aws

The ultimate guide to unlocking value from your data

The reality

A meager

23.9%

of respondants report that they have created a data-driven organization[1]

Learn how to fuel innovation with data and AI.

What's keeping organizations from effectively using data?

Data is at the center of every application, process, and organization decision, fueling new experiences and insights that spur innovation. But implementing the right data strategy to unlock the value of your data is not a straightforward journey. Public sector leaders face persistent challenges, ranging from complex data silos to the rapid growth of data volumes to teams not having the right tools for the job—hindering the best of efforts. These challenges combined with the imperative to meet the needs of their constituents, students, beneficiaries, and patients is intensifying the urgency to act and embrace building a data strategy in the cloud.

The ROI of a data strategy

Creating a data-driven culture is a critical part of a successful cloud data strategy. When data is no longer limited to data scientists and specialists, it can be securely shared and readily accessible to users across your organization to improve decision-making and fuel innovation. Organizations are already capturing the benefits of an end-to-end strategy built on Amazon Web Services (AWS):

- Case Western Reserve revamped its analytics architecture to combine data from separate sources using AWS cloud services. This has democratized data access on campus, decreasing the time to answer vital questions to just minutes and resulting in improved efficiency time saved for students and staff.

- The Regional Task Force on Homelessness (RTFH) in San Diego worked with AWS Partner Bitfocus to implement user-friendly information reporting and data analytics, supporting whole person care services and evidence-based decision making. The technology is used in over 75 communities, has touched over 3.5 million lives, and helped almost 700,000 people move into housing.

- Nashik, a city of 8 million in India, launched a project to improve its Citilinc bus network to increase reduce overall carbon emissions. AWS Partner Amnex Infotechnologies implemented a cloud-based management system that improved efficiency and reliability across the system, with average daily commuter numbers rising from 10,000 to 60,000 and a substantial 150 percent increase in route earnings per kilometer.

- 54gene is a startup working to address the lack of genomic information from African populations in research data. They use Amazon Relational Database Services (Amazon RDS) and Amazon Elastic Compute Cloud (Amazon EC2) to cost-effectively analyze datasets as large as 30–40 TB in just a few days.

From vision to value: building a strong data strategy in the cloud

With the right end-to-end data strategy built in the cloud, you can unlock more value from your data to make better, faster decisions, use generative AI, and optimize your organization.

Regardless of your organizational challenges or where you're at in your cloud journey, AWS has a comprehensive, integrated set of data and AI tools to help you fuel innovation and drive organization outcomes. With AWS data services you can:

- **Turn data into value** with the most comprehensive set of data tools for your use case, whether that's generative AI or business intelligence (BI). AWS continuously innovates to bring you all the tools you'll need with the right price performance for your use case, so you'll be able to build a data strategy that grows with you.

- **Make decisions based on a complete picture of your organization** by eliminating data silos. With AWS, you can easily connect and act on all of your data, no matter where it lives. This will give you a better understanding of your business and the ability to make predictions.

- **Empower your teams to innovate faster by connecting all your data**. When your teams can find, access, and share the data they need, they can quickly and securely collaborate and innovate. AWS provides complete protection and governance so you can control who has access to your data and what they can do with it.

Make data your generative AI differentiator

The advent of generative AI puts renewed emphasis on the importance of data. When you want to build generative AI applications that are unique to your organization's needs, data is the differentiator. It's the key to moving from generic applications to generative AI applications that create real value for your users and your organization. Whether organizations want to build their own foundation models (FMs) or customize existing FMs, it all starts with high-quality data. Success hinges on a strong data strategy in the cloud.

> According to McKinsey, "...organizations that have not yet found ways to effectively harmonize and provide ready access to their data will be unable to fine-tune generative AI to unlock more of its potentially transformative uses."

Put your data to work

In helping more than 2 million customers solve some of the most complex data problems using analytics, AI, and machine learning (ML), a common question we get is, how do I start? We see that eliminating department silos and aligning technical decisions and projects to tangible organization outcomes ensures the right people can access the right data and get the most out of that data. Here are some ways you can maximize business value with data using AWS:

- **Make better, faster decisions**. Foster a data-driven culture, democratize access to data and insights, and empower decision-makers with better data.

- **Improve the customer experience and loyalty**. Create a 360-degree customer view to better understand your constituents, students, beneficiaries, and patients and offer hyper-personalized experiences.

- **Optimize costs**. Reduce the costs of putting your data to work while also using AWS analytics, AI, and ML to uncover new cost-savings opportunities.

- **Reinvent your supply chain** to rapidly build and evolve your data-integrated applications and services to provide a total, real-time overview of your supply chain.

- **Reduce fraud and mitigate risk**. Accurately detect and prevent online fraud and maintain payment integrity to maintain the public trust, ensure regulation compliance, and protect your constituency while adapting to changing threat patterns.

- **Innovate faster with applications that evolve with customer needs**. Build intelligent and scalable applications on a modern data infrastructure so you can quickly evolve and innovate to support your growing data needs and customer demands, now and in the future.

The bottom line

AWS offers everything you need to unlock more value from your data by building an effective end-to-end cloud data strategy, with pricing and service options that help you optimize costs every step of the way. With AWS comprehensive data tools, companies can maximize the business value of their data to drive tangible results and growth, accelerate innovation, and build a sustainable competitive advantage.

Next steps

To learn how you can unlock the potential of your data and build for the future with AWS data services:

1 Be sure to read and share our *8 essential, data-driven solution areas for leaders: Maximizing business value with data* **eBook**

2 Learn more about **fueling innovation with data and AI**