



# Enabling Transformation through Cloud Computing (and Human Capital)

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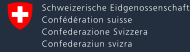
Head of Technology  
AWS Switzerland



# Ownership and Operating-/Consumption Model



**NETFLIX**



# More than 10K active customers innovating on AWS in Switzerland



# AWS in Switzerland



# AWS in Switzerland

**5.9 Mrd CHF**  
Investment

**16.3 Mrd CHF**  
GDP  
Contribution

**2'500 Jobs**  
(Internal and  
External)

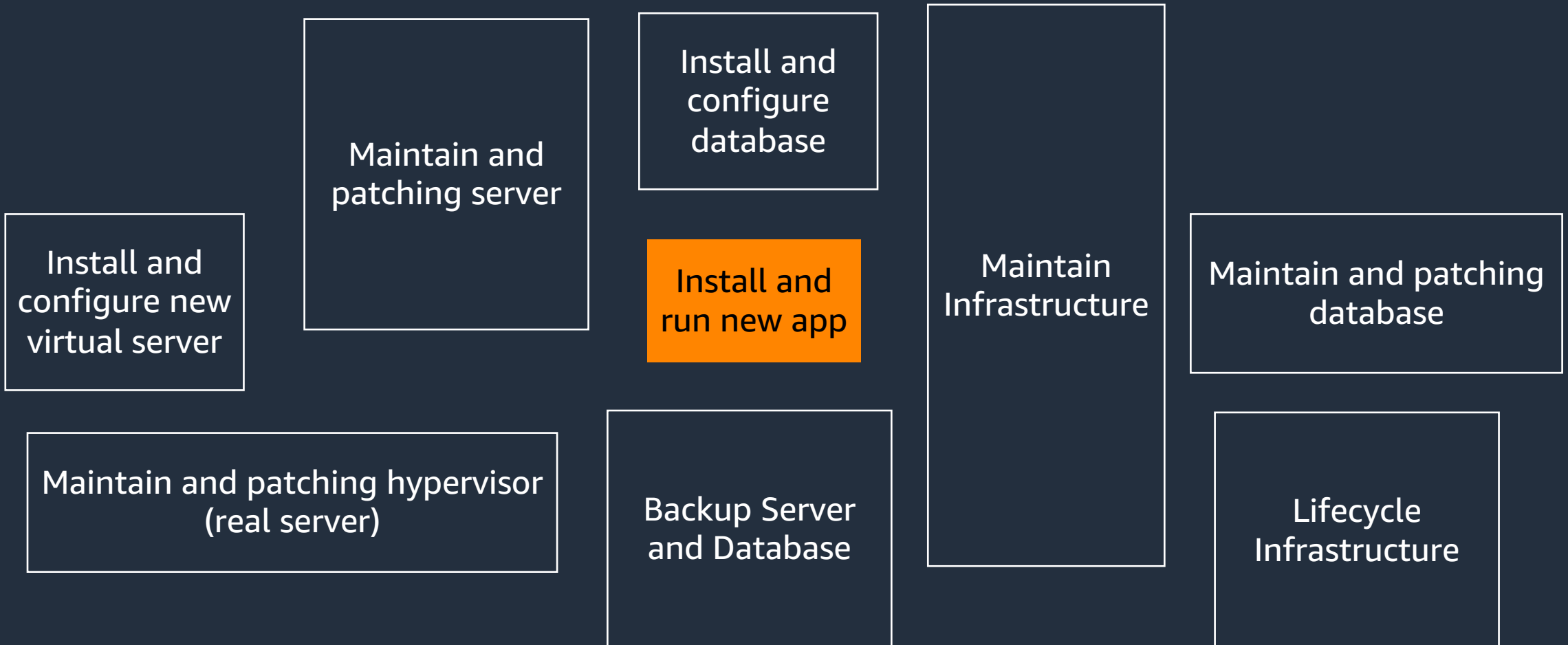


# Why Cloud

## Democratized IT Services



# Heavy Lifting in IT



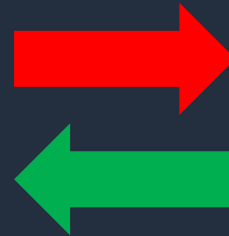


# Why Cloud

## Democratized IT Services



## Costs follow Revenue (pay as you go)



## Security

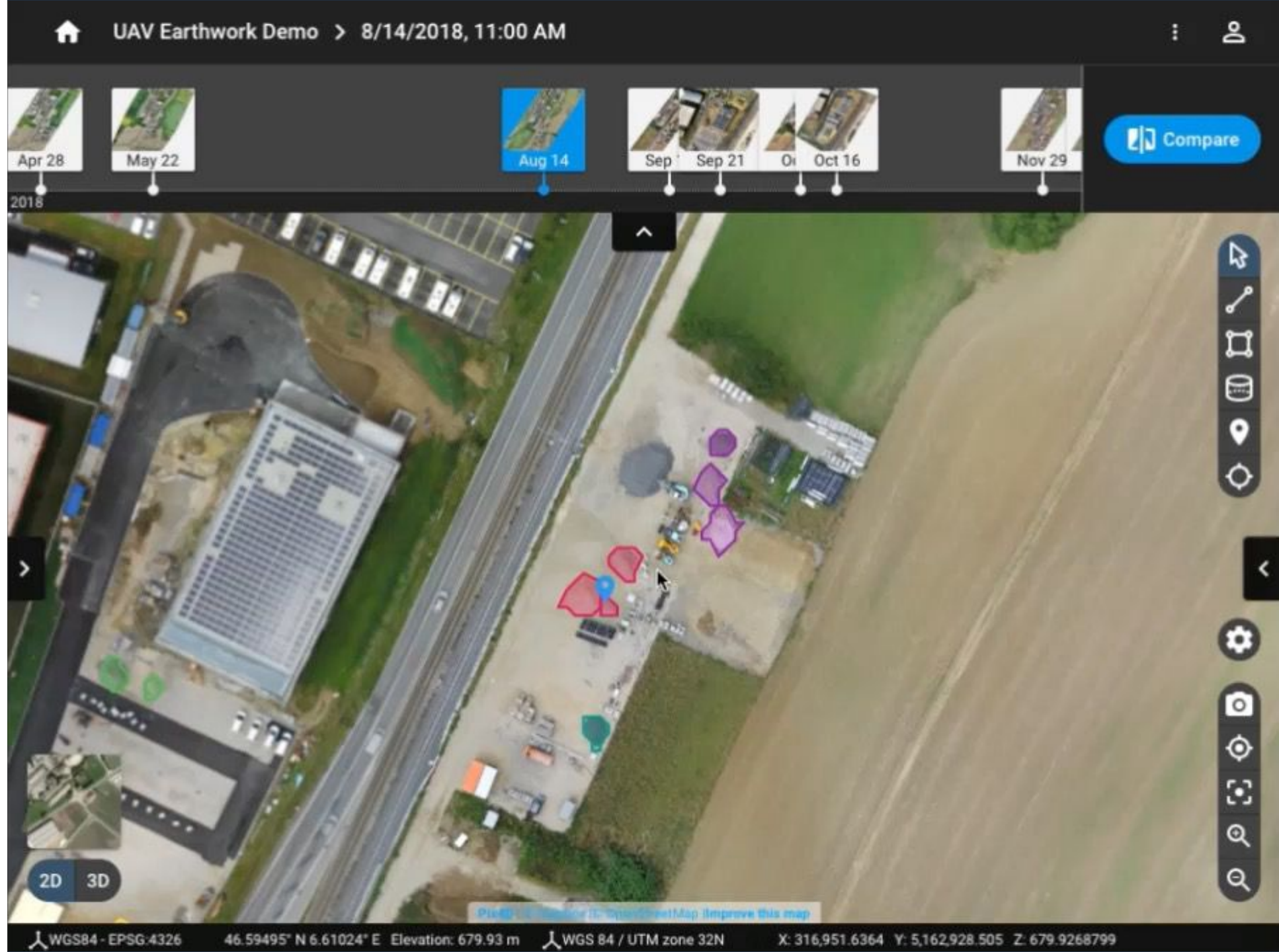


*“Trust is a keyword for the Swiss Post brand, and reliable security was a key reason for choosing AWS.”*

**Christoph Siegrist**

*Enterprise Cloud Architect, Swiss Post*

<https://aws.amazon.com/solutions/case-studies/swiss-post-case-study/>





# PlanRadar





Hierarchy

Name

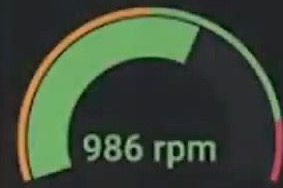
- Large Mechanical Plant | TwinMaker
- Chiller Motor #1 RPM
- Chiller Motor #5 RPM
- Chiller Motor #3 RPM
- Chiller Motor #2 RPM
- Chiller Motor #4 RPM

View Options



979 rpm

Chiller Motor 2



986 rpm

Chiller Motor 3



1023 rpm

Chiller Motor 4



1109 rpm

Chiller Motor 5



# Matterport





**MW**botics



# How do we enable Innovation?

## Culture



## Mechanisms



## Architecture



## Organisation





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



# How to drive adoption?

1. Top Down Decision
2. Ambitious goal
3. Train people
4. Enable and encourage experimentation

**Curiosity**

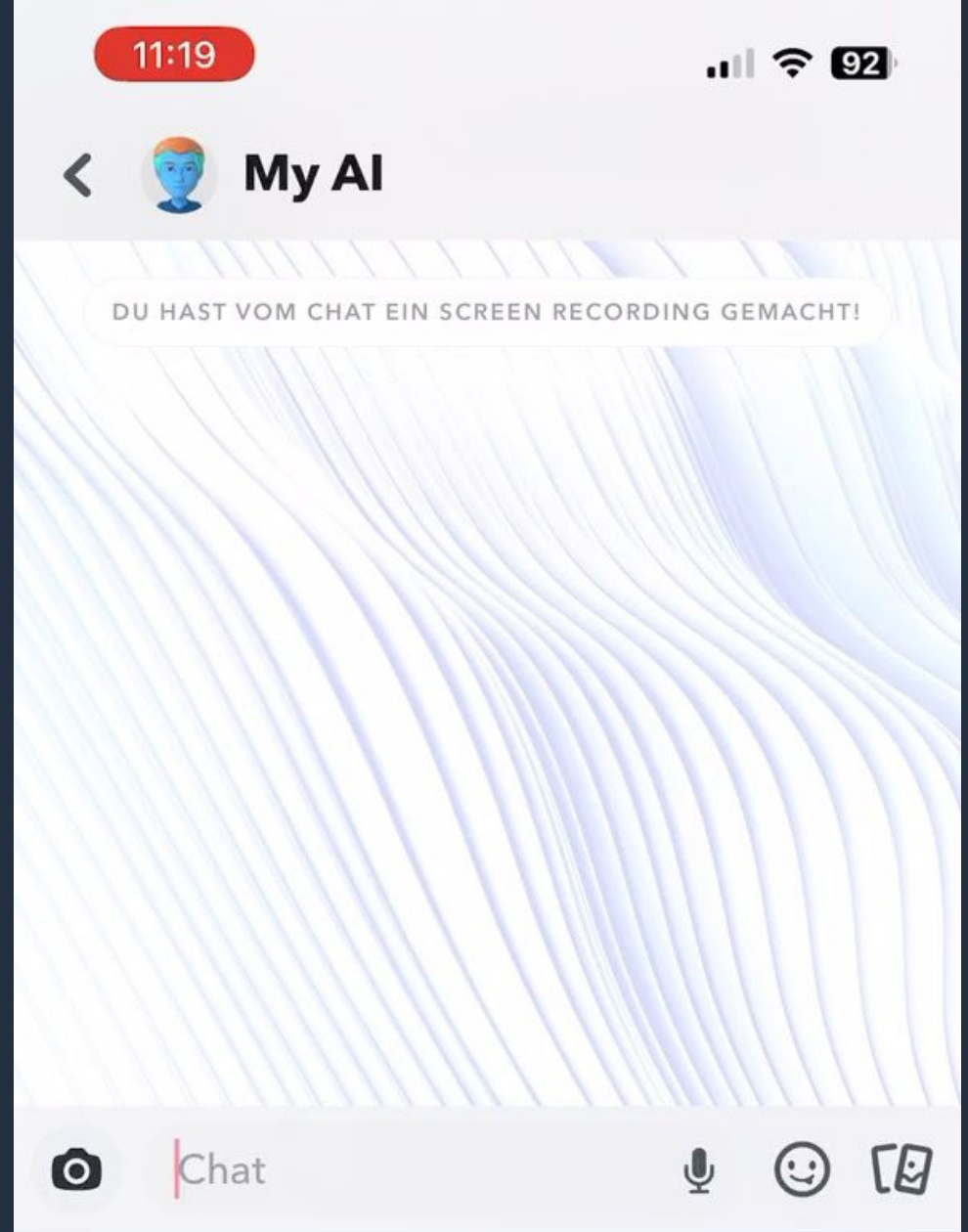
AI> "What is possible in a hyperrealistic Picture"





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MRS. ROTHMAN, WILL ANY OF THIS BE  
RELEVANT ONCE AI TAKES OVER?



# Danke vielmals!

