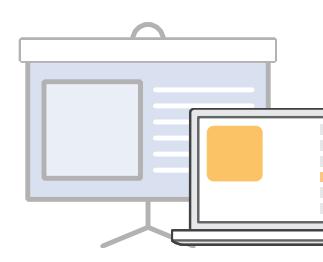
CTO/VP Applications



AWS Elastic Beanstalk, AWS Lambda, Amazon SQS, Amazon SNS, Amazon Mobile Analytics, Amazon CloudFront

Back Office Systems

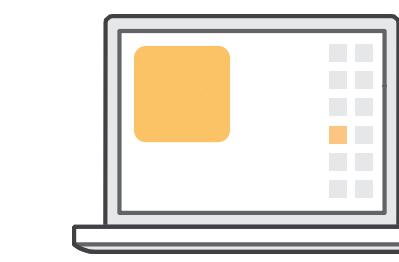
CIO/VP Corp Systems



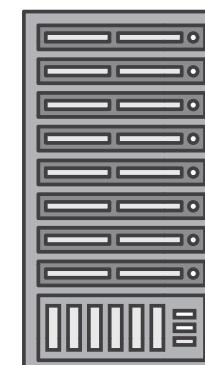
Amazon WorkMail, Amazon WorkDocs, AWS Marketplace, AWS Directory Service, SaaS

End User Computing

VP IT Support



Amazon WorkSpaces, Amazon AppStream, AWS Marketplace, AWS Mobile Services, SaaS



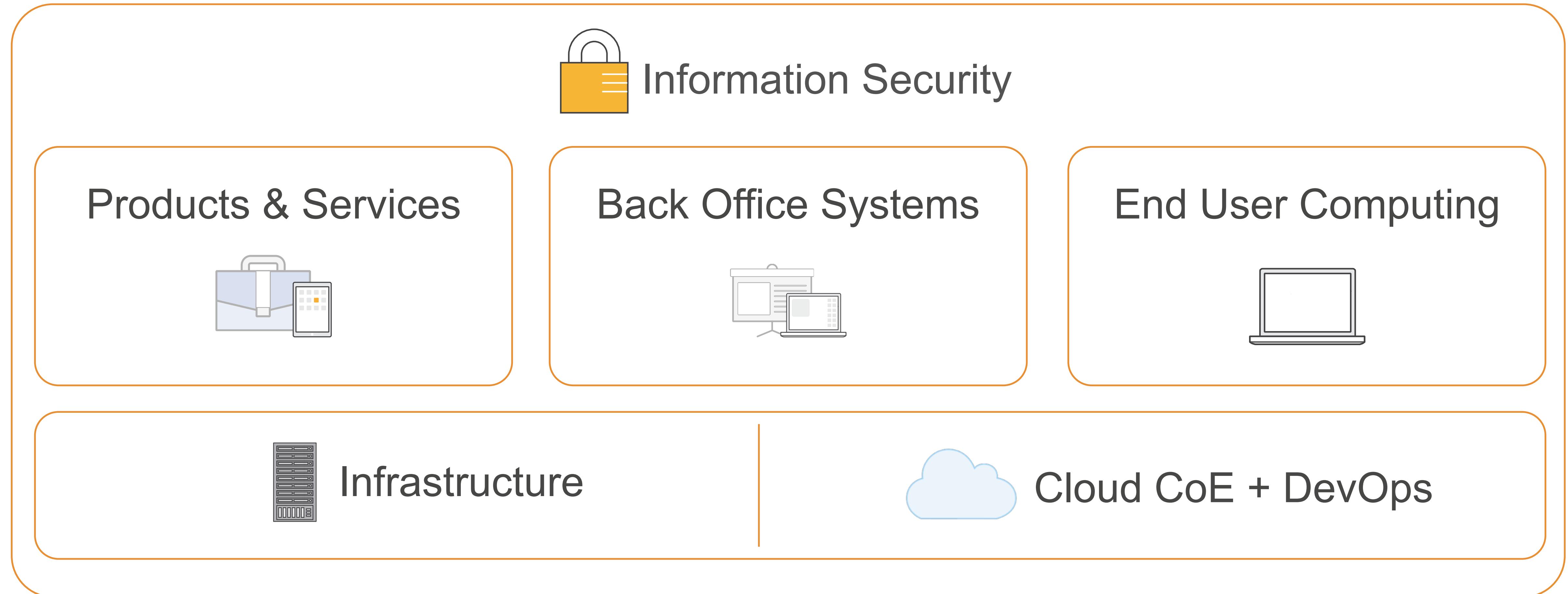
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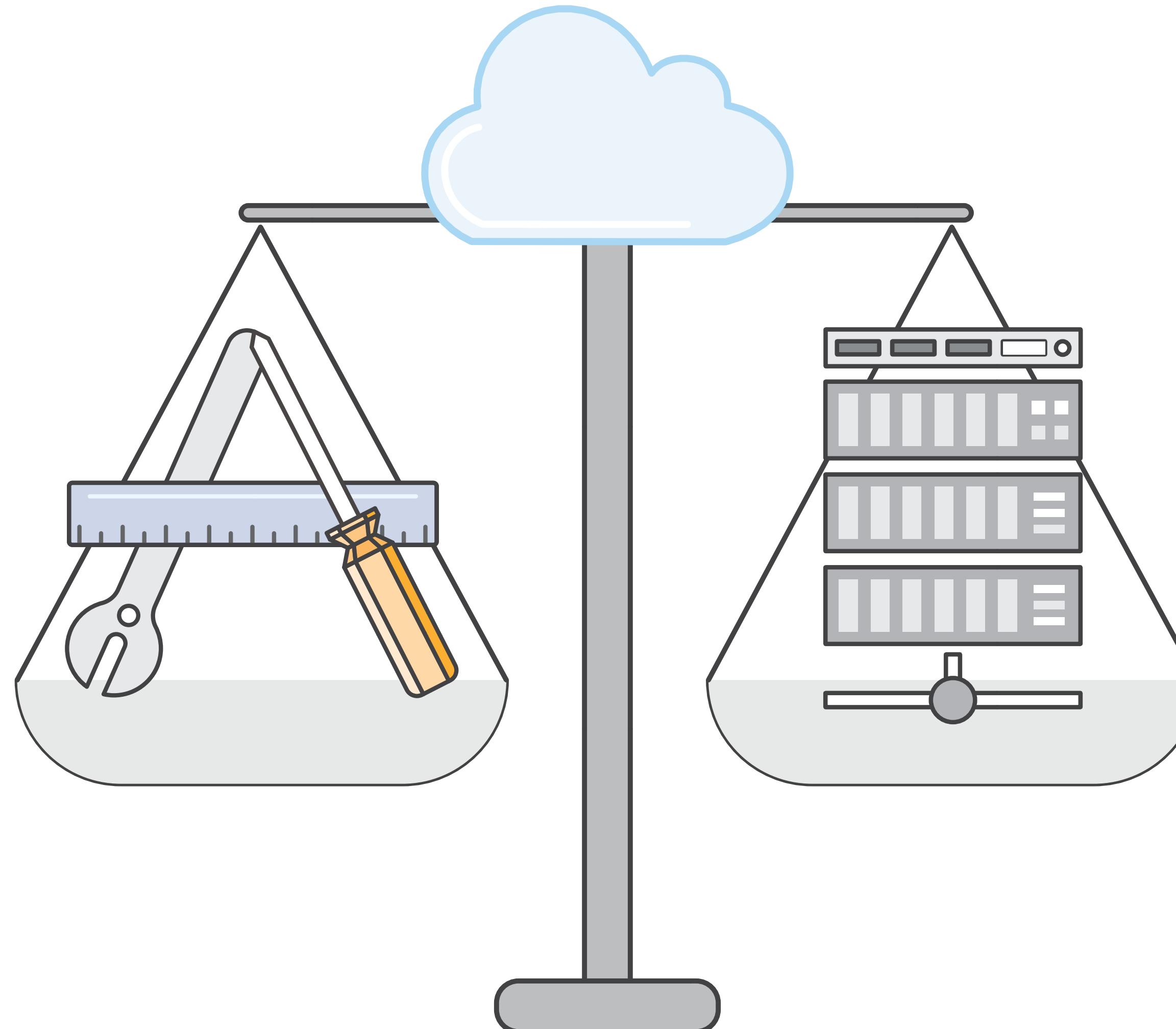
Common project starting points



Build future foundation: Cloud CoE + Hybrid



Create a Cloud Center of Excellence



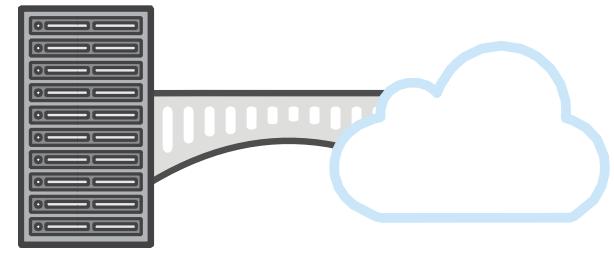
Build a team with diverse professional backgrounds

Start with basics and grow the team's responsibilities

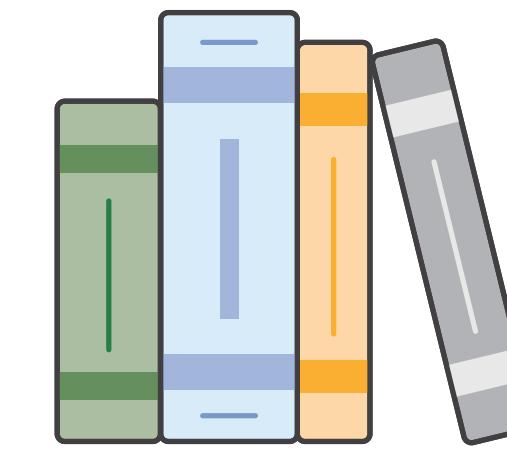
Automate, be customer friendly, and run-what-you-build

Common Cloud CoE objectives

Cloud Center of Excellence



Hybrid
architecture



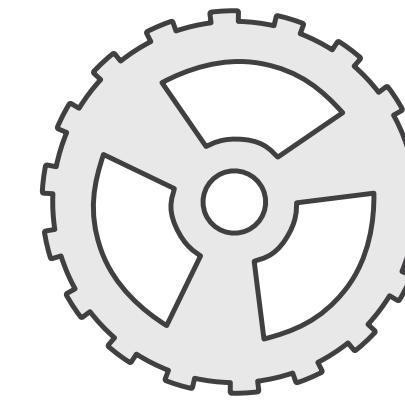
Reference
architectures



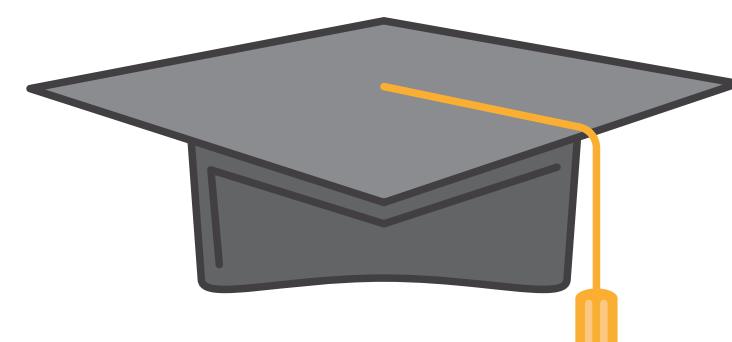
Identity
management



Cost and account
management

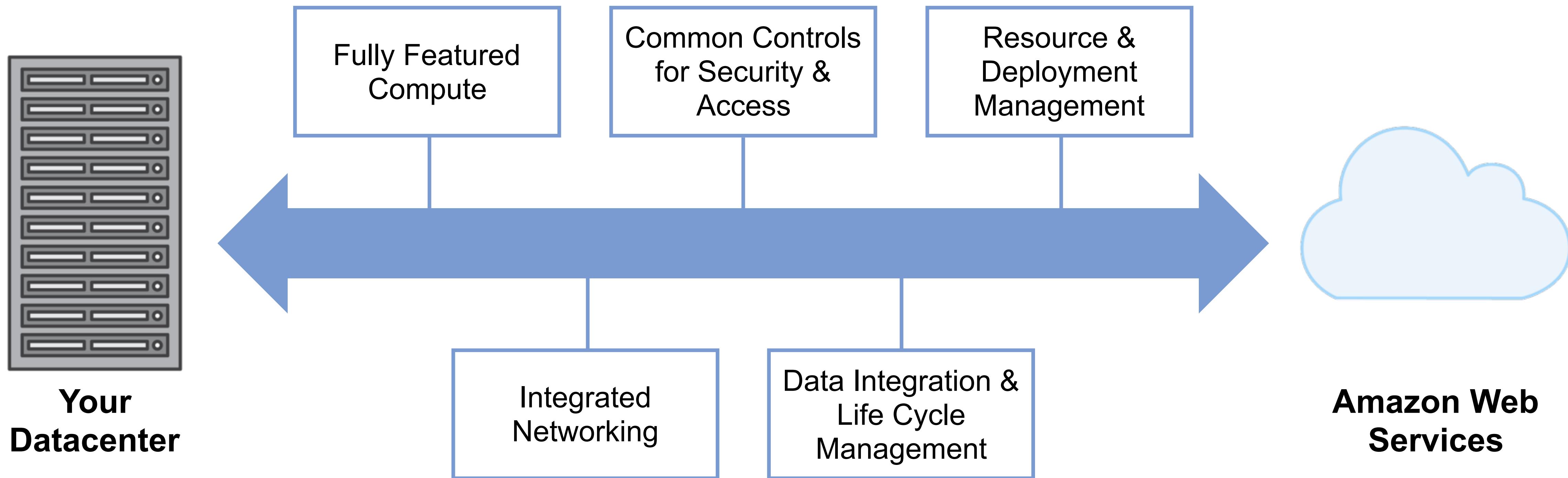


Asset
management



Training

Flexible Hybrid Architecture Options



Re-brand IT as an innovator



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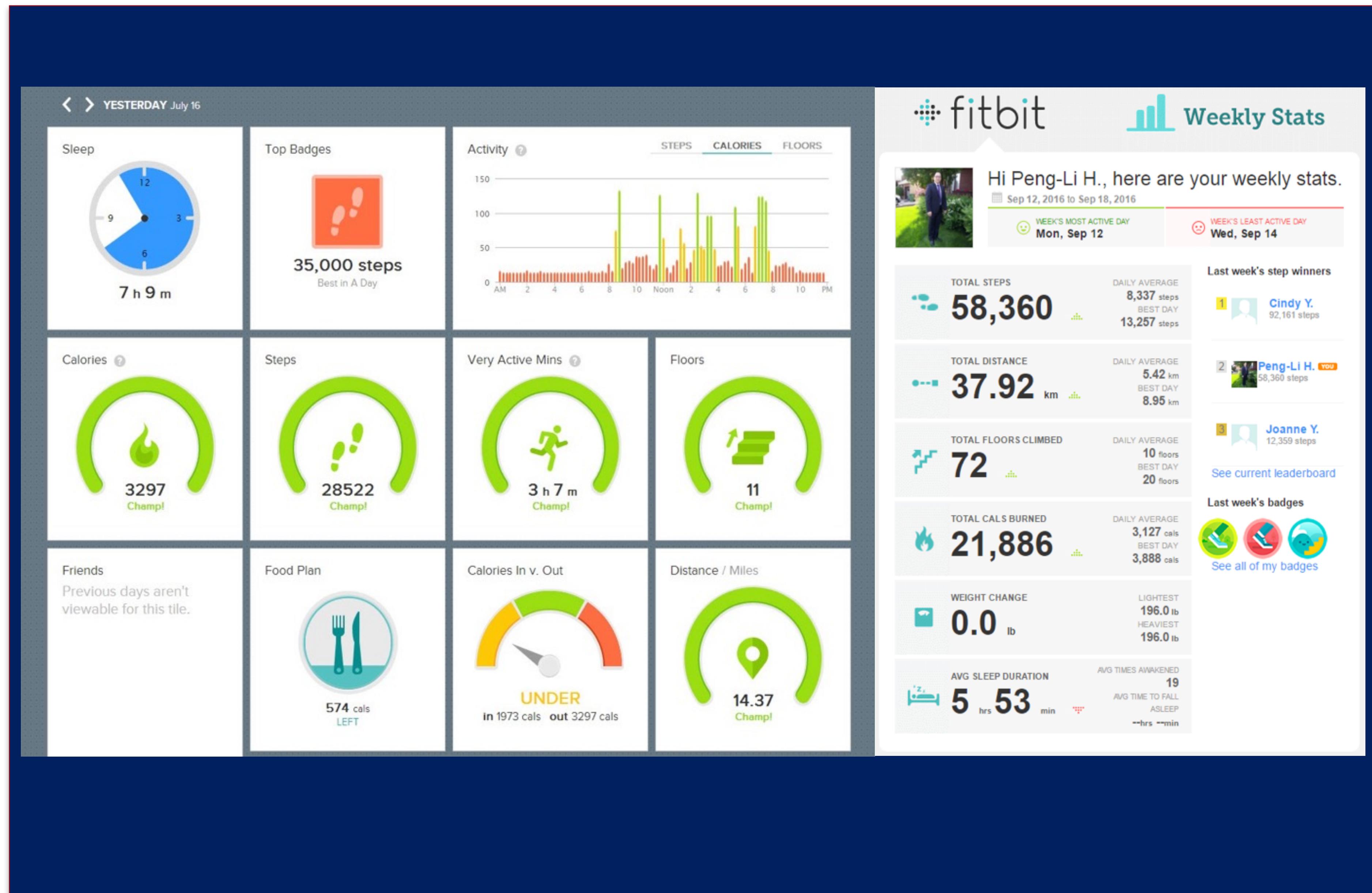
Risk Analytics

NBC Market Risk Group

September 28, 2016



What are Analytics?



NBC Risk Analytics Market Risk group

“In Risk Analytics, we’re proud to empower all our partners within Market Risk with the leading technology, data and market Risk Measures that gives the necessary breadth and speed to be Risk data driven

– Risk Analytics



Collaboration

Innovation & Agility

Market Risk - IT

Risk Measures Value Creation

NBC Risk Analytics Market Risk group

“In Risk Analytics, we’re proud to empower all our partners within Market Risk with the leading technology, data and market Risk Measures that gives the necessary breadth and speed to be Risk data driven

- **Vision:** Empower Market Risk sector to make risk informed decision through the use of innovative analytical tools and data
- **Mission:** Provides leadership, direction, and management in supporting the measurement, reporting and oversight of all market risks affecting the bank through the proactive use of complete and accurate Data, robust systems and analytical tools.
- Imagine if you could use data insights to manage Market and Credit risk more proactively and faster.

Empower NBC Market Risk group

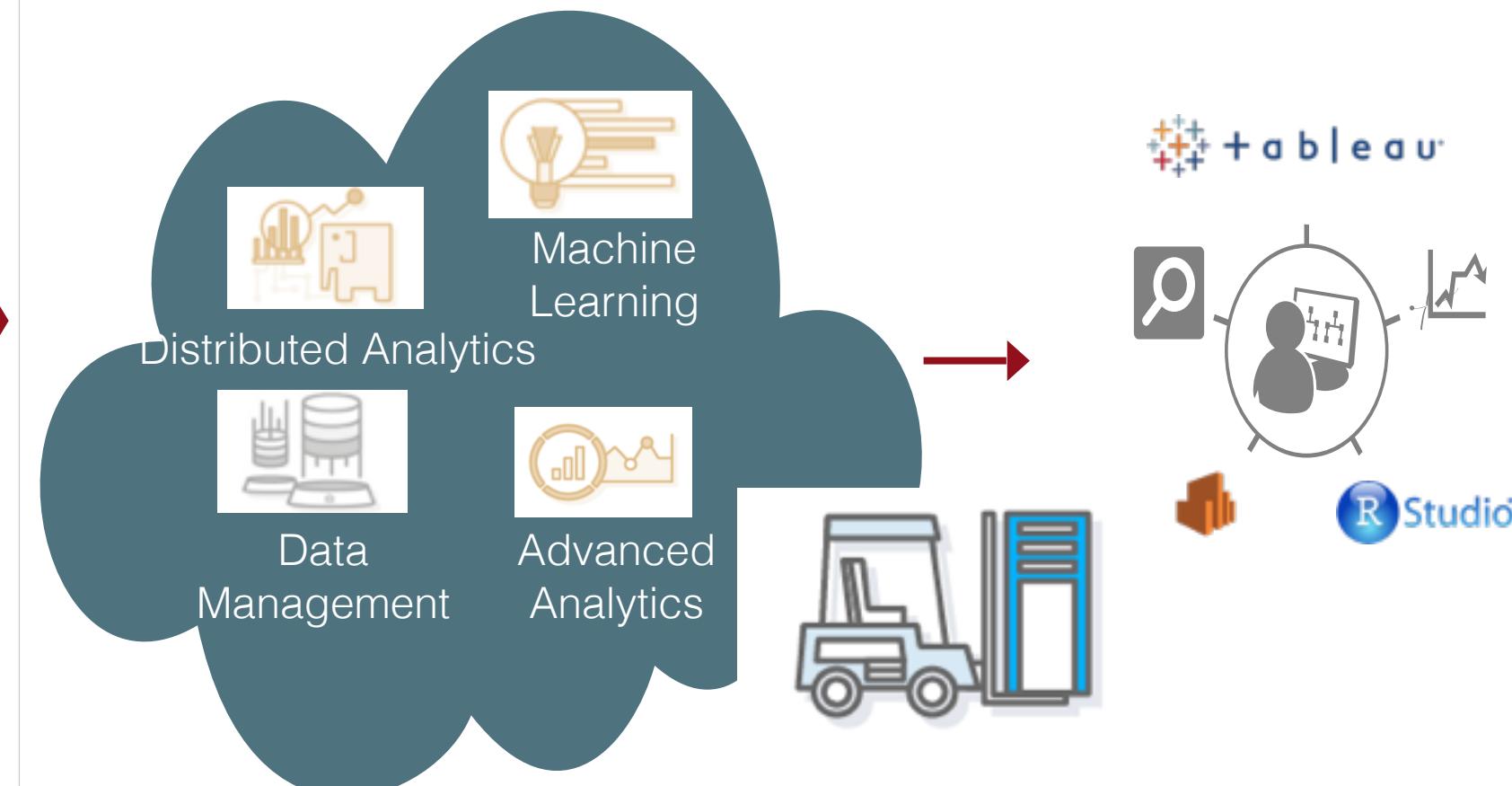
Risk Analytics Technology Storyboard

Optimize Market Risk Group by using scalable compute resources to produce information needed for risk management and regulatory requirements

Regulators require increasing scope of risk analysis
Market Risk Senior management wanting to improve understanding of Risk



Use scalable cloud-based resources to perform Analytics and Reporting



Improved Risk Analysis, Operational efficiency and Performance



Cost-effective and capable infrastructure that supports analytical requirements now and in the future.

High level Issues

- Making risk related decisions on inadequate information
- Limiting analytical capabilities due to shortcomings in infrastructure
- Unavailable on demand compute

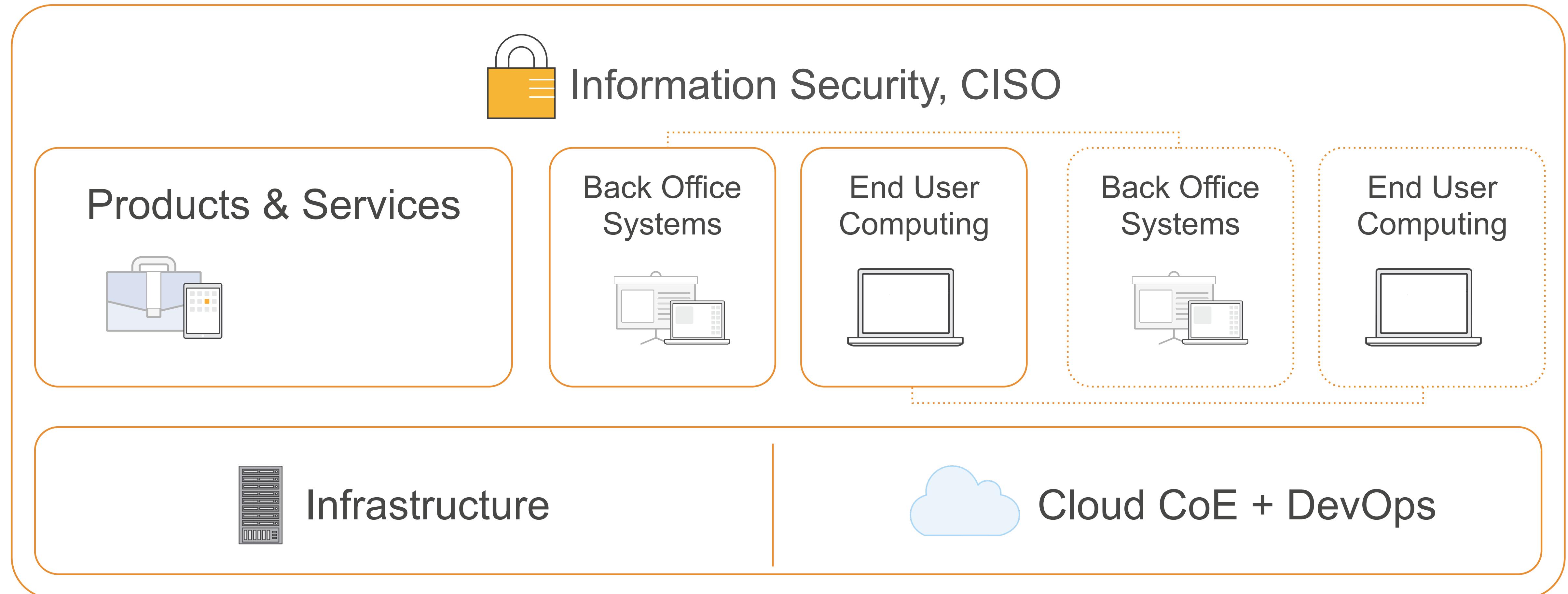
Activities

- Using simple visualization tools to monitor and understand risk exposure
- Access to Market Data, Position Data
- Perform Data mining

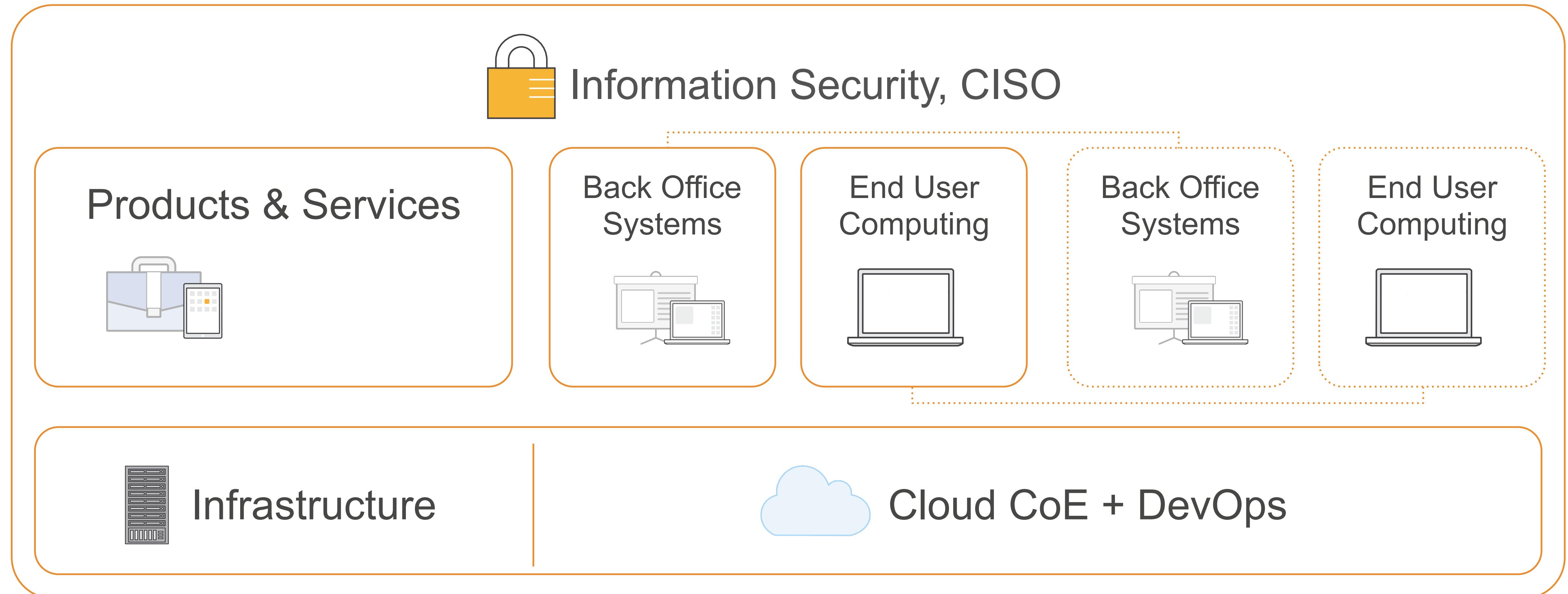
Benefits

- Improved collection and unified access to risk data and indicators
- Reduced time needed to compute real-time risk exposure using advanced analytics
- Improved decision making
- Manage Risk using an integrated approach
- Optimize risk management activities
- Increase the availability of risk information, provide insight across groups
- Dramatically enhance Risk infrastructure for Compute, Storage and Analytics
- Reduce IT operational cost

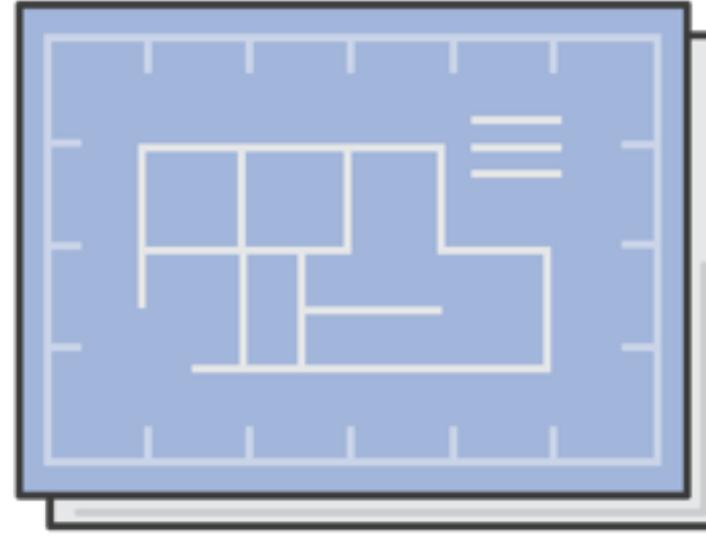
Break the dependency on legacy as you grow Cloud CoE and migrate



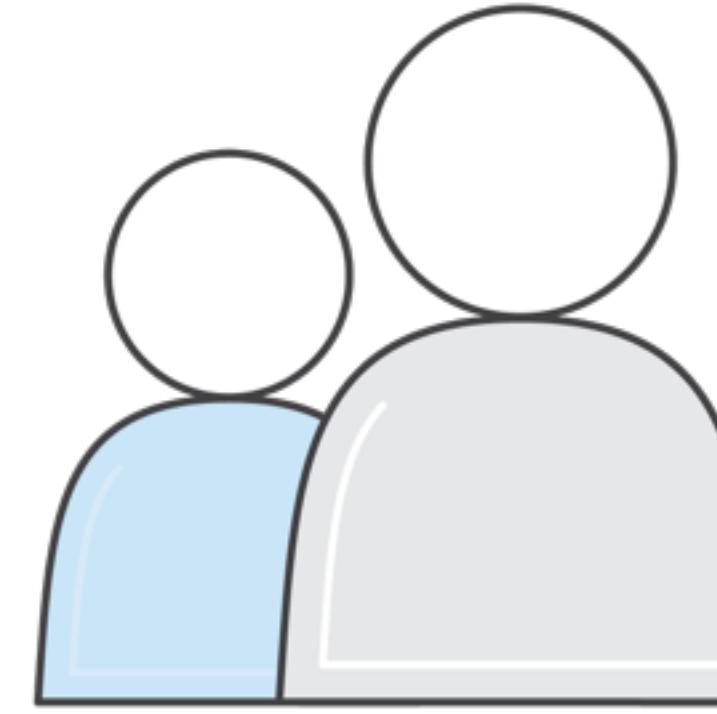
Break the dependency on legacy as you grow Cloud CoE and migrate



Migrating to AWS has never been easier



Patterns of
Success



People
Services



Tools and
Automation

Robust migration experience



News UK Shortens Time to Market by 6 Months by Migrating 60% of its Data Centers.



Hess Uses AWS to Streamline Data Center Migration in 6 Months.



Enel reduced 50% of storage costs, 20% of compute costs, and reduced time to provision from 4 weeks to 2 days

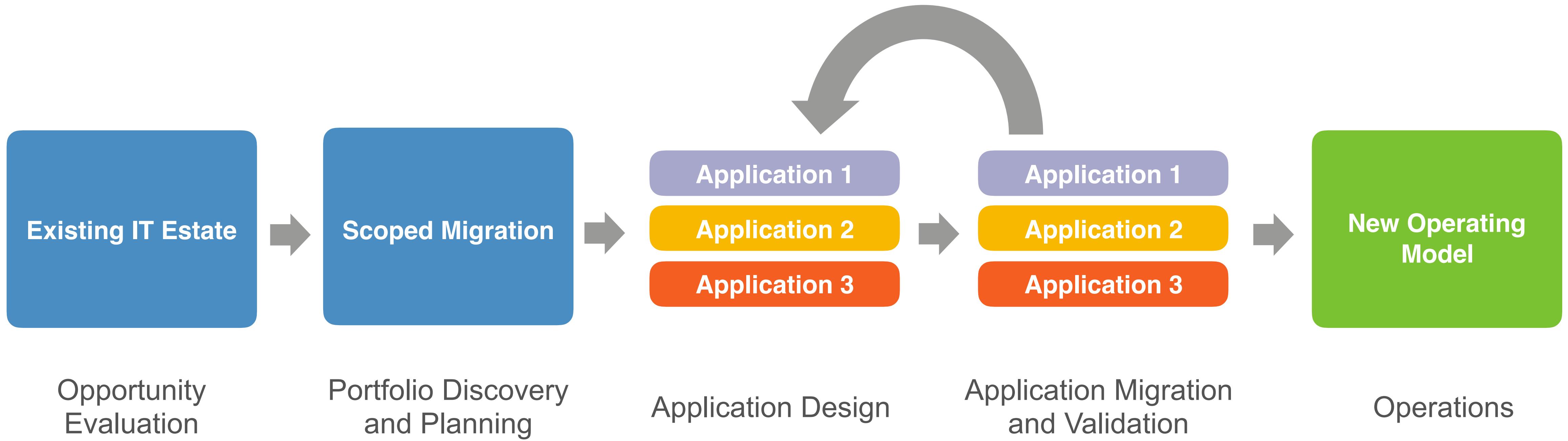


Kaplan Closes 8 Data Centers.

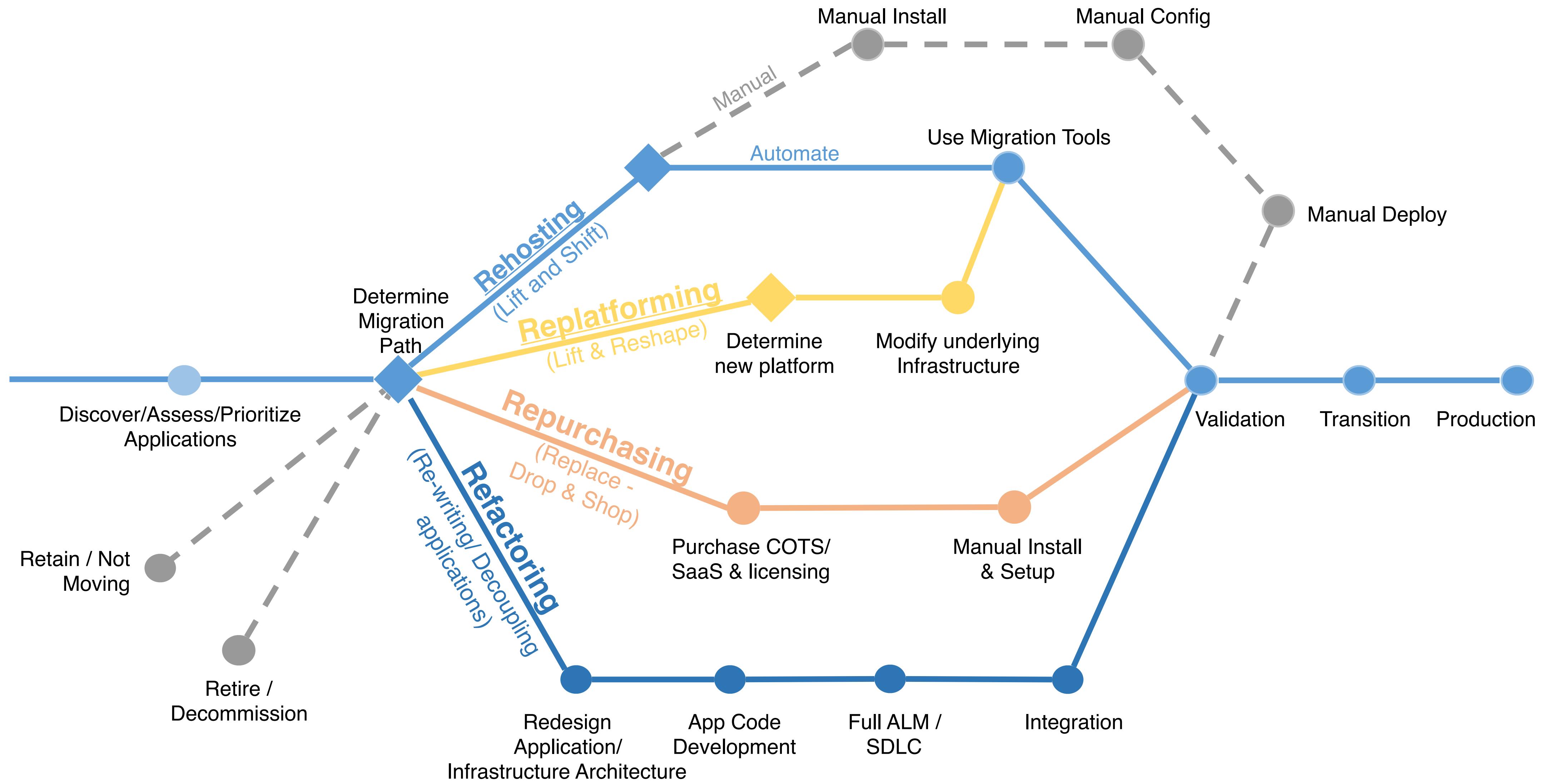


Delaware North Moves Data Center to Save \$3.5M Over Five Years.

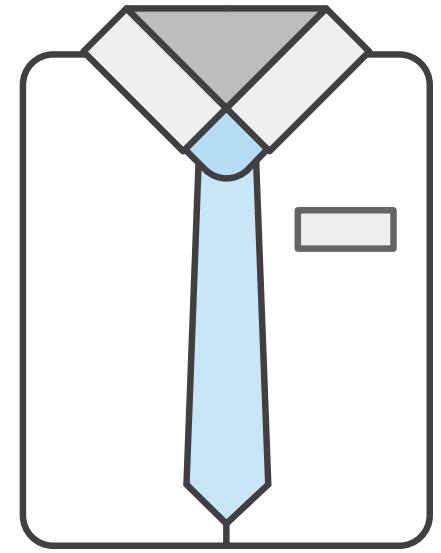
Migration process



Migration strategies



A global team of cloud experts to help you

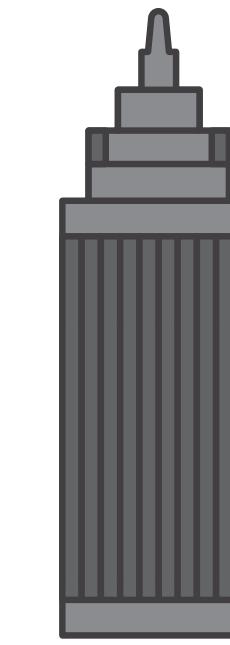


AWS Professional Services

Help plan, architect, and implement every aspect of your cloud journey

Work alongside you and your trusted partners

Experience and solutions to help every major industry



AWS Enterprise Support

Help optimize your workloads in the AWS cloud

Proactive management, tools, and consultative services

Large migration delivery ecosystem



Cloud
Technology
Partners



AWS services to help you migrate



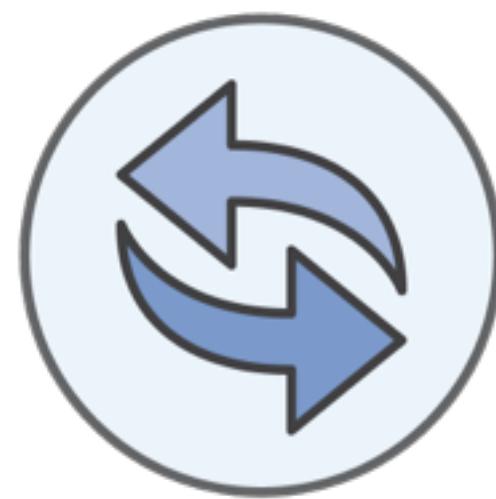
AWS Snowball

Simple large-scale data transfer



AWS Database Migration Service

Migrate between on-premises and cloud databases



VM Import / Export

Deploy workloads across your infrastructure



AWS Marketplace

2,750+ products to help you with migrations and a cloud operating model

Common AWS Marketplace migration categories and brands



Security



Networking



Databases



BI



Storage



Media

Partner tools to help you migrate

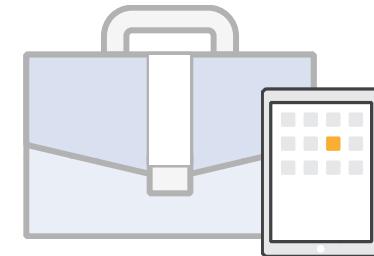


Focus on your customers as you continue to optimize your business



Information Security

Products & Services

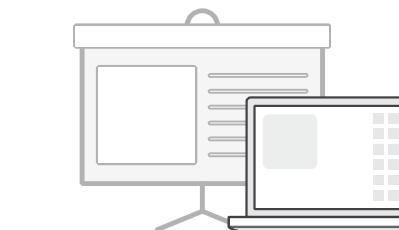


+30% added to your business

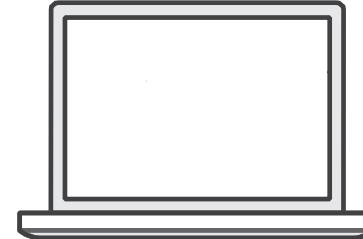


Cloud CoE + DevOps

Back Office Systems



End User Computing



Many organizations are now cloud-first with AWS

Enterprises

DOW JONES

intuit

Kempinski
HOTELS & RESORTS

Time Inc.



“Friends don’t let friends
build data centers.”

ISVs



splunk>

Acquia™



software AG

About Us

800+

Employees
worldwide

1000+

Learning
Institutions

15M

Users across K12,
Higher Ed, Large
Companies

14

Available
Languages

99.9%

Uptime SLA

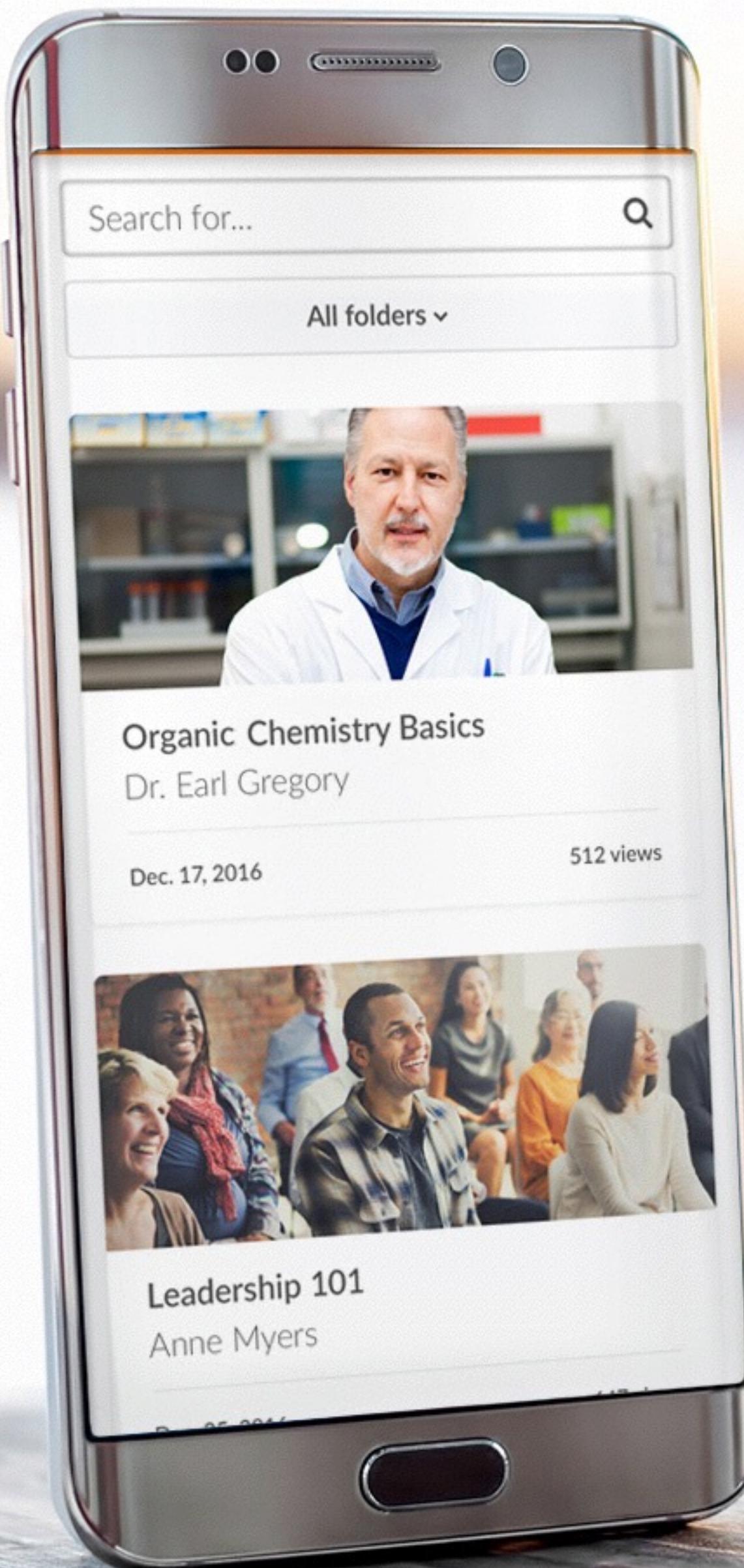


The AWS/D2L partnership

Uniformity of AWS' global presence

A close-up photograph of a person's hand holding a globe. The globe is a standard world map with blue oceans and green continents. Overlaid on the globe is a network of white lines connecting various points, representing a global network or presence. The hand is visible at the bottom, gripping the globe.

**More flexibility/speed
to deal with peak loads**



Managed platform

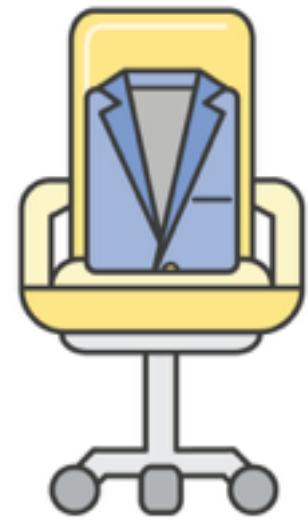
Security & privacy



D2L's journey to the cloud

Lessons learned

Best practices



Executive
Leadership



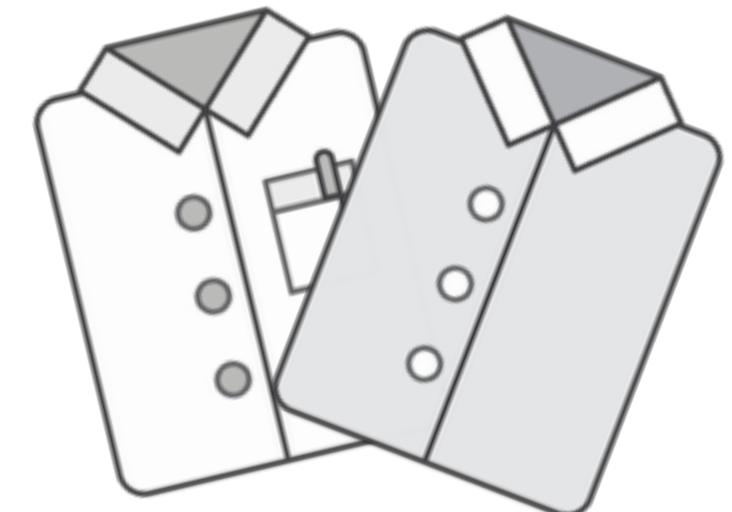
Educate Staff



Experiment



Cloud Center of
Excellence



Engage Partners

medium.com/@stephenorban

The AWS Cloud



What if you could **devote more resources** to the things that matter and **move faster** while being **more secure**?

"AWS is our trusted partner that is going to run our company for the next 140 years."

Jim Fowler – CIO, General Electric

Thank you!



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orbans@amazon.com