

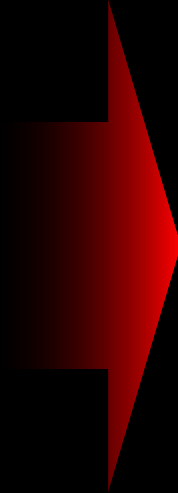
Disruption fueled by Cloud

**Harshad Satam**

## Unbundling of a Bank



digitization has only accelerated the pace  
*in the TV, Cable & Broadcast industry*



digitization has only accelerated the pace  
*in the Hospitality industry*



digitization has only accelerated the pace  
*in every industry !*

STORAGE



BUS TRAVEL



MUSIC



FINANCIAL AGGREGATOR



SMARTPHONES



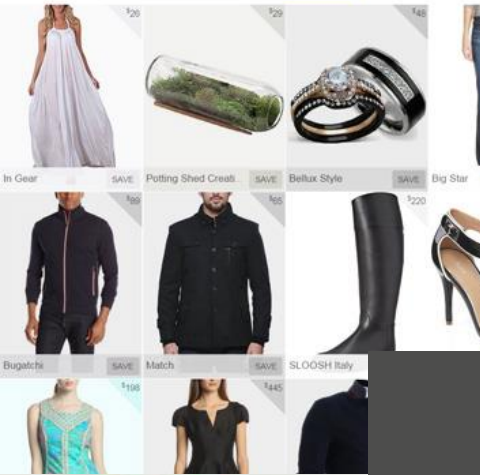


Beautiful things, up

ALL

WOMEN

MEN



# Amazon









amazon  
fulfillment

The image shows the interior of an Amazon fulfillment center. In the foreground, a white pillar with a red top section features the 'amazon fulfillment' logo. To the right, a tall metal shelving unit is filled with brown cardboard boxes. Several orange and black Kiva mobile robots are positioned on the floor, moving along a blue line. The background shows more shelving units and the industrial structure of the warehouse.





NO CHECKOUT  
NO CASHIER

**JUST  
WALK  
OUT**

SHOPPING

amazon go



amazon

A complex network of yellow lines and dots forming a globe-like structure on a dark background. The lines are thin and curved, creating a sense of movement and connectivity. The dots are of varying sizes, with some being larger and more prominent than others. The overall effect is a dense, interconnected web of points and lines, resembling a global network or a complex system.

# Democratization of Technology

Isn't that  
**risky?**





- + ELASTIC CAPACITY
- + NO CAPEX
- + PAY AS YOU GO
- + AVAILABLE ON-DEMAND

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**= NO RISKS**



**Use the right tool for the job**

"Tools #2" by Juan Pablo Olmo. No alterations other than cropping.  
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# AWS supports your journey

AWS is a proven platform



AWS 3 layers approach

Digital vision

Digital platform

Execution

Cloud unleashes the innovation...lets you be more agile, get more ideas from all organization and lower cost of failure

**There's Never Been A  
Better Time**







DREAM IN EXABYTES

AMAZON WEB SERVICES

REWARD ▲  
RISK ▼

BUILD ON

Time to launch:  
~~months~~  
minutes