



# Creating a Digital Front Door

Enhance user experience, improve efficiency, reduce costs & increase impact

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# Acknowledgment of Country





# Agenda

- ❑ The history of Amazon Web Services (AWS)
- ❑ What is cloud computing?
- ❑ What is a digital front door?
- ❑ How technology can be used to improve staff, volunteer and customer experience
- ❑ Managing data in the Cloud
- ❑ How data can provide non-profits with valuable insights about their impact
- ❑ AWS non-profit resources & programs







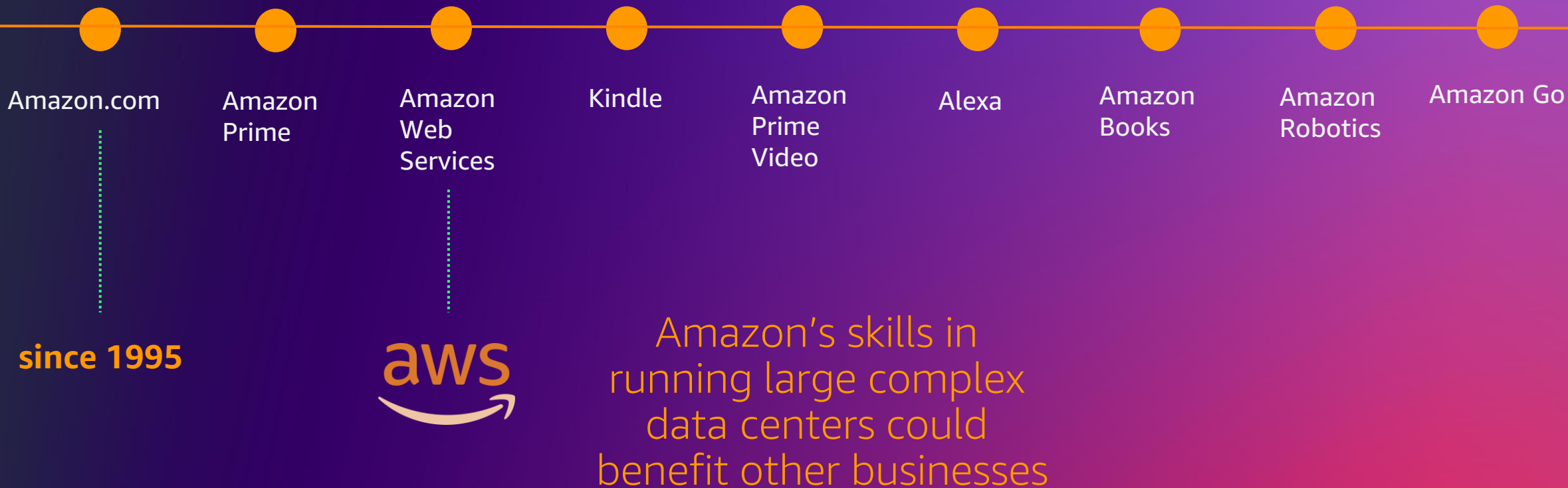


amazon.com®



aws

# Our History





**“We’ve had 3 BIG IDEAS at Amazon that we’re stuck for 18 years, and they’re the reason we’re successful ...put the customer first, invent, and be patient.”**

Jeff Bezos

# Our culture of innovation

## Customer obsession

"Start every process with the customer and work backwards."

## Long term thinking

"Be stubborn on the vision but flexible on the details."

## If you want to be inventive, you have to be willing to fail

"We are willing to go down on a bunch of dark alleys and occasionally we find something that really works."

## You have to be willing to be misunderstood for a long time

"We are very comfortable being misunderstood."



BEYOND THE DOW 12,000 (P.34) | RISE OF THE ENERGY FARMER (P.60)

The McGraw-Hill Companies

# BusinessWeek

NOVEMBER 13, 2006

www.businessweek.com

## Amazon's Risky Bet

CEO Jeff Bezos wants to run your business with his Web technology. Wall Street wishes he would just mind the store.

BY ROBERT D. HOF (P.52)





# What is cloud computing?



**Cloud computing** is the on-demand delivery of IT resources and applications via the Internet with pay-as-you-go pricing.

- Low Cost
- Elastic and scalable
- Flexibility to experiment
- Secure
- Global Reach



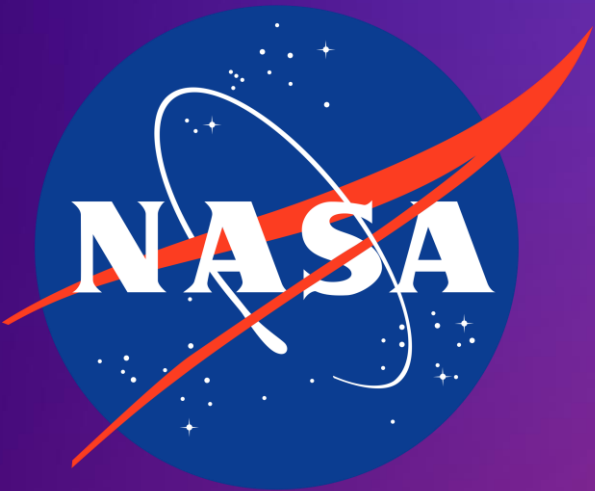
~~High initial cost to build new apps~~



~~Regular maintenance  
of data centres~~

~~Guessing capacity needed~~





# What is a digital front door?



Similar to a physical reception, a digital front door directs people to the right services and people to help them.



This doesn't hinge on any single product but leverages technology including websites, apps and omnichannel communication to offer a seamless, efficient experience to all stakeholders.



Customers with a digital front door strategy are able to provide better service and gain valuable business insights.



# Delight staff, volunteers and customers while saving them time and effort



# Delight staff, volunteers and customers while saving them time and effort





# Solutions to enable customers to meet the expectations of their customers



**Omnichannel experiences:** Deliver consistent and connected customer experiences which can be optimized in real-time.



**Improve engagement:** Develop 360° stakeholder view and personalized recommendations.



**Personalized automation that delights:** leverage multilingual, conversational AI that easily understands intent, maintains context, and automates simple tasks.



**Proactive outbound engagement:** Communicate over voice, SMS, and email to quickly serve your customers, staff and volunteers and increase impact.

# Scouts Australia Digitally Equipped for the Future with Two Bulls/DEPT<sup>®</sup> Terrain Solution on AWS



## CHALLENGE

Scouts Australia relied on books and paper-based systems to record Scouts' achievements. It decided to embark on a digital transformation initiative to simplify Scout management and record keeping and provide better visibility into engagement.



## SOLUTION

Scouts Australia engaged AWS Partner Two Bulls/DEPT<sup>®</sup> who developed Scouts | Terrain, a real-time record keeping and program support software solution on AWS. The platform runs on Amazon EC2 with Amazon DynamoDB as its primary database and Amazon Cognito to securely control access.



## BENEFITS

- Removes manual records keeping
- Empowers Scouts to track their achievements and measure program progress
- Scales to support 80,000 users
- Reduces the administrative burden on Scouts leaders



This is the first time we're able to see where Scouts are in the program. Using Scouts | Terrain on AWS, we get a complete view of achievements and progress, and we can measure how our programs are doing.



John Clarke, former National Commissioner, Youth Program, Scouts Australia



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## About Scouts Australia

Scouts Australia offers youth development programs to young people across the country, through events, activities, and projects. The largest Scouting organization in Australia, Scouts Australia has more than 55,000 youth members and over 15,000 adult leaders.



## About Two Bulls/DEPT<sup>®</sup>

Two Bulls/DEPT<sup>®</sup> is a premier digital product company that has been recognized for its steadfast commitment to solving real problems for real people. Its cross-disciplinary offering spans several industries including health, family, and the public sector.



**“AWS took the time to understand our challenges and provided scalable, cost-effective solutions. Our collaboration exemplifies how businesses can work with non-profit organizations to change the world in significant, impactful ways.”**

**Rebecca McDonald**  
Founder, Library For All



**INDUSTRY**  
Public Sector

**COUNTRY**  
Australia

## ABOUT

Library For All is a nonprofit organization that creates and publishes free digital books and learning tools for children without ready access to quality education. Their digital books have been published in 17 languages, and as of 2023 the organization has reached over 500,000 children across 16 countries.

# AWS Helps Library For All Deliver Digital Learning Resources to Ukrainian Children to Ensure Access to Education Everywhere



## Business Needs

The ongoing conflict between Ukraine and Russia meant that Library For All could no longer distribute learning materials in-person, the way they used to.

Instead, to ensure Ukrainian children's continued learning, they had to deliver books online. They needed a scalable and on-demand solution to host resources and enable the cost-effective and safe delivery of education materials.



## Solutions

Library For All worked with AWS to create a free digital library on the cloud, facilitating the accessibility of learning resources. They leveraged AWS services such as:

- [AWS Lambda](#) to build a scalable serverless infrastructure at lowered costs
- [Amazon CloudFront](#) to securely deliver digital learning content
- [AWS WAF](#) and [AWS Control Tower](#) to set up, govern, and protect its web applications



## Benefits

- Up to 10,000: Instances that Library For All can scale up to within minutes
- Speed: Accelerated deployment of new learning resources
- Nearly 300: Books launched and globally deployed in Library For All's free cloud-based digital library
- Scalability: Can support Library For All's vision of supporting thousands of children worldwide



# Managing Data in the Cloud



One of the key benefits of migrating to the cloud is the ability to consolidate your organisation's data. Modern data management is important because data is an organisation's most valuable resource. It provides business intelligence that can be used for making better decisions and driving efficiency. When people say 'data is the new oil' or becoming a 'data-driven organisation' this is what they are referring to.



Many nonprofits collect valuable data. But turning that data into insights can be difficult, and many organisations don't use their data to support their decision-making. Nonprofits need tools to easily aggregate and visualise the information they collect.



Regulatory compliance can be challenging as you may have poor control over data location and use. Data management refers to the collection and distribution of high-quality data, and practicing data governance, to control access to your data. Data governance includes the policies and procedures that an organization implements to manage data security, integrity, and responsible data utility.



Cloud computing provides a broad set of capabilities to manage all aspects of a modern data strategy such as data lakes, analytics, data governance and security tools, all available from within a single account.



# Data Analytics and Visualisation – Surface valuable insights about your mission and impact



Once your data is consolidated, you can start using data analytics and visualisation tools to surface insights about your organisation, your donors, your volunteers and the effectiveness of your programs.



Track KPIs that reflect how well you are doing in that area or function. You can use the visual representations to extract actionable insights from raw data.



Data represented in a visual form assists decision-makers in identifying the relationships between data and detect hidden patterns or trends. Data visualisation creates stories that advance business intelligence and supports data-driven decision-making and strategic planning.

# Generative AI



Improve customer experiences and enhance capabilities of human agents in tasks such as customer service, problem-solving and decision-making. Automated report generation.



Transcribe conversations and generate easy-to-review notes and insights, reducing the workload on healthcare professionals.



# AWS Resources for Non Profits



**Free Virtual Training**



**Technical Specialists**



**Partners**



**Digital Innovation**



**Credits for Non-Profits**



**Cloud Maturity Assessment**



# Questions...

# Thank you!

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