

# Creating a cloudeready culture to support digital transformation in the age of Covid

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Many industries not only faced significant economic impacts from the pandemic but are likely forever changed in the way they operate, engage, and deliver services.



## Data continues to grow, pandemic or not

IDC tells us that by 2023, more than 40% of the world's data will be stored hyperscale or cloud data centers. This means that much of this data will end up in the public cloud.

Multiple industries had major revenue loss due to COVID such as hold on elective procedures in hospitals with a sudden need for enhanced digital health engagements, or Universities needing to handle major spikes in remote learning/education

Restaurants and retail had to enhance their online ordering and deliveries.

Traditional IT companies had troubles to fill the orders caused by COVID impact on manufacturing and transportation let alone installation and management. Shift to cloud models.

# Three key questions will be answered



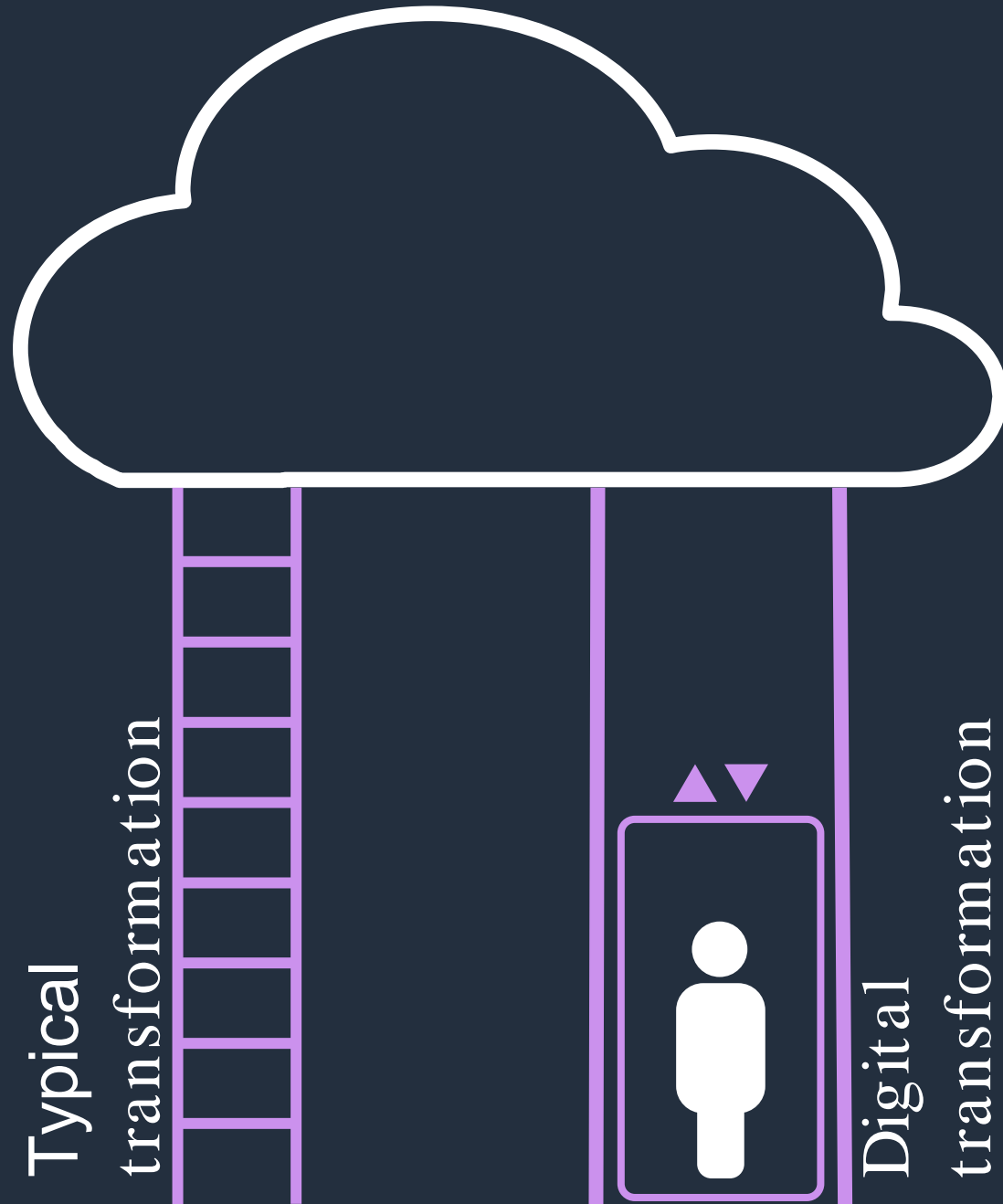
1. Why is addressing culture important in a digital transformation?
2. What does a strong digital culture look like?
3. How do I get started?

# Let's talk about digital culture



# What is digital transformation?

And what role does culture play?



## Culture



People are the driving force behind any digital transformation

Can make or break any digital transformation plan

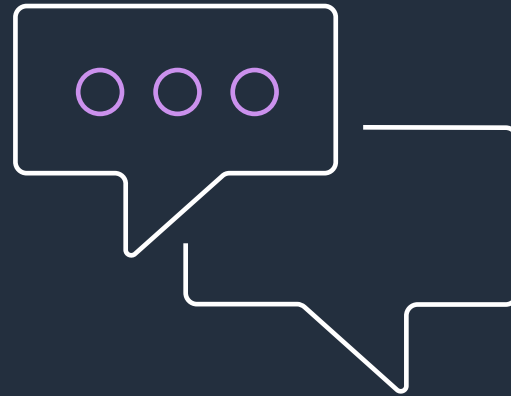
Technology can deliver great results...  
especially in the hands of everyone!



# What are the consequences of not aligning culture?



lost productivity  
and revenue



Disconnect between  
business and IT leaders



Slow enterprise  
wide adoption



# What does a strong digital culture look like?



Innovative



Flexible



Customer  
centric



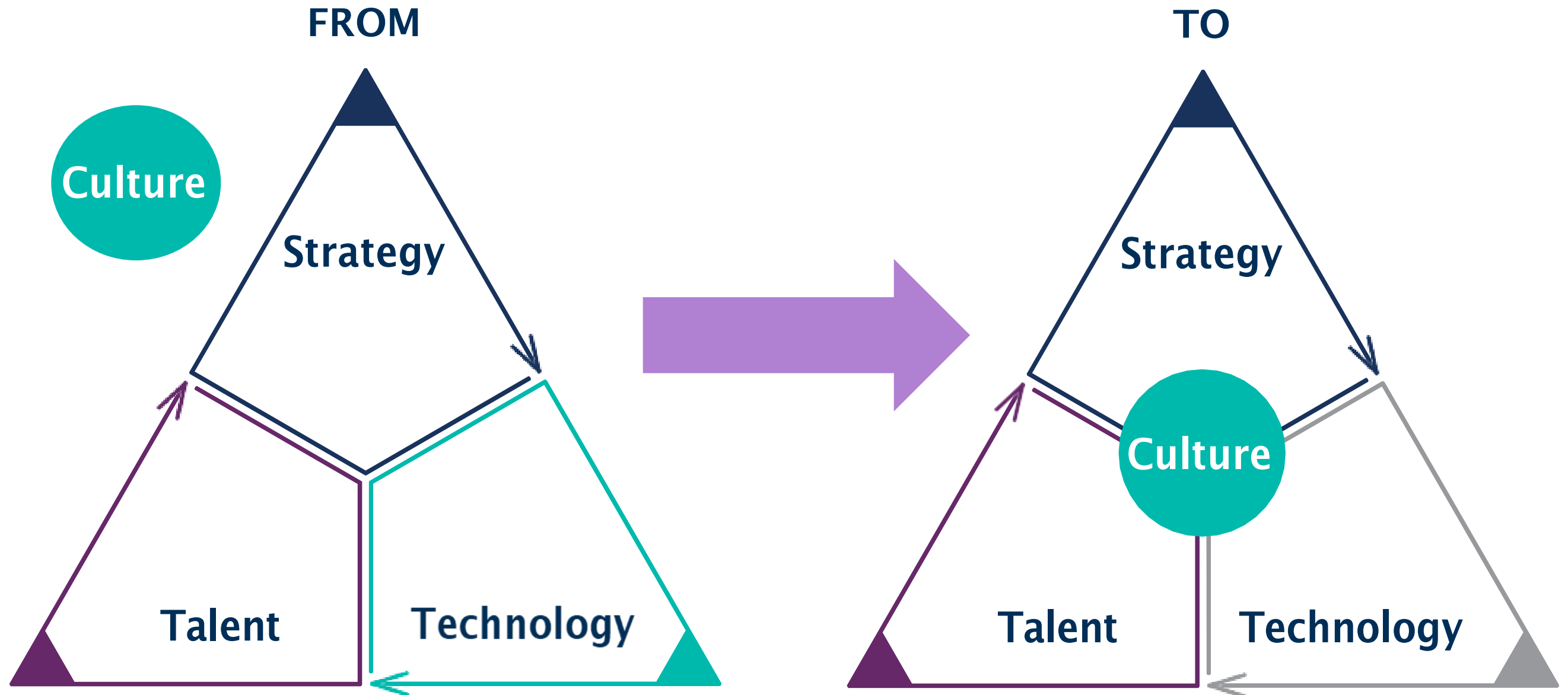
Collaborative



Bold

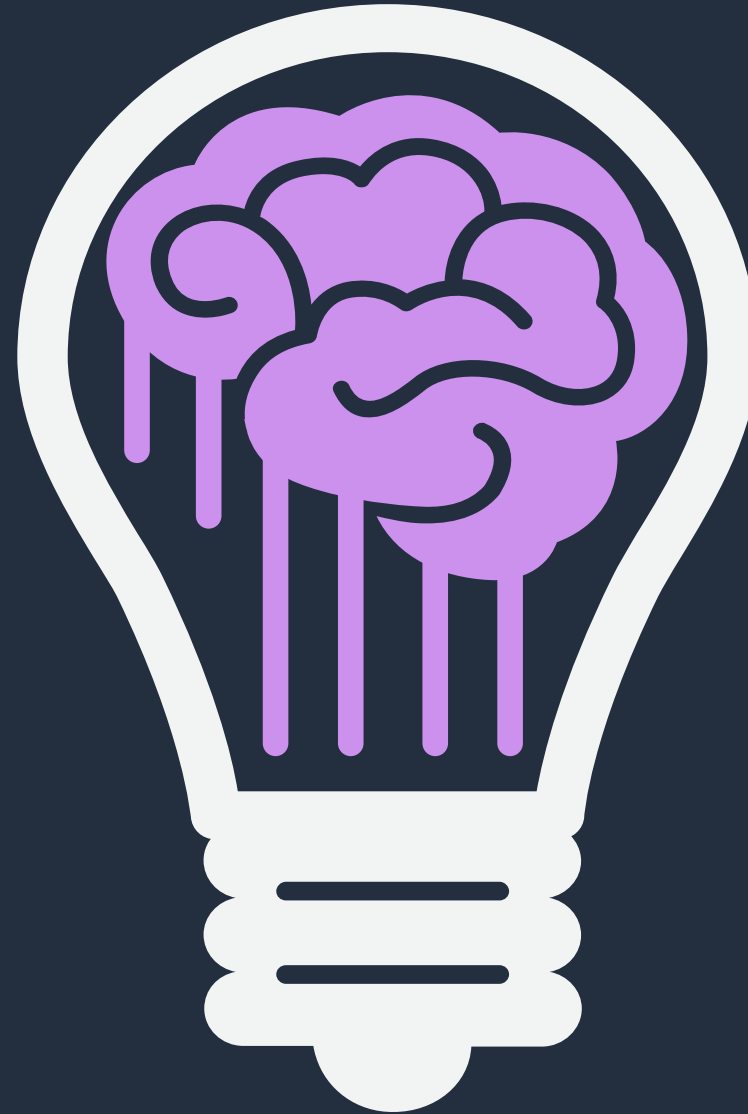
# How do I establish a strong digital culture?

# How to make the transformation



# Five methods to drive cultural change

True change occurs when the entire organization is aligned with your digital transformation strategy and feels like they are participating in it



- 1 Define
- 2 Organize
- 3 Communicate
- 4 Encourage
- 5 Train

# How do we organize for Innovation?

## Culture

Customer obsession, hire builders, support them with a belief system

## Mechanisms

Encoded behaviors that facilitate innovative thinking

## Architecture

Technical structure and tools that support rapid growth and change

## Organization

Small, empowered teams that own what they create

# Invent and Simplify

Leaders expect and require innovation and invention from their teams and always find ways to simplify. They are externally aware, look for new ideas from everywhere, and are not limited by “not invented here.”



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## Bias for Action

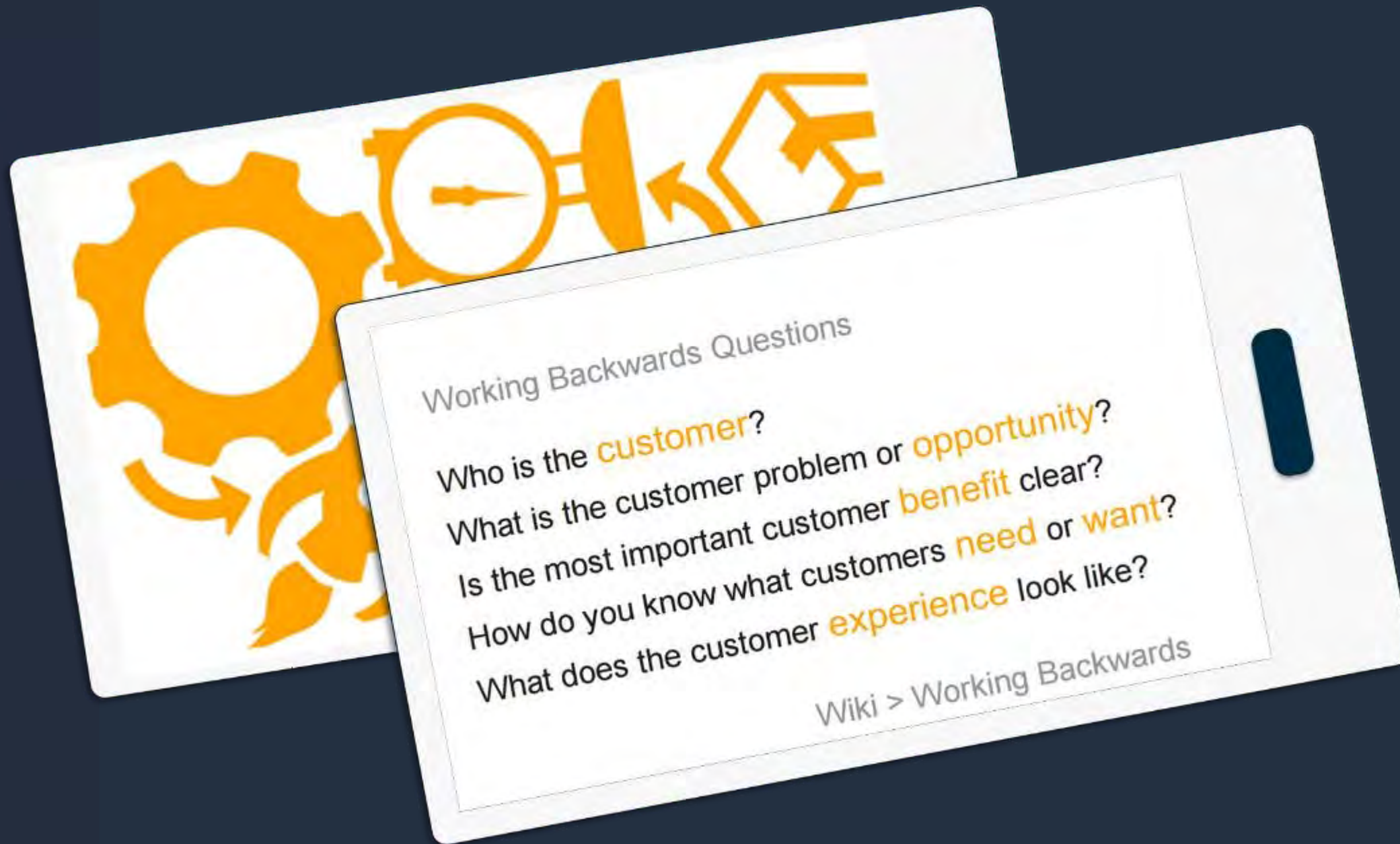
Speed matters in business. **Many decisions and actions are reversible** and do not need extensive study. Value calculated risk taking.



Is it a **one-way** or  
a **two-way** door?



# Working Backwards - 5 Customer Questions



# Accelerate the pace of innovation - Why Cloud

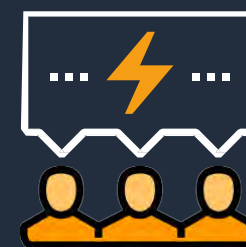
## Cloud architecture:

- Allows for instant experimentation
- Lowers the cost of failure
- Enables rapid scale and iteration





Two-pizza teams are fast and agile, fostering **ownership** and **autonomy**



Small, decentralized, nimble teams



Own and run what you build

“...failure and invention are inseparable twins.

To invent you have to experiment, and if you know in advance that it's going to work, it's not an experiment.”

- Jeff Bezos, Founder and CEO, Amazon.com, Inc. 2015 letter to shareholders



To our shareowners (2015)

This year, Amazon became the fastest company ever to reach \$100 billion annual sales. Also this year, Amazon Web Services is reaching \$10 billion in annual sales.

One area where I think we are especially distinctive is failure. I believe we are the best place in the world to fail (we have plenty of practice!), and failure and invention are inseparable twins. To invent you have to experiment, and if you know in advance that it's going to work, it's not an experiment. Most large organizations embrace the idea of invention, but are not willing to suffer the string of failed experiments necessary to get there. Outsized returns often come from betting against conventional wisdom, and conventional wisdom is usually right. Given a ten percent chance of a 100 times payoff, you should take that bet every time. But you're still going to be wrong nine times out of ten. We all know that if you swing for the fences, you're going to strike out a lot, but you're also going to hit some home runs. The difference between baseball and business, however, is that baseball has a truncated outcome distribution. When you swing, no matter how well you connect with the ball, the most runs you can get is four. In business, every once in a while, when you step up to the plate, you can score 1,000 runs. This long-tailed distribution of returns is why it's important to be bold. Big winners pay for so many experiments.



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# Learn from failures

Auctions, zShops, Marketplace



Fire Phone



**What does a successful digital transformation look like when culture is aligned?**



Serves more than 130,000 students



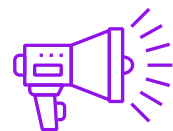
Wanted new approaches for connecting virtually with students



Offers a video component for almost all lectures now to better accommodate distanced learning



Created an interactive livestream channel on the main ASU website



Uses voice technology throughout the campus





# Moderna on AWS

Founded in 2010, Moderna, Inc. is a biotechnology company pioneering a new class of messenger RNA (mRNA) medicines. Moderna has selected AWS as its preferred cloud provider, as well as its standard for analytics and machine learning workloads.

[Customer Stories](#) | [Architecture](#) | [Additional Resources](#)





# Genomics England launches next-generation research platform central UK COVID-19 response



Posted on June 29, 2020 at 12:57 pm

