Welcome!
Klaus Buerg
General Manager, Amazon Web Services
EMEA SARL
Germany, Austria & Switzerland (DACH)
1000+ attendees
30+ sessions
25+ exhibiting partners

ACCELERATE YOUR BUSINESS
GENERAL AGENDA

10.00 – 12.00 Opening Keynote
12.00 – 13.30 Lunch & Industry Sessions
13.30 – 17.30 Breakout Sessions
17.30 – 18.15 Closing Keynote ‘Start with Why’
18.15 – 19.30 Networking Reception
JOIN THE CONVERSATION

@AWS_Germany

#AWSTransformationDay
Gareth Tucker
Amazon EMEA Alliance Director, Intel
AWS EC2 INSTANCE FAMILY REFRESH

NEW

INTEL® XEON® SCALABLE PROCESSOR

Z1D  C5  C5d  M5  M5d  R5  R5d  T3

Compute Intensive  General Purpose  Memory Intensive  Burstable

PREVIOUS GENERATION INTEL® XEON® PROCESSOR

I3  H1  X1  X1e  D2

Local HDD Storage  Large Memory  High I/O

Dense Storage  General Purpose GPU

NON INTEL® COMPUTE

P3  G3  F1

Graphics Intensive  FPGAs
Netflix is the world’s leading internet television network with 104 million members in over 190 countries enjoying more than 125 million hours of TV shows and movies per day. “In our testing, we saw significant performance improvement on Amazon EC2 C5, with up to a 140 percent performance improvement in industry standard CPU benchmarks over C4,” said Amer Ather, Cloud Performance Architect at Netflix. “The 15 percent price reduction in C5 will deliver a compelling price-performance improvement over C4.”
ELIMINATING THE UNKNOWNS OF MIGRATING TO SAP HANA

SAP, AWS & Intel are delivering a quick, low cost way for you to understand the actual time, cost and business impact of migrating your SAP applications to run on SAP HANA with the SAP Rapid Migration Test Program and AWS FAST.

Standard, supported and proven tools

Results as fast as 48 hours

Costs as little as $1,000
FROM AWS FAST TO AWS FAST+

AWS FAST+ is making it even easier to start your SAP transformation

Join us and our APN partners. We will help you to:

• Design a POC that reflects your individual SAP environment
• Experience how to provision SAP infrastructure in hours vs. weeks or months with traditional infrastructure
• Accelerate your migration paths to SAP HANA or SAP S/4HANA

Talk to any APN Partner, AWS or Intel representative today
Business Update
WE ARE HERE TO SUPPORT YOU

Hamburg
- AWS Office Location

Frankfurt
- Europe (Frankfurt) Region launched in 2014
- 6 Edge Locations
- 1 Regional Edge Cache (Frankfurt)
- AWS Office Location

Walldorf
- AWS Office Location

Berlin
- AWS Office Location
- AWS Development Center
- 1 Edge Location

Dresden
- AWS Development Center

Munich
- AWS Office Location
- 1 Edge Location
> 80% of the DAX30 use AWS
Tens of thousands of active German customers
$24B+ revenue run rate
(Trailing 12 months, as of Q2 2018)

49% YoY growth
(Q2 2017 vs Q2 2018)
AWS Positioned As A Leader In The Gartner Magic Quadrant For Cloud Infrastructure As A Service, Worldwide*

AWS is positioned highest in execution and furthest in vision within the Leaders Quadrant


This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from AWS: http://www.gartner.com/doc/reprints?id=1-2G2O5FC&ct=150519&st=sb

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AWS leads the field in latest evaluation by German analyst house Crisp Research

The cloud-focused research company positions AWS as the leading cloud platform in the newest version of its Vendor Universe report.
GROWTH OF THE PARTNER BUSINESS

<table>
<thead>
<tr>
<th></th>
<th>Increase YoY in partners</th>
<th>Growth in AWS billed revenue YTD (partner influence)</th>
<th>Increase YoY in partner opportunity wins</th>
<th>Increase YoY in AWS Certifications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Global</strong></td>
<td>41%</td>
<td>91%</td>
<td>105%</td>
<td>62%</td>
</tr>
<tr>
<td><strong>Germany</strong></td>
<td>44%</td>
<td>129%</td>
<td>75%</td>
<td>92%</td>
</tr>
</tbody>
</table>
• Trusted AWS Partner Network Partner (APN) Program
• Shortlists highly specialized Partners by Solution, Industry, or Workloads
• Connects customers with APN Partners that have demonstrated technical expertise through rigorous technical validation and proven customer success
• Gives customers complete confidence in choosing top APN Partner solutions from the tens of thousands in the AWS Partner Network
AWS INDUSTRIAL SOFTWARE COMPETENCY

SOLUTIONS

Breakout Session, V
12:00 – 12:45

Global AWS Industrial Software Competency

Dr. Josef Waltl, Global Segment Lead – Industrial Software, AWS & Inaugural Competency Partners
Growth Paradox – Growth creates complexity

Company...
• starts often as Insurgent
• strives for sustainable growth – wants to become a leader in their market segment
• wants sustainable growth which needs capacity and often international or global structures

Growth Paradox
• Growth drives complexity
• complexity eats the "Founders Mentality" – lots of compromises are being made for the wrong reasons
Restore your “Founders Mentality”

- Create a company of insurgents
- Simplify to fuel growth
- Build learning systems to reconnect with customers and front line
- Rediscover the insurgency and capability spikes to accelerate growth
- Build Engine 2 to challenge industry rules and boundaries
- Refocus the operating model on franchise players
Thomas Blood
Enterprise Strategist, Amazon Web Services
WHAT TRANSFORMATION REALLY MEANS

Thomas Blood
Enterprise Strategist, EMEA
September 2018
TRANSFORMATION DAY AGENDA

Create Business Value
Transform the Enterprise
Innovation for Everyone
Best Practices and Case Studies
Enterprises face a changing environment.

- High customer expectations, fickleness
- Low barriers to entry
- Constant, rapid change and uncertainty
WHAT ENTERPRISES ARE CHALLENGED WITH

- Slow delivery cycles
- Effort spent in the wrong areas
- Siloes and gatekeepers
- Fear of change and disruption
- Change-resistant processes
- Legacy solutions

WHAT ENTERPRISES ASPIRE TO

- Fast time to market
- Rapid decision-making cycles
- Collaboration across the enterprise
- Focus on customer experience
- Nimbleness to deal with change
- Constant innovation
ENTERPRISES HAVE EXISTING ADVANTAGES

- Deep knowledge of their markets
- Skilled and committed employees
- Financial and other resources
- Customer base and brand equity
- Operational processes, compliance certifications
ALL SUCCESSFUL ENTERPRISES HAVE INNOVATION IN THEIR DNA
THE ENTERPRISE CHALLENGE:

UNBLOCKING INNOVATION

WHILE MAKING THE MOST OF YOUR STRENGTHS
Markus Schmidberger

Head of Data Technology, Scout24
Die Scout24 Gruppe
Zwei führende digitale Marktplätze mit starker Präsenz in Europa

Mehr als 1.200 Mitarbeiter
Aktiv in 18 europäischen Ländern
Mitarbeiter aus 40 Ländern
Europaweit der größte Online-Automarkt²

Nr. 1 in Deutschland¹

SCOUT 24

IMMOBILIEN
AUTO

✓ Nr. 1 in DE¹
✓ Nr. 1 in Italien, Benelux²
✓ Nr. 2 in DE²

Kernmärkte
Lokale Sprachversion

1. Gemessen an der Anzahl der Anzeigen und Besucherzahlen; basierend auf Schätzungen des Managements
2. Gemessen an der Anzahl der Anzeigen; im Vergleich zu regionalen Wettbewerbern in den jeweiligen Automärkten; Autobiz 2016
WAS UNS ANREIBT

Inspiring your best decisions.
We connect people, cars and homes.
Vom Anzeigenportal zum Marktnetzwerk
Neue Servicewelt rund um Auto und Immobilie
Killing BI softly
with culture and technology
Daten Platform – Technologischer Überblick

- **Advanced Analytics**
- **MicroStrategy**
- **Data Catalog**
- **Data Lake auf Amazon S3**
- **(Hive) Meta Store**
- **PAC Cluster + Query Engine**
- **Query Engine (Presto)**

Via Kinesis Firehose
OneScout Data Landscape Manifesto
Richtlinien für verteilte Verantwortung in der Datenlandschaft

1. Daten sind ein zentraler Baustein der Firma
2. DnA Team ist verantwortlich für eine skalierende und nutzerfreundliche Datenlandschaft
3. Selbstverantwortung für Daten (nicht Freiheit) erlaubt es datengetrieben zu arbeiten
4. Datenproduzenten verantworten das Schreiben der Daten und deren Datenqualität
5. Datenkonsumenten verantworten die Metriken und deren Implementierung
6. DnA Team verantwortet zentrale und firmenweite KPIs
7. Datentransparenz ist wichtiger als der Fortbestand von Metriken
Neue skalierende Datenprodukte – “Cross-Vertical Recommender”
unterstützt durch Data, Kultur und Technologie
Überzeugte Manager mit starker Vision

Kein Zwang – leitende Principles

Klare Kommunikation

Agile Entwickler

Innovative Technologie mit den passenden Tools

Bewährte Strukturen neu denken

Mut & Durchsetzungsvermögen
Thomas Blood
Enterprise Strategist, AWS
BUT... CHANGE IS HARD

ESTABLISHED PROCESSES

CULTURAL RESISTANCE

EXISTING INFRASTRUCTURE
IT’S AN ORGANIZATIONAL CHALLENGE

WITH AN EMBEDDED TECHNOLOGY CHALLENGE
TO TRANSFORM
THE ENTERPRISE NEEDS TO...

GAIN TECHNICAL
FLEXIBILITY
AND SPEED

Organize as independent, empowered teams
Adopt agile and lean practices
Invest in strategic capabilities
Move to the cloud
Define a data strategy
TO TRANSFORM
THE ENTERPRISE NEEDS TO...

ENSURE SECURITY
AND COMPLIANCE

Make security everyone’s responsibility
Set up guardrails to maintain compliance
Ensure transparency and auditability
TO TRANSFORM
THE ENTERPRISE NEEDS TO...

CREATE AN ENVIRONMENT
OF INNOVATION

Reduce cost and risk of trying new ideas
Test hypotheses before committing investment
Align everyone behind clear business objectives
Remove impediments and ineffective gatekeeping
Lajos Lange
Vice President Technology, Axel Springer
Axel Springer a media powerhouse

**News Media**
- **Bild**: No.1 media brand in Germany
  - 22 mil. UUs p.m.
- **Welt**: Fully integrated cross media brand Digital – Print – TV
  - 20 mil. UUs p.m.

**Special Interest**
- **Sport Bild**: Digital platform of Europe’s No.1 sports-magazine
- **Computer Bild**: Leading brand for tech and consumer electronics
- **Auto Bild**: No.1 content-portal for automotive and mobility

**Verticals**
- Various content verticals for dedicated target groups
  - **STYLEBOOK**
  - **TRAVELBOOK**
  - **FITBOOK**
  - **TECHBOOK**
  - **KÄMPIER**
  - **B.Z.**
  - **RD**
  - **musikexpress.**
  - **NOIZZ**
  - **FOODBARN**
AXEL SPRINGER IS FIGHTING FOR FREEDOM, DEMOCRACY AND A UNITED EUROPE
Find Developers that identify with journalism

I want a CMS that is usable like an iPhone

You have created a beautiful and fast web site on which we can do great journalism

Better Journalistic Products

Lovable working environments

Better digital story telling
We don’t want to do unnecessary things!
Tech *Empowers* Journalism
A cloud based service platform that supports rapid development
Bottom Up Empowerment ...
Evolution is the Key to Success
make it run
Discovery Sprint

make it fast
Production Sprint

make it cheap
Live Production
We are building Europe’s most innovative media platform
SPRING Publishing Platforms
Fight for the freedom of speech
Protection of democratic values

TechPublisher
Common Culture

Tech Culture
- lean & data driven decisions
- user-centricity
- agile & open mindset
- make it run, fast, cheap
- continuous innovation & improvement

Publisher Culture
... help millions of people to create opinions based on facts
Change or Be Changed
Thomas Blood
Enterprise Strategist, AWS
BUILDING AGILITY TO RESPOND TO OPPORTUNITIES

+ REMOVING BARRIERS TO INNOVATION

+ A SECURE ENVIRONMENT

TRANSFORMATION
NOW AT AMAZON,
THE BIGGEST DIFFERENCE IS
FOCUS AND SPEED
WHAT IS YOUR NORTH STAR?

- CUSTOMER EXPERIENCE?
- LOWER COSTS?
- MORE CONVENIENCE?
"We've had three big ideas at Amazon: Put the customer first. Invent. And be patient."

—Jeff Bezos
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 of Others
Dive Deep
Have Backbone;
Disagree and Commit
Deliver Results
Customer Obsession  Bias for Action  Disagree and Commit
Customer Obsession

Leaders start with the customer and work backwards

They work vigorously to earn and keep customer trust

Although leaders pay attention to competitors, they obsess over customers

Bias for Action

Disagree and Commit
Speed matters in business

Many decisions and actions are reversible and do not need extensive study

We value calculated risk taking
Leaders have conviction and are tenacious.

They do not compromise for the sake of social cohesion.

Once a decision is determined, they commit wholly.
THESE PRINCIPLES SUPPORT AMAZON’S

INNOVATION CULTURE

Customer Obsession  Bias for Action  Disagree and Commit
IT’S NOT JUST AMAZON...
COMPANIES OF ALL KINDS ARE TRANSFORMING
COMPANIES OF ALL KINDS ARE TRANSFORMING
COMPANIES OF ALL KINDS ARE TRANSFORMING
Brenda Discher
Senior Vice President, Strategy & Marketing, Siemens
How did a company known for this:

Get so passionate about this:
The greatest innovations stand out...
Our customers are developing innovations that disappear

- Golf clubs that adjust your swing for you.
- Electric cars that know your every move.
- TVs that vanish as you watch them.
We’re developing an innovation platform that disappears for our customers.
We’ve been on our own journey of digital transformation for more than a decade
AWS is the key...for Siemens and our customers
Thomas Blood
Enterprise Strategist, AWS
TRANSFORMATION DAY

Create Business Value
Transform the Enterprise
Innovation for Everyone
Best Practices and Case Studies
TAKE A BOLD STEP

CREATE OR LEVERAGE A BURNING PLATFORM
DON’T OVERANALYZE IT

JUST GET GOING.