

Using Cloud Transformation as a DE&I Opportunity

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100-year-old company, 20-year-old technology



Waterfall, ticket driven tech org



On-premise + hardware + data center



5 female engineers



Manual processes, siloed systems



All media assets managed by vendors



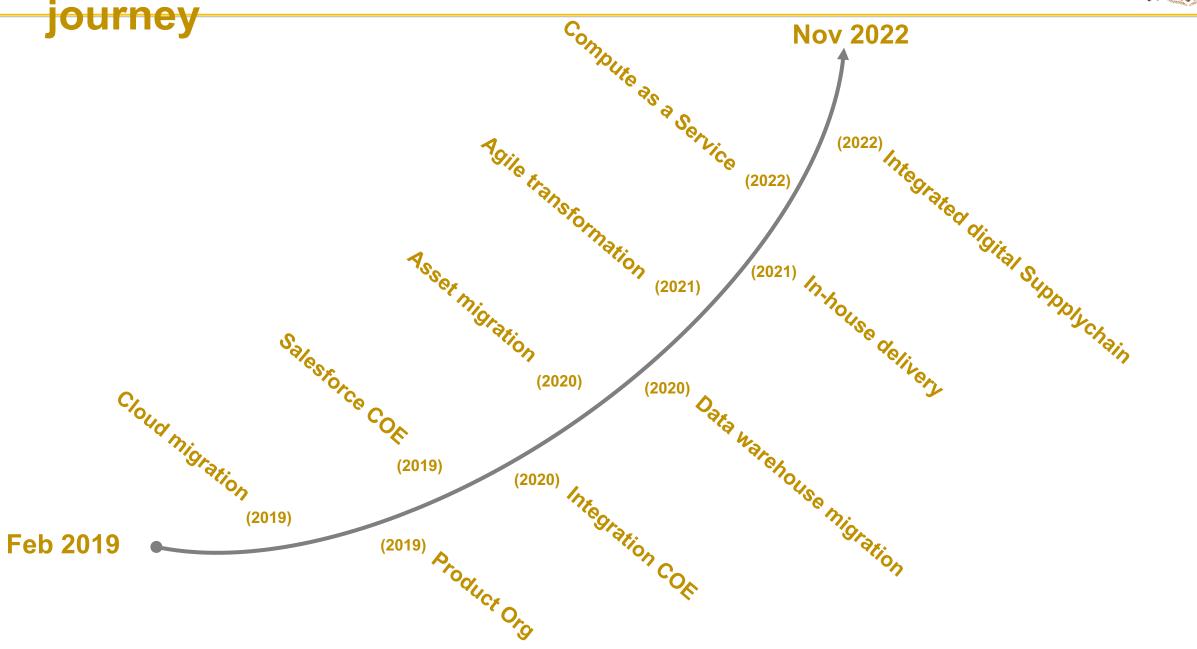
4000+ annual spreadsheets versions



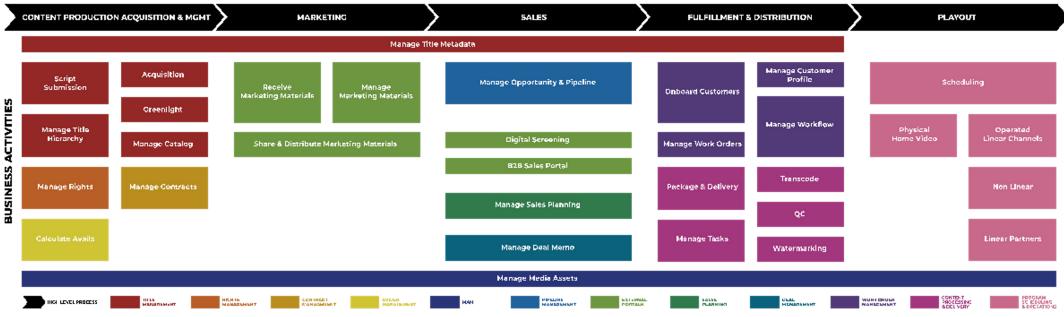
8000+ hours searching for assets

The technology transformation

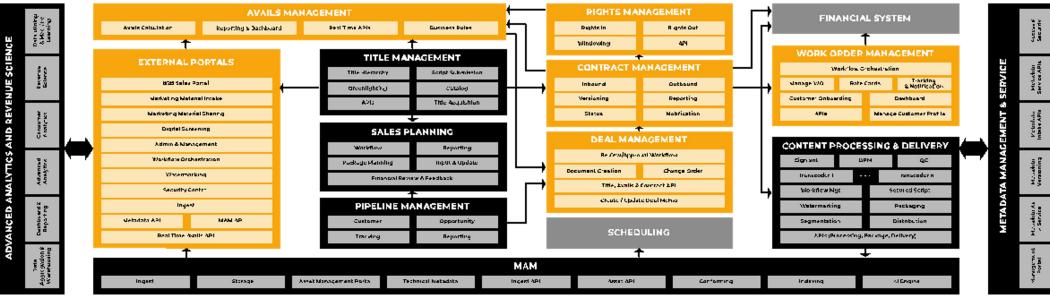




CONTENT MONETIZATION KEY ACTIVITIES AND TECHNOLOGY SOLUTIONS NEEDED



DIGITAL SUPPLY CHAIN CONCEPTUAL ARCHITECTURE



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COMPANIES OF BASE

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Strategic partner of business







13 female engineers



Integrated solutions



All media assets managed in-house



Agile methodology fully adopted



In-house delivery capability



A technology transformation journey

A people journey

My own journey