Leading a cost-effective digital transformation journey: Go "cloud native" way

**Challenges in enterprises today…**

Cloud native recipe for modernization

1. **Data-first modernization is key for digital**
   - Enterprise assets are locked-in systems of records
   - BAU (Business as Usual) is still seen as an enabler rather than driving business transformation.

2. **Minimum viable transformation**
   - Follow modernization outcomes:
     - Identifying the business value in a 'cloud native' way!
     - Futuristic digital transformation?
     - Cost effective approach
     - Programming language.
     - Queues, memory cache, and are written using any technology innovations as 'cloud native' services for overcoming these hurdles at a faster pace by offering Cloud service providers are enabling organizations to

3. **Real world business case for cloud native transformation**
   - In one study, an IoT manufacturer was looking at changing the business model for a product line to meet the needs of their customers as part of their transformation journey.
   - The problem was that the existing systems were not able to handle the volume of data required to support the new business model.
   - The cloud-native approach enabled the company to scale-up without making significant changes in the application infrastructure, multiple deployment systems of smaller functionality, reducing complexity.

4. **Real world TCO impact in Y1 comparing cloud native against cloud IaaS (cloud agnostic)**
   - Our successful modernization initiatives
   - Proof point: The client's existing solution caused the below challenges:
     - About 55% reduction in operations cost as the use of PaaS solution increased
     - Reduced the license cost to 10% of what IaaS solution needed
     - Reduced hosting cost by 40% compared to IaaS solution

5. **The client's data-driven marketing platform had only one architectural solution caused the below challenges:**
   - The platform remains portable to another cloud or to a private data center.
   - The client's data-driven marketing platform had only one architectural

6. **Technical debt & legacy systems**
   - Agile - Be agile –
   - Adopt cloud natively –
   - Accelerating modernization by using a suitable modern cloud platform deployment.
   - Automate the setup to minimize time and cost
   - Microservices: Improve the revenue by cross-selling and upselling through personalized campaigning
   - DevSecOps automation

7. **Enlightened 220M consumer personas on 500 attributes for personalized engagement across 1B touchpoints**
   - Contextual experiences at real-time and speed
   - Enriched 220M consumer personas on 500 attributes for personalized engagement across partner channels

8. **Solution:**
   - Reinvented processes for advertising, marketing and sales
   - Business & Admin
   - Client: Santhosh MP, solutions architect and has provided solutions that

9. **Real world businesses use cloud-native approach**
   - In our study, an IoT manufacturer was looking at changing the business model for a product line to meet the needs of their customers as part of their transformation journey.
   - The problem was that the existing systems were not able to handle the volume of data required to support the new business model.
   - The cloud-native approach enabled the company to scale-up without making significant changes in the application infrastructure, multiple deployment systems of smaller functionality, reducing complexity.

10. **The proposed "cloud native" automation went through in human applications:**
    - High availability with almost zero downtime of the applications
    - Scalable architecture
    - Support Cost

11. **The client's data-driven marketing platform had only one architectural solution caused the below challenges:**
    - The platform remains portable to another cloud or to a private data center.
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12. **Our approach**
    - High availability with almost zero downtime of the applications
    - Reusable ML framework which can be extended to multiple applications, thus saving time
    - Scalable to accommodate a billion consumer touch points across 52 brands

13. **Benefits:**
    - High availability with almost zero downtime of the applications
    - Reusable ML framework which can be extended to multiple applications, thus saving time
    - Scalable to accommodate a billion consumer touch points across 52 brands

14. **Conclusion:**
    - We have harnessed these best practices of implementation in our approach to cloud-native services for enabling organizations to
    - The client's existing solution caused the below challenges:
      - High availability with almost zero downtime of the applications
      - Reusable ML framework which can be extended to multiple applications, thus saving time
      - Scalable to accommodate a billion consumer touch points across 52 brands