

AWS

S U M M I T

AWS Digital Innovation Program

How customers can learn to innovate like Amazon

Feras Alsamawi, Digital Innovation Programs EMEA

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Digital Innovation - What are the challenges?

Most of apps
to be mobile in
2017



90% of the
world's data
created in last
2 years



75B of devices
connected to
internet by 2020



Customer
expectations &
evolving
markets



Amazon is innovating across many domains



Drone Development



Video Streaming



Kindle



In-house Entertainment



Grocery Delivery



Advanced Shopping



Cloud Computing



Home Automation

Culture

Amazon Leadership Principles

Customer Obsession

Ownership

Invent and Simplify

Are Right, A Lot

Hire and Develop the Best

Insist on the Highest Standards

Think Big

Bias for Action

Frugality

Learn and Be Curious

Earn Trust

Dive Deep

Have Backbone; Disagree and Commit

Deliver Results



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High velocity decision making

“...most decisions should probably be made with somewhere around 70% of the information you wish you had. If you wait for 90%, in most cases, you’re probably being slow”



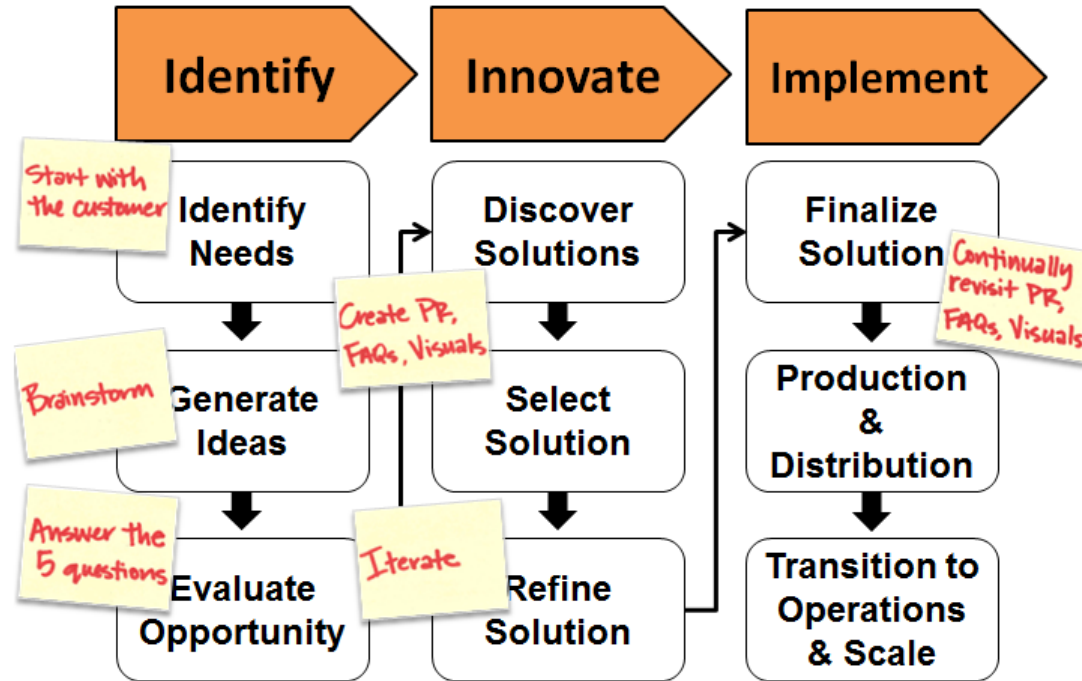
“If you’re good at course correcting, being wrong may be less costly than you think, whereas being slow is going to be expensive for sure.”

Mechanisms



"WE'RE NOT COMPETITOR OBSESSED, **WE'RE CUSTOMER OBSESSED**. WE START WITH WHAT THE CUSTOMER NEEDS AND WE WORK BACKWARDS."

The Working Backwards process



<http://www.telegiz.com/articles/10532/20161113/amazon-works-backwards-earn-billions.htm>

<http://www.businessinsider.com/amazon-unusual-process-to-decide-on-new-products-2016-9>

<https://www.quora.com/Amazon-company-What-is-Amazons-approach-to-product-development-and-product-management>

Press Release

When you write your press release, imagine that your customer is going to read it. It's a one-page narrative explaining your vision using customer-centric language

- No Marketing Buzz Words (e.g. simple, easy, fast).
The reader decides if it's “easy” to use.
- The most important info first. No one reads past the first paragraph.
- Only metrics and data that matters to the customer (e.g. their time, their money).

Organisation & Architecture



2 PIZZA TEAMS

“If you can’t feed a team with two pizzas, it’s too large”
- Jeff Bezos, Amazon

2 PIZZA TEAMS



Characteristics

Outcome-based

Iterative

Optimize for Responsiveness

Empowerment & Autonomy

Feedback & Learning

Safety & Trust

2 PIZZA TEAMS



Characteristics

Outcome-based (Customer-Obsession)

Iterative (Are Right, A Lot)

Optimize for Responsiveness (Bias for Action)

Empowerment & Autonomy (Ownership)

Feedback & Learning (Learn and Be Curious)

Safety & Trust (Invent and Simplify)

**How to share
with our
customers?**

Digital Innovation means reinvention of core offerings & processes or invention of new ones through digital technologies

Changing customer relationship or experience



Improve internal processes



Create an entirely new value proposition



The Digital Innovation Program by AWS is an offer to share **Amazon's best practices – the DNA of Digital Business** – with our customers. Ultimately, customers will be enabled to execute on their own Digital Agenda.

Changing customer relationship or experience



Improve internal processes



Create an entirely new value proposition



The Digital Innovation Framework

Digital Vision

Customer (Board, C-Suite) defines the overall agenda for Digital Innovation

Business Model,
Organisational Structure
and Culture

Digital Offering

Defined Working Backwards with the customer.
AWS facilitates the process and can support with Go-To Market scenarios (ie: Amazon Partnership)

Core offering through
Digital Technology

Cloud Native Architecture

AWS provides best practices to build, test deploy and release applications knowing the core element of a modern digital platform (automation, analytics, data-lakes & microservices)

Architecture,
Technology Stack and
Platform Attributes

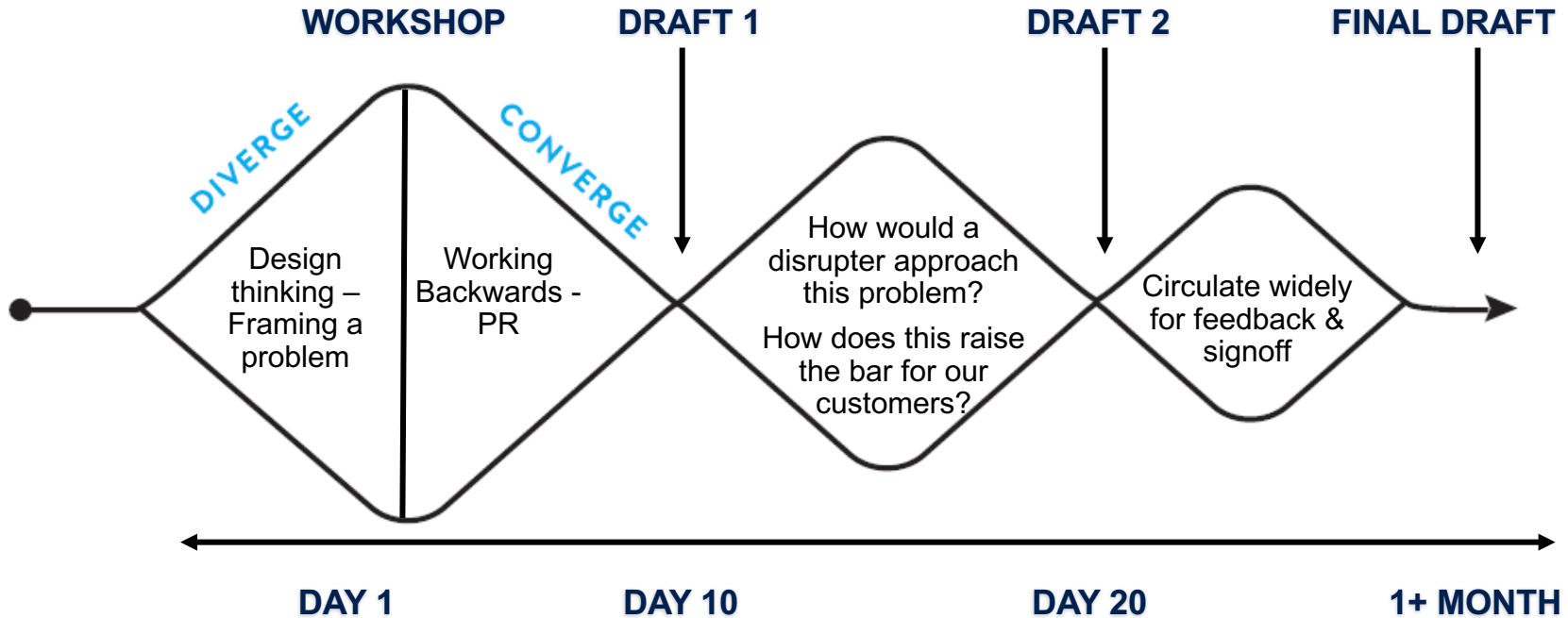
Operating model

AWS shares cultural and methodological best practices on how to create multi disciplinary team that operates in an agile fashion (DevOps, scrum)

Collaboration of
Business and IT

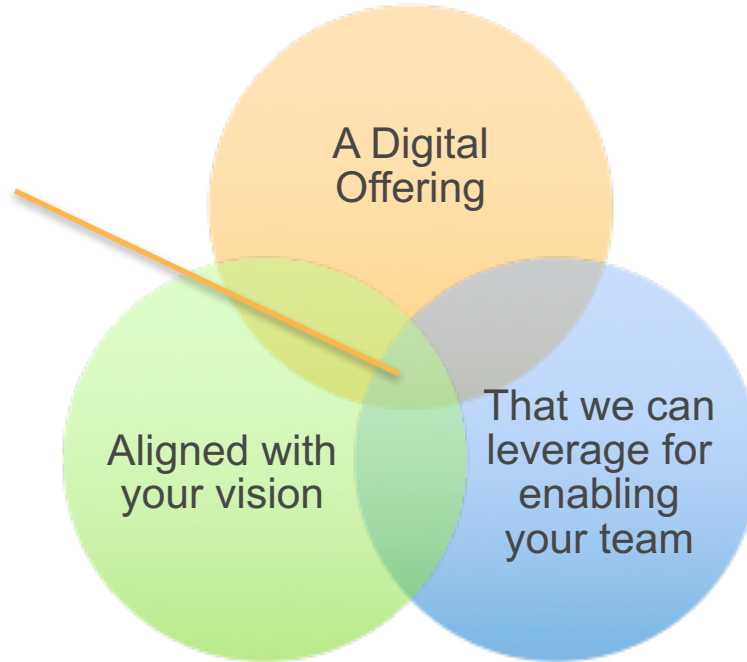
**At Amazon, we always work
backwards from the customer**

Working Backwards – reflecting the Vision in a Press Release



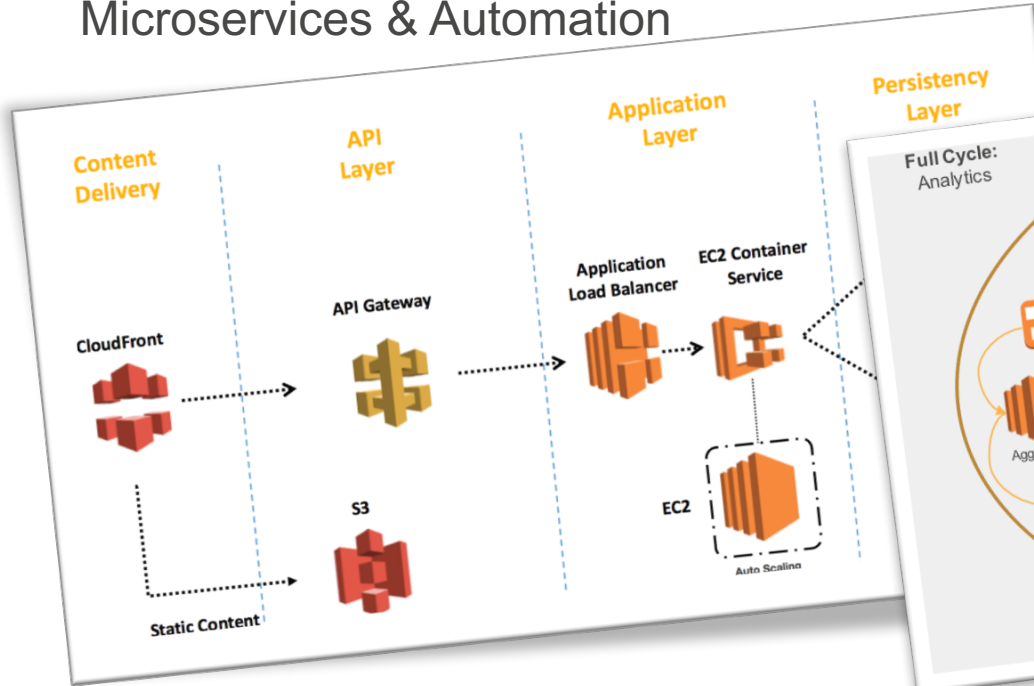
Press Release – building the next Digital Offering

Beacon Project

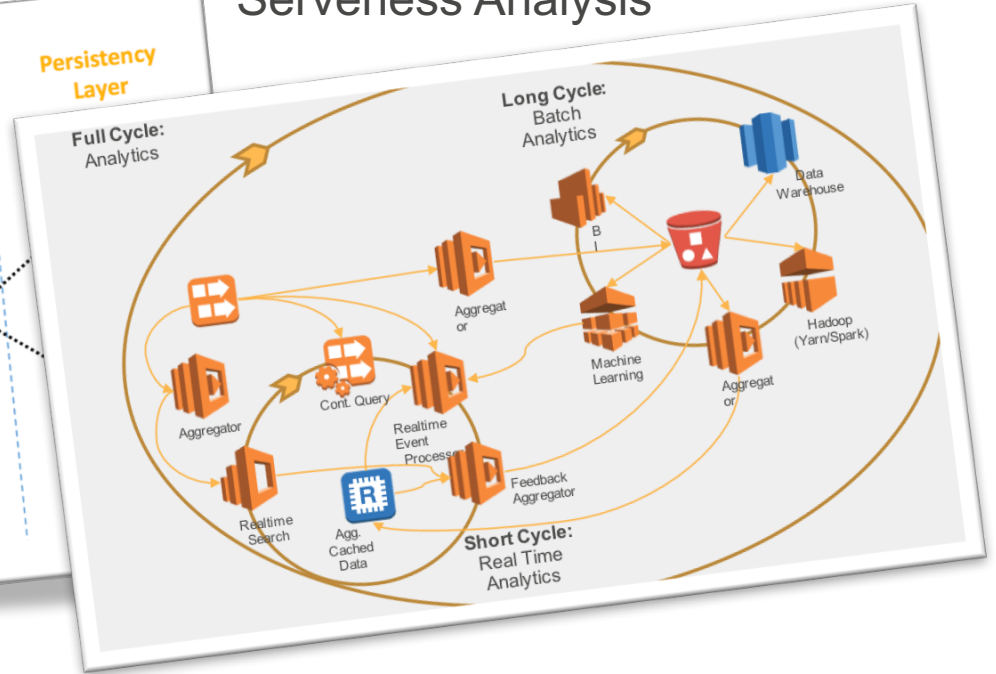


Digital Innovation – Cloud Native Architecture

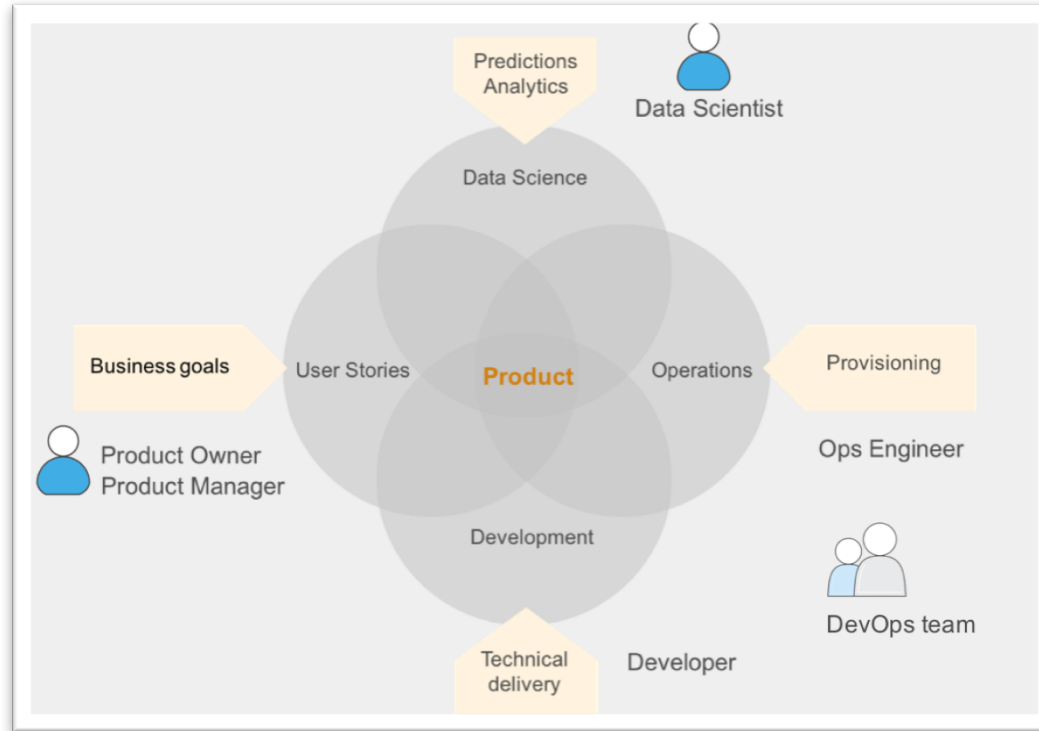
Microservices & Automation



Serverless Analysis



Digital Innovation – Operating Model



Do you want to start innovating like Amazon?

The Digital Innovation Program will kick start your journey...

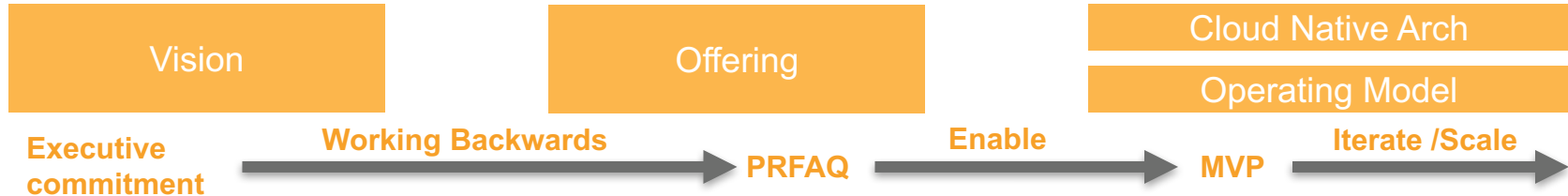
- Based on your Digital Vision
- We will work backwards with you to scope your next Digital Offering
- And – via selected partners - enable your teams to develop Cloud-Native applications the Amazon way
- This way we will support you to transform processes, structure, people and culture in concert.



Do you want to start **innovating like Amazon?**

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...three complementing DNA's

Vision

- Think Tank leveraging innovation and collaboration techniques
- Creative and user-centric approach to develop business visions and product concepts
- Strategically facilitating a culture of innovation

Solution

- Solutions provider with over 12 years of agile software development experience
- Knowledge leader in software development methodologies, technology and architecture
- Fostering innovation with own startups and an innovative culture

Platform

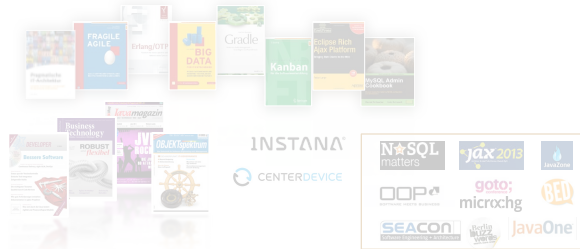
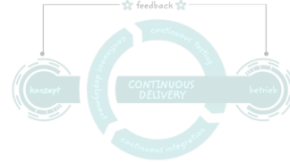
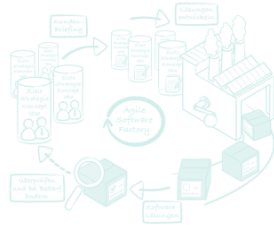
- Market leading cloud provider
- Born from a culture of agility and innovation
- Providing a breadth global platform full of innovative services and building blocks

the black frame.

@codecentric



Agility



Knowledge Leader

Filling in the Digital Innovation Framework

Digital Vision

The Black Frame

The right setting, process and tooling to uncover ideas and make them actionable

Digital Offering

Digital Labs

Fastest customer feedback to validate your business ideas
Just add your product manager and go

Cloud Native Architecture

Digital Enablement

Learn how to implement digitization solutions
Shared teams for knowhow transfer
Phase out as you learn

Digital eXperience

Robust, secure and scalable digitization solutions
Fast feedback cycles for continuous value creation
Just add your product manager and go

Operating Model

AWS

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Thank you!

Feras Alsamawi – Digital Innovation Programs EMEA
alsamawi@amazon.com

