



# Unlock Your Innovation Potential with the Cloud

EBOOK



# Table of contents

- Introduction ..... 3
- The opportunities for cloud-enabled innovation ..... 4
- SMB’s are innovating with the cloud –and profiting ..... 6
- AWS Cloud makes innovation achievable ..... 8
- About Systango ..... 10
- Scale your possibilities with Systango ..... 11
- Case study: Hugo Energy ..... 12
- Case study: Kelley Kronenberg ..... 13
- Learn more ..... 14





## INTRODUCTION

# Innovate your business

Staying competitive in today's fast-changing, digitally fueled world is all about innovation. Reports show almost two-thirds of companies have innovation in their top three management priorities. Until recently, small and medium-sized businesses (SMBs) have been at an innovation disadvantage, being less resourced to fund the often required upfront investment.

Times have changed. Now, AWS and AWS Partners like Systango can give your business, whatever its size, affordable access to innovation via the cloud. In the process, we help you work more efficiently, serve customers better, and create opportunities to take the initiative in the markets you serve.

# The opportunities for cloud-enabled innovation

Big businesses don't hold a monopoly on ideas and creativity. However, they often have the resources to afford breakthrough technologies or extra IT infrastructure—investments that traditionally came with high price tags.

This is why larger companies have historically been the first to capitalize on innovation, whether it's restructuring business processes or deploying new technologies. For instance, 45% of respondents from large companies (1,000+ employees) have adopted AI, compared to just 29% of small and medium-sized businesses (under 1,000 employees). By making technology more accessible and affordable, the cloud democratizes innovation, making it attainable for businesses of any size.



Deploy infrastructure for new projects quickly without the need for a significant upfront capital investment.



Access cutting-edge technologies such as AI, analytics, or machine learning (ML) at manageable costs.



Avoid long-term commitments like licenses or contracts, ensuring you don't have unused servers or software draining your budget if a project doesn't pan out.

Leveraging the power of the cloud through strategic partners like Systango can put innovation within your reach, no matter the size of your business.



# The opportunities for cloud-enabled innovation

**The cloud enables you to explore a range of exciting innovations without overextending your financial resources.**

- Sophisticated technologies like analytics and ML help you gain deeper customer insights and deliver more personalized experiences.
- Pay-as-you-go infrastructure deployment makes it feasible to experiment with new customer-facing applications and services.
- Emerging technologies such as IoT and AI let you automate existing processes, enhancing operational efficiency.

**By cutting innovation costs, the cloud accelerates the innovation process, helping you realize value sooner.**

- It simplifies collaboration with suppliers, partners, and customers by making it easier to share ideas and data.
- Additionally, the cloud reduces time-to-market for applications by providing access to tools that support DevOps practices and automate many manual tasks.

At Systango, we leverage the full potential of cloud technologies to help you drive innovation and achieve greater agility in your business transformation journey.

# SMB's are innovating with the cloud—and profiting

**Many small and medium sized businesses are already applying their agility and creativity to innovate via AWS cloud services, building exciting futures.**

- **Quantitative Biology Center (QBiC)** hosts a High-Performance Computing (HPC) research platform for genomics data analysis. QBiC needed to scale quickly and cost-effectively to process up to 100,000 genetic samples in a single research project—more than its on-premises infrastructure could handle. They used AWS cloud computing to accelerate sample processing, reducing genomics research time by 50% and decreasing analysis cost<sup>7</sup>.
- **Visii** is pioneering 'visual search', an intuitive alternative to keyword search and a new way to browse online. Visii's ML technology helps clients display the most relevant products to their customers and improve the discoverability element of online browsing. Visii uses AWS cloud services to run its ML workloads on infrastructure that is 3.5 times more cost-effective than its previous environment. The new solution is also more agile and scalable, creating headroom for future growth<sup>8</sup>.
- **Starling Bank** is a mobile-only UK bank providing seamless financial services including current accounts, real-time payment visibility, and contactless debit cards. AWS cloud services let Starling build a fast, scalable, and secure infrastructure, while keeping upfront costs low and helping to achieve compliance with financial regulations. The cloud's agility lets Starling innovate at speed and release new features daily<sup>9</sup>.



# SMB's are innovating with the cloud—and profiting

- **Green Flag** is a provider of vehicle rescue services to 3.5m UK customers. To support its digital transformation strategy, Green Flag migrated existing on-premises applications and databases to a cloud-native architecture based on AWS. This enabled them to massively accelerate the time required to deploy innovative, new services, such as mobile apps and chatbots. The chatbot capability was launched in less than 2 weeks using off-the-shelf AWS services.
- **Hugo Energy** is an award-winning Smart Meter app that provides users with detailed insights into their gas and electricity consumption, helping them reduce energy bills, switch providers, and lower their carbon footprint. AWS cloud services enabled Hugo Energy to build a fast, scalable, and cost-efficient infrastructure, significantly improving data processing and operational performance. By leveraging the cloud's agility, Hugo Energy was able to scale quickly to meet rising user demand while keeping cloud costs low and maintaining a seamless customer experience focused on sustainability.

<sup>7</sup> Quantitative Biology Center Drives New Genomics Research Faster Using AWS, AWS, 2020 <sup>8</sup> How Visii builds its visual search technology using AWS for Machine Learning, AWS, 2020 <sup>9</sup> Breaking the Banking Mould —How Starling Bank is disrupting the banking industry, AWS, 2020

# AWS cloud makes innovation achievable

If you're excited by the cloud's potential to unleash innovation in your business, there's good reason to start by talking with AWS Partners like Systango.

Along with extensive experience helping many small and medium sized businesses innovate in the cloud, partners offer the benefits of a partnership with SMBs' most-preferred public cloud provider, AWS<sup>10</sup>.

AWS has been at the forefront of making innovation achievable for businesses of all sizes. Over the last 13 years, AWS has helped thousands of businesses to innovate and grow.

With 175+ individual services, AWS offers unmatched support for whatever you want to achieve with the cloud. That includes many innovative offerings in areas such as AI, IoT, analytics and machine learning (more ML happens on AWS than anywhere else).

All these services are kept ahead of the market with rapid, frequent releases.

Many innovative technologies are on the AWS 'free tier', or available on trial, giving you freedom to experiment without financial commitment. These include dedicated game server hosting, managed relational database services, cloud-powered business analytics, and data warehousing.



# AWS cloud makes innovation achievable

AWS also provides a wide range of digital and classroom training options with learning paths tailored by role (e.g. architect, developer, or operations) or solutions (databases, ML, media services, storage). These will help your people build cloud skills and transform your business.

Working with experienced AWS partners like Systango ensures that you can fully leverage these services to drive business growth and transformation. As go-to AWS cloud experts, Systango can help your team navigate AWS's extensive training options and tailor cloud solutions to your specific needs, enabling your people to build the skills necessary for long-term success.

<sup>10</sup> Flexera 2020 State of the Cloud Report

# About Systango

Systango, a leading digital engineering company, empowers businesses to unlock the full potential of AWS Cloud. As a certified AWS Partner, we deliver a comprehensive suite of cloud solutions designed to optimise your cloud journey. Here's how we can help you leverage the power of the cloud:

- **Tailored cloud solutions:** Systango's team of experienced cloud architects will work closely with you to understand your unique business needs and design a cloud solution that perfectly aligns with your goals.
- **Cost optimisation:** We'll help you identify and implement cost-saving strategies, ensuring that you get the most out of your cloud investment.
- **Migration and modernization:** Systango can seamlessly migrate your existing applications and data to the cloud, while also helping you modernise your infrastructure for improved performance and scalability.
- **Managed services:** Our team of experts can provide ongoing management and support for your cloud environment, freeing up your internal resources to focus on core business activities.
- **Innovation acceleration:** With access to AWS's vast ecosystem of tools and services, Systango can help you quickly develop and deploy new applications and services, giving you a competitive edge.

Experience enhanced scalability and security with AWS infrastructure, ensuring global operations with minimal downtime. Organizations can improve efficiency and performance while reducing costs through our optimised cloud solutions. Leveraging our industry-specific expertise in finance, e-commerce, and healthcare, businesses can accelerate their time to market with our expert guidance and seamless AWS integration.



# Scale your possibilities with Systango

As a trusted AWS partner, we specialise in cloud migration, DevOps, and advanced analytics. Our certified AWS professionals deliver innovative solutions, helping you scale efficiently, cut costs, and future-proof your business for sustainable growth.

## Why work with us?



### **Certified AWS Professionals**

At Systango, we take pride in saying we have the best in-house team of AWS-certified experts to ensure top-quality service and stay up-to-date with AWS innovations.



### **Comprehensive AWS Offerings**

As a trusted AWS partner, we ensure providing our clients with a comprehensive set of offerings. From data analytics and application modernisation to DevOps and cloud migration, we cover all cloud-related needs.



### **Proven Track Record**

Our expertise is reflected in our seamless and cost-effective cloud solutions. For example, a utility company reduced costs by 54% through our optimised AWS infrastructure, demonstrating our ability to deliver tangible value while enhancing efficiency and scalability across their operations.

## CASE STUDY

# HUGO

### Challenge

At Systango, we take pride in saying we have Hugo Energy needed to speed up data processing, cut cloud costs, and scale to meet rising user demand while improving customer experience and promoting sustainability. We have a best in-house team of AWS-certified experts to ensure top-quality service and stay up-to-date with AWS innovations.

### Solution

Systango implemented an AWS-based cloud-native architecture, optimising data processing, reducing infrastructure costs, and creating scalable solutions. This improved performance and provided Hugo Energy with real-time energy insights.

### Benefits

The solution enhanced operational efficiency, cut cloud costs by 60%, and improved the user experience with near real-time data processing. Customers saved up to 25% on energy usage, reducing their carbon footprint.

### About Hugo Energy

*The award-winning Smart Meter App provides detailed gas and electricity consumption data, helping users reduce energy bills, switch providers, and offset their carbon footprint for a sustainable future. The tool empowers users to plan their budgets, switch service providers, and even purchase CO2 offsets for a greener footprint. As demand grew, the app needed to enhance its system for better scalability and cost efficiency.*

## CASE STUDY



### Challenge

Kelley Kronenberg needed to manage a growing ecosystem of legal applications and data across Power Apps, CRM, and Power BI. The firm faced challenges with fragmented data silos, manual processes, and inefficient reporting, which limited productivity and client engagement.

### Solution

Systango implemented a Microsoft Power Platform-based solution to centralize data, automate manual tasks, and improve reporting. AI-powered tools such as a ChatGPT-based chatbot and an OCR document analyzer were introduced to enhance productivity. Power BI provided real-time financial and case data, enabling data-driven decision-making.

### Benefits

The centralized data management system improved operational efficiency by 30%, enabling seamless data entry and access. The AI-powered document analysis tool increased productivity by 80%, streamlining document reviews and reducing manual effort. Real-time insights from Power BI eliminated the need for manual queries, facilitating quicker, data-driven decisions. Additionally, the AI-powered chatbot reduced manpower needs by 20%, enhancing client engagement and improving overall customer service.

### About Kelley Kronenberg

*Kelley Kronenberg is a prominent multi-practice law firm with over 175 attorneys across the U.S. They partnered with Systango to develop a next-generation legal case management system.*

*The solution included a custom client portal that allowed users to manage cases, track progress, make payments, and review documents. Additionally, insightful dashboards and AI-powered automation helped the firm optimise operations and boost productivity.*





# Learn more

## Migrate with AWS

[Visit our partner page](#)

[Visit Systango](#)

[Contact Us](#)

