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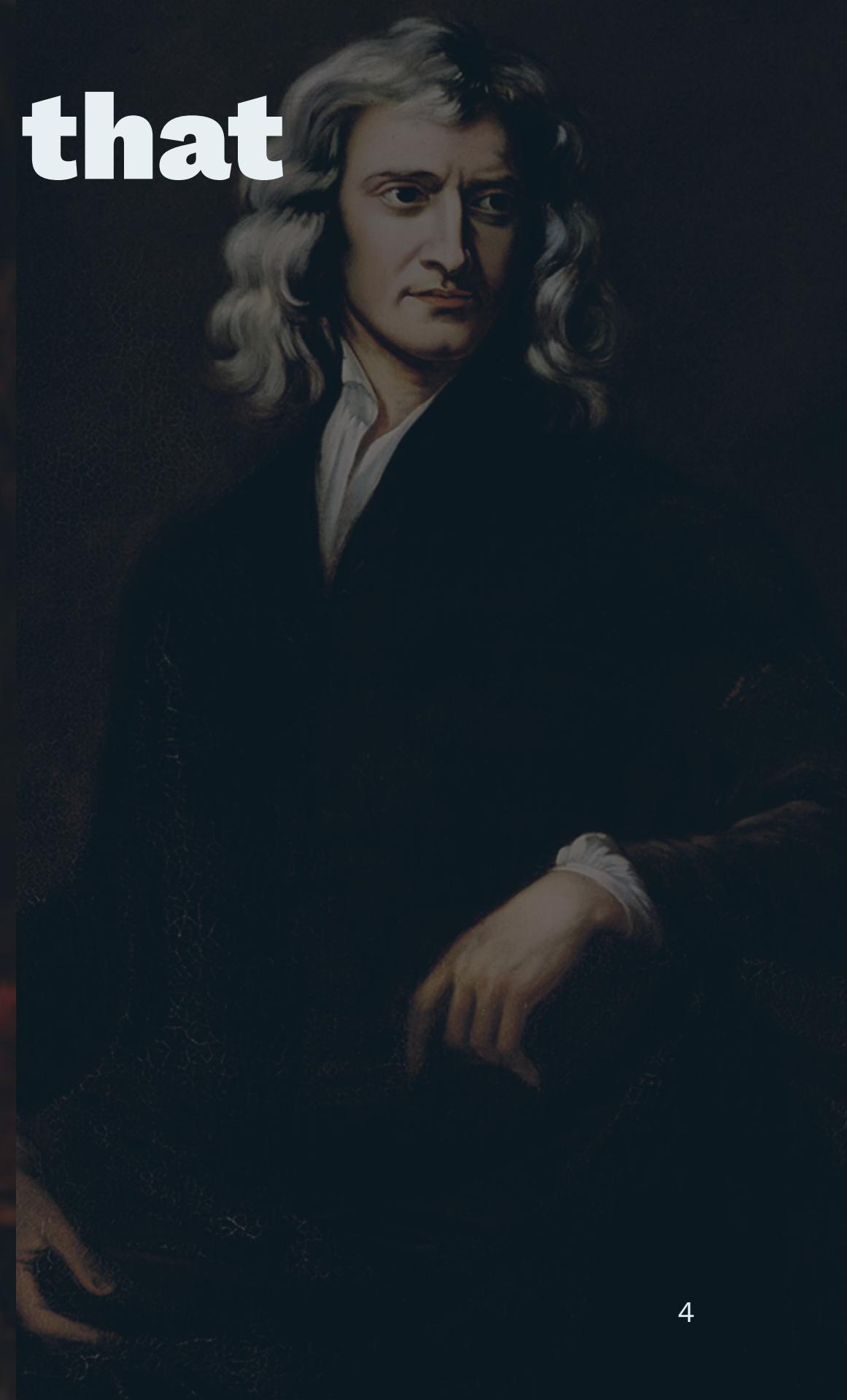
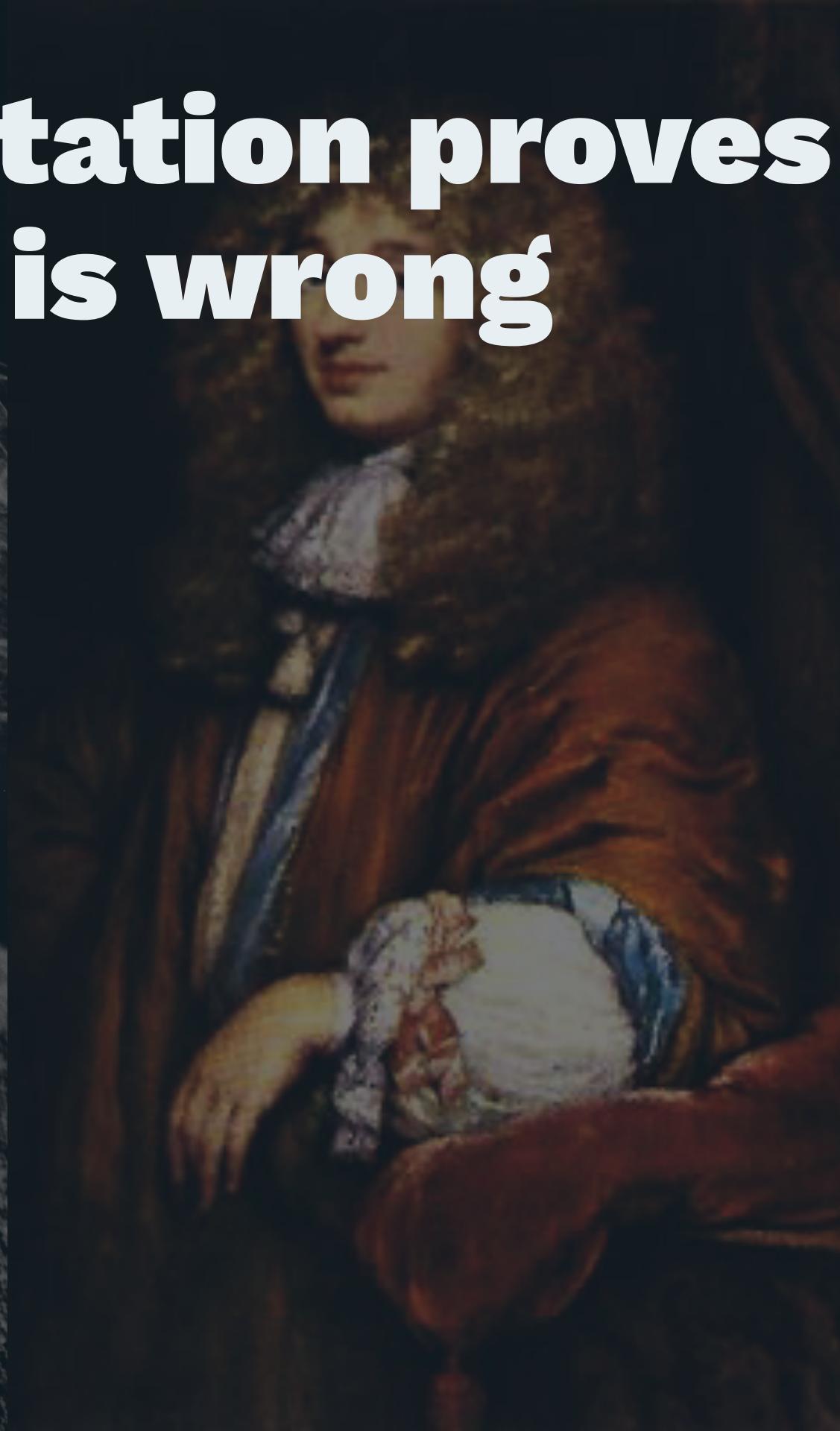
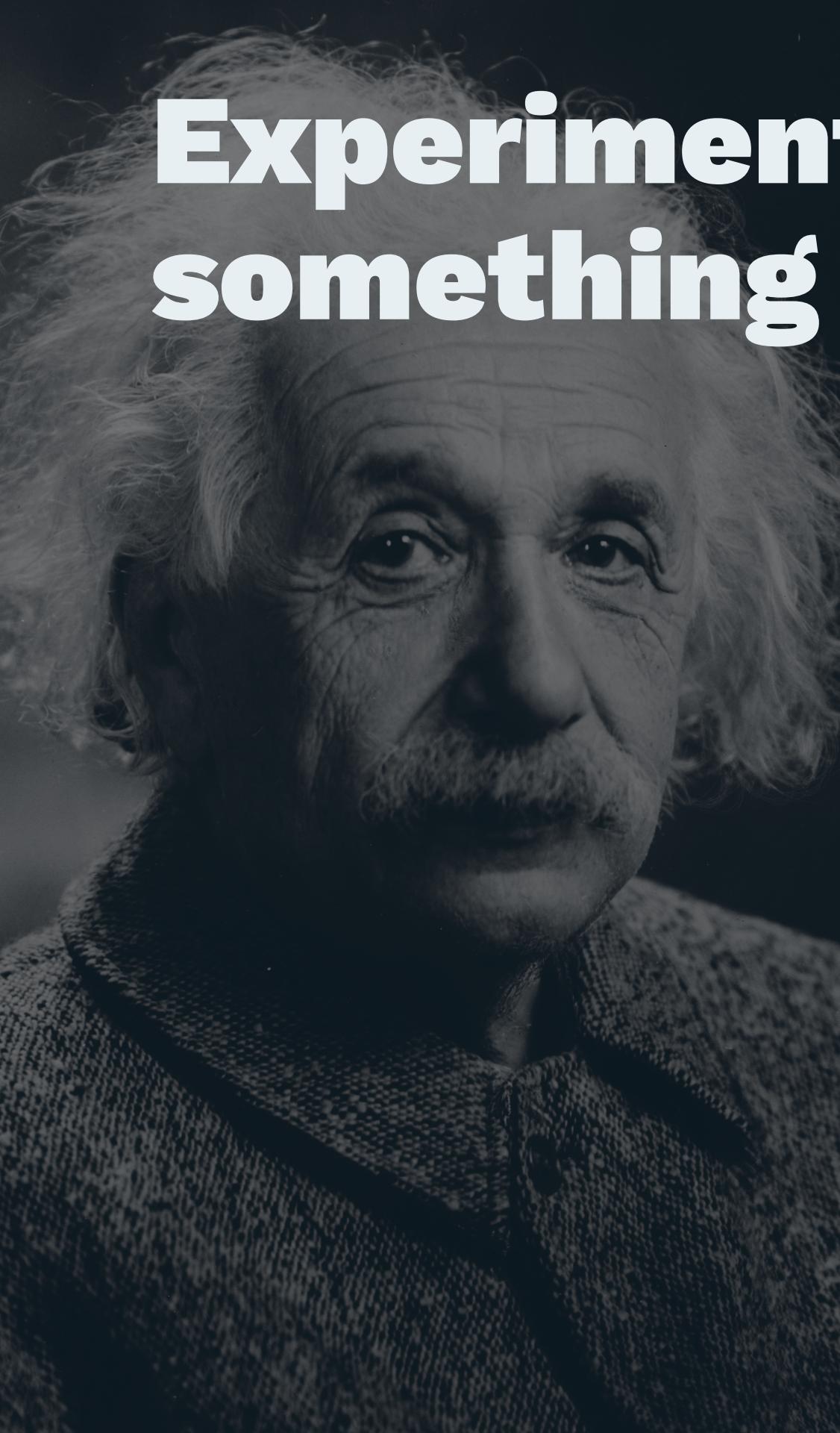
AWS Transformation Day

23 May 2017

Recollection of the day



Experimentation proves that something is wrong



Innovation by experimentation

A photograph of a scientist in a laboratory setting. The scientist is wearing a light blue lab coat, dark blue gloves, and safety glasses. They are holding a test tube in their left hand and pouring its contents into a small, shallow glass dish held in their right hand. In the foreground, there is a rack containing many small test tubes. To the left, a piece of laboratory equipment with a large, round, transparent bulb is visible. The background is slightly blurred, showing more of the laboratory environment.

Innovation must be able to fail



Innovation @ Amazon

Assign two-pizza teams to work on innovation

Decision making process

They call it the 6-page narrative

**One hour meeting - 30 min. to read and 30 min. to make
a decision**

Three of their leadership principles

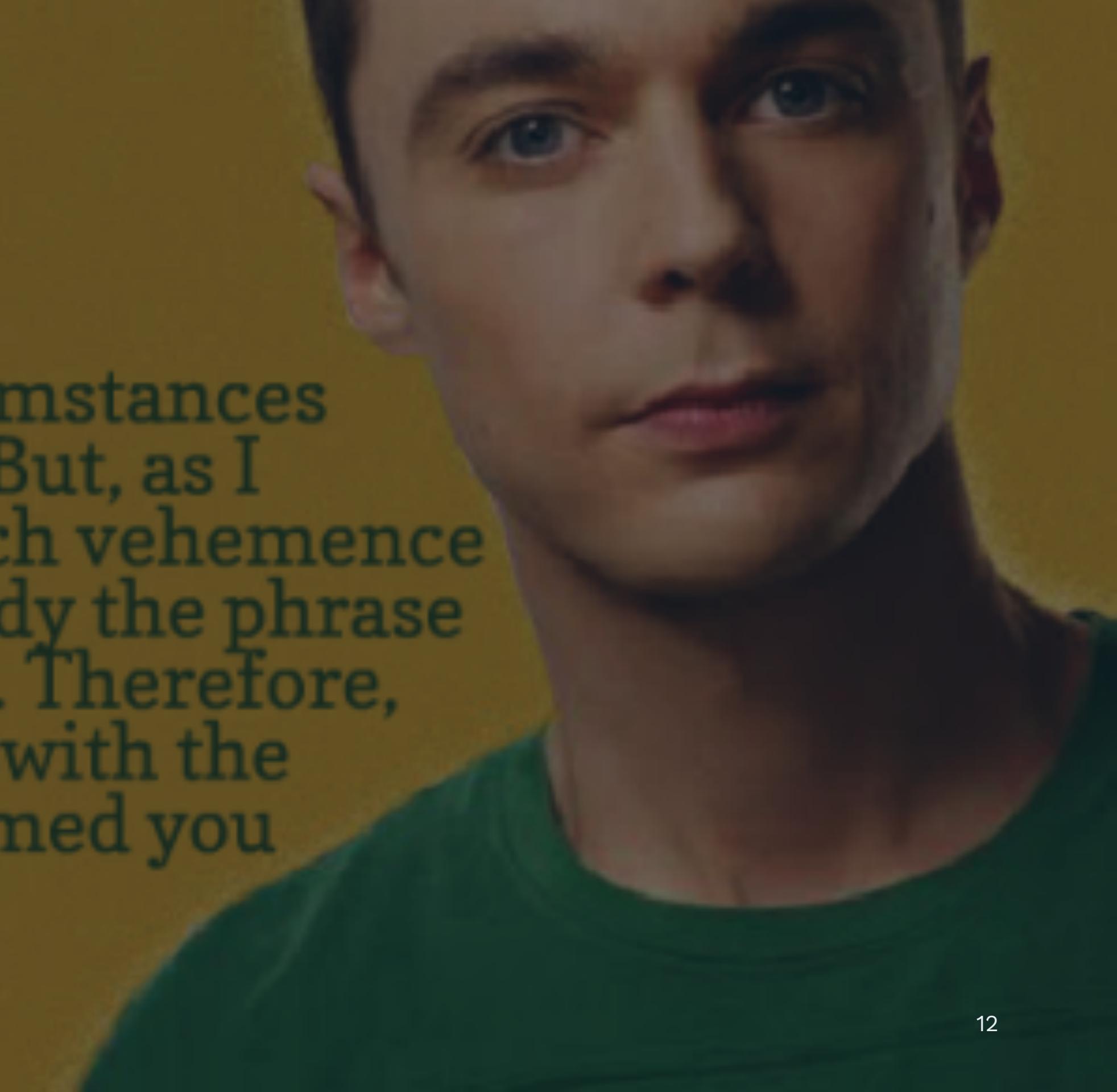
Customer obsession

WE LOVE OUR CUSTOMERS

Are right, A lot

“ Under normal circumstances I'd say I told you so. But, as I have told so with such vehemence and frequency already the phrase has lost all meaning. Therefore, I will be replacing it with the phrase, I have informed you thusly. ”

Sheldon Cooper

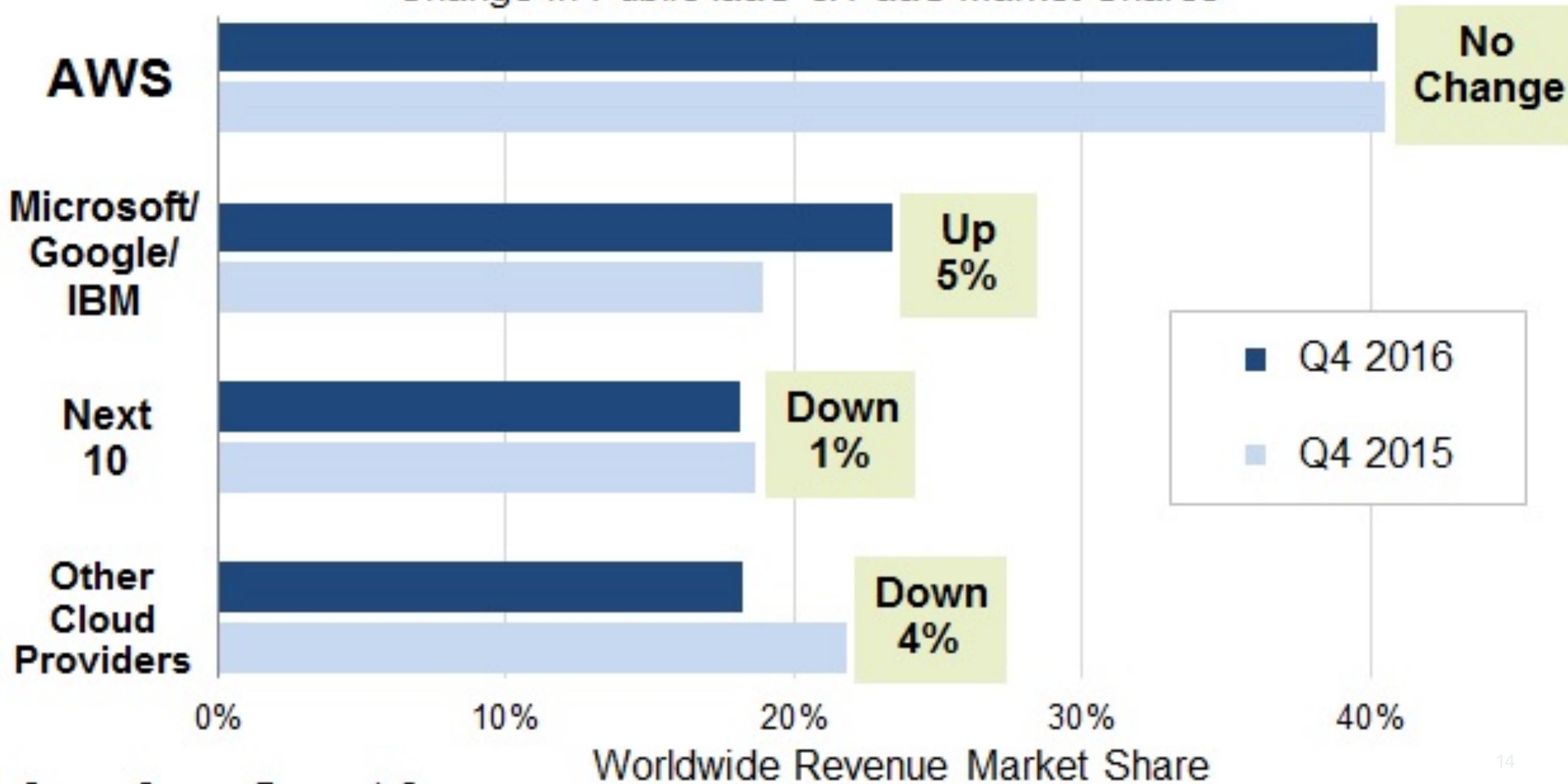


Deliver Results



The Race for Public Cloud Leadership

Change in Public IaaS & PaaS Market Shares



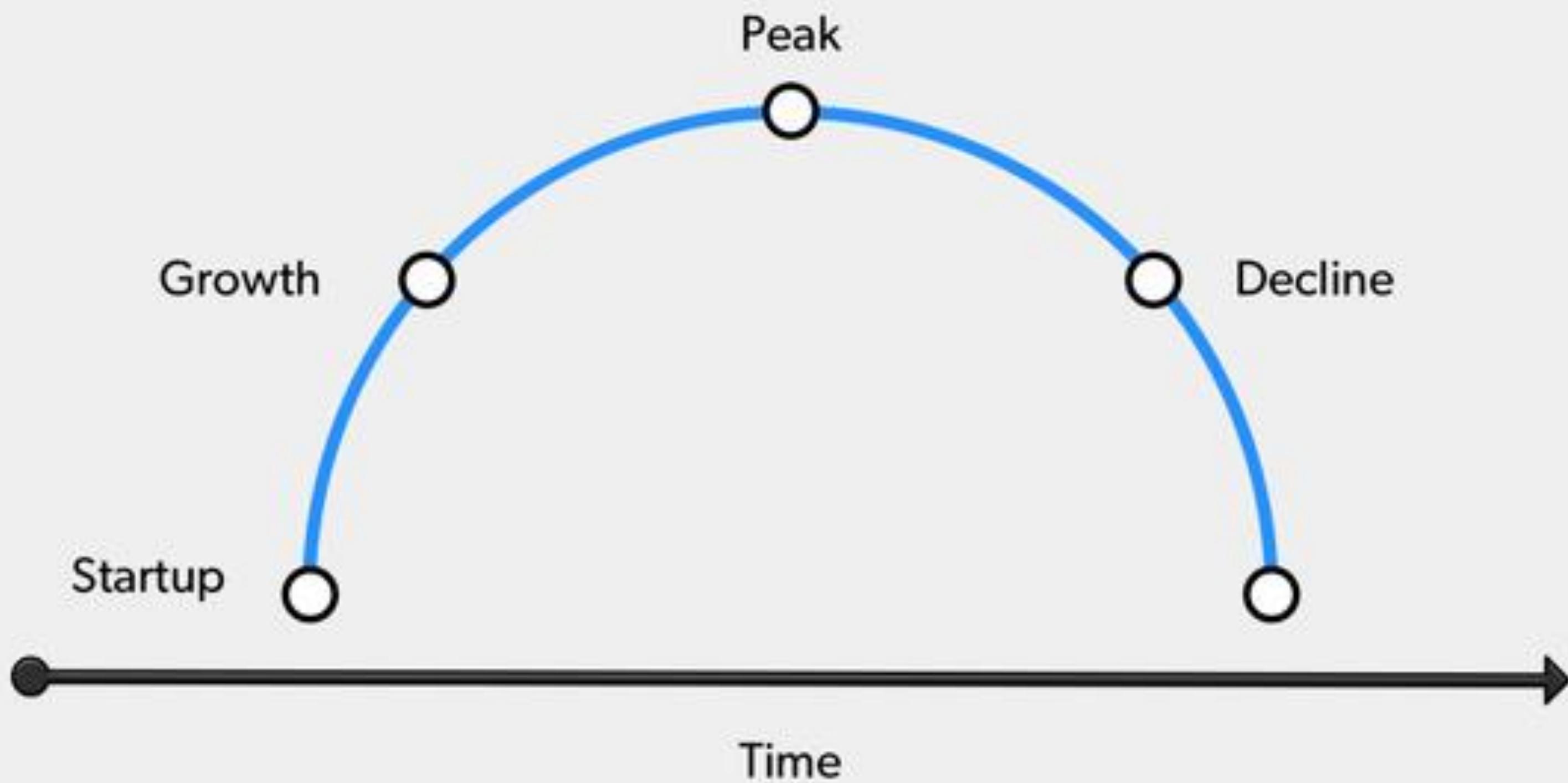


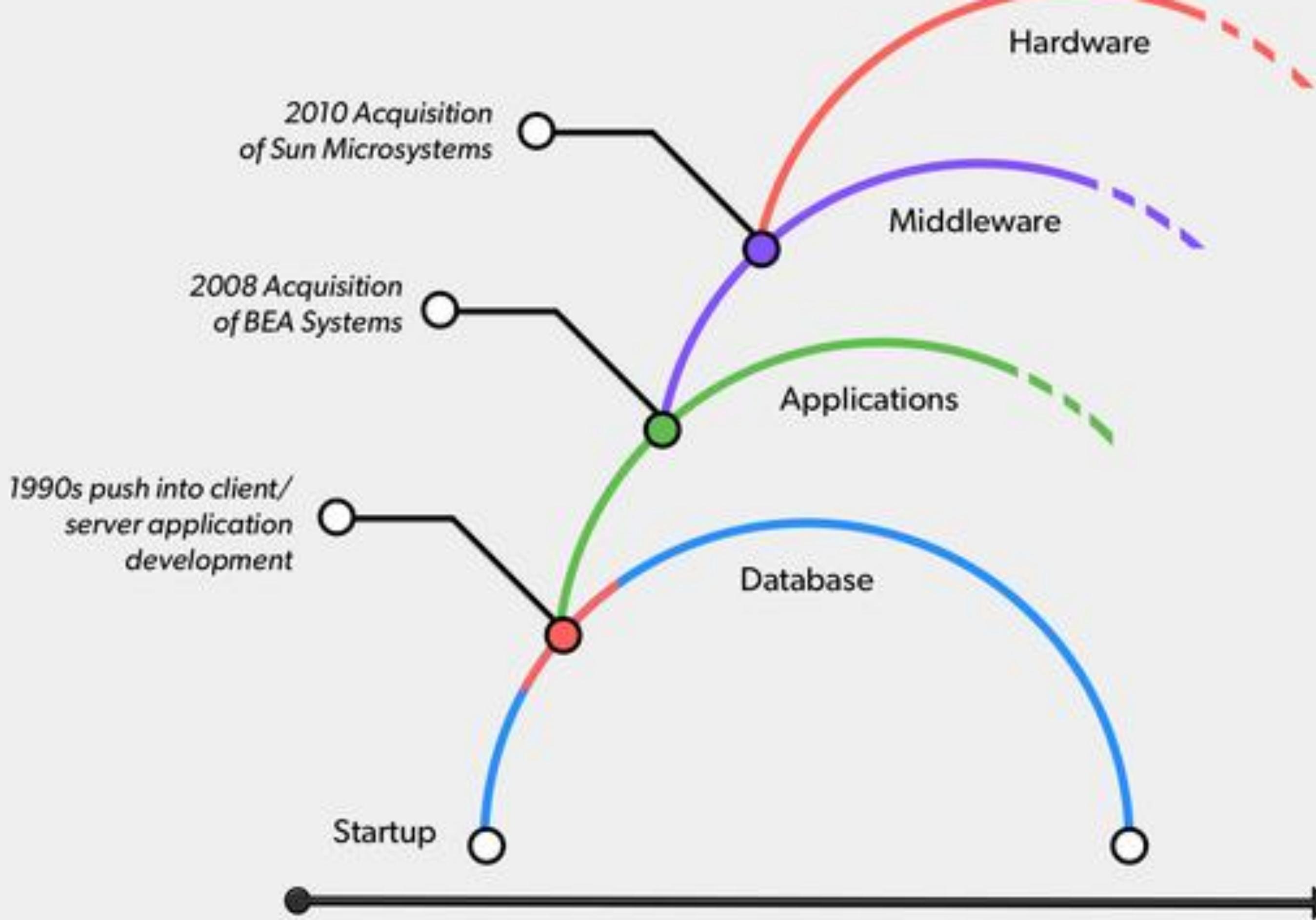
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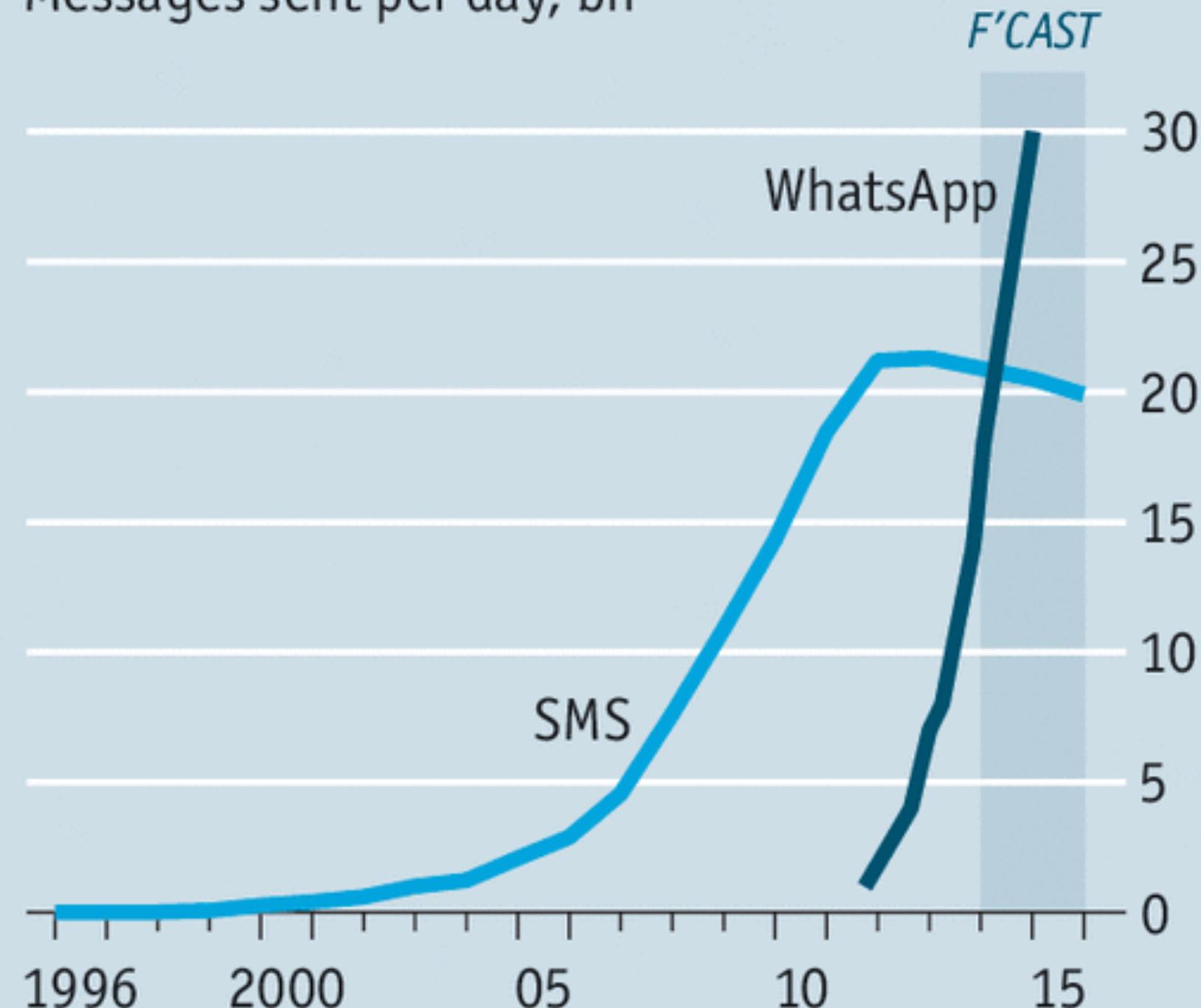
In the next 5 years they will see
more change than in the last 50

— BMW



OMG, RIP txt

Messages sent per day, bn



Sources: Portio Research; a16z