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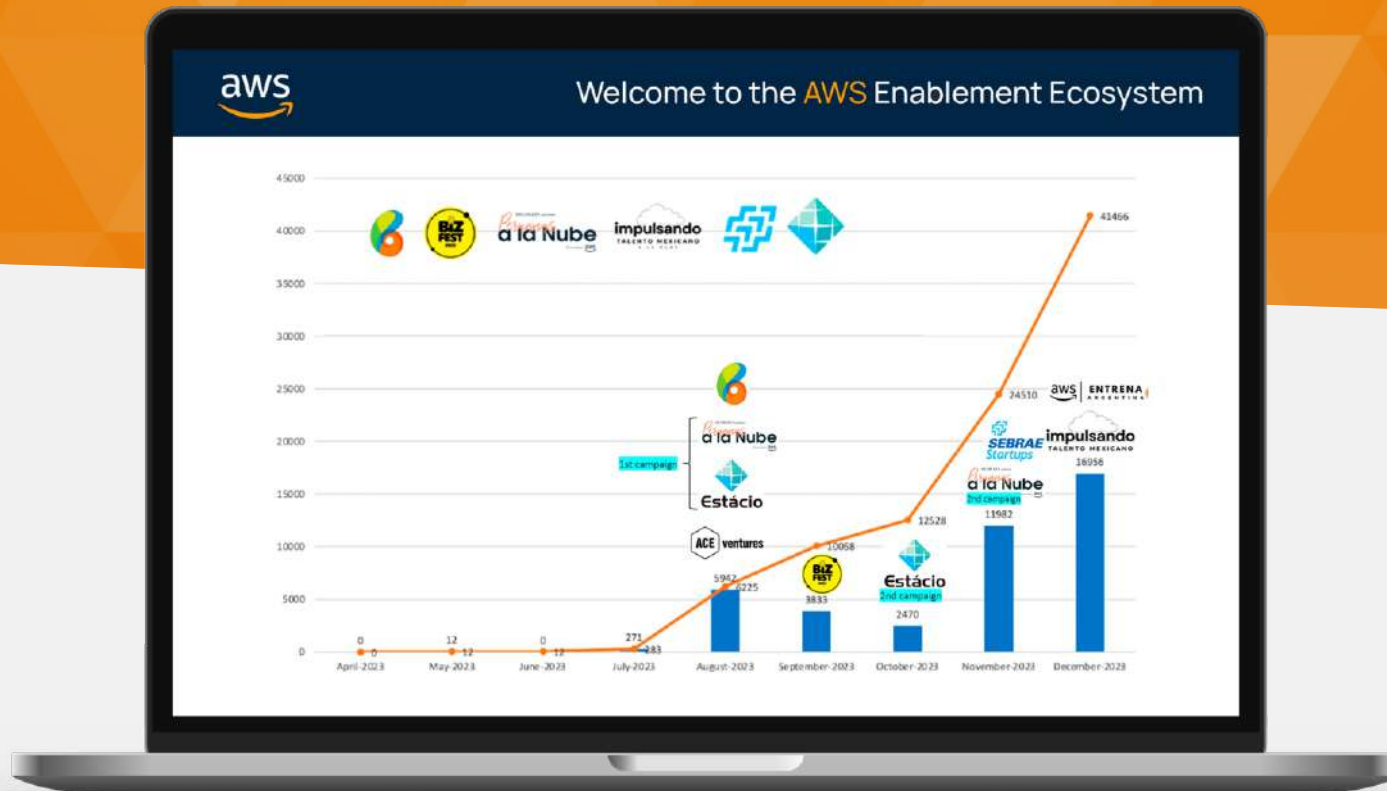
AWS: SPREADING MASSIVE LEARNING THROUGHOUT LATIN AMERICA

TIDWIT's Enterprise Ecosystem Unleashes Massive Cloud Learning and Collaboration at Unprecedented Scale

SUMMARY

Challenge: AWS faced a talent gap in Latin America; and a fragmented approach with individual web pages and disparate providers caused delays, financial strain, and hindered the development of an effective cloud education ecosystem.

Solution: The TIDWIT Enterprise Ecosystem streamlines content integration, providing customizable partner nodes for seamless access to AWS resources, enabling swift onboarding, content curation, and real-time metrics.

Results: With the goal of reaching 2.5 million in 2 years, TIDWIT's solution surpassed expectations in the first few months surpassing 75,000 users soon after launch and achieving significant cost savings through seamless connectivity and automated updates.

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UNDERSTANDING CHALLENGES

Amazon Web Services (AWS) faced a significant challenge addressing the sizeable talent gap in the Latin American region, especially when it came to cloud computing expertise. To tackle this issue and engage with local communities, the AWS Massive Learning Team strategically partnered with major entities, including government bodies, startup accelerators, and leading retail corporations. Noteworthy collaborators included Grupo Boticário in Brazil, the Government of Argentina, Mexico, Peru, and other influential stakeholders. This collaborative initiative sought to deliver comprehensive cloud training programs, extending the outreach to diverse sectors and fostering a holistic approach to skill development in cloud technologies.

Initially, the team's strategy involved creating individual web pages for each project to provide a personalized experience, but this process was time-consuming and fragmented. Marketing, live training, content curation, metrics, and the entire process were handled by different providers, contributing to a disjointed approach. Taking months to complete, this prolonged the timeline and consumed significant financial resources. The fragmentation hindered the development of a cohesive ecosystem, impeding progress towards the overarching goal of delivering effective cloud education in collaboration with partners across Latin America.

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DEPLOYING MASSIVE
LEARNING SOLUTION

TIDWIT's Massive Learning ecosystem solution streamlined content deployment and integration for AWS at regional scale and in multiple languages, allowing partners to access Amazon's resources seamlessly and push it to their communities all over Latin America. With TIDWIT, AWS was able to launch an ecosystem to partner with institutions (educational, governmental, non-profit, and enterprise) for them to propagate the AWS Learning content at massive scale.

Each partner obtained an ecosystem node, which was customized for their community with full content curation, custom learning paths, campaign launches, voucher distribution, and enhanced learner experience. Each partner node is fully dynamic and receives learning and enablement content automatically from Amazon Web Services Skillbuilder and other sources from AWS. Users don't have to login twice, but rather experience seamless integration between the node and AWS' backend learning ecosystem. This Massive Learning ecosystem initiative was launched in weeks by Amazon Web Services on TIDWIT and has a reach for the entire region of Latin America. Once deployed the solution provided detailed metrics in real-time, which were previously unavailable to both the AWS team members as well as partners.

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TIDWIT's innovative Massive Learning approach facilitated the swift onboarding of enterprise-grade partners such as universities, accelerators, incubators, governments, and enterprises.
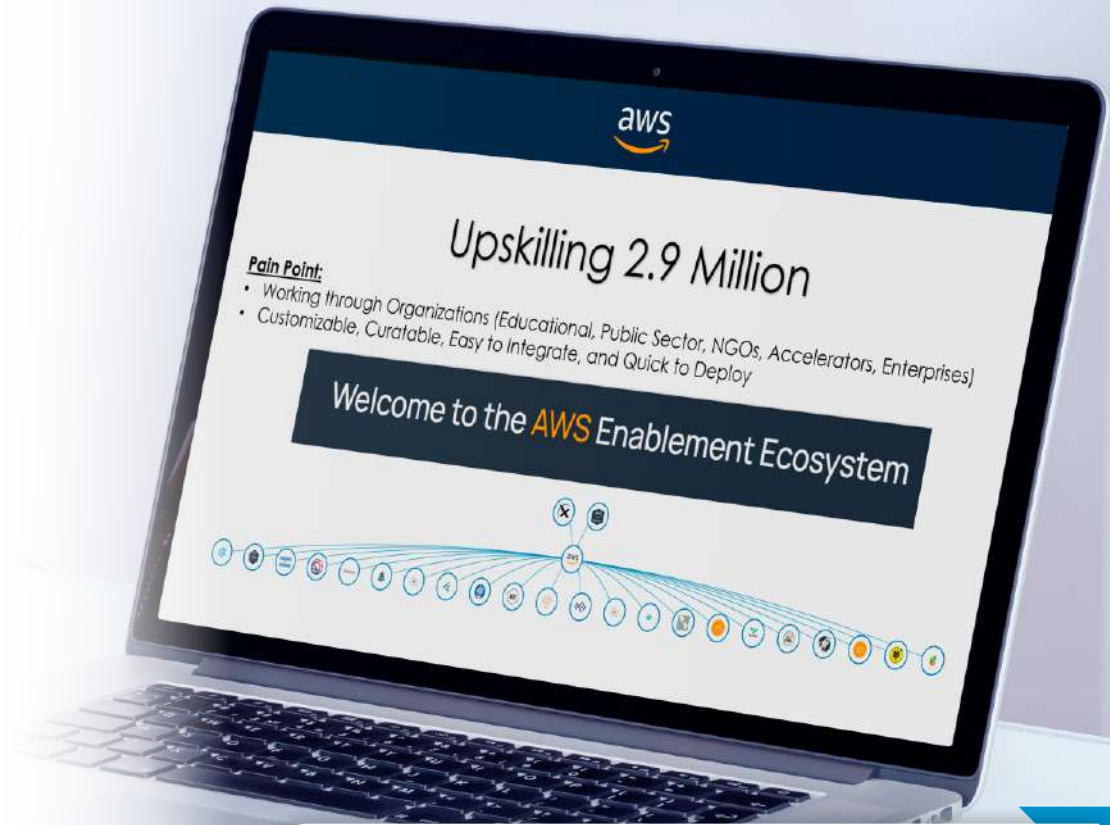
OBTAINING RESULTS

The solution aimed at advancing AWS's social impact in the region has surpassed expectations by far. Swiftly incorporating extensive libraries of learning and technical content, the initiative is targeting over 2.5 million regional users from diverse backgrounds across Latin America. The TIDWIT Massive Learning Ecosystem helped AWS streamline content deployment and integration, providing seamless access to AWS resources for students, government personnel, startup workers, and others all within their respective institutions. Notably, this transformative technology achieved scalability, collaboration, and readiness within an accelerated timeframe of less than 3 months.
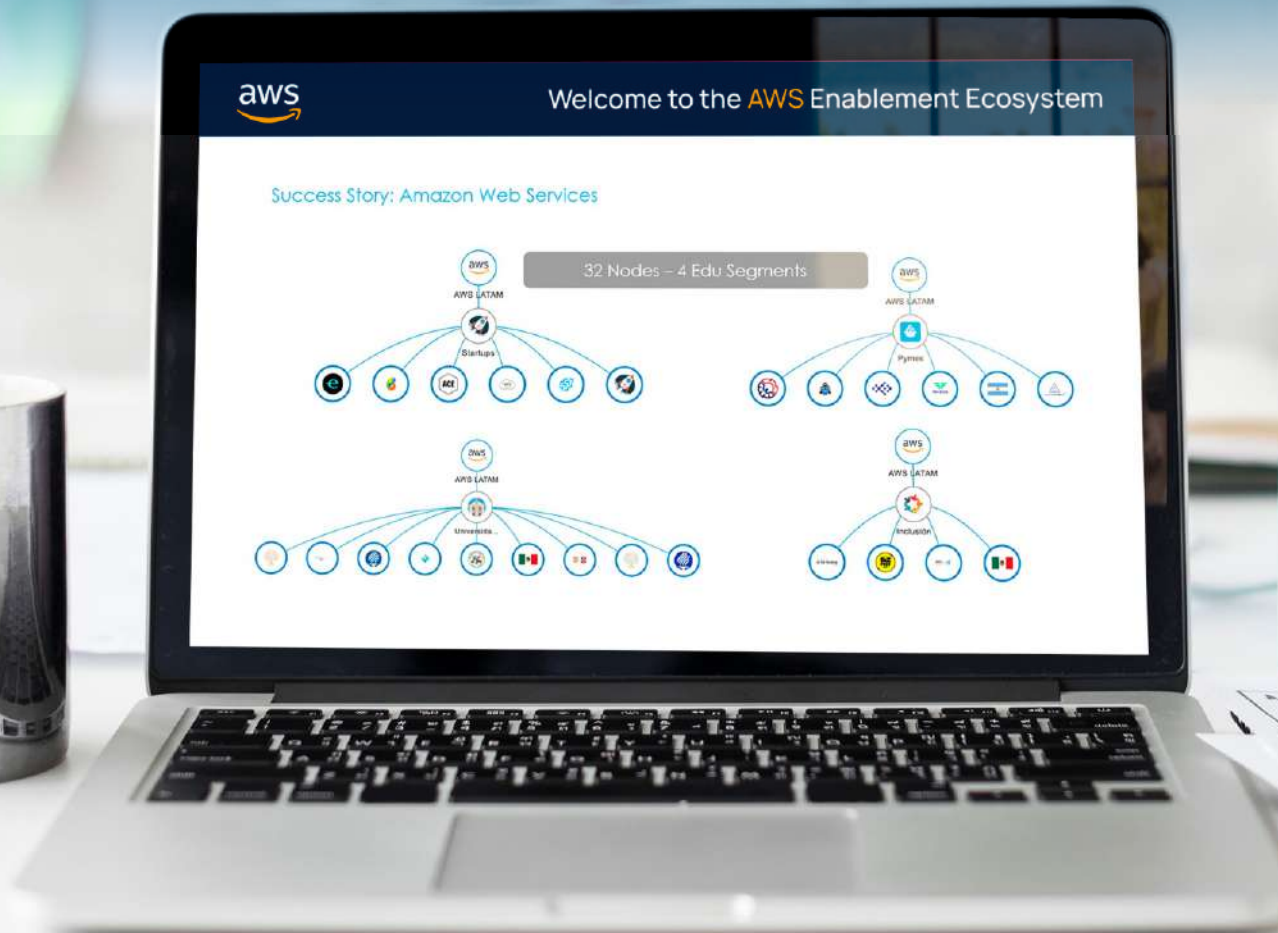
The TIDWIT Massive Learning solution brought significant benefits, offering seamless connectivity, automated content updates, voucher distribution and real-time reporting on an unprecedented scale. On average, users from different demographics saved up to four hours each in search and discoverability time and are enjoying a more personalized user experience. The solution eliminated the manual work of AWS partner teams and enabled automatic content updates. Through TIDWIT Massive Learning ecosystem, AWS is expected to reach millions of users with savings expected to exceed **$5M USD over the project lifetime**.

With the goal of reaching 2.5 million in 2 years, TIDWIT's solution surpassed expectations in the first few months surpassing 75,000 users soon after launch and achieving significant cost savings through seamless connectivity and automated updates.

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HIGHLIGHTS:

- Engaged over 75,000 users soon after launch with the goal to reach levels in excess of 2.5 million in Latin America
- Achieved scalability, collaboration, and partner revenue readiness
- Benefitted substantially from seamless connectivity, automated content updates, voucher distribution, and real-time reporting

- Saved users up to an estimated four hours each in search, discover, and access activities
- Expected cost savings of $5 Million USD of the massive learning ecosystem over project's lifetime
- Reduced management time and provided more accurate real time metrics
- Protected the PII of the users by anonymizing the user's data

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CONTACT US

Call or email us to find out how TIDWIT will help your organization better meet its digital ecosystem needs, or if you're interested in a no-obligation demo:

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