

# It`s always Day 1

## *Conference Softline, 19 May*

Veranika Ramanouskaya

Senior Territory Manager, AWS

# What are your business goals?



Grow new  
revenue streams



Improve operational and  
financial efficiency



Lower business risk

# What is Day 1?

## True customer obsession

*“customers are always beautifully, wonderfully dissatisfied”*

## Embrace external trends

*“If you fight them, you’re probably fighting the future. Embrace them and you have a tailwind.”*



## Resist proxies

*“remarkable customer experience starts with heart, intuition, curiosity, play, guts, taste”*

## High-velocity decision making

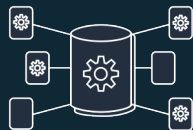
- Use a light-weight process when you can
- Make most decisions with 70% of the data
- Recognize misalignment early

# How to reach your business goals with AWS?



---

Migrate and  
free-up resources



---

Adopt modern  
application  
development  
practices



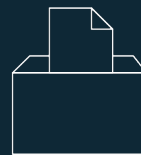
---

Gain faster,  
deeper insights  
with  
analytics



---

Ensure security,  
compliance and  
resiliency



---

Organize for  
speed and  
agility



---

Bridge skills and  
experience gaps  
rapidly

# Thank you!

Veranika Ramanouskaya  
veranr@amazon.lu