

Innovation Offerings

overview

AWS Professional Services

2020

**How do we foster a
culture of innovation
(like Amazon)?**

**We have lots of ideas,
how do we choose
which ones to invest in?**

**How do we become
more responsive (and
agile) to market needs?**

**How can we
understand our
customers better?**

**We already invested in
Design Thinking and Agile
training, but haven't been
able to make it stick.**

**We're worried about
the rapid rate of
disruption in our
industry**

**Business continues to
drive products and
requirements without
involving IT until much
later**

Innovation Advisory

WHY

- Customer – accelerate better ideas to market; culture change
- AWS – help our customers innovate like Amazon

HOW

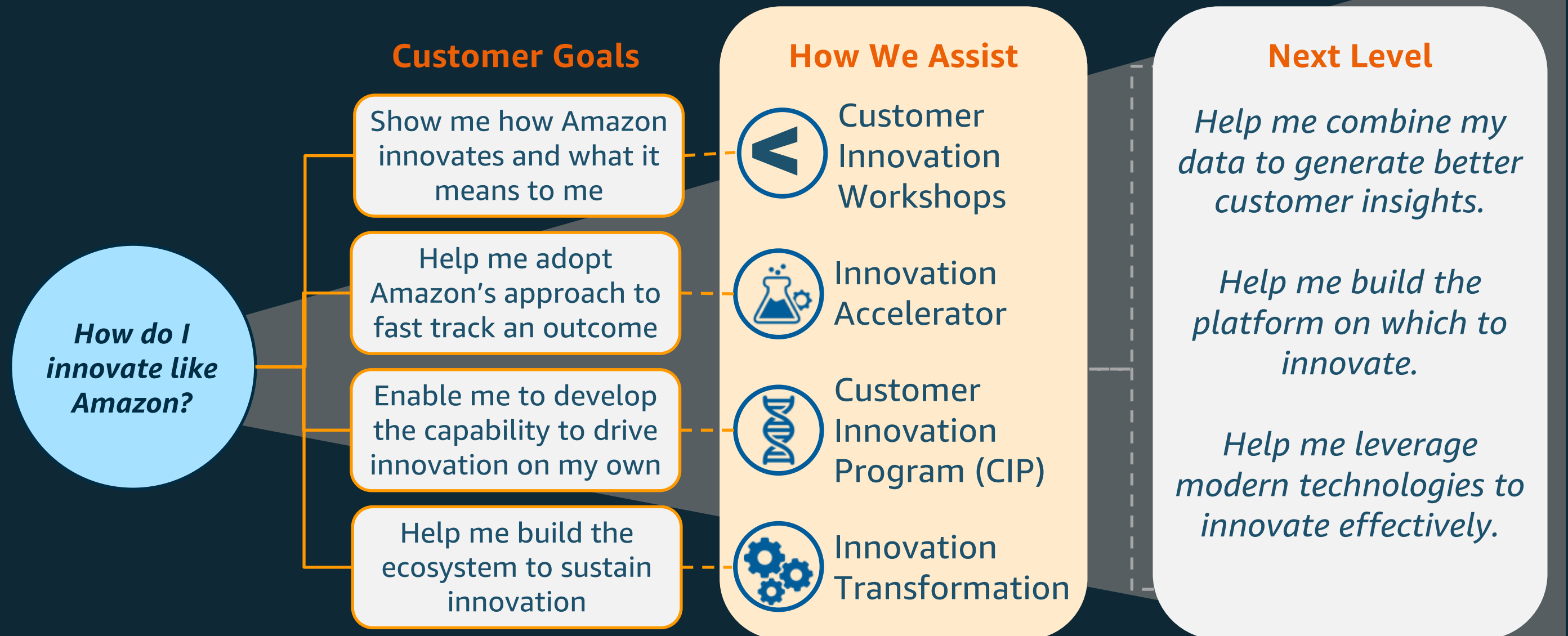
- Working Backwards | Lean Experimentation | Idea Execution

WHAT

- Start with Customer Innovation Workshop or Innovation Accelerator
- Scale with enablement offerings

Innovation Advisory Offerings

Designed to address the breadth of goals around innovation and take them to the next level

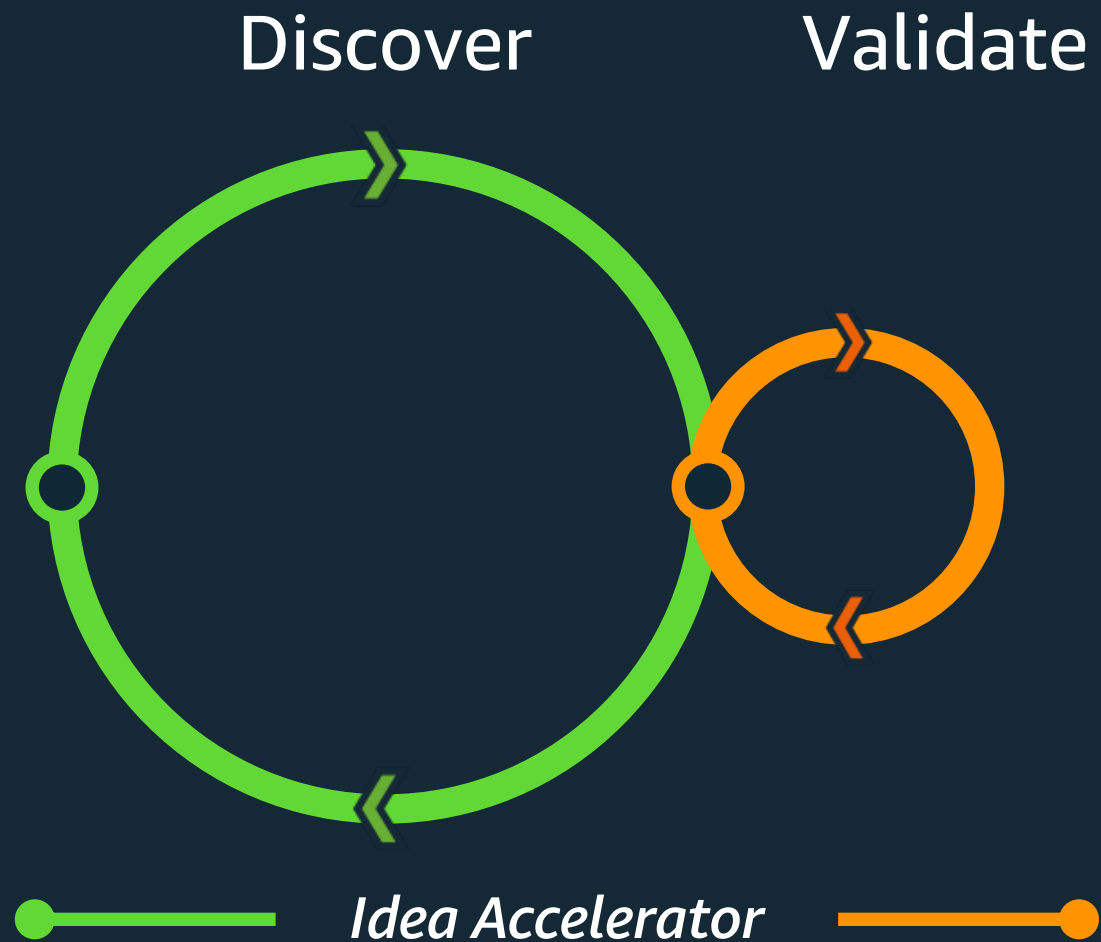


Customer Innovation Workshops



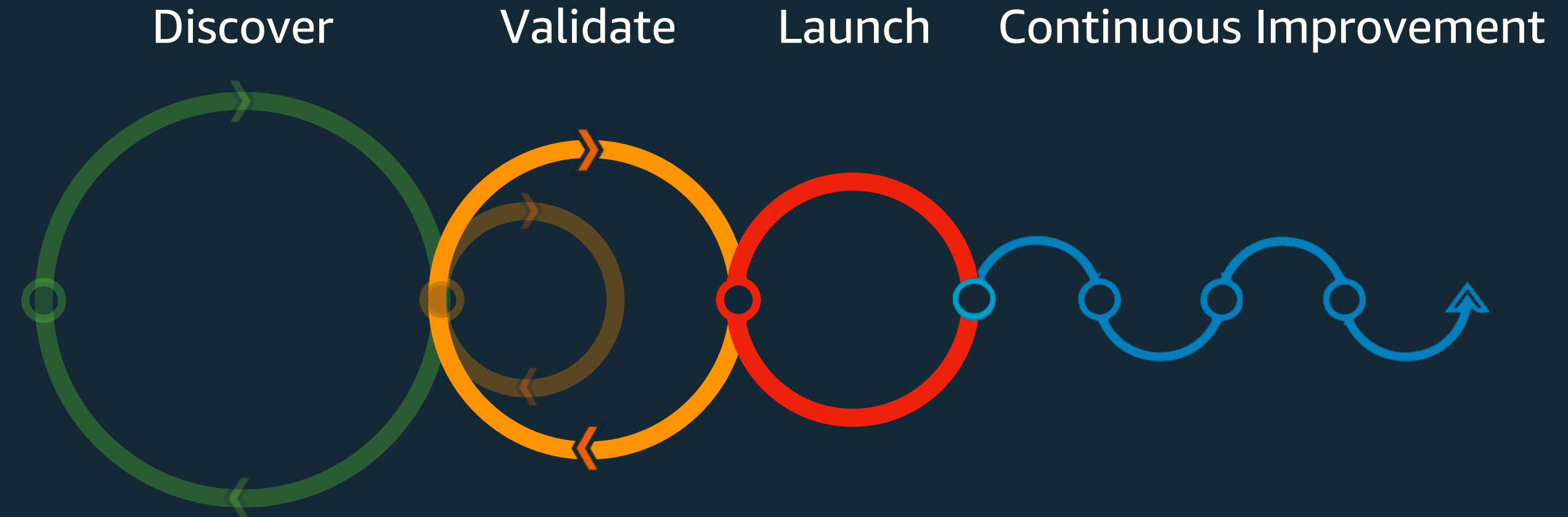
- Family of context-specific workshops with up to 25 innovators (with hands-on exercises and homework)
- Dive Deep and understand the perspective of your customers
- Learn to design and execute lean experiments
- Create new ideas that will delight
- Use the Amazon Working Backwards mechanism to crisply articulate ideas in the form of an initial Press Release
- Assess and prescribe innovation journey roadmap for organizations

Innovation Accelerator



Discover, articulate and qualify idea aligning to overall strategy, and/or business value creation. Reduce product risk by validating assumptions with customer experiments.

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Build and enable the team to launch and operate the product - in production - on AWS. Continuously improve the product via customer feedback and innovation.

Interested?



Let's partner to invent something your customers will love.

Customer brings:

- Senior executive business sponsor
- Specific customer problem or opportunity
- Investment in workshop and prototype

Amazon brings:

- Innovation expertise
- Executive workshop facilitation
- Prototyping capability and credits

Success Stories

over industries

Scaling innovation for Malaysia's #1 Media & Entertainment company



Challenge

Astro Malaysia sought a partner to work with them on their digital transformation journey. Among the various initiatives that AWS assisted Astro leadership with, one was solving how to enable all their employees to be "more innovative".

Approach

We implanted our multi-level customer innovation enablement program (CIP) that would scale across all parts of the organization (Sales, Operations, HR, etc.) incorporating Amazon culture and mechanisms as well as globally accepted best practices and methodologies.

Results

In the first year, we trained over 900 Astro employees on the first level, including the entire C-level. By year two, the AWS team transitioned the program to Astro's internal innovation champions who were able to independently train over 300 Astro employees, scaling their innovation capability.

"The CIP training has been transitioned from AWS to being internally led by Astro's innovation champions, with more than 300 talents completing CIP Levels One and Two in FY19 under the guidance of seven Astro trainers. CIP Level One focuses on innovation frameworks and tools whereas Level Two emphasizes incubation of qualified ideas with executive sponsorship. This enables us to experiment and validate potentially viable ideas and make prompt decisions to shelve unsuccessful projects at an early stage, thus avoiding unnecessary costs."

– **Astro Annual Report 2019**



Enabling the world's best airport to push innovation to the edges



Challenge

Changi Airport Group (CAG) was looking for ways to improve upon how they innovate on behalf of their customers. While having access to top-tier consultancies and world-class frameworks, they struggled with building a sustainable approach to innovation that could scale across their 1800+ employees.

Approach

ProServe Innovation Advisory worked with the CAG InnoTeam to customize a pilot with AWS' Customer Innovation Program (CIP), a multi-tiered program designed to enable employees in large organizations to innovate by leveraging Amazonian mechanisms and tools such as Working Backwards.

Results

In the first 6 months, 250 employees, including majority of the C-suite, were trained on level one, with 5 business teams proceeding through level two. All teams were able to pivot to validated solutions that more effectively met business and customer needs. CAG committed to rolling out the program for all employees in 2019/20.

Changi is the main civilian airport for Singapore, and one of the largest transportation hubs in Southeast Asia with over 65 million annual passengers. It has been rated the World's Best Airport by Skytrax, for the past seven consecutive years.

"We engaged AWS ProServe because we felt that Amazon has real experience to drive innovation. They were able to share in-the-trenches, practical approaches to make innovation more tangible and actionable. They came in and quickly trained a core group of change agents and had a wealth of practical experience to help roll it out in a large enterprise like ours."

- Bernard Siew, Vice President, Innovation

Panasonic leverages Amazon's Innovation Framework

The Panasonic logo, consisting of the word "Panasonic" in white sans-serif font on a blue rectangular background.

Challenge

Panasonic wanted to transform their business model from a traditional manufacturer company to a more diversified service provider. Vieureka service was the start of one of those new services. The challenge was shifting their manufacturing mindset and embracing an innovative framework to drive continuous innovation in their core business.

Approach

Panasonic first learned about Amazon's culture of Innovation and its customer obsessed approach at an Executive Briefing Center session in Seattle. Soon after, executives made a decision to learn how to innovate by actively engaging in Amazon's Working Backwards Workshop format and participating in a Business Envisioning and Alignment Workshop to develop a service roadmap of the future.

"With the announcement of Vieureka On AWS Greengrass, and the time to expand the Vieureka community and its business in the future, it was very meaningful to be able to work with Innovation Advisory. It was good to work seriously from Customer first. The PR-FAQ was a good tool that can talk as a common language, with the same perspective (customer's perspective) on sales and technology. I hope to use it in the future."

- Vieureka Project CEO

Results

- Clear view of Vieureka's service mission, vision and benefits for customers
- Development of a services roadmap engaging key stakeholders

Development Bank of Singapore (DBS)

Challenge

DBS, being laser-focused on innovation, wanted to build an innovative culture, grow the new-product pipeline, and ensure that innovation best practices extended throughout the bank.

Approach

Key to the success was ability to leverage our lean enterprise innovation framework. Product-market fit hypotheses supported by scientifically-run experimentation and driven by real customer interactions helped to dramatically improve the chances that new product development yields real market success.

Results

AWS ProServe helped DBS create and launch their new products faster and with greater market impact, a core competency desperately needed to compete in today's highly competitive banking industry. DBS HotSpot, in its second year, continued to show success. Several teams from Batch One have successfully spun out or spun in their projects and received funding to carry the ideas forward. With Batch Two well underway, we expect to see even more market-driven innovation through the Lean Enterprise approach.

"We engaged AWS Professional Services from the very beginning of the program to enhance our Lean Experimentation and Design Thinking workshops, which have all received amazing feedback"... "Following that, we used Professional Services as a program mentor, not only mentoring individual teams in Batch One and Two, but also supporting the program with selected classes. AWS Professional Services comes with a wealth of practical experience-earned intuition about how Lean Enterprise works and how to drive it out through a huge enterprise." The AWS platform is a natural complement to any Lean Enterprise program as it is a platform designed to support fast, iterative, low-cost experimentation.

- Max Tiong, Head of Startups & FinTech, DBS Innovation Group.



Development Bank of Singapore (DBS) is the largest bank in Singapore and Southeast Asia.

DBS provides banking services to over four million customers in Greater China, Southeast Asia and South Asia and has over 280 branches across 18 markets in Asia.

Developing a new autotech app to link car buyers & dealers in Thailand



Challenge

TISCO Bank was interested in disrupting the crowded Thailand car loan market by bringing data and digital technologies closer to car-buying customers, so that they can make car buying decisions quicker and easier, with TISCO Bank becoming a trusted resource for car loans in the process.

Approach

TISCO Bank engaged AWS Professional Services innovation & technology consultants and an AWS prototyping engineer for a 6-week Idea Accelerator project – to rapidly validate their initial concept with Amazonian mechanisms, and apply Lean and Agile methods in new product development – including interviewing real customers and experimenting with MVP's.

Results

In 6 weeks, TISCO Bank's project team learned the Amazonian way of innovating, and had built a prototype mobile app, a business case with budget & ROI, product roadmap, technology guidelines, and implementation plan.

TISCO have since run internal training sessions to roll the Idea Accelerator methodology out to **302 people** within TISCO.

Customer: TISCO Bank PLC
Industry: Financial Services
Country: Thailand
Employees: 5,033 (Dec 2019)
Website: www.tisco.co.th

Founded in 1969, TISCO Bank is a wholly owned subsidiary of the TISCO Financial Group. TISCO Bank focuses on commercial banking and lending for consumers and corporations.

"The AWS Idea Accelerator challenged our existing way of understanding our customers. We did not know ourselves that we were going the wrong way and the Idea Accelerator gave us a new mindset and new way of engaging with customers. In just six weeks, we learned to use experimentation and fast iterations and since then we have applied this to other projects and have seen much better outcomes and satisfaction from customers."

– Surat Thienboonlertratana,
First Vice President, Head of Business Development

