



CLOUD REALITIES

CRLIVE 17

AWS re:Invent 2023 Leading AWS in
EMEA with Tanuja Randery AWS

CLOUD REALITIES



LISTEN NOW

Capgemini's Cloud Realities podcast explores the exciting realities of today and tomorrow that can be unleashed by cloud.

CRLIVE 17

AWS re:Invent 2023 Leading AWS in EMEA with Tanuja Randery AWS

Disclaimer: Please be aware that this transcript from the Cloud Realities podcast has been automatically generated, so errors may occur.



[00:00:00] Welcome to Cloud Realities, a conversation show exploring the practical and exciting alternate realities that can be unleashed through cloud driven transformation. I'm David Chapman. I'm Sjoukje Zaal, and I'm Rob Kernahan.

And we are still here in re:Invent. It is day one still we are in the Expo area, which, you know, I think I've said on previous years of the show, the Expo to me just feels like a microcosm of the environment, the microcosm of the cloud market. And I find it's particularly vibrant this year. It is. Very lively this year.

Yeah. And swag's a lot easier to come by as well. No. Yeah. Little spinny wheels everywhere.

[00:01:00] Spin the wheel. So Rob, the thing I was going to ask you about the swag. So Rob forgot his mouse. So another little bit about the prepared traveler. Oh God. Rob has managed to come away without his mouse.

And that's really thrown him. And he was like very confidently walking in. This morning going, right, I'm gonna go and track a mouse down as swag. How's that hunt going, Rob? It's it's it's not going so well. So I've ended up with a chocolate bar, a Lego set, several notebooks, refused ten pairs of socks, and all sorts, but no mouse.

Chopsticks as well, we've got some chopsticks, there you go, which work in Good for Nevada. Peak swag is a chopstick, I'm gonna say. Peak swag. But I thought you were setting your sights a little high on a mouse, I have to say. I think I have literally trolled every stall on the expo floor. Nothing. No.

The drone maybe? Or a speaker system? A toolbox was over on the other side. No mice. None. Well, we'll keep track of that over the next couple of days, shall we? See if I succumb.

[00:02:00] But I am so today we're going to talk about something a little different, like a little different take on AWS.

We're actually going to talk about a specific region of the world and what AWS is doing in that region of the world and how some of the challenges of that region may be slightly different to some of the bigger global challenges we normally talk about. And one of the themes I think that'll come out of the EMEA conversation is going to be around Sovereignty, which is also a theme of the conference this time around.

I am delighted to say that joining us is Tanuja Randery, the VP of EMEA for AWS. Tanuja, thank you so much for fitting us into your busy schedule. Thank you so much for having me. I'm super excited to be joining this, actually, cloud realities podcast. Yeah, well, it's amazing to see you. Thank you so much again.

Just tell everybody a little bit about your day job. Nice question. Well, look, I run our business across Europe, Middle East and Africa, and I think what that means is I have the privilege of having a super diverse team, [00:03:00] right? One day you're in the UK in London, which is where I live and another day you're transported into Cape Town and another day in the UAE and you're meeting customers from around all of these regions which have you know, very different challenges and opportunities, you know some that are way ahead on adoption others that are behind.

So, you know, the day job is really about setting the strategy for our region, you know, how are we going to help our customers embrace technology and really be able to innovate, drive productivity, growth, building teams, you know, building the right teams, building diverse teams and inclusive teams making sure I spend personally a lot of time with customers, I try and do at least 60 percent of my time actually with customers and partners, working with partners like you, because we can't do the things we do without you.



And then, of course, spending a lot of time on my talent development, right? I mean, learning, development, hiring. We spend a lot of time in Amazon on [00:04:00] people. Right, right. And so there's all of that. And then all that comes with running a region, which is, you know, the buck stops here, right? So it's inspection and, you know, KPIs and, you know, delivering results, as we say.

So I think it's summarized, I'd say it's a big combination of think big, deliver results. And then strive to be Earth's best employer, all combined in one. Well, fantastic. I am looking forward to digging into that in a second and just getting a bit of an insight into that region and the challenges.

Before that though, how's Vegas going so far for you? So buzzy. This is my third re:Invent. I was going to ask exactly that. And you know, the first one was smaller because obviously it was just off to COVID. Yeah. I remember going away thinking, Oh, that's quite nice. You don't have to rush through the crowds, but actually it's so buzzy now, you know, and we're sitting, as you say, in the expo and it's fabulous to be surrounded by the ecosystem of partners that actually make it happen.

I couldn't agree more. Yeah, like I was saying earlier, to me, you get a real sense of what's going on in the cloud market [00:05:00] literally just by walking around. And I sort of love the, I love the effort organizations put into sort of, you know, showing up in terms of their brand and their product.

And the sort of conversation you can have with them is pretty unique, I think. Well, it's not, maybe it's not unique, you know, there are other expos elsewhere. But I think in terms of scale, and like that sense of microcosm it's pretty amazing. I'll tell you what I've spotted this year was a, an awful lot more creativity with what's going on.

There's a lot more fun involved in, as you go and engage with the partner network, which is quite good. I like that. No, it's true, because I popped by the Databricks base, and they have this generative AI photo booth. You know, you've got the Wiz team with their lovely pink socks, which I love. But yeah, you're right.

I love the way it's organized here because you have data zones, security zones, you know. It is a learning conference, right? Which is what I like. You can go to a lot of other expos. But I think here, people are all about learning. And so it's quite nice that you have these little stand ups where people are actually talking about their products and what they're doing.

Yeah, [00:06:00] fabulous, very buzzy. And I did get to, for the first time in my time coming to Las Vegas, go to Sector Soleil. Oh, did you? Which one did you see? I guess it's the main show? Right, right. With the water, it's amazing. Oh yeah. Amazing. Yeah, I don't know what it's, Aqua, something like that?

Yeah, I think so, and I, literally it was the night I landed. Oh. Yes. Oh, it's cold. Oh, yeah. You're a colleague in the background is like doing excellent hand signal work. Yes, it was good. Did it live up to your expectations? Oh, it's very good. And even though I was highly jet lagged landing in yeah, it was worth it.

Totally worth doing I saw the Beatles one last year, I think. Do you know the one that was at the Mirage? Yeah, amazing! I mean, I was going through a Beatles spheres at the time because of that Get Back film. So it was like, right in my sweet spot. Yeah, amazing. And the spheres, oh my god. It's incredible, isn't it?

I think only in Las Vegas could you have something like that. Right, right. Have you been in it yet? No, but I can see it from my bedroom [00:07:00] window. That's good for you as well. You



would have seen it from your bedroom window as well, right? Every, we should, every time I see it, I can't help point it out, pointing it out.

Now everyone is you know, has noticed how often I point it out. So, you know, I've tried to stop doing that now, but yeah, we're going on Friday, which I'm really looking forward to. Oh, fantastic. Anyhow, let's roll on into the main subject matter of today's conversation, which is which is the EMEA business in AWS and the EMEA region and the challenges of that.

I guess, I guess first of all, to sort of try to connect it to the conference conversation, from your day job, which you did a great job of explaining to us a second ago, what were you coming to the conference particularly interested in? What was standing out for you? Yeah, look, I think the main reason really for coming here, as I said before, is it's a learning conference.

So, I mean, I just find when I'm here for the few days that we are, the amount you pick up in terms of just what's going on in the world of, you know, our customers, our partners, the [00:08:00] technology, evolution, it's also a great place to meet a lot of my Amazonian colleagues who I don't see all the time. You know, bumping into Raejeanne Skillern today, who's just joined us as CMO at AWS or, you know, bumping into Kathy, you know, bump, it's just fabulous.

You just bump into people. And it's nice. You just get a chance to connect and share stories with each other. I hosted a women in leadership lunch, which I do every year. Fantastic. I love that. I mean, three, four hundred amazing, inspiring women. Adam came around for it today, which was nice. And then I interviewed Deb Hall Lefevre, who's the CTO of Starbucks.

So that's awesome. I, you know, we get to spend a lot of time with our customers, you know, which is really good. In this world. And introducing them to people around Amazon who have the skills and the capabilities that they look for. That's exciting. And then I'm always here to just kind of What are we going to announce?

What are we going to announce? Yeah. Surely you must get the inside track. It's almost like nobody seems to get the [00:09:00] inside track. Well, you only get it literally on the day. So it's not you know, you know away in advance. So it's very exciting. Yeah. Are all the agendas kind of kept in a safe somewhere, like a physical safe, in advance?

I think we are very careful about it. Yeah, quite right too. So let's, so you did a good job of overviewing your region. But there is, you know, Europe is an extremely diverse region. You know, multiple different types of country, different levels of developments. A lot of a lot of rules and regulations that govern certain sections of Europe in particular, which is a particularly complex melting pot of rules and regulations.

So, what are the big cloud themes that you're picking up on? In your day job. And how is that connecting to some of the conversation that you that we're seeing here and some of the announcements that we're seeing here? Yeah, no, thank you for the question. We are extremely diverse region. I think there's three things that I will say to you that are always the topic of conversation [00:10:00] with CEOs that I meet across Europe, Middle East and Africa.

So it doesn't matter where they are. I think the biggest topic on their mind right now is how do we get back to growth? You know, there's been a, you know, a huge round, as you know, of cost optimization. Not necessarily across all segments of customers, but definitely you see it in the startup world and the digital native world.

But they are keen to come out of this cycle now actually rethinking sort of, Okay, how do I now go invest my cost optimization into new investments that drive innovation and growth?



Right, yeah. And really the heart of that is how do we create organizations that have the agility to really learn and innovate at the edge.

And of course, let's get back to productivity and EMEA is a really big factor. So transforming themselves. We certainly saw, I think, a big element of that in in last night's keynote, at the opening keynote. [00:11:00] Specifically, I thought, talking about The use of modernization is a way to not only, you know, drive cost saving and get cost out of your environment, but actually also to obviously take you on your modernization journey too.

And that was, I was surprised by that because a lot of, you know, a lot of other conferences have very much majored on Gen AI, of which there is plenty going on here as well. But I thought that was a really useful opening tone, you know, because it was very, I thought it was very sympathetic to, and I recognize the big conversation that's going on in the world at the moment.

Which is you know, economic headwinds, basically. Yeah, absolutely. And look, I think there are, you know, customers come at it in different ways. There are those who are much more keen to do a lift and shift first, and then modernize. There are those who want to modernize and move at the same time. There isn't a right answer, but we all know that If you don't modernize, you don't really get the full benefit of the capabilities, right?

Just moving from one data center to another data center. Yep, there are benefits, but not necessarily the full potential. [00:12:00] I think the second big topic, by the way, in EMEA right now is around skills. The digital skills gap is very big and very concerning. You know, only one in three. You know, STEM graduates is female.

That's a big issue. The European Union has a very ambitious goal around their digital agenda. We did some research recently with a company called Public First, and there's 2. 8 trillion euros to be unlocked by leveraging AI, big data, cloud technologies, right? That is a number. By 2030, however, however, today only about a quarter of companies are really leveraging this technology.

Yeah. Well, it feels at the moment, I think, it's still got a sense of Proof of concept and, you know, innovatory feel about it rather than sort of, like big, large scale adoption. And one of the things we've talked about on the show before is this notion of this fantastic point solution uses of [00:13:00] things like Gen AI.

And that's, you know, as points of light that's spreading across a lot of organizations right now, sometimes in a big way, sometimes in a small way. I think it's going to be extremely interesting when people start to join up those points of light to understand. What AI transformation of organizations is going to look like, and that seems to be coming at an unbelievable pace, like the speed of conversation to get to that I think is probably three or four times faster than it took cloud native to get there.

Do you have a perspective on that? Yeah, I mean, you know, just to tie it back to the point about skills. I mean, imagine what that's doing to the pressure on skills alone, right? And to be honest, we can throw a lot of technology at things, but unless we've got the people trained, skilled, To be able to execute on that with and with AI, by the way, and with generative AI, because I fervently believe it's an augmented strategy with generative AI, you're not going to get there.

I mean, that's the biggest blocker to transformation, right? I mean, to your [00:14:00] point. What I'm now seeing people really lean into is finding what are those needle moving high return on investment areas for their businesses. Yeah that they need to Absolutely focus on



in terms of resourcing to drive benefits from AI and generative AI So not only and at the core of all of it is getting your data, right?

Yeah, you probably heard that right while you're here. Sure The people that are going to do much faster and accelerated progress with these new technologies is those who have already unified, modernized, to your point earlier, and are now starting to layer on AI. They've already done the certifications, they've trained the people, they've got the skill sets, they've got the partnerships.

And now they're going to be able to move at rapid pace, right? Yeah. The others are going to take some time to do all of that first. Right. And, or, of course, experimentation. There's going to be massive experimentation, I have no doubt on the fact. What I keep saying to my [00:15:00] customers is, you know, a whole bunch of pox are not good enough, right?

What you've got to do is stuff that's going to move the needle for your organization. You know, whatever that might be. I was about to, I was about to ask you that exact whatever that might be question. In terms of a lot of the conversations you've had so far with your, Very large customers. Is it predominantly cost take out?

You're seeing at the moment. Are our people managing to attach like revenue increase to it? You know, an actual business growth attached to it. I actually think that look, there's a ton of really great productivity improvement opportunities. Absolutely. But if you think about what that does is actually releases time to be creative and innovative.

So So, in fact they go together, they're not alone. It's not like people are saying, Oh my God, I need to take a course and so I'm going to use Gender BI. No. Let us figure out a way where we can release time. It helps with the skills, doesn't it? So, the clever people have the right time to do the high value work.

Yeah, absolutely. Take the toil out. And do the stuff that really matters. And [00:16:00] you heard Adam talk about, you know, how we're gonna just make it so much simpler for people, right? Yeah. In terms of developers and programmers and increased productivity. If we don't do that, we don't have time to think and innovate, you know.

Yeah. And so I think there's that. There's clearly lots of that. I mean, I was talking to a customer this morning. They put all their emails. into LLM, and they're able to just be so much smarter about how they send out emails, for example. And that's a good productivity solution. But then you also have somebody like Booking.

com, and they're leveraging generative AI to rethink how they do recommendations for customers. That's going to drive more expanded, maybe, travel scenarios. More revenues and more growth, so it really is. And then I'll give you another. I love this one personally, because I happen to be in the UAE and tested it.

But Emirates Airlines is using AI and metaverse and geospatial technology [00:17:00] to create better cabin crew training experiences, you know, where you can immerse yourself and learn differently. And, you know, I put on the goggles, I'm transported into a plane, and Oh, very cool. It was pretty cool, right? So, and then the final point I will say in EMEA that's coming up a lot, which you will have heard is sustainability.

I mean, that is massively on the agenda of CEOs, boards, regulators and of course you can't get away from talking about sovereignty in EMEA. No I, exactly. So, let's dig a little bit into sovereignty. Like, how do you read? How do you read that challenge in the conversations you're having because obviously from a cloud perspective, and I used to work at BP and this was, we had sovereignty issues with a lot of our data, you know, a lot of data is actually, you



know, it's nationally owned resources.

So we used to have to wrestle with it quite a bit. And it felt this was maybe 10 years ago, when we were doing our large scale move to the Amazon platform. And we managed to sort of, [00:18:00] you know, create landing zones, use geographical dispersion of the data and deal with it, and deal with it reasonably well.

But the conversation hasn't gone away. So, what's been missing in how people have been thinking about it and dealing with it in your mind? And what do you think the next steps are to sort of really nail it as a, yeah, make the problem go away. We've resolved it. Yeah, no, look, I think at the heart of everything is is of course data sovereignty.

And we, we've just built AWS by design sovereign. Yeah. We were one of the only hyperscalers who set up our regions in a way that data cannot be moved across. So unless a customer actually tells us to do it, the data is stored in the locality that you have. And as you saw today, we have incredible scale and breadth and depth of our regions, which allow you to actually host data in the UAE, as an example, or Spain, for that matter, as an example.

And that is, of course, supported by things like Our dedicated local [00:19:00] zones that we announced recently, by the way, it's a way for people to be able to have the cloud benefits in their own data center through a DLZ. We've had outpost technology for a while, which you can also leverage to store certain data that you want to keep it in a private environment, but you're still benefiting from the cloud, right?

Right. So there are lots of different ways that you can. Ensure that, you know, very highly regulated workloads and data are continued to be maintained in a private scenario, but you're still benefiting from the security and scalability and agility of the cloud. We recently announced, um, the AWS European sovereign region.

And the reason we did that is, and this is going to your question, there's development in the regulations around Having you know, EU residents operate, uh, the data center, right? So, this will be an independent region. We're going to first [00:20:00] launch it in Germany. And it will be operated by AWS employees in the EU, located in the EU.

Interesting. And so that creates an additional layer, let's call it. Exactly. And that's what we're aiming to do is, you know, we're aiming to ensure that all the security that you already get continues. You have full fidelity of services of the cloud. We don't want to give you a limited cloud. But, we are also layering now with European Sovereign Cloud the ability to have an independent region.

In Europe. Sorry. What I see in Europe is the regulators are coming down to be more cloudified and understanding cloud. And what you're talking about is coming to meet the regulation as well. And there's this happy point in the middle. And it feels like we're almost at that tipping point that says we're ready to go.

So the conversations for me are Starting to move from, should we go to cloud, is now how do we go to cloud? And that's been the last 12 18 months. There's been this maturity cycle that's kicked in that's allowed the conversation to move on, especially in the EMEA region. And people, there's a lot more [00:21:00] excitement around cloud and the potentials there.

So, hopefully see a massive uptick in consumption soon. Well, you know, I think the pandemic, for all the reasons we didn't love it, actually really accelerated. The journey to adoption of cloud. I mean, as you all know, and, you know, and I think we're benefiting from the hybrid working in terms of diversity and inclusion.

There's so many benefits that came from it. Right? And of course it was a very unfortunate



time in our history as well. But I think that already pushed things forward massively. And now I do think it's no longer. Why cloud? But the how, as you say, and the roadmap and the migration plans, and that's what we're leaning into with our customers is how do you migrate?

What skills do you need? You know, which workload first? Where do you put that workload? Where do you put a different workload? Yeah, it's good to see. I think as the world gets to be a more complex place politically, in a more complex place just generally at the moment, having a depth of solution in the way you describe, [00:22:00] I think is reassuring as much as anything else.

Yeah, I heard lots of clients asking for let them let their clouds we manage and operate it from a European location. So that's a an answer to a lot of questions. Yeah, absolutely. And look today, I'll tell you, I think, you know, just given how many regions we've deployed in Europe and globally, they already have the benefit of low latency access close to them in their cities, you know, for example, where we do local zones.

But now you've got the You know, independent European cloud. Very good. And Sjoukje, the Sovereign Cloud I think is a theme at the conference. What other themes have you picked up between you know, our last episode and now? Oh yeah, I want to dive a bit more into the Gen AI part because I have some really good announcements here.

Sure. About MSNQ. I am really excited about those 40 plus building connectors with third party services. [00:23:00] Like for instance with Salesforce, but also with Gmail, ServiceNow, and you're going to be excited about this as well, with Slack. It's about time, and have they done it with Teams? No.

I have a passion, I have a passion point for Slack. You know, just personal view, Rob. What about you? Well, it's important that we can disagree and move on, Dave. You can introduce balance, you can introduce balance. Yeah, balance to the force. And I have a couple of more. Also, Agents for Amazon Bedrock is now generally available.

So, you can easily build Gen AI applications with Agents much faster. Orchestrating multiple steps. That's going to be a huge game changer. And the guardrails for Amazon Bedrock. Also a good release. Very important thing in AI, isn't it? The guardrails to create safe interactions. So, those were the highlights for me.

Could I add two more that I thought Those are spot on, by the way. I'm super excited about Q. I [00:24:00] need to go start using it right away. Yeah. But I was very excited about our announcements on the Silicon infrastructure. Oh, yes. With the next generation of Tranium. Our relationship with NVIDIA and the next thing we're going to do there because you can't do generative AR unless you have the best performance, lowest cost infrastructure and I think it's brilliant to see what we're doing there.

Plus, of course, the continued expansion on our Code Whisperer and, you know, making that really available to people in a way that they can in fact be way more productive and more accurate and faster in terms of the way that they're building their software and their platforms. So I thought. Those two were really good as well, and great to hear from our customers on how they're leveraging and using General AI to transform their customer experiences.

Very much so. So look we'll keep on tracking that over the course of the next few days. Any snippets, Tanuja, about what we might see over the next couple of days? [00:25:00] Oh my goodness, I don't have the inside track, I don't know. But I think what we will continue to see



is because you're going to hear from Ruba tomorrow.

You're going to hear, I believe, from Werner Vogel tomorrow as well. Right. Always fun. Yeah, yes. You always don't miss it. And Ruba will really be talking a lot about how we're leveraging the talent and capability and capacity of our partners, right? I mean, all of the work that we do with our customers involves a partner in some form, whether they're ISV partners of ours or SI partners of ours, right?

Like yourself. I mean, we really believe in this concept of the power of three and bringing all of that ecosystem together. And I think that's for our customers. That's highly powerful and visible, right? So I think you'll come on to that more on sustainability. By the way, I mean, this is something that I don't know if people realize, but our commitment to power 100 percent of our operations with renewable energy by 2025.[00:26:00]

Yeah. That's a big, that's a big commit. That is a big commit. A big deal. Yeah. Right? Yeah. And then you're able to really leverage, you know, the power of reducing your emissions by moving from on prem to Literally. So, I think sometimes you know, when people say, how do I address sustainability?

Move to the cloud. Yeah. It's a great first step. It doesn't solve all problems, but it does. And then the point that Adam made around skills, you know, the fact that we've trained 21 million people to date. So, you know, I just think that These are purposeful and important things and I'm certainly super proud that we are not only talking about technology alone, but how technology changes lives.

How it impacts and moves around. Well said. Fabulous. What a great note to end on. Thank you so much for making time for us in your busy schedule today. It was great talking to you. Thank you very much for having me. And before we end every episode of this podcast by asking our guests what they're excited about doing next.

So obviously we're in Vegas. So Tanuja, what are you excited about doing next in Vegas? Well, [00:27:00] look I, you know, there is tomorrow evening, actually, I have all of my EMEA customers at a reception that we're hosting. Oh, nice. And I cannot wait to meet all of them. And, of course, my teams, who have all come together for this.

So, yeah, that's what's exciting. And, of course, Rub's Keynote. I'm looking forward to that. Brilliant. Well, look, wish you a successful week. Fantastic set of things coming up and lots of interesting events. And before we go, you also have your own podcast, I believe. AWS Conversations with Leaders. I do, I actually have two podcasts.

Two? Yes, well That's just being greedy now. AWS Conversations with Leaders. We had actually launched this year and it's fantastic. I speak to CEOs about really how they're driving transformation and change. Yeah. It's been fun. I've taped two here while I'm here. And then the other one I have been doing, which is more of a labor of love is since 2013, I have a power women network and I have a network with senior [00:28:00] women on their journey and experiences and it's called power women speak.

So yeah. Those two. What, I mean, great, I mean, amazing subjects those things. We on our normal show explore very similar themes actually. And I think the, I think transformational theme and the human at the middle of the transformation I find that endlessly fascinating. So we'll certainly be giving those a listen.

Thank you. I look forward to listening as well. And thanks for having me. Hey, our pleasure. So a huge thanks to our guest this week. Tanuja, thank you so much for being on the show. Thanks also to our sound and editing wizards, Ben and Louie. Our producer Marcel and of



course to all of our listeners. We're on LinkedIn and X, Dave Chapman, Rob Kernahan, and Sjoukje Zaal. Feel free to follow or connect with us and please get in touch if you have any comments or ideas for the show. And of course, if you haven't already done that, rate and subscribe to our podcast.

See you back in the AWS reality soon.[00:29:00]

About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of over 360,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2022 global revenues of €22 billion.

Get The Future You Want | www.capgemini.com

