Innovation from Client Engagement Journey Powered by Cloud Computing

Yau Yau

Territory Business Development Manager
Amazon Web Services

Why customers choose AWS?

EXPERIENCE

17 years

helping millions
of customers

GLOBAL REACH

32 Regions

spanning 102
Availability Zones and over
130 Direct Connect
locations

SECURITY

300+

security features

INNOVATION

200+

service offerings

AWS INFRASTRUCTURE

3.6x+

energy efficient than the
median of surveyed U.S.
enterprise data centers

TCO

111

price reductions
since 2006

ECOSYSTEM

4500

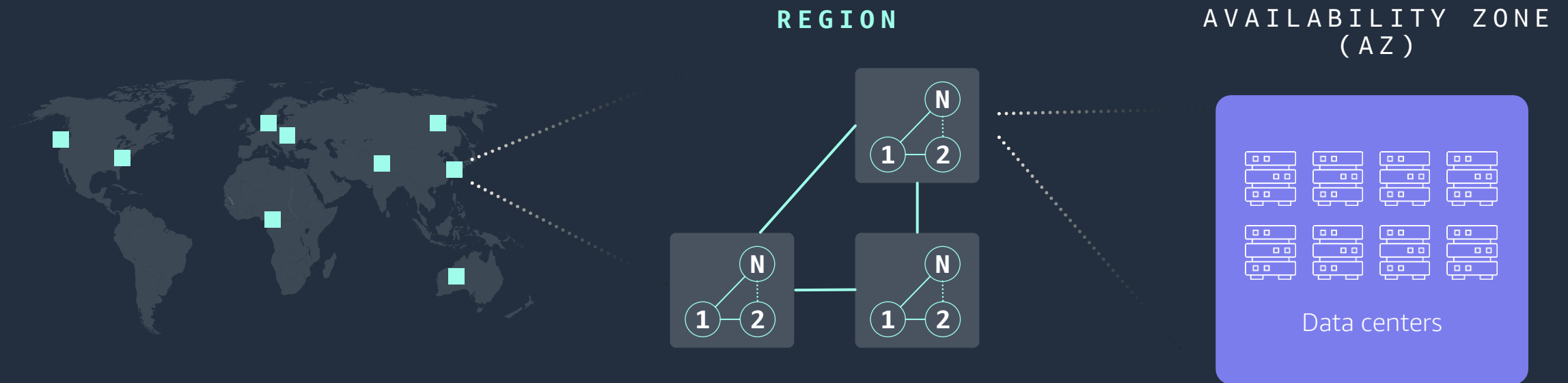software listings from
1,400 ISVs

PARTNER NETWORK

100,000

Partners in 150 countries

AWS Region design

AWS Regions are comprised of multiple AZs for **high availability, high scalability,** and **high fault tolerance.** Applications and data are replicated in real time and consistent in the different AZs.

REGION

AVAILABILITY ZONE (AZ)

Data centers

Challenges in NGO sector

- Continuous enhancement of service quality
- IT resources limitations
- Donation retention
- Volunteer management
- Governance & compliance

Cloud computing adoption trends in NGO sector
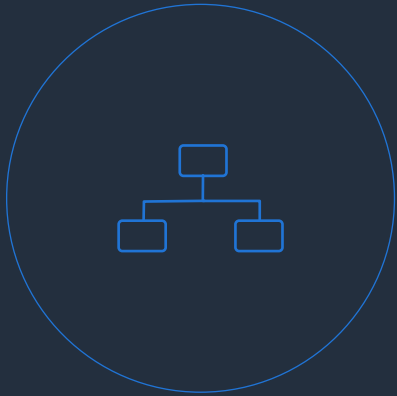
Cloud backup
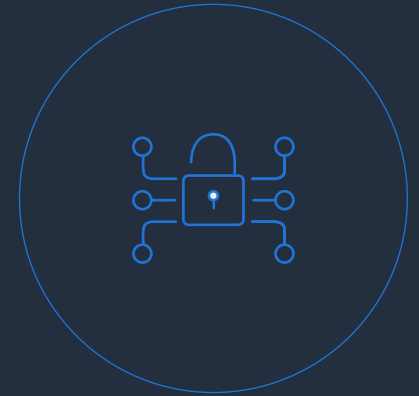
Migration to cloud

Innovation

Cloud Backup

Leverage existing
investments
in infrastructure

Cost effective
offsite storage
alternatives

Elimination of
physical tape backups
and administration

Unlocking
insights from
your data

Save the Children US
151,607 followers
3mo • 🌐

Yes, Save the Children is using AI — and we're doing it to protect kids online. Here's how.
#nickatnoon #ai #aiforgood #techforgood #childprotection #childrights

1.00

WASHING
WORKS FOR SAVE THE CHILDREN ORGANIZATION
SO I STAR

unicef
USA

Australian Red Cross

But how could we grow our pipeline of mid-value donors?

$1,000,000
$900,000
$800,000 $913,195
$700,000
$600,000
$500,000 $633,328
$400,000
$300,000
$200,000
$100,000
$0
Festive income from SG SV donors
2021 2022

- Used a propensity model to qualify a set of mid-value prospects sitting within our standard value base.
- Nurtured these prospects through an omnichannel journey.
- This investment drove income up by $280K or 45% up YOY from the same standard-value segment.

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Monthly changes from 2001 to 2019 across 27 Brazilian states

Dengue Incidence Rate (DIR)   Maximum Air Temperature   Humidity

Red Cross uses AI to find mid-value donors that help support communities in times of need

Chatbot Warning System Against Online Predators to prevent online violence
- Educational chatbot
- predators analysis

AL Models Email generation targeting donor segments
- Automizing marketing actions
- Content creation

re outbreaks prediction and prevention of vector-borne diseases like dengue
Dashboard and report generation

AWS Data Lake for NGOs
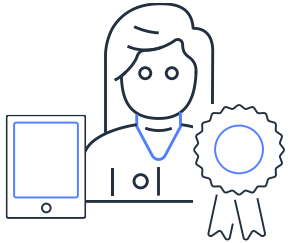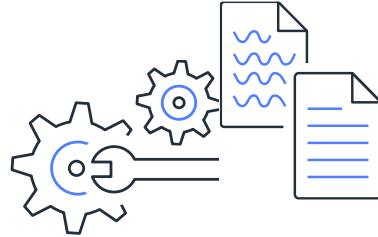
NGOs are applying data lakes to multiple use cases

Donor/Member Experience

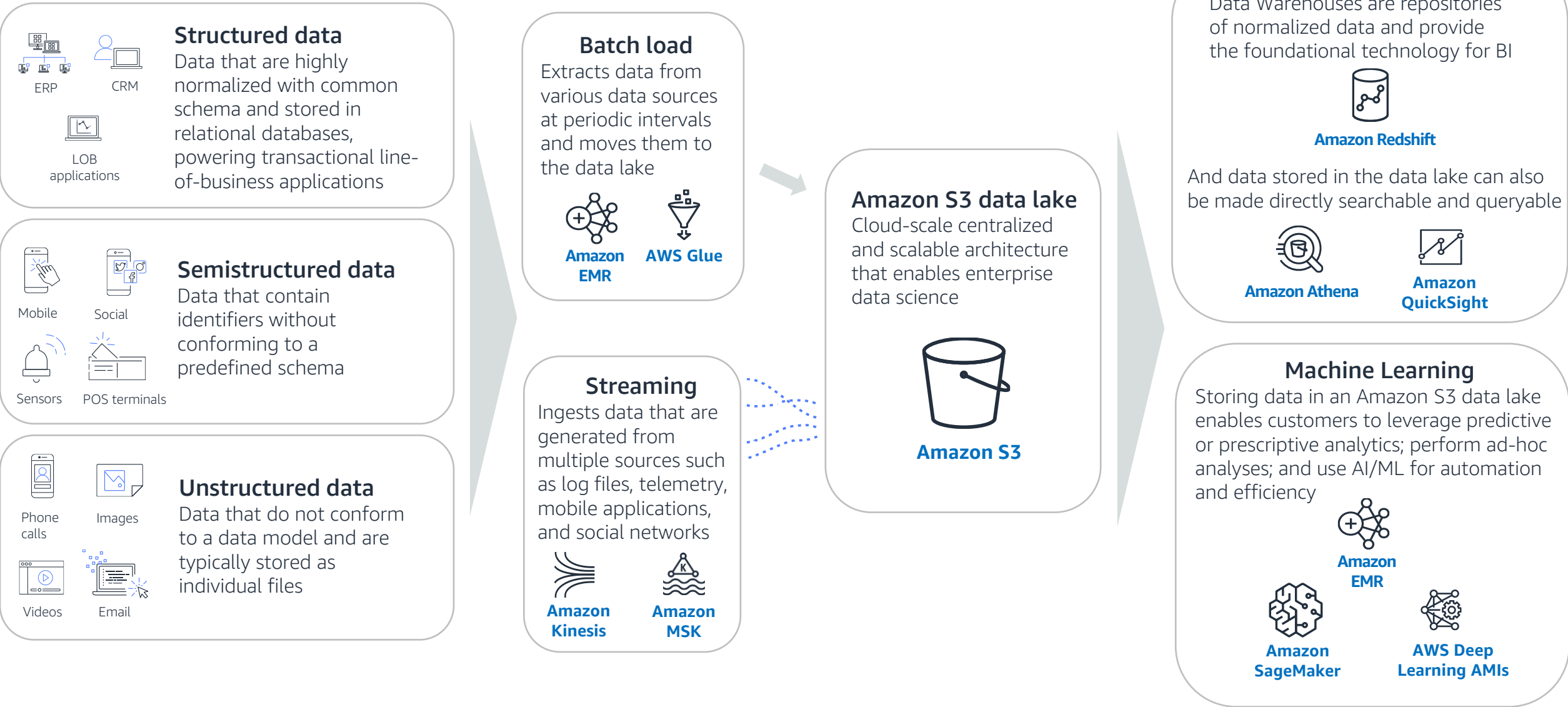**Program Delivery**

Impact Reporting

Content Delivery
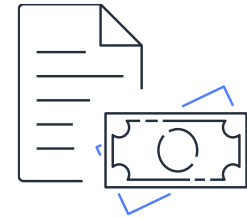
Disaster Recovery & Business Continuity
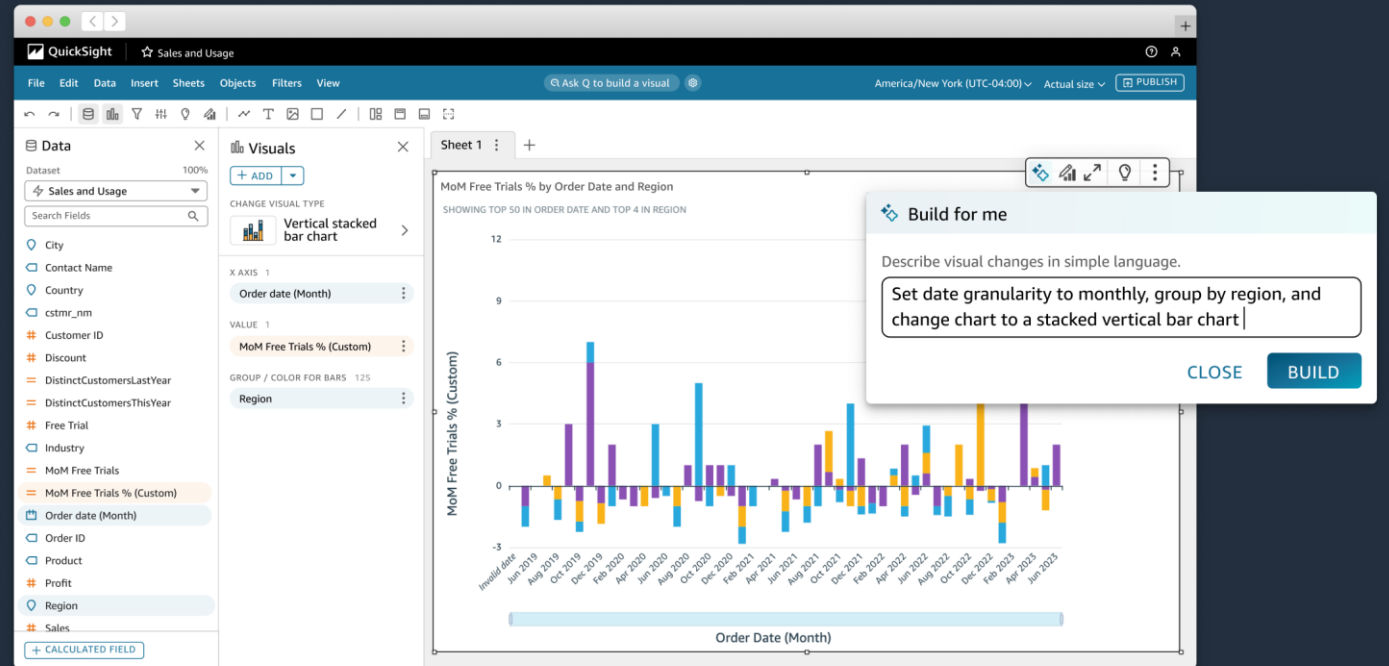
Data journey for NGOs

Structured data
Data that are highly normalized with common schema and stored in relational databases, powering transactional line-of-business applications

ERP
CRM
LOB applications

Semistructured data
Data that contain identifiers without conforming to a predefined schema

Mobile
Social
Sensors
POS terminals

Unstructured data
Data that do not conform to a data model and are typically stored as individual files

Phone calls
Images
Videos
Email

Batch load
Extracts data from various data sources at periodic intervals and moves them to the data lake

Amazon EMR
AWS Glue

Streaming
Ingests data that are generated from multiple sources such as log files, telemetry, mobile applications, and social networks

Amazon Kinesis
Amazon MSK

Amazon S3 data lake
Cloud-scale centralized and scalable architecture that enables enterprise data science

Amazon S3

Analytics
Data Warehouses are repositories of normalized data and provide the foundational technology for BI

Amazon Redshift

And data stored in the data lake can also be made directly searchable and queryable

Amazon Athena
Amazon QuickSight

Machine Learning
Storing data in an Amazon S3 data lake enables customers to leverage predictive or prescriptive analytics; perform ad-hoc analyses; and use AI/ML for automation and efficiency

Amazon EMR
Amazon SageMaker
AWS Deep Learning AMIs

Amazon Quicksight: Increase Donor Intelligence

- Create easy-to-use interactive dashboards

- Consolidate, normalize, and visualize data

- Enhance fundraising operations by allowing decision makers to better visualize and present data in meaningful ways

- Move from spreadsheets and silos to actionable data insights

Generative BI
capabilities on Quicksight

Use everyday language to generate and fine-tune visuals in seconds

Create stories in QuickSight

Automatically generate data stories using natural language prompts

Amazon Pinpoint / Personalize: supporter Engagement

- ML technology used by Amazon.com

- Insights-driven communication with donors

- Reach fundraising goals by effectively donor connection

- Connect at preferred touchpoints, with right level of engagement and recommend donation amounts

- Understand your donors' preference

- Automating outreach to optimize human resources

Amazon Pinpoint

Amazon Personalize

Amazon Pinpoint / Personalize: supporter Engagement

AWS Architecture

User data

Personalized predictions

GenAI: Chatbot/ Smartsearch
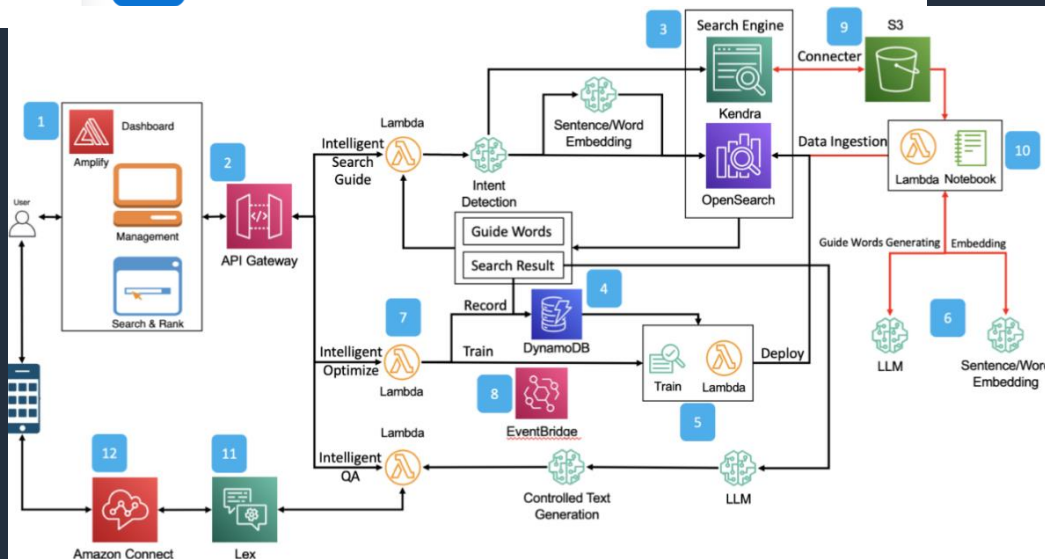
AWS native services

AWS Partner network

Empowering NGOs with cloud computing on AWS

Fundraising

Funding proposal writing

RFQ review

Campaign report

Donation Analysis

Operation automation

Internal chatbot

Customer-facing chatbot

Governance & compliance

Text summarization on regulation and compliance documents

Marketing & media

Promotion materials

Service enhancement

Violence prediction

Teenager growth planning

Therapy & educational materials

Kick-start your journey on cloud computing

Build yourself

Assessment of your
on-premise environment

Leverage AWS partner
network

Digital Innovation
workshop

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