



Chap19

«Humans think in stories.
And we try to make
sense of the world
by telling stories.»

Yuval Noah Harari

About

Our Approach

We are the sum of many people, experiences, and skills. A collective specializing in **marketing, branding, advertising, creative content, and software production**, born in **London**, UK, and operating everywhere—**from Rome to Miami, from Paris to São Paulo, from Johannesburg to Tokyo**.

In today's world where the line between real and digital has blurred, we believe **storytelling to be the bridge** that most effectively influences people and makes them adapt, adopt, or even transform their behaviours, habits, tastes, needs, and feelings.

We are obsessed with **putting people** first by uncovering strong, effective **insights** and designing the best **user experience** in every approach.

We produce **best-quality content and software** through innovative solutions, always delivering something more to meet—and exceed—each client's needs.

Key Services

Brand Identity, Creative Strategy, Content & Channel Planning, Campaign Development, Video Production & Post Production, Social Media Management, Editorial & Content Strategy, Social Voice & Copy, Community & Influencer Engagement, Social Content, Software/App production, UX/UE design, Digital, Real and Hybrid Experience Production.

About

Our story

We are a **network of creative and marketing professionals** with 20+ years experience working with the biggest advertising and content agencies and multinational companies in the world, such as: JWT, Publicis, Saatchi&Saatchi, McCann, Unilever, Nike, Johnson & Johnson, Pfizer, Disney, Procter & Gamble, Sony Pictures and Warner Bros.

Our talents have been awarded by the biggest international festivals, including Cannes.

How we operate

The way we operate is simple and effective.

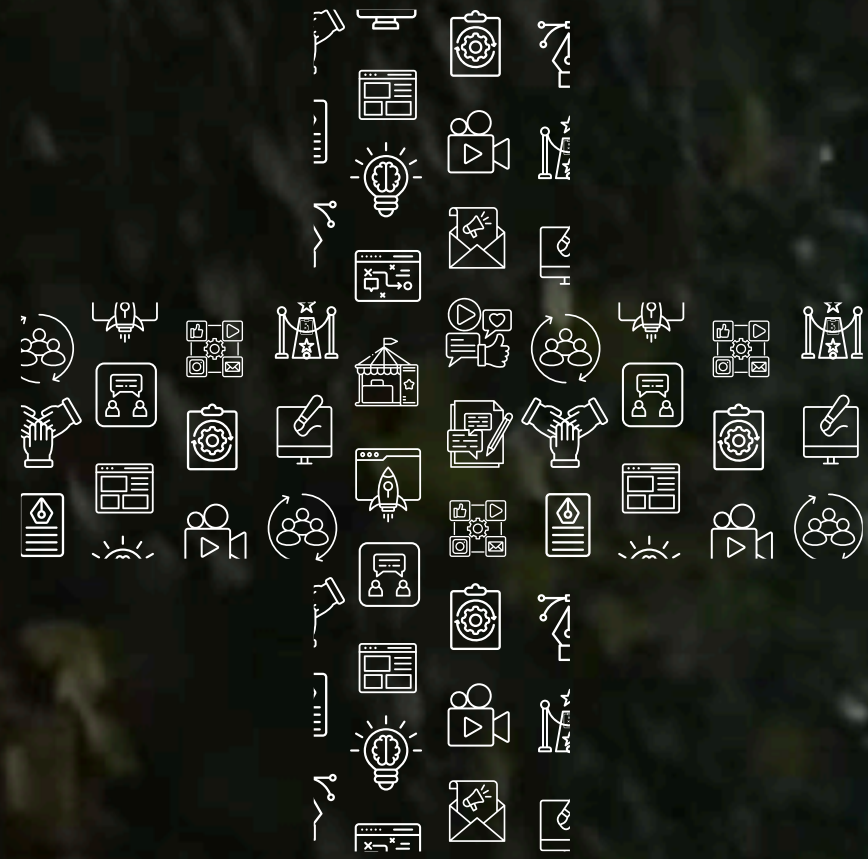
We are committed to finding the most effective budget solution to achieve the objectives defined in each brief and to delivering the highest quality standards.

We build custom teams based on a project's scope and the business' needs.

Thanks to our network we have access to a range of talents from all over the world:

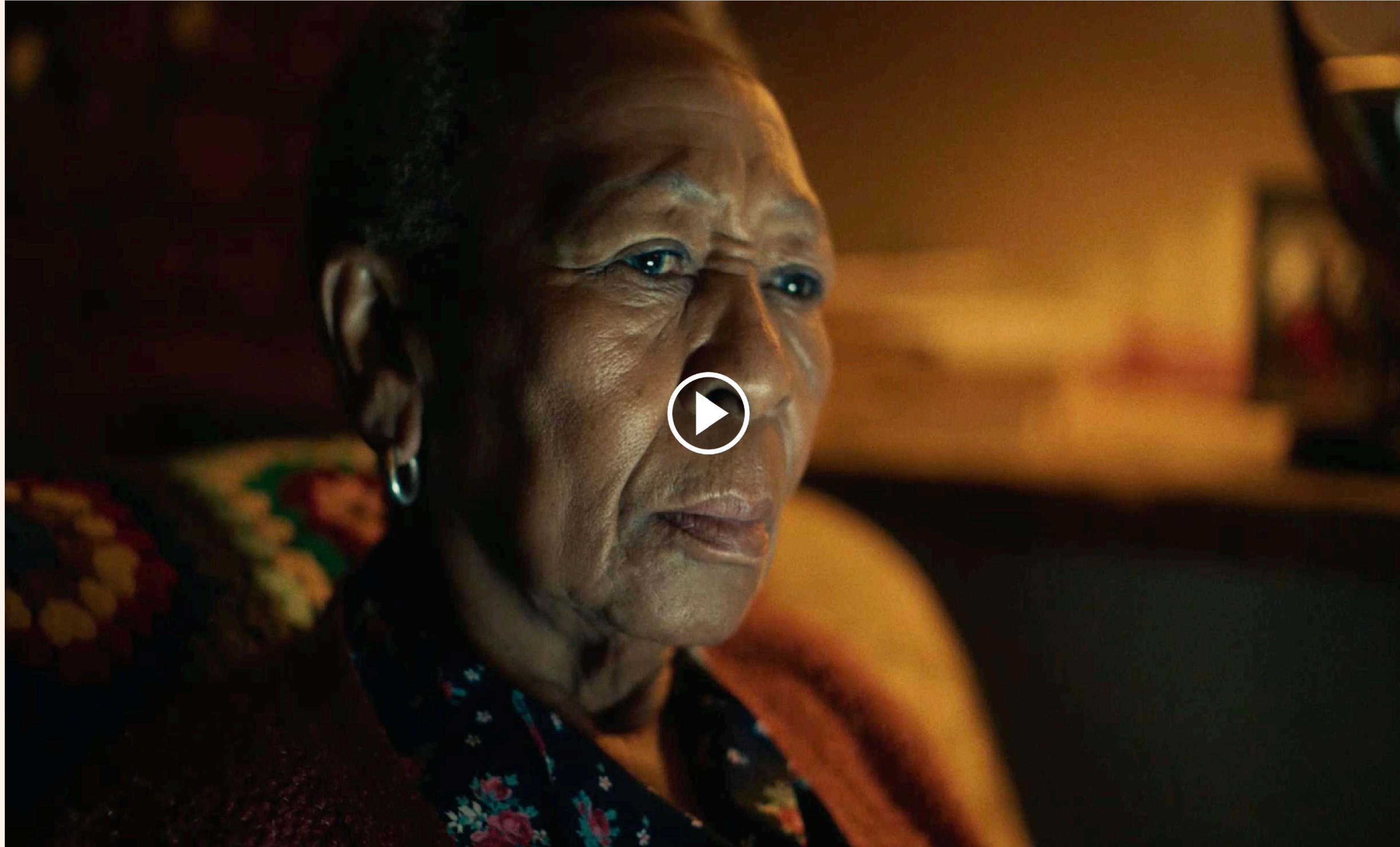
Production companies, Producers, Directors, Cinematographers, Composers, Software developers and Website Designers.

We believe that the broadest possible diversity of creative perspectives, skills, and experience leads to the most authentic and fit-for-purpose work.



EMOTIONAL ENGAGEMENT

Sentech South Africa

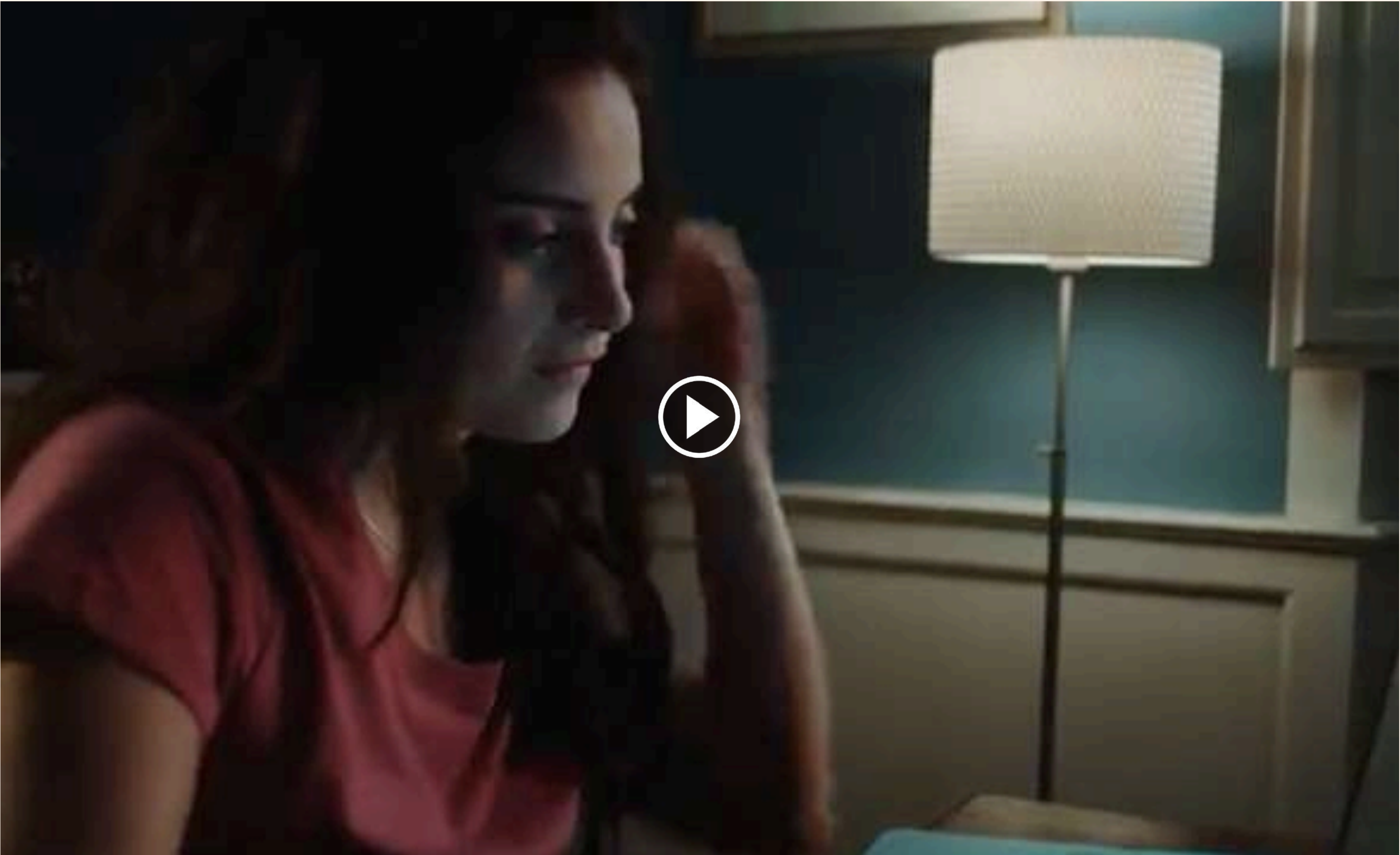


Video

An emotional video to showcase the services used by Sentech, leading provider of the electronic communication network, to deliver media and entertainment services from any location at any time on multiple devices.

The video has been the second most popular video in AWS's Youtube Channel.

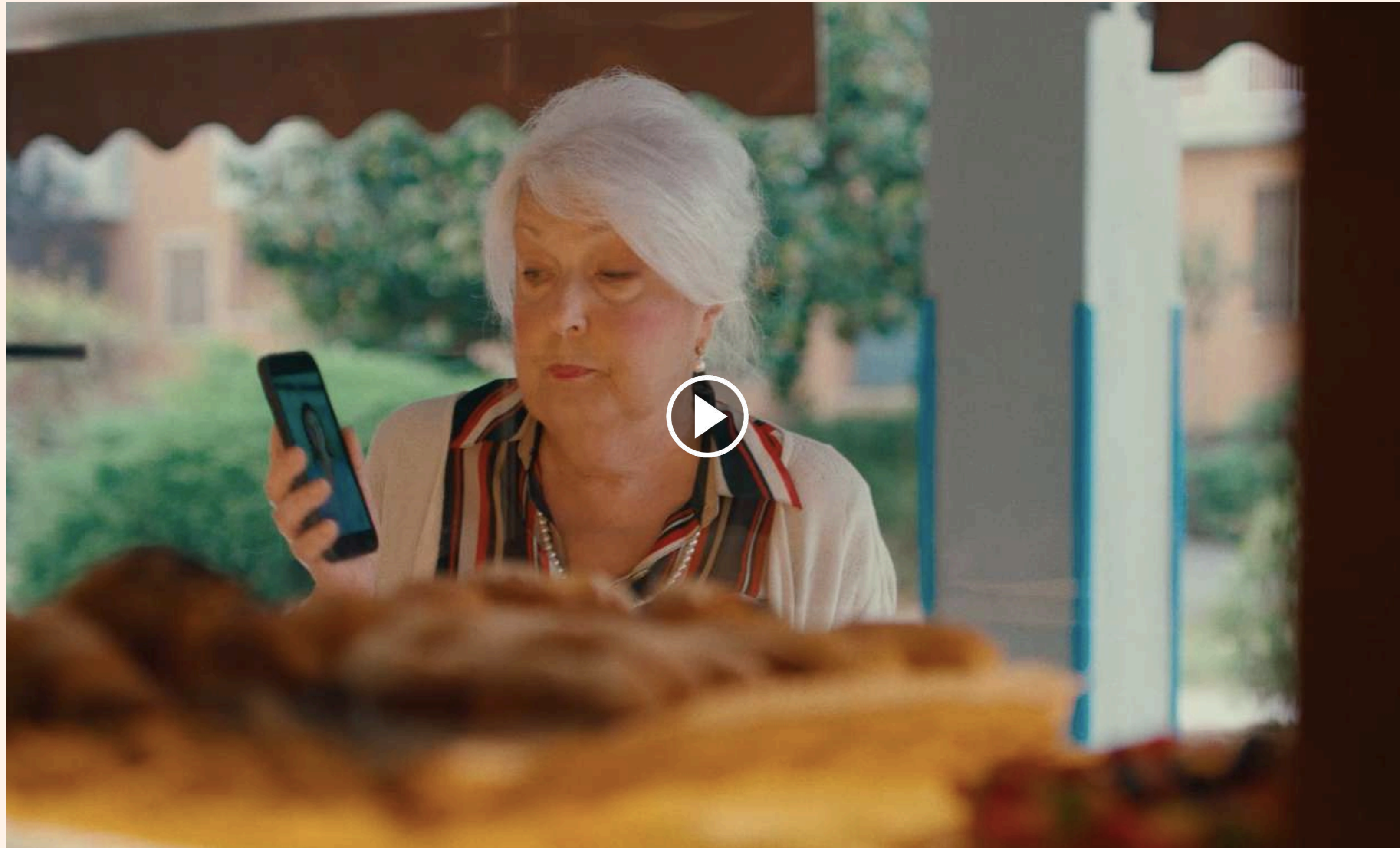
City of Florence, Italy



Video

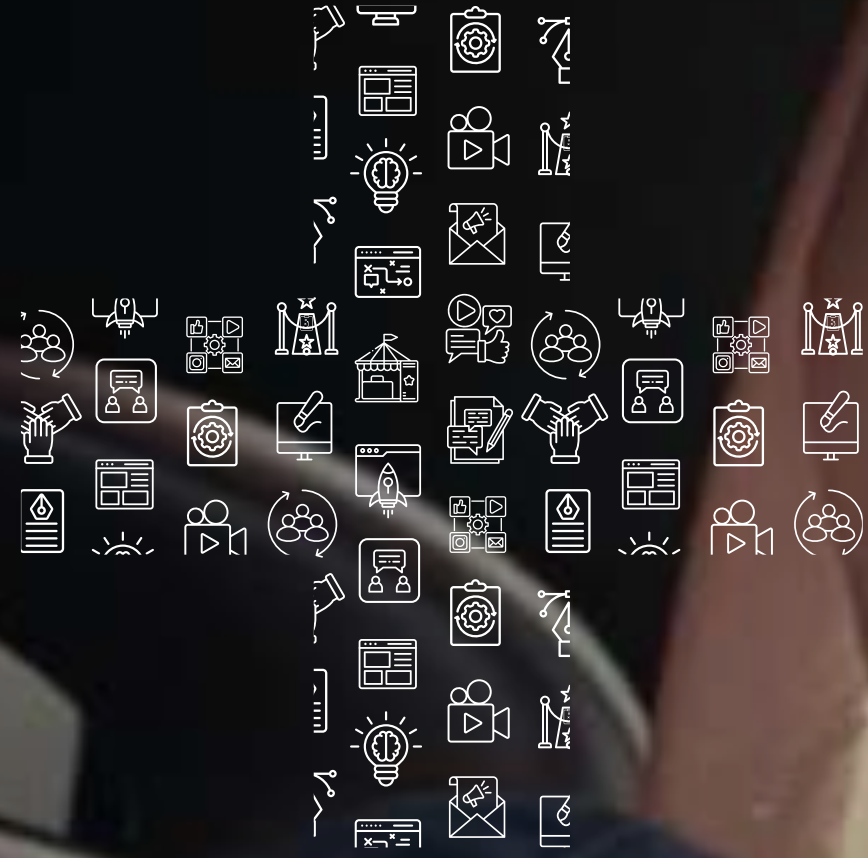
An emotional video to showcase the new mobility services created for the city of Florence.

Neosperience Ospedale Sacco Milan, Italy



Video

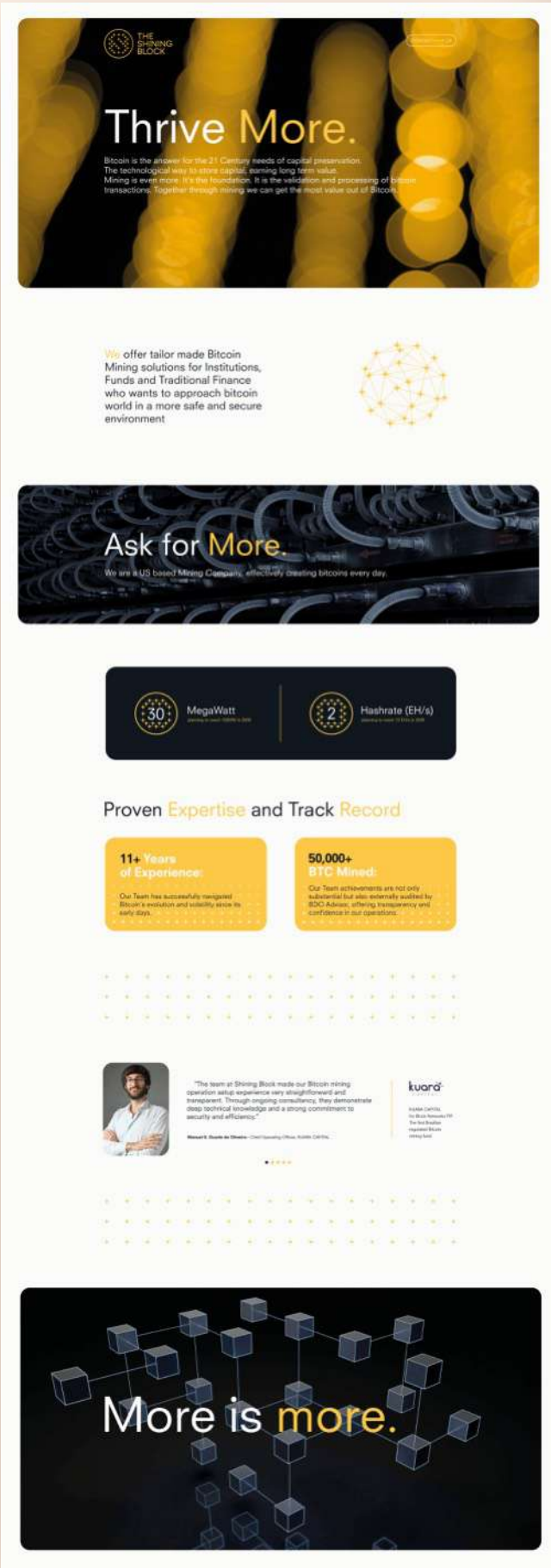
An emotional video to showcase how Neosperience solutions provide medical assistance through empathy using artificial intelligence and technology.



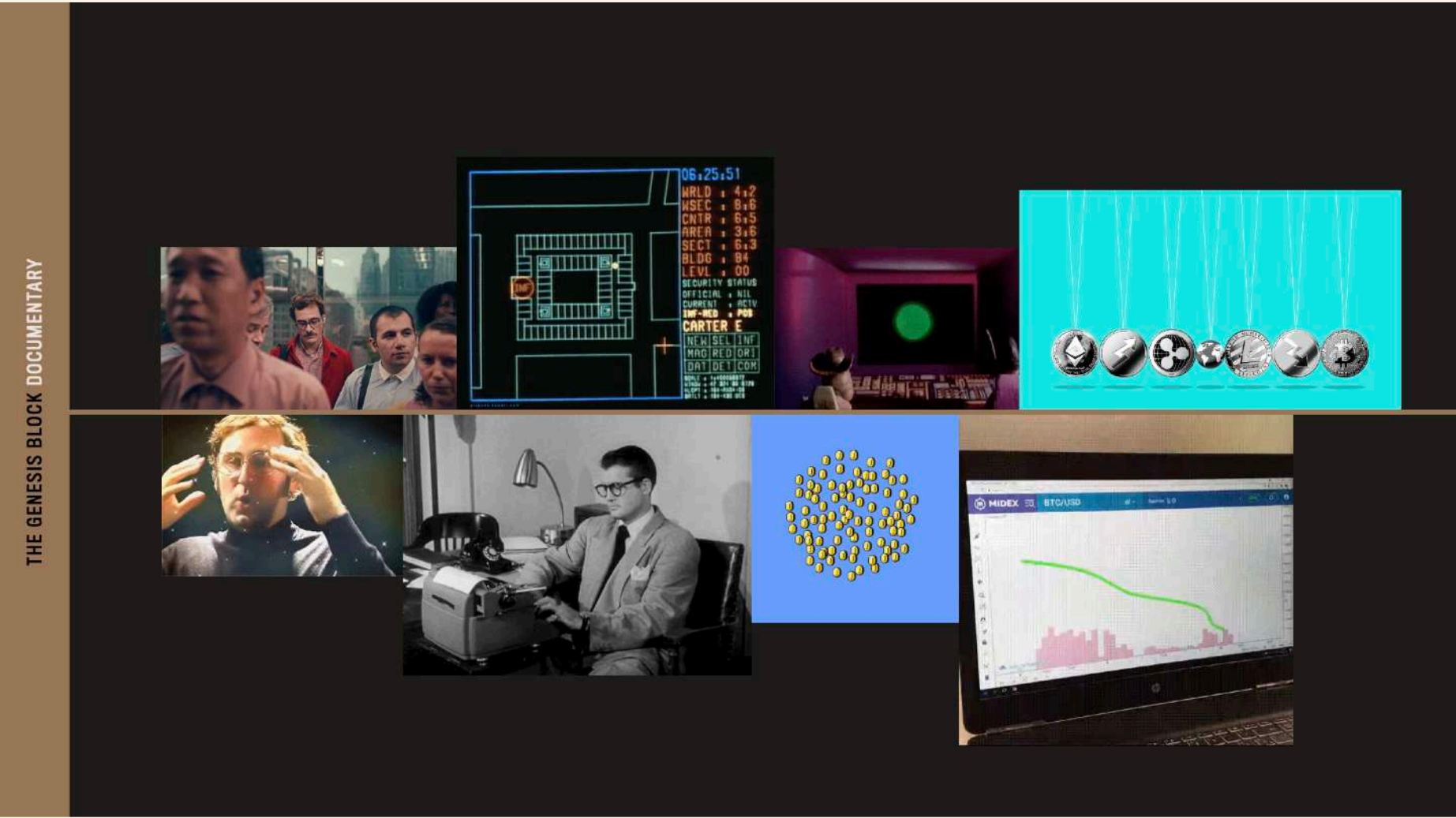
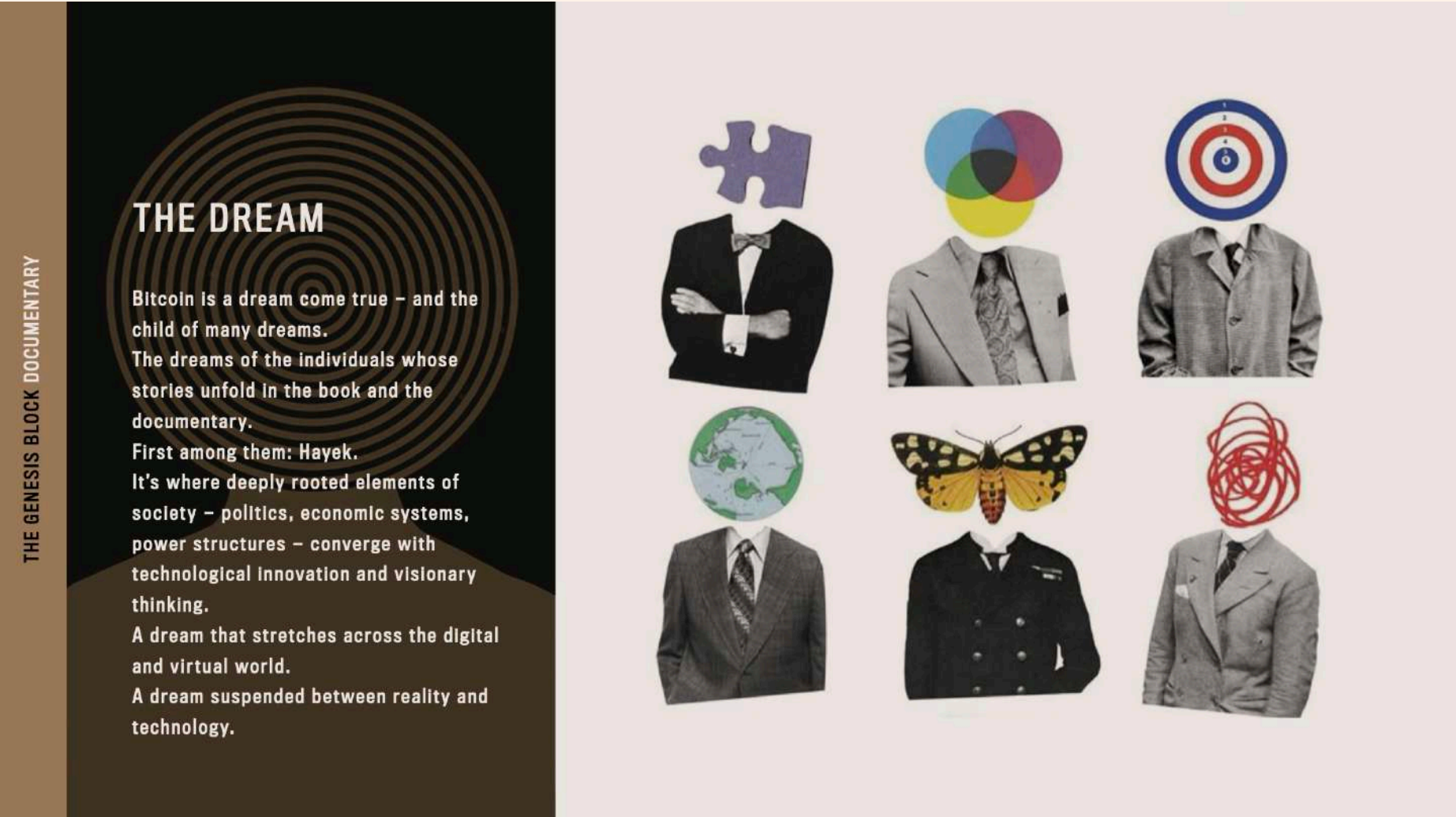
BROADER CONNECTIONS

The Shining Block

Website



The Genesis Book Documentary



The Shining Block

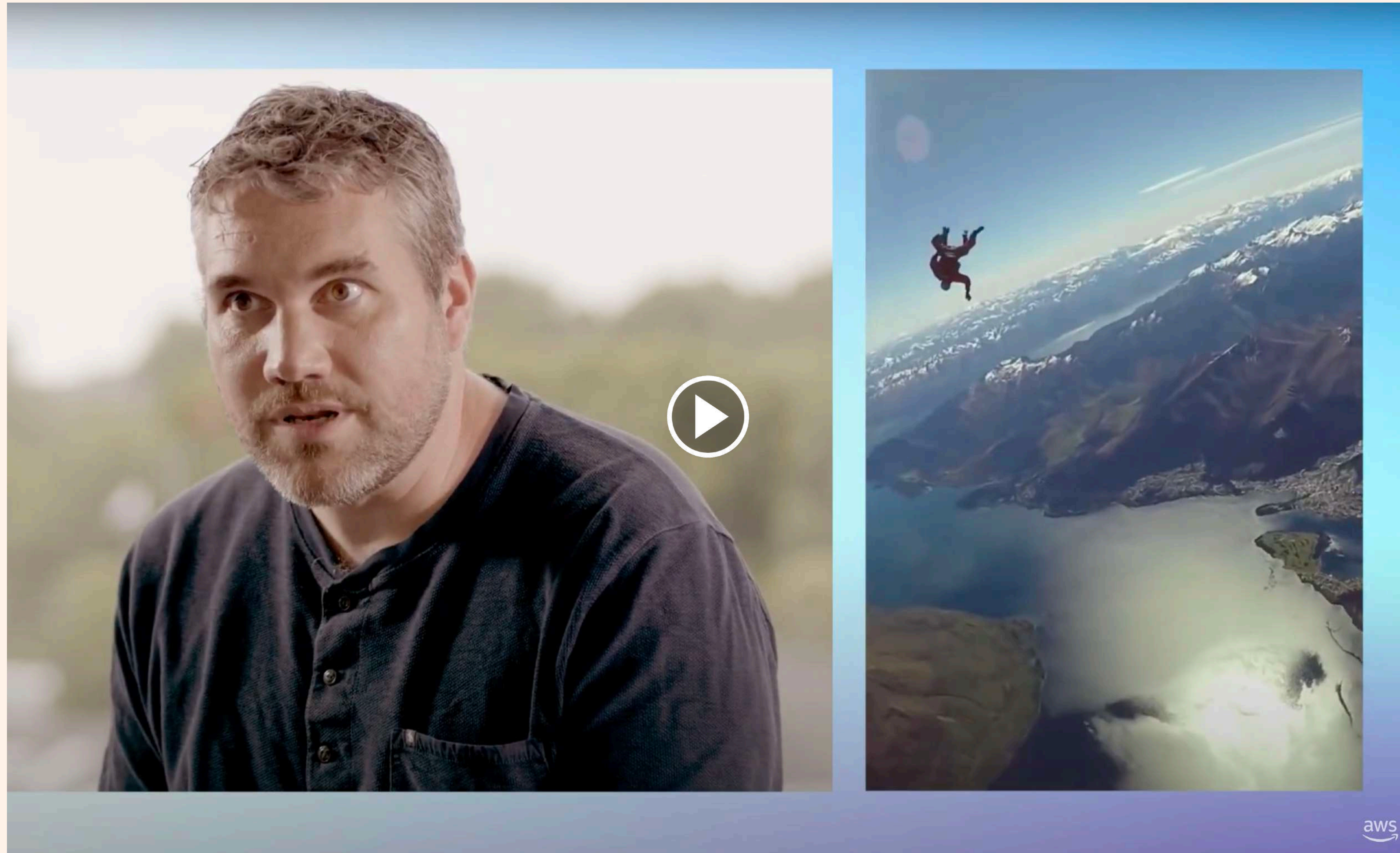
Bitcoin Hong Kong Conference



Bitcoin Las Vegas Conference



2023-2024 Customer Reference Roadshows

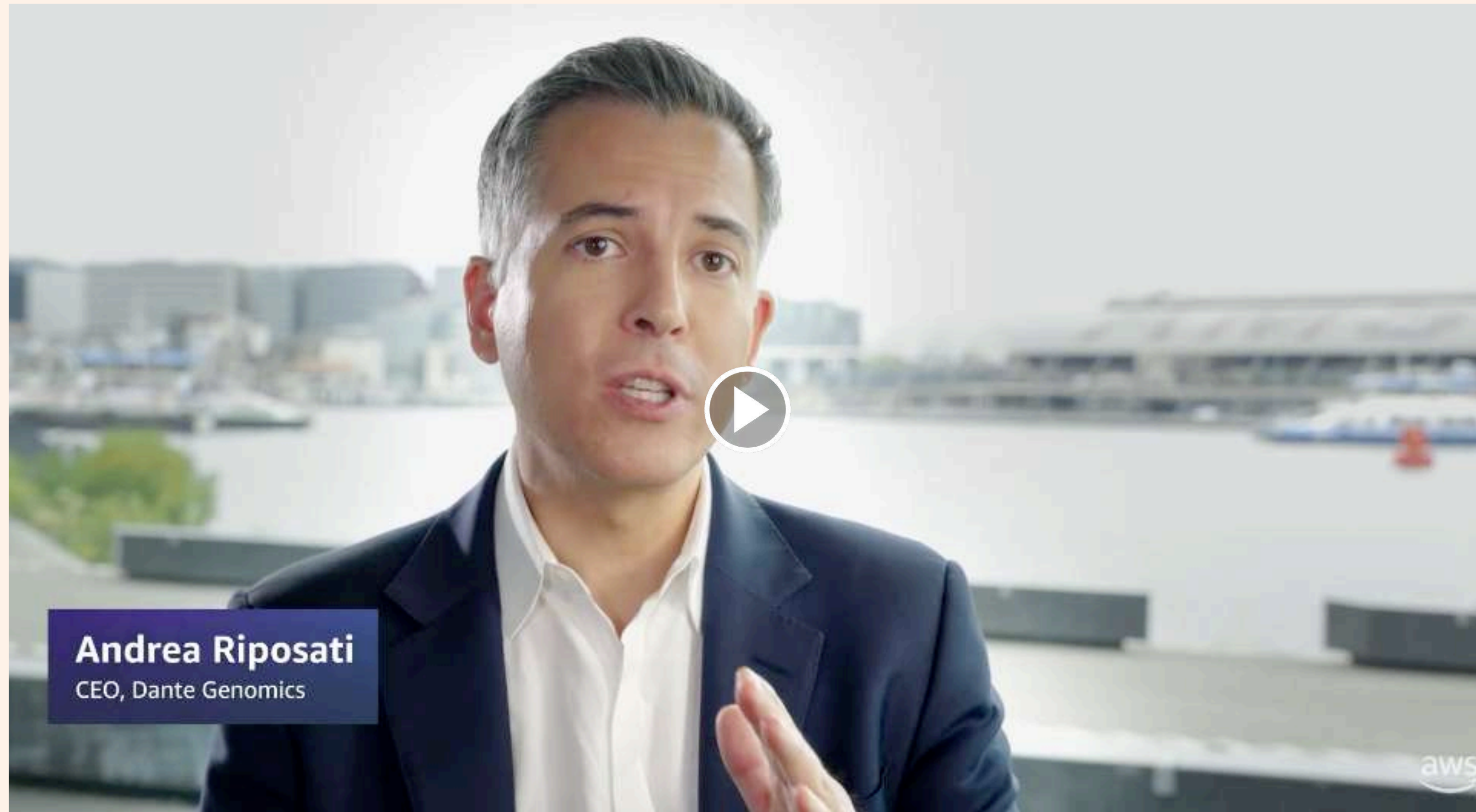


Video

During 2023-2024 we filmed across EU and US and we delivered 80+ 1' videos focused on Gen AI, Data Protection and Sustainability

[Generative AI Videos](#)
[AWS Innovators](#)

2024-2025 AWS Healthcare Summits

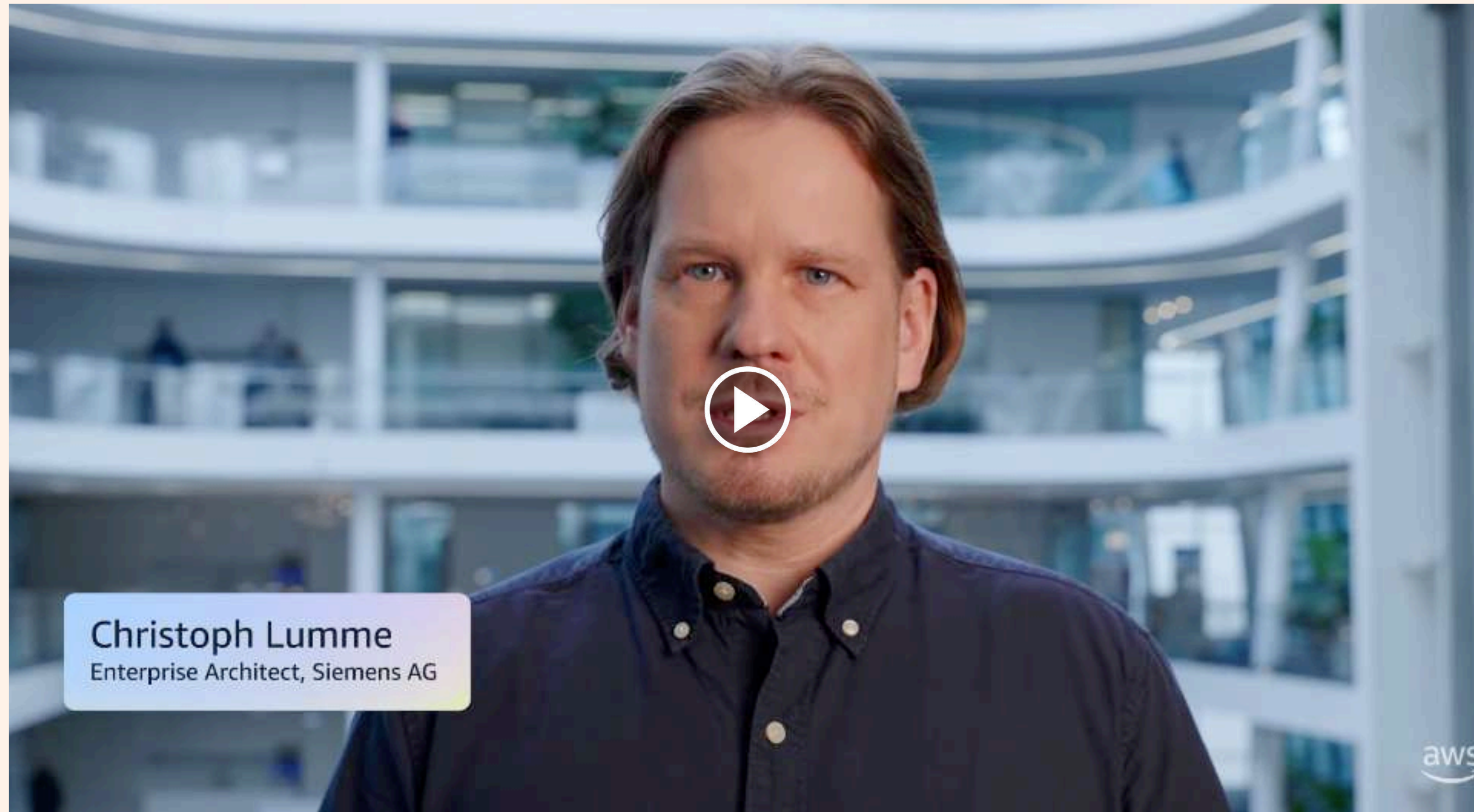


Video

During 2024 and 2025 we filmed in Lisbon and Amsterdam during the annual Healthcare AWS Summit and we delivered 20+ 1' videos focused on how to unlock generative AI's potential in healthcare across Europe, Middle East, and Africa.

[Healthcare AI Hub](#)

Siemens Deep Dive

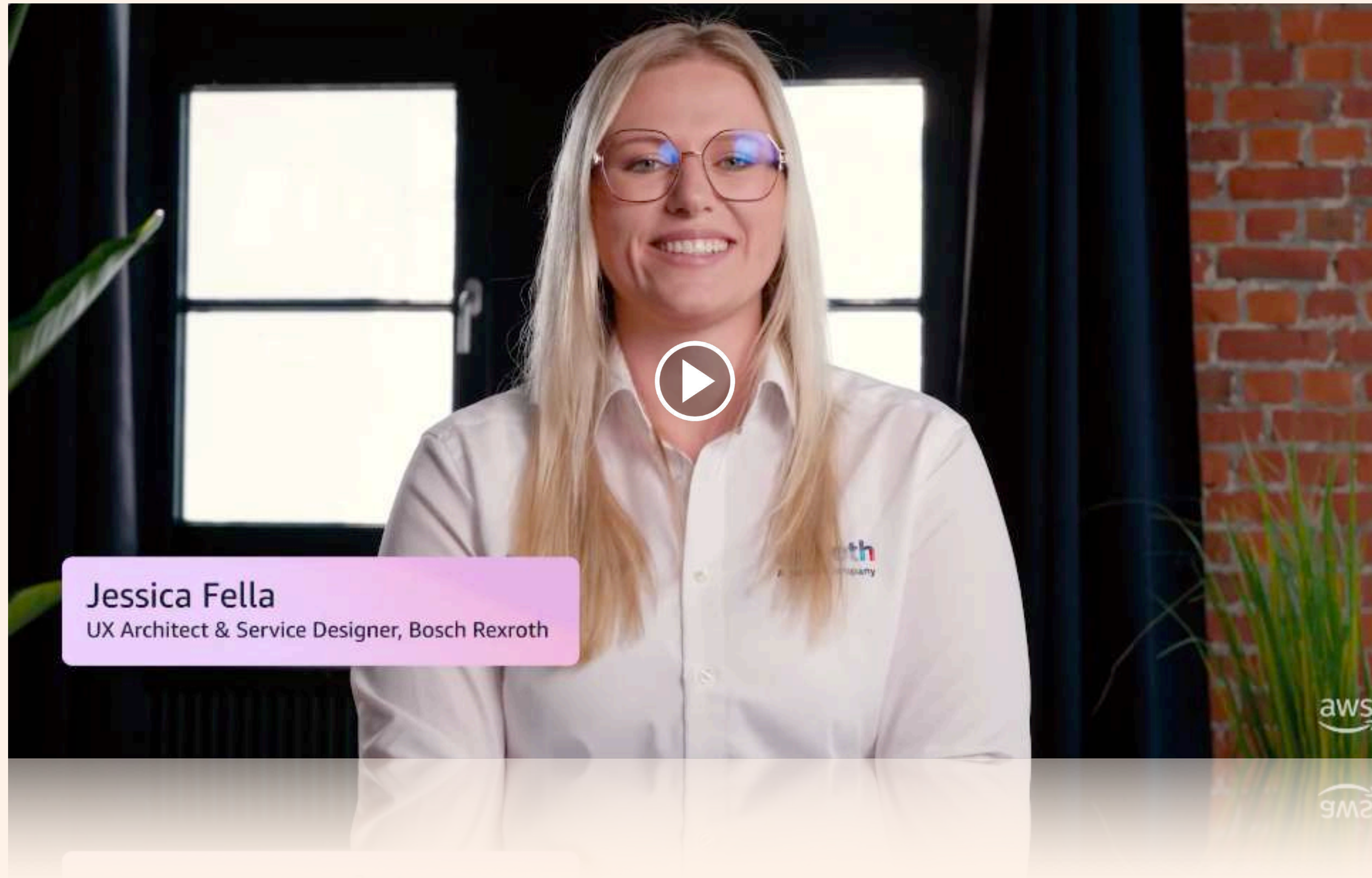


Video

During 2025 we produced customer testimonial videos across Europe showcasing Siemens' journey with AWS, covering cloud migration, AI innovation, Industrial IoT, and digital transformation initiatives.

[Siemens Innovator Hub](#)

Bosch Deep Dive



Jessica Fella
UX Architect & Service Designer, Bosch Rexroth

Video

During 2025 we produced a customer testimonial video showcasing Bosch Rexroth's generative AI Smart Assistant innovation on AWS, highlighting how Amazon Bedrock and advanced search capabilities transformed technical support across their Hydraulic Hub.

[Bosch Case Study](#)

SMB Core - Your Business + AWS



Campaign

A multi-country banner campaign.

[Link to the campaign](#)

SMB - Connected Community - You + AWS



Campaign+ Video Testimonial

A video testimonial and a multi-country (US, Mex, BR, UK, India) banner campaign.

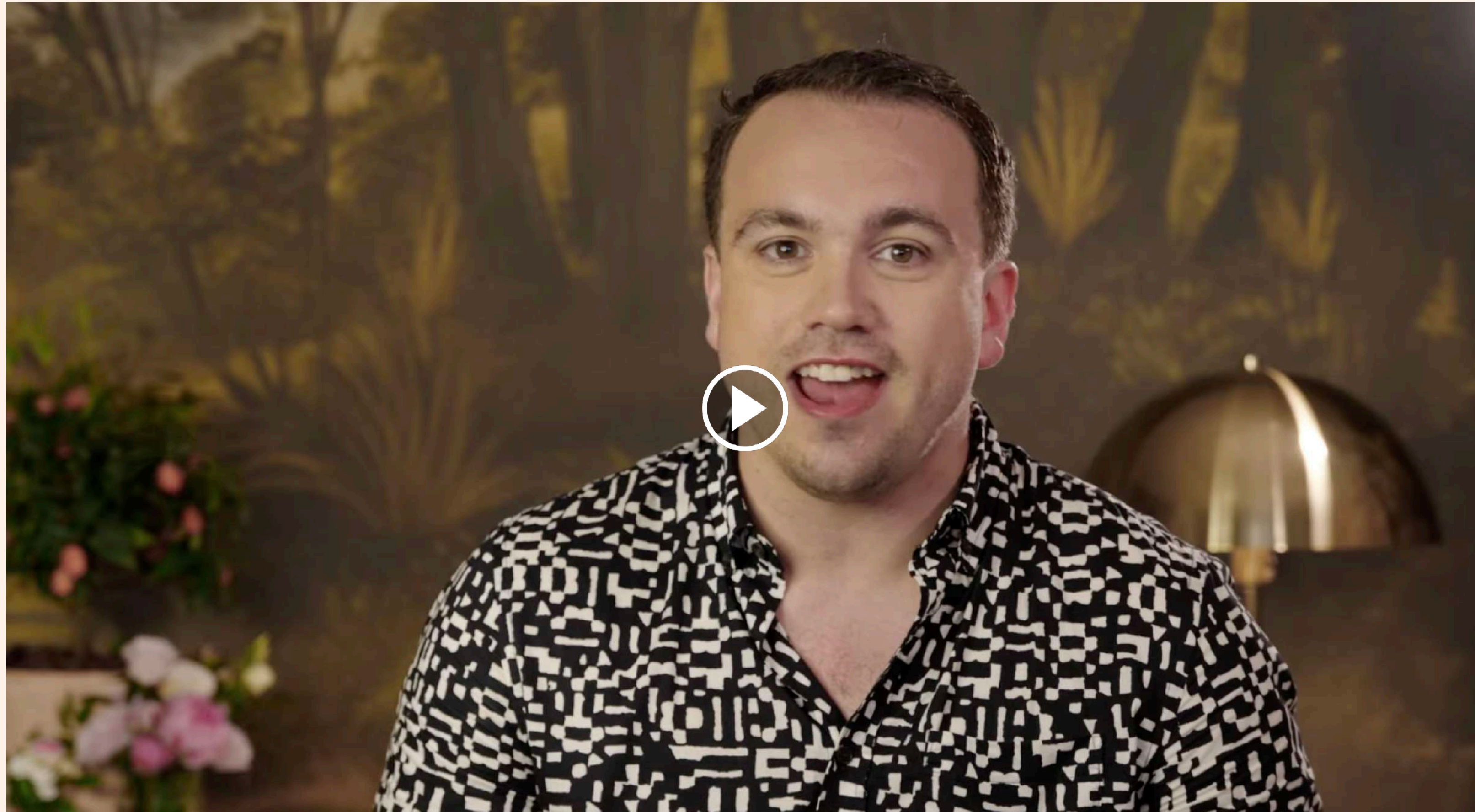
[Link to the banner campaign](#)



LOCAL APPROACH



Cannes Advertising Festival Roadshow

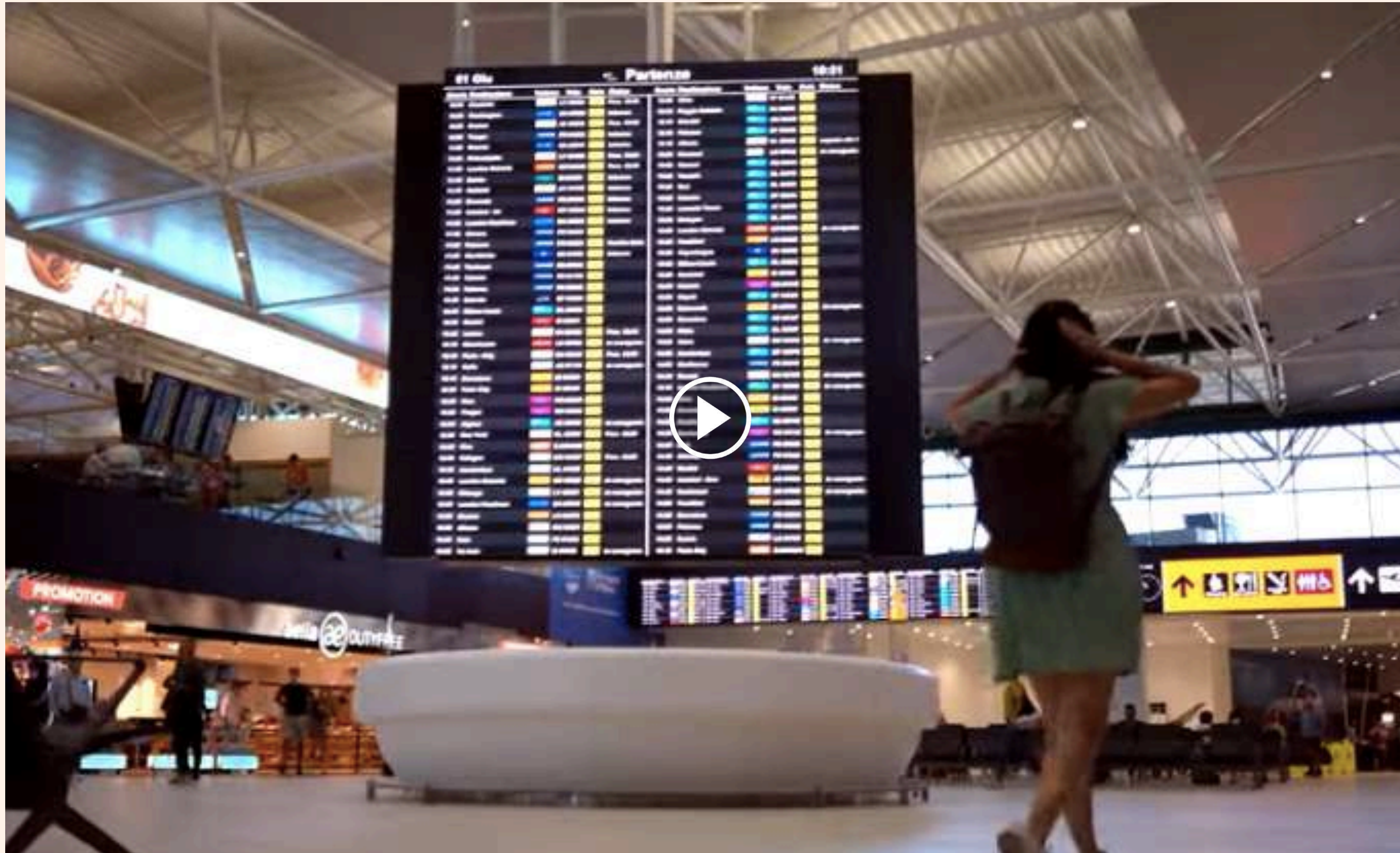


Video

During 2024 Cannes Advertising festival we filmed eight thought leadership videos about how AWS is helping media and advertising customers to drive innovation.

[Nielsen](#)
[Mars](#)

Aeroporti di Roma



Video

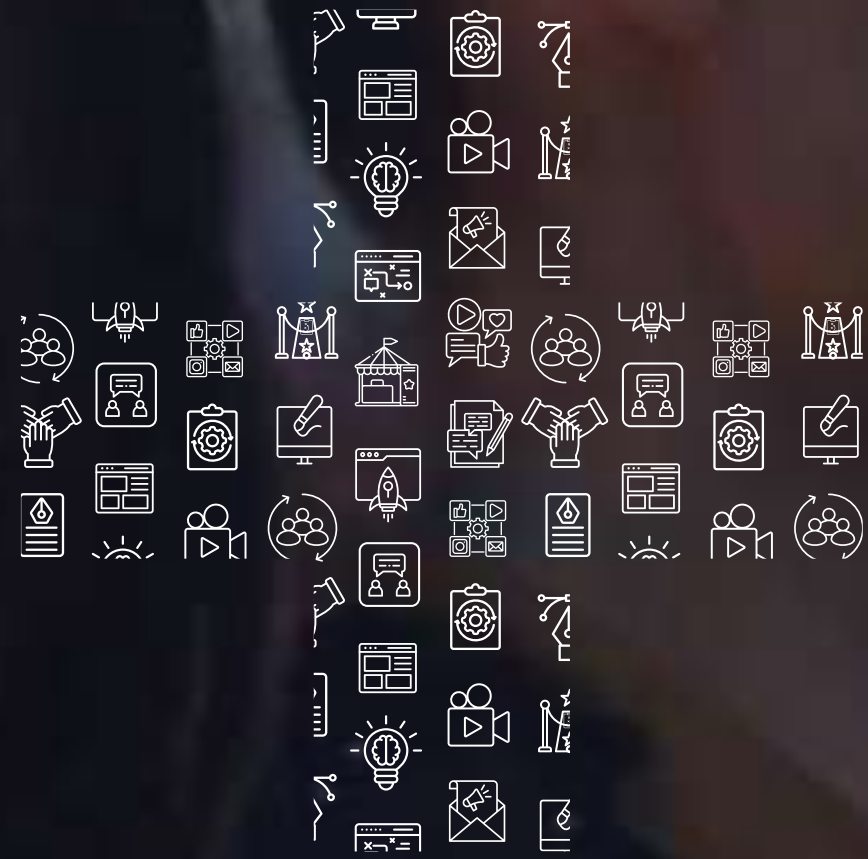
An engaging video about ADR's innovative solutions to optimize the passenger experience and minimize disruptions.

Clariant



Video

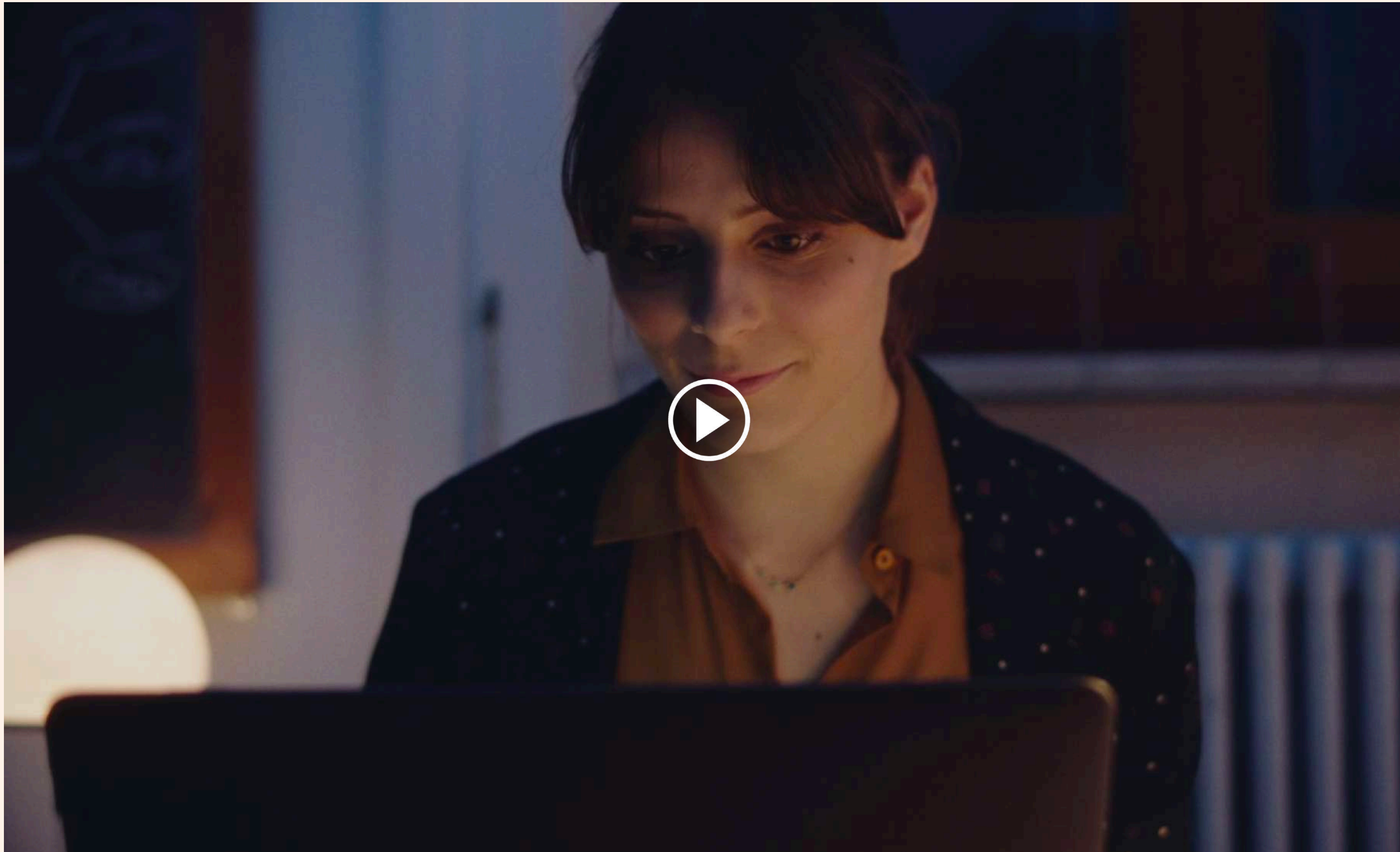
A deep dive on Clariant's journey to embrace Generative AI.



PUBLIC SECTOR OUTREACH



The National Institute for Astrophysics, Rome, Italy



Video

An emotional video to promote the collaboration between The National Institute for Astrophysics (INAF), Amazon Web Services (AWS) and Intel, together with the Extremely Large Telescope project to explore space searching for new planets.

Heidelberg Municipality, Germany

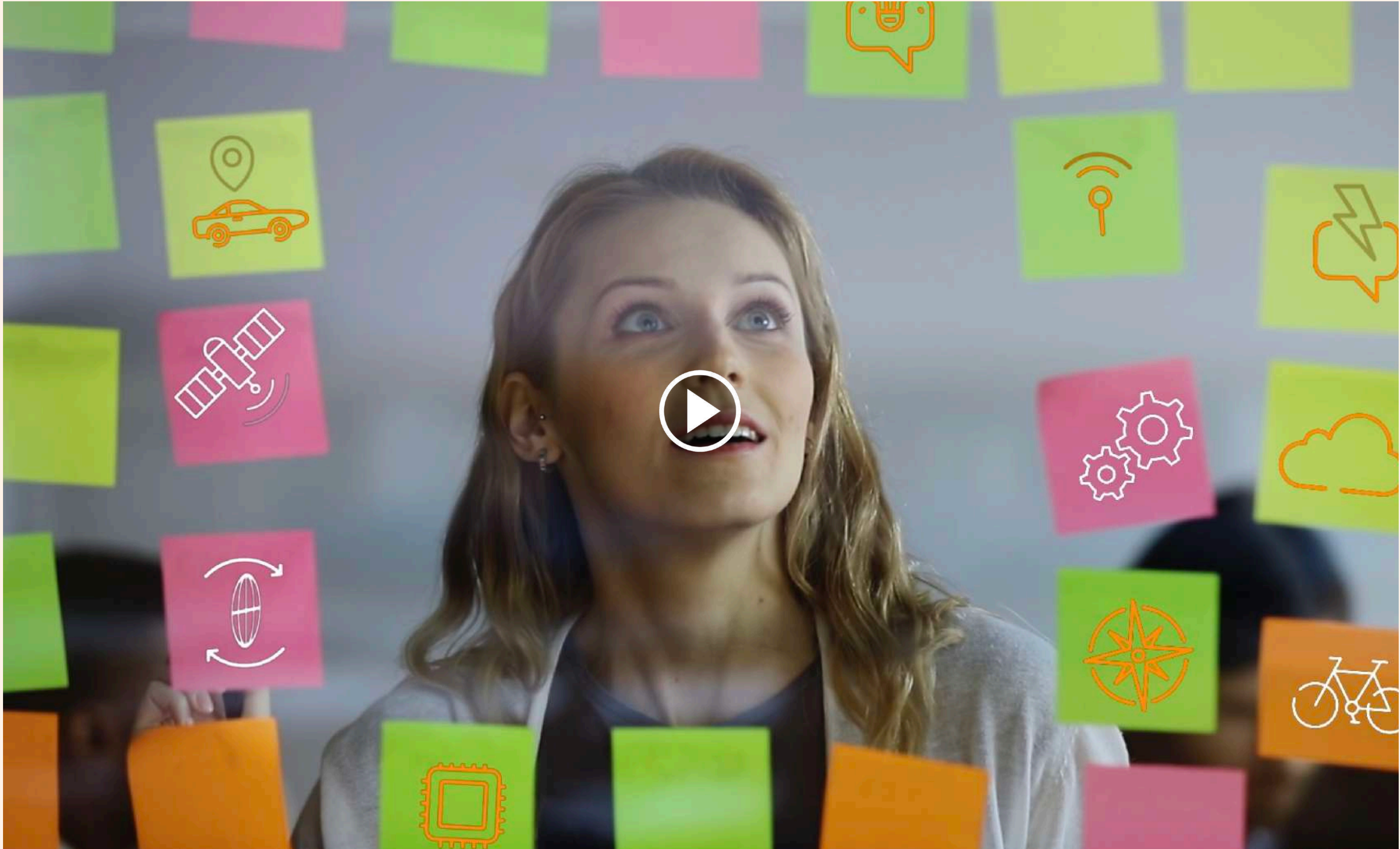


Video

A conversation between Ali Benfattoum, IoT & Smart Cities Specialist AWS, and Sebastian Warkentin, CEO Digital-Agentur Heidenberg, describing how the city of Heidelberg is digitizing its services to create an increasingly technological, livable, green, and inclusive city for everyone.



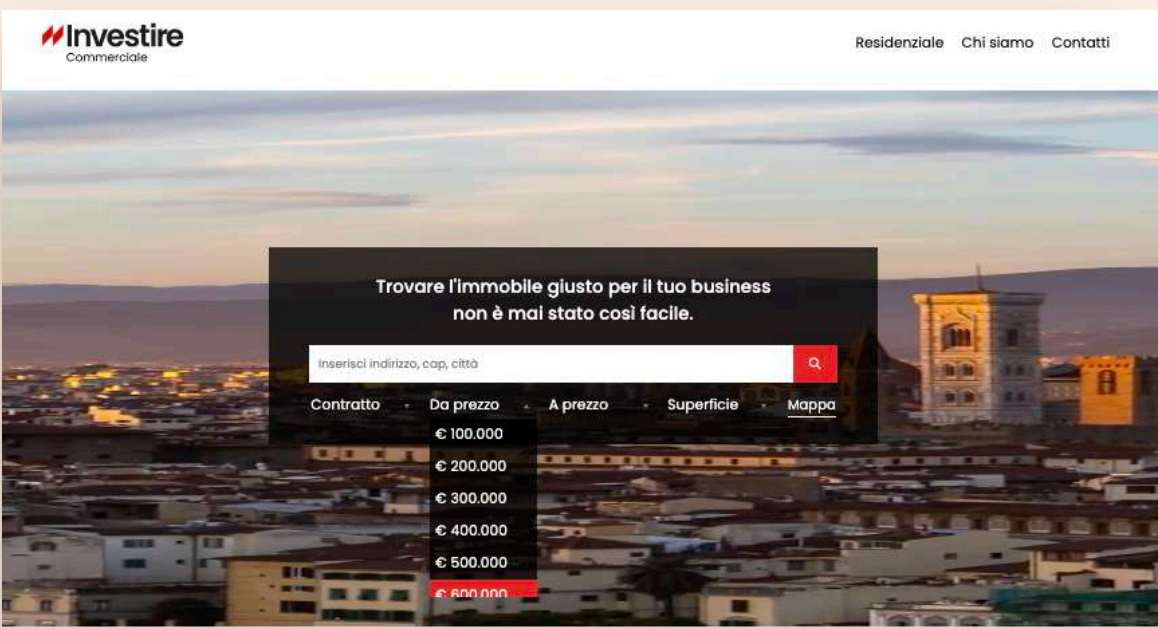
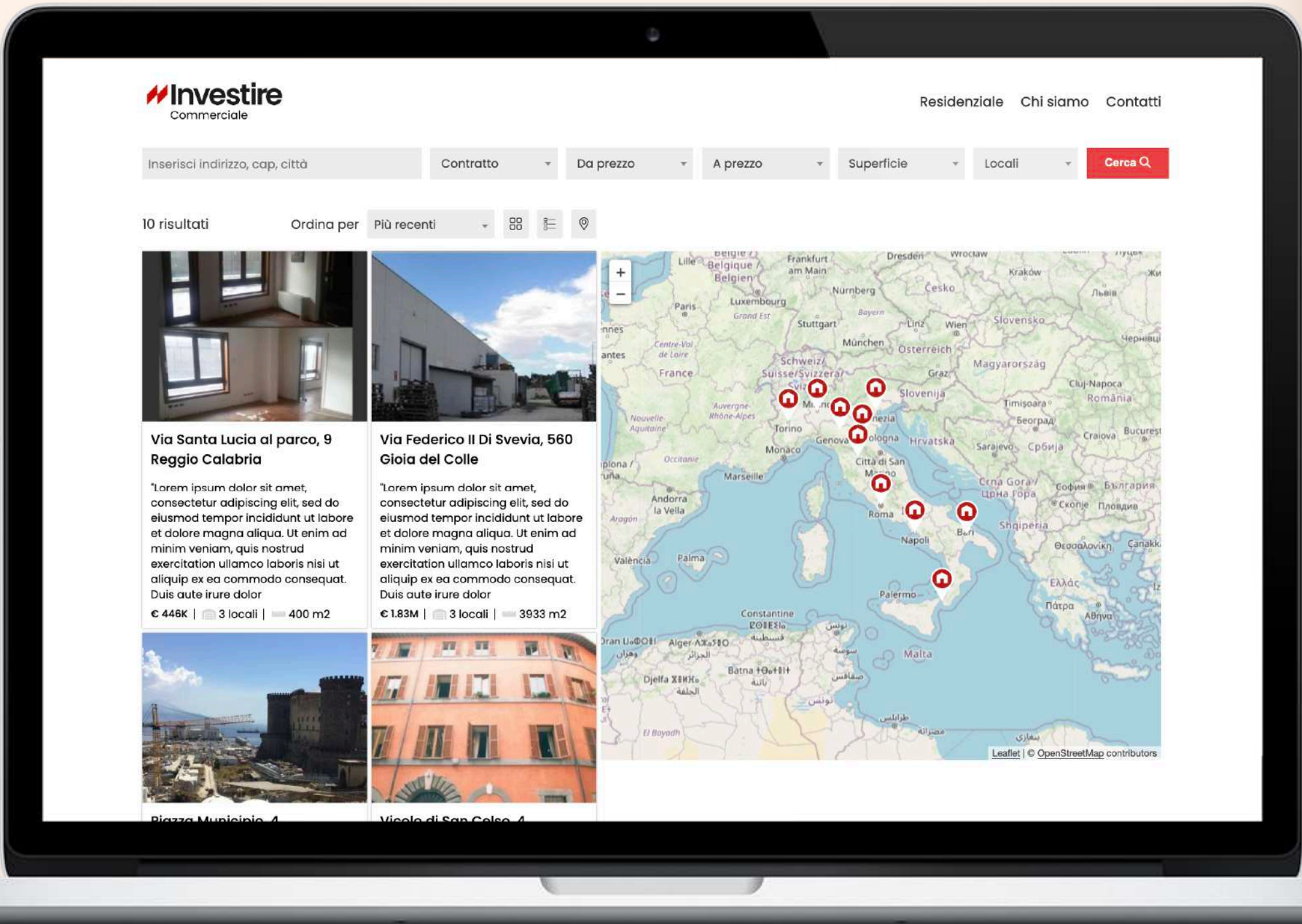
AWS x Smart City



Video

An emotional video to promote the AWS Smart City Challenge.

Investire

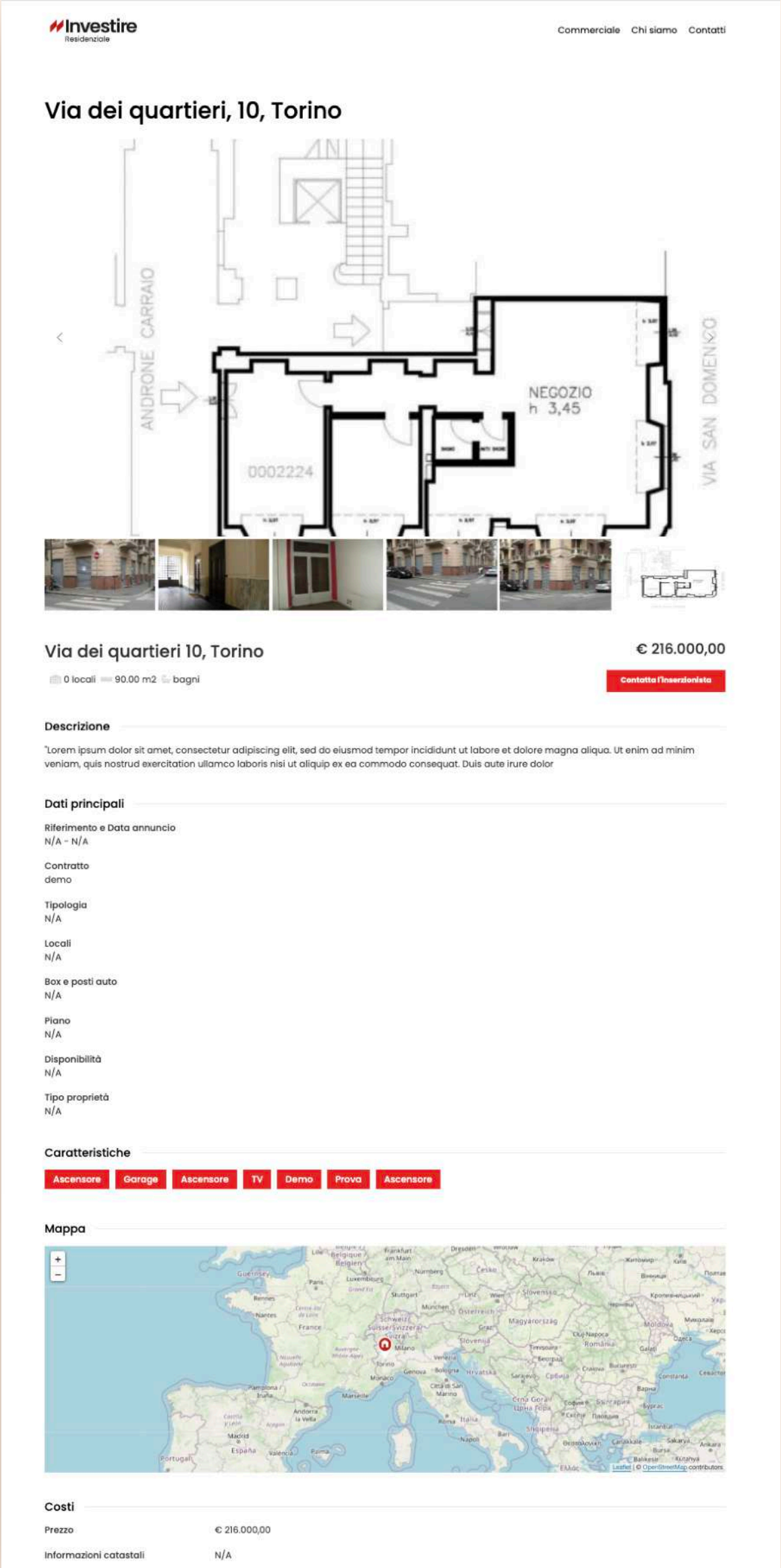


Immobili in evidenza

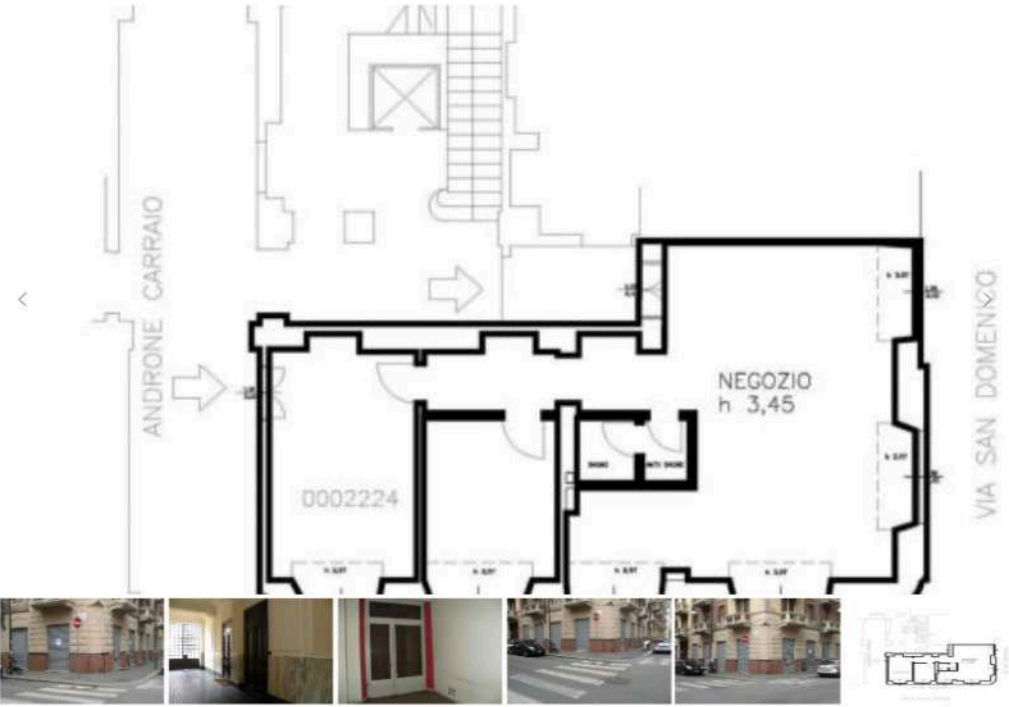


Non stai cercando un immobile commerciale? [Passa al sito Residenziale](#)

Ultimi annunci



Via dei quartieri, 10, Torino

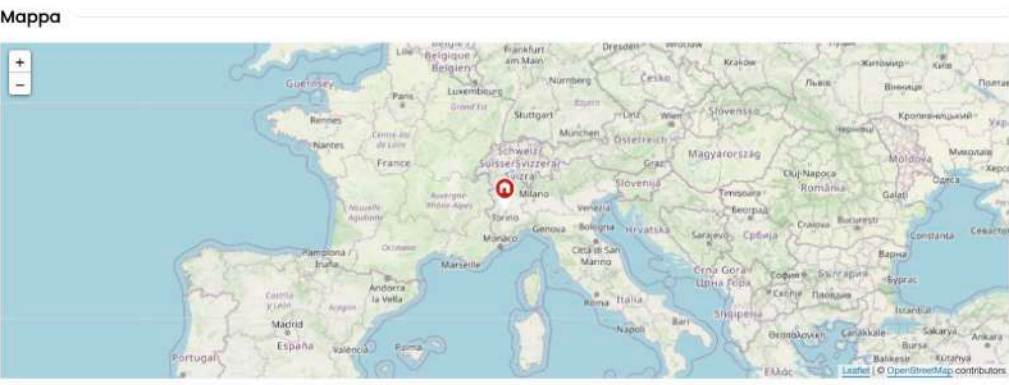


Via dei quartieri 10, Torino € 216.000,00
0 locali 90,00 m2 2 bagni [Contatta l'intermediario](#)

Descrizione
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor

Dati principali
Riferimento e Data annuncio
N/A - N/A
Contratto
demo
Tipologia
N/A
Locali
N/A
Box e posti auto
N/A
Piano
N/A
Disponibilità
N/A
Tipo proprietà
N/A

Caratteristiche
[Ascensore](#) [Garage](#) [Ascensore](#) [TV](#) [Demo](#) [Prova](#) [Ascensore](#)



Costi
Prezzo € 216.000,00
Informazioni catastali N/A

Investire

Investire

Commerciale

Residenziale

Chi siamo

Contatti

Chi siamo

Investire Residenziale è un'iniziativa commerciale di Investire SGR.

Investire SGR è un primario operatore indipendente del risparmio gestito specializzato nella valorizzazione di portafogli immobiliari in differenti settori di mercato.

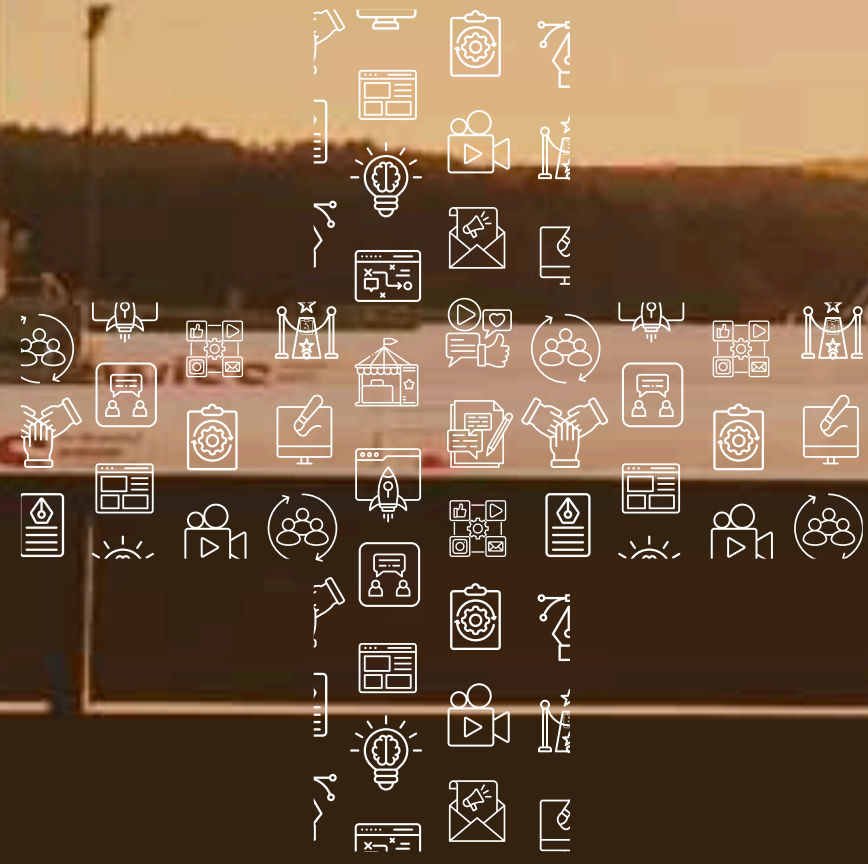
Con un patrimonio in gestione di oltre 7 miliardi di Euro possiede una capacità operativa su tutto il territorio nazionale essendo il punto di riferimento per il mercato degli investitori istituzionali e degli operatori professionali.

Grazie ad una consolidata esperienza multidisciplinare sulla gestione tradizionale e sullo sviluppo la Società è in grado di operare sui seguenti principali ambiti operativi:

- Processi di valorizzazione e riposizionamento di immobili e più in generale sulla rigenerazione urbana;
- Turnaround di portafogli e gestione di operazioni di dismissione complesse su differenti mercati;
- Creazione di valore nella gestione attiva long term;
- Gestione di progetti integrati con servizi a valore aggiunto anche in segmenti di mercato non tradizionali (p.e. housing sociale, residenze per studenti, residenze per anziani, ...).

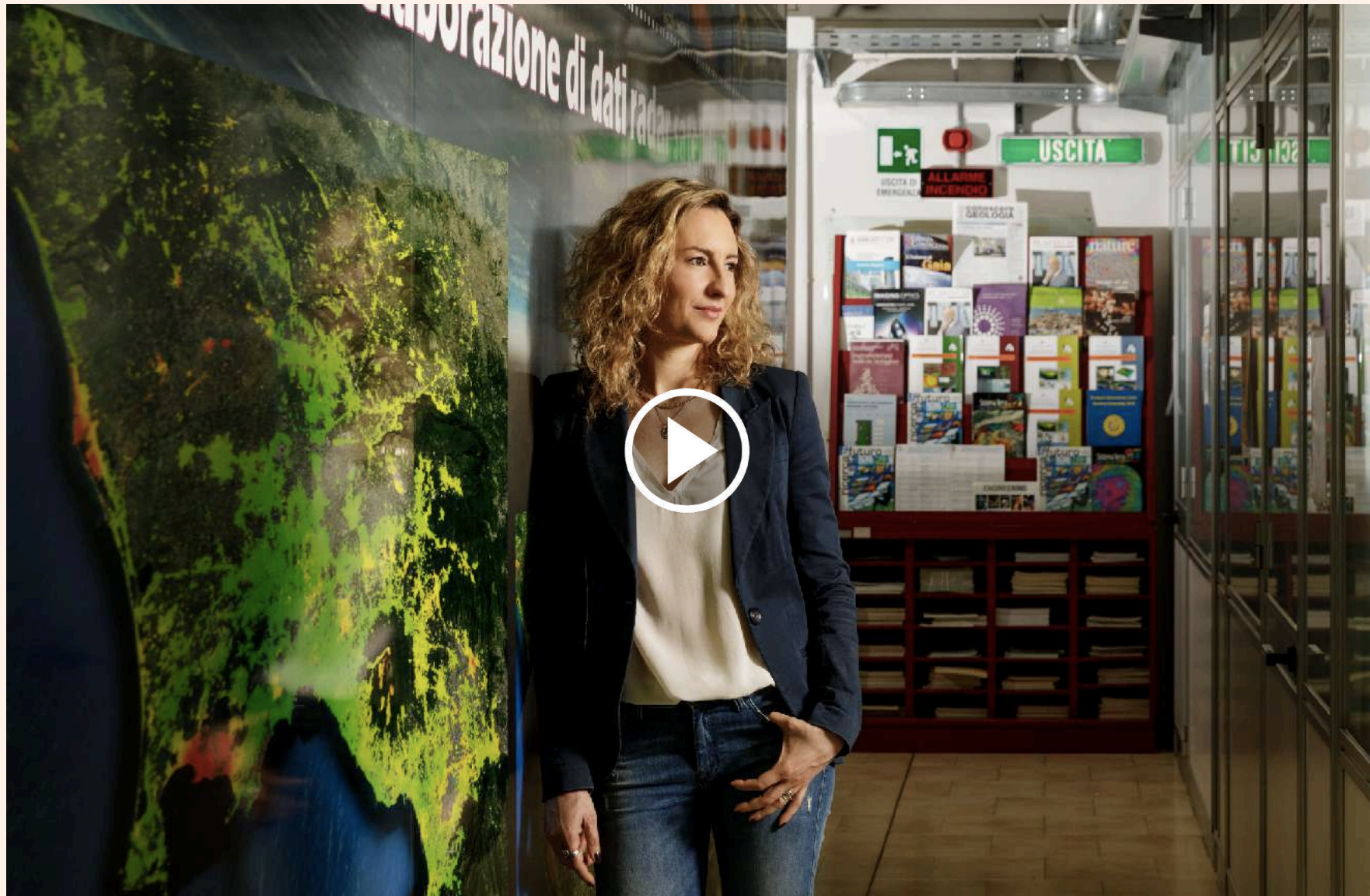
Investire Residenziale brand retail di **Investire SGR** iscritta all'Albo matricola 50 – Cap. Soc. Euro 14.770.000 i.v. Iscr. Reg. Imp. Roma – CF e PIVA 09931761008 Società soggetta all'attività di direzione e coordinamento di **Banca Finnat Euramerica**

[SpA Condizioni Generali di utilizzo Cookie Policy Privacy Policy](#)



LEAD GENERATION

AWS x Digital Impact



Campaign

A campaign to create awareness around the Digital Impact Research, focused on the importance of using the Cloud for the public sector.

AWS x Digital Impact





Il Cloud di AWS.

C'è un nuovo modo di fare economia

Il cloud può essere il modo più sicuro, rapido ed efficiente per Aziende e Organizzazioni della Pubblica Amministrazione di percorrere la digital transformation risparmiando tre volte: tempo, denaro e pensieri.



L'Italia per un futuro con una marcia in più

La digital transformation si sta diffondendo in ogni ambito della società, sia nel settore pubblico che nelle aziende private, facendo lievitare i costi di implementazione e gestione dei data server dedicati anno dopo anno. Secondo alcune stime i costi degli attuali data center potrebbero incidere fino a 2 miliardi di euro l'anno solo per la Pubblica Amministrazione italiana - fonte Consip/Sirmai.

Il cloud può rappresentare una grande soluzione economica e funzionale. Da una parte può consentire alle imprese e a tutte le organizzazioni ed enti pubblici di adottare a quelle trasformazioni digitali imprescindibili per rimanere al passo con i tempi. Di estendere la propria capacità di accedere, elaborare o archiviare qualunque mole di dati e di usufruire di servizi avanzati quali Big Data Analysis, Intelligenza Artificiale, Machine Learning, Blockchain ed Internet of Things, migliorandone la produttività e l'efficienza. Dall'altra consente di ridurre drasticamente i costi di gestione rispetto alle attuali spese necessarie per implementare e gestire data server privati.



Risparmi nella Pubblica Amministrazione .3

L'impatto del cloud sulla PA (ipotesi che un ulteriore 10% delle amministrazioni comunali cominci a impiegare soluzioni cloud)

(in mln €)	Maggiore produttività*	Risparmi su spese di energia	Risparmi totali
Lombardia	151,2	66,9	218,1
Sicilia	86,2	14,5	100,7
Veneto	57,4	12,5	69,7
Friuli-Venezia Giulia	28,7	5	33,7
Trentino-Alto Adige	101	6,5	107,5
Campania	72,8	10,8	91,6
Calabria	26	5,1	31,1
Molise	5	0,8	5,8
Piemonte	58,3	12,5	70,6
Liguria	28,2	6,2	34,4
Valle d'Aosta	18,3	1	19,3
Sardegna	38,4	6	44,4
Puglia	46,8	9,3	56,1
Basilicata	10,1	1,7	11,8
Toscana	67,2	26,8	94
Umbria	15	5,6	20,6
Abruzzo	21,3	7,7	29
Emilia Romagna	75,4	30,1	105,5
Marche	25,3	9,7	35
Lazio	116,2	48	164,6
Risparmio Nazionale Totale			1343,5

Risparmi nella Pubblica Amministrazione .2

Si osserva inoltre una situazione di relativo ritardo delle istituzioni italiane, in particolare a livello locale, rispetto alla disponibilità di competenze ICT e alla fornitura di corsi di formazione. Non a caso, le barriere a una maggiore diffusione dell'ICT in Italia e all'utilizzo di procedure online da parte della PA sembrano risiedere prevalentemente nella mancanza di risorse finanziarie e nella carenza di staff qualificato.

Comuni che hanno utilizzato servizi di cloud computing per regione - 2018:

Valle d'Aosta	82,43%	Lombardia	32,57%	Marche	27,13%
Emilia-Romagna	59,05%	Lazio	32,49%	Campania	26,88%
Friuli-Venezia Giulia	56,02%	Sicilia	30,53%	Liguria	23,7%
Veneto	48,34%	Basilicata	29%	Calabria	23,65%
Trentino-Alto Adige	46,49%	Sardegna	28,76%	Abruzzo	20,51%
Toscana	42,33%	Basilicata	27,57%	Molise	19,8%
Umbria	37,44%	Sardegna	28,76%		
Puglia	34,91%	Piemonte	27,57%		

Case study Comune di Cagliari





« C'è sempre qualche resistenza ai cambiamenti e può essere difficile convincere le persone ad accettare le innovazioni. Ma noi siamo partiti da una sfida specifica e quando l'abbiamo vinta, è stato più facile convincere altri ad affrontare nuovi progetti »

Pierangelo Lucia Ortolini,
Funzionario Informazione PIS
Comune di Cagliari

Risultati raggiunti:

- Gestione di circa 7.000.000 di richieste in 11 ore, con un throughput massimo di oltre 200 richieste al secondo.
- Nessuna implementazione di infrastrutture per gestire il carico e i picchi di traffico.
- Il servizio è costato all'ente solo 125 euro iva tutto, inclusi i costi della fase di test.

Case study IREA CNR





« L'utilizzo del Cloud di AWS ci ha dato la possibilità di effettuare analisi e monitoraggio del territorio su scale spaziali prima impensabili, scale nazionali e anche continentali »

Elena Basso,
Researcher, PIS Electronics and Telecommunication Engineering
Istituto per il Rilevamento Geomatico dell'Ambiente

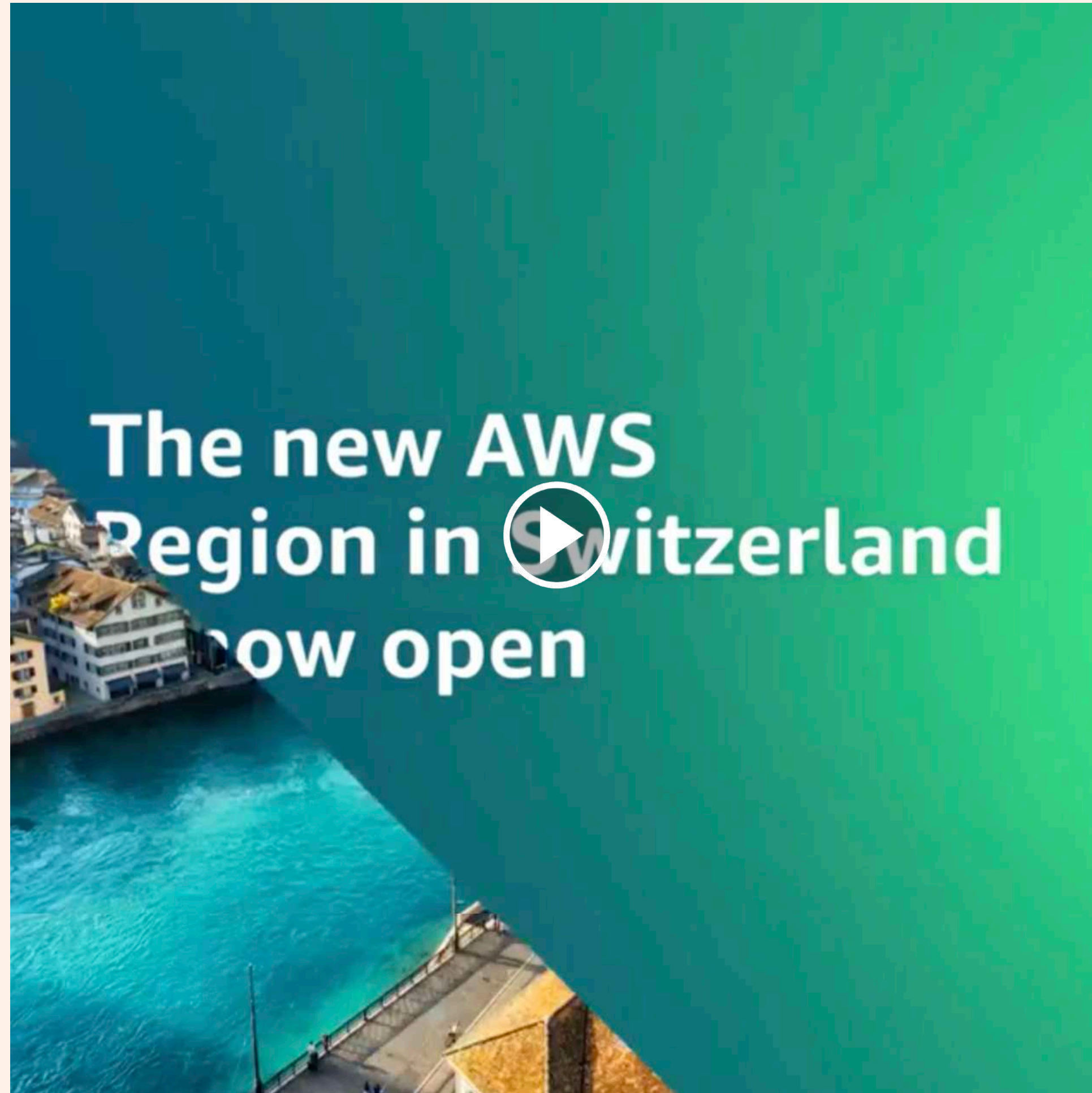
Risultati raggiunti:

- La migrazione del sistema di elaborazione di dati radar satellitari ad alte prestazioni dell'IREA-CNR sulla piattaforma cloud è avvenuta con successo.
- Durante la prima fase di sperimentazione tramite le risorse cloud AWS il piano effettuato un'analisi interferometrica su un'area di 150.000 km² in meno di 9 ore, con un costo di circa 1000€, precedentemente analisi simili richiedevano tempi e costi di almeno due ordini di grandezza superiori.
- Attualmente l'IREA-CNR utilizza sistematicamente le risorse di calcolo AWS per le attività operative di monitoraggio del territorio su larga scala nell'ambito di vari progetti con il Dipartimento di Protezione Civile, il MISE, il MUR e per portare avanti la ricerca nello sviluppo di algoritmi e soluzioni avanzate di Cloud Computing per l'Interferometria Differenziale.

E-book

An e-book to collect the findings of the Digital Impact Research, focused on the importance of using the Cloud for the public sector.

AWS x UAE, Switzerland, Spain Region Launches



Campaign

Video animations to create awareness on the new regional launches in Spain, Switzerland and UAE.

[Link video animation UAE](#)

[Link video animation Spain](#)

AWS x UAE, Switzerland, Spain Region Launches

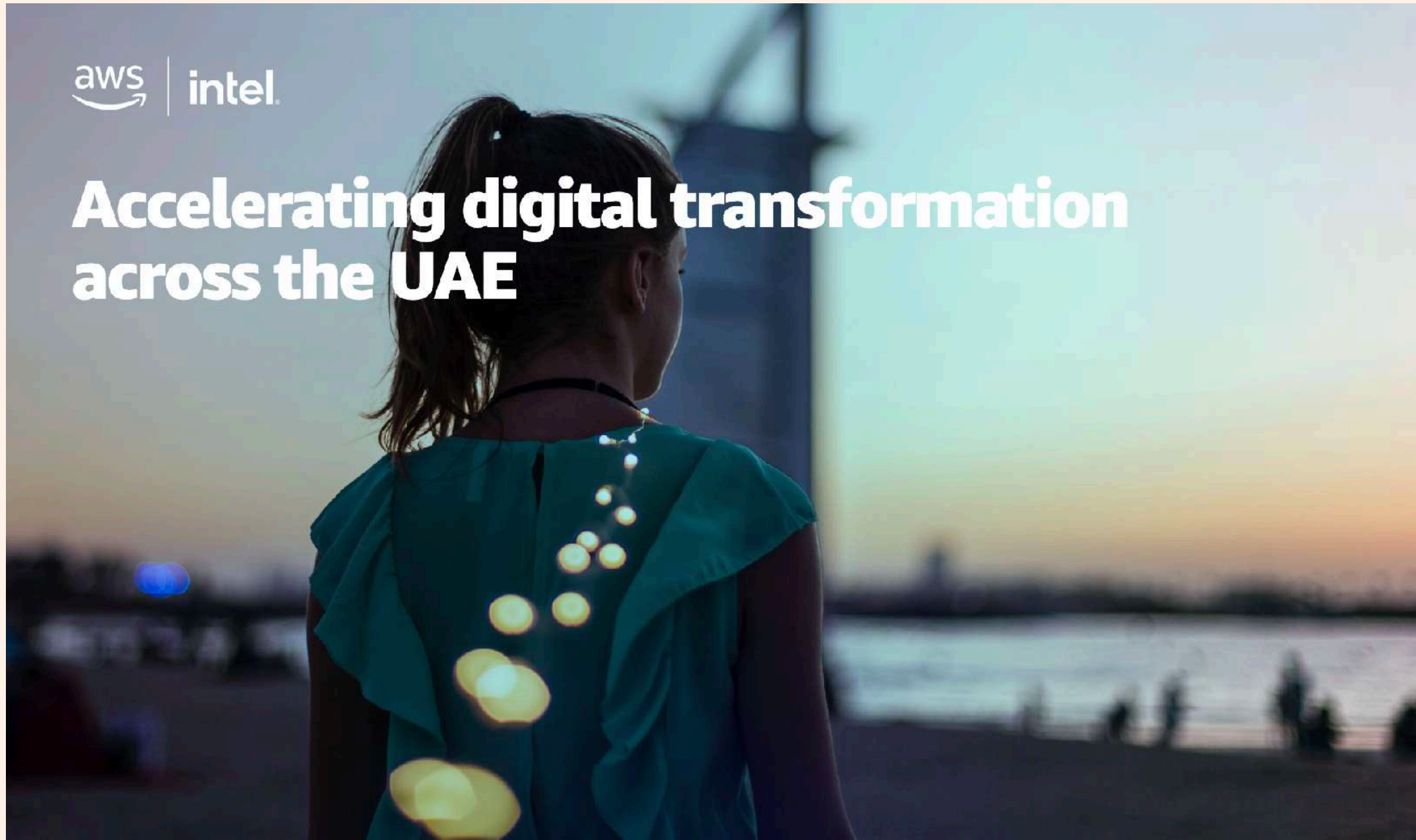
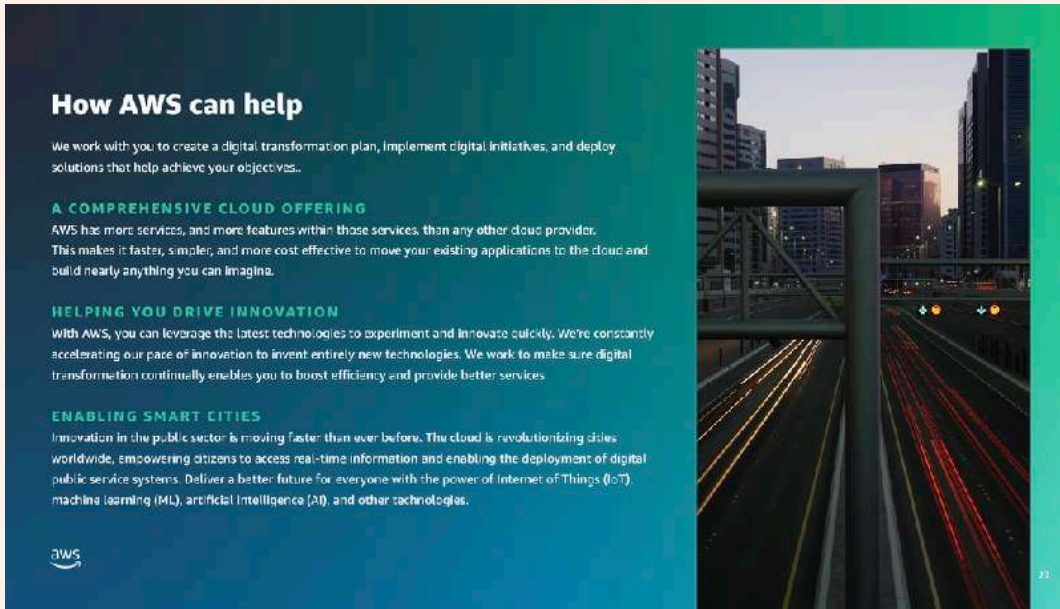
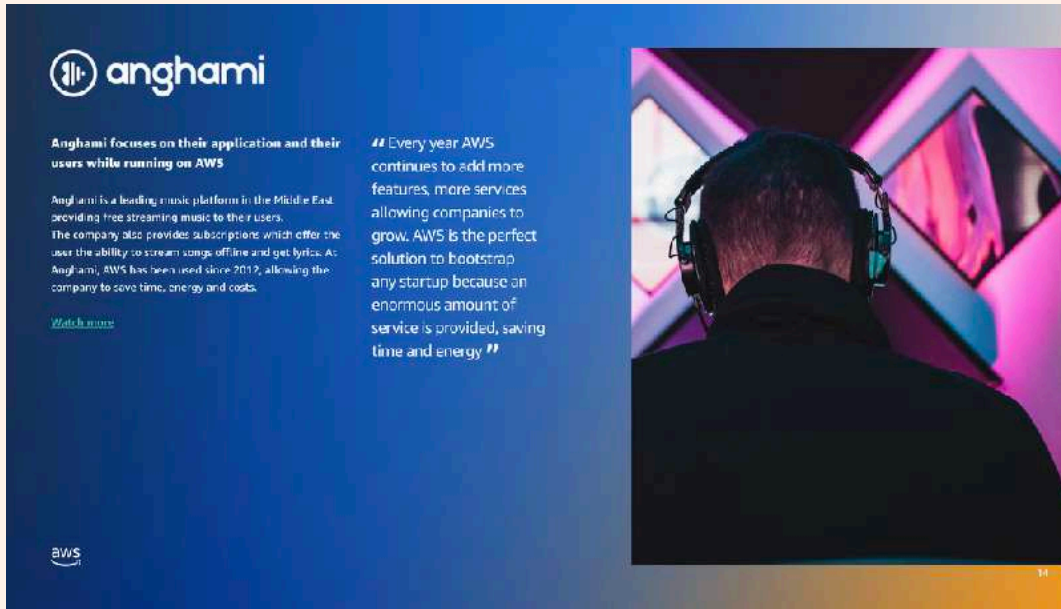
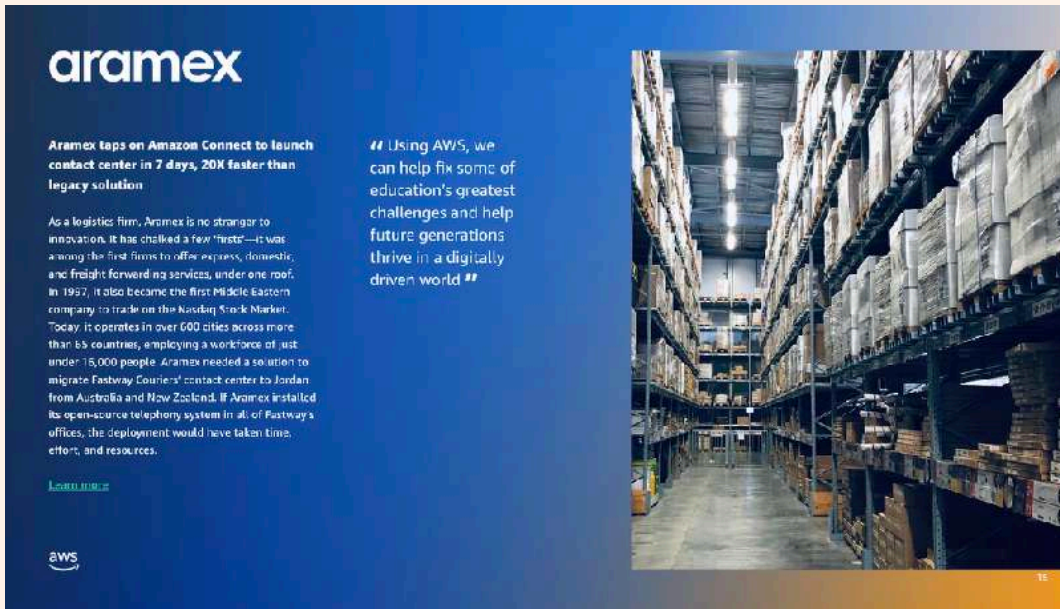


Table of Contents

Welcome page 03	HBSU page 19
What is cloud computing? page 04	Mohammed Bin Rashid Space Centre page 20
Six advantages of cloud computing page 05	Sarwa page 21
What you need to know about digital transformation page 07	StarzPlay page 22
Three main benefits of digital transformation page 08	Audi Volkswagen page 23
AWS in the UAE page 10	
Customers stories from the UAE page 12	Why cloud infrastructure matters page 24
Alf Education page 13	The benefits of our global infrastructure page 25
Anghami page 14	How AWS can help page 27
Aramex page 15	AWS and Intel page 29
Careem page 16	Start building on AWS today page 30
Emirates Airlines page 17	
First Abu Dhabi Bank page 18	



E-book

An e-book about how to accelerate digital transformation in Spain, Switzerland and UAE.

[Link Campaign and Ebook Spain»](#)

[Link Campaign & Ebook UAE EN »](#)

[Link Campaign and Ebook Switzerland»](#)



DIGITAL EXPERIENCES

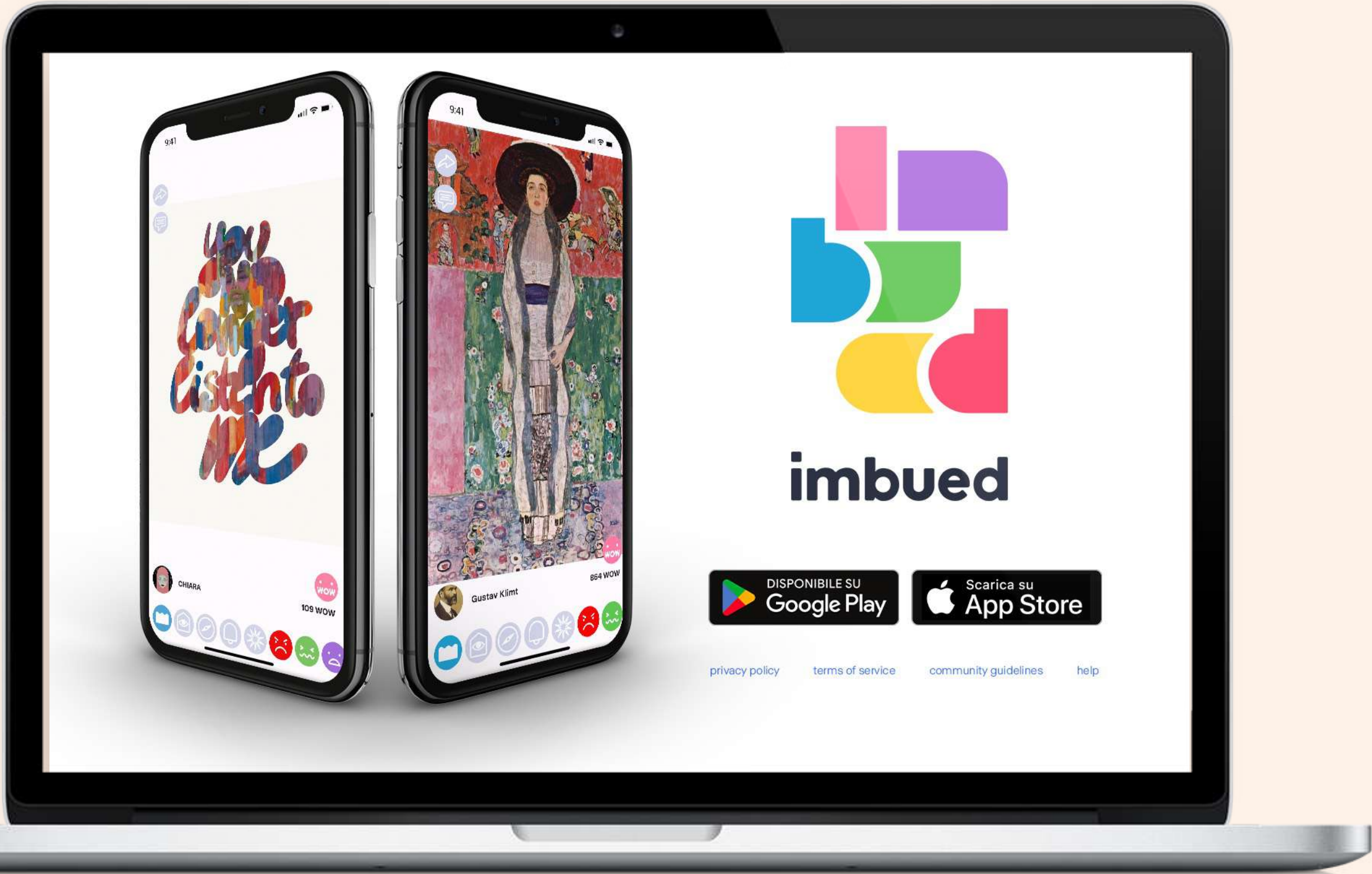
Imbued



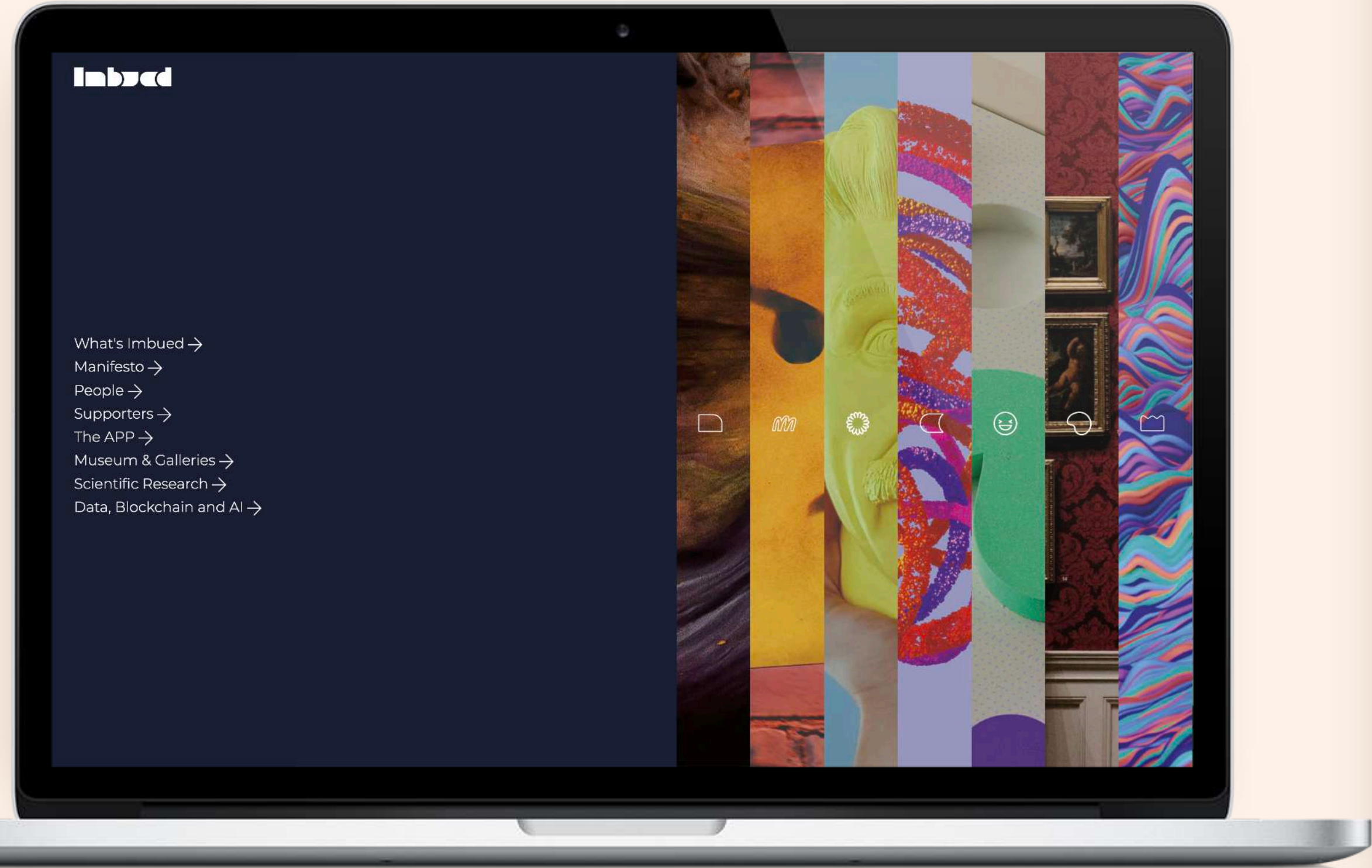
Video

Campaign and IT development for Imbued - the first Meta Museum. A vibrant ecosystem where art, artists, museums, galleries, technology, research, and audience converge and cross-pollinate.

App Imbued



Imbued Foundation



imbued.art/foundation



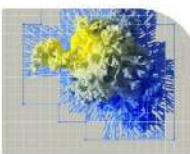
Imbued Lab
Imbued App is built on a scientific model - the Integrated Psychophysiological Metamodel - developed at the University of Rome "La Sapienza" Clinical Psychophysiology Department by Professor Vito Ruggieri and his team through over 40 years of studies, publications, and research.

Through its unique features (artistic experience and fruition, emotions, creativity), the App functions as a Global Scientific Research Laboratory fostering interdisciplinary collaboration, integrating knowledge from neuroscience, psychology, medicine, and artificial intelligence research.

Primary research areas include:

Emotions & Creativity

The App's artistic, fluid, and creative interface is designed to collect data that will inform different aspects of artistic processes (plans, mood, personality, priorities, and style) using precision that enables services and healing.



AI

Artificial intelligence (AI) can process vast amounts of data and information, identify patterns, and make predictions based on historical data. This data can be used to generate new art, predict trends, and personalize art experiences.

However, AI follows algorithms built from existing data, thus generating the past and present, a significant barrier to creating new and original art.

Recent applications of AI in art have focused on generating art, but the field is still in its infancy, and many challenges remain.

According to the Integrated Psychophysiological Metamodel, every artistic experience is a complex, multi-layered process involving the brain, the body, and the environment. This process is unique to each individual and cannot be fully understood or replicated by AI.

Subjectivity

Each individual's view of the world is unique, and this subjectivity is a key factor in artistic expression. The Imbued app aims to explore this subjectivity and its relationship to art.



The Human Being Psychophysiological Project

The Human Being Psychophysiological Project is a research project aimed at understanding the relationship between the human body and the mind. The project involves a series of experiments and studies that aim to identify the physiological and psychological factors that influence human behavior and perception.

Through this project, we aim to create a comprehensive model of the human being, one that takes into account both the physical and the psychological aspects of our existence.

Consciousness

The project's ultimate goal is to establish a foundation for a new understanding of the human mind, one that is based on scientific research and empirical evidence.

Consciousness is a complex phenomenon that has long fascinated scientists and philosophers alike. It is the state of being aware of one's surroundings and one's own thoughts and feelings.

There are many different theories about the nature of consciousness, and each has its own strengths and weaknesses. Some theories suggest that consciousness is a product of the brain, while others suggest that it is a separate entity.

The Imbued app aims to explore the relationship between consciousness and art. It does this by collecting data on the user's emotional and physiological responses to various artworks.

This data is then used to create a personalized experience for each user, one that is tailored to their unique state of consciousness.



Art-Driven AI: Expanding Intelligence Through Aesthetic Experience

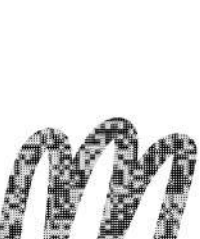


In the evolving landscape of AI, we are no longer just using technology; we are using it to create art. This is the essence of Art-Driven AI: the use of artificial intelligence to create art that is both aesthetically pleasing and intellectually stimulating.



Blockchain-Powered Artistic Collaboration

Through NFTs and decentralized digital galleries, we can create a new world of artistic collaboration. This world is one where artists can share their work and receive feedback in real-time, and where collectors can support their favorite artists in a meaningful way.

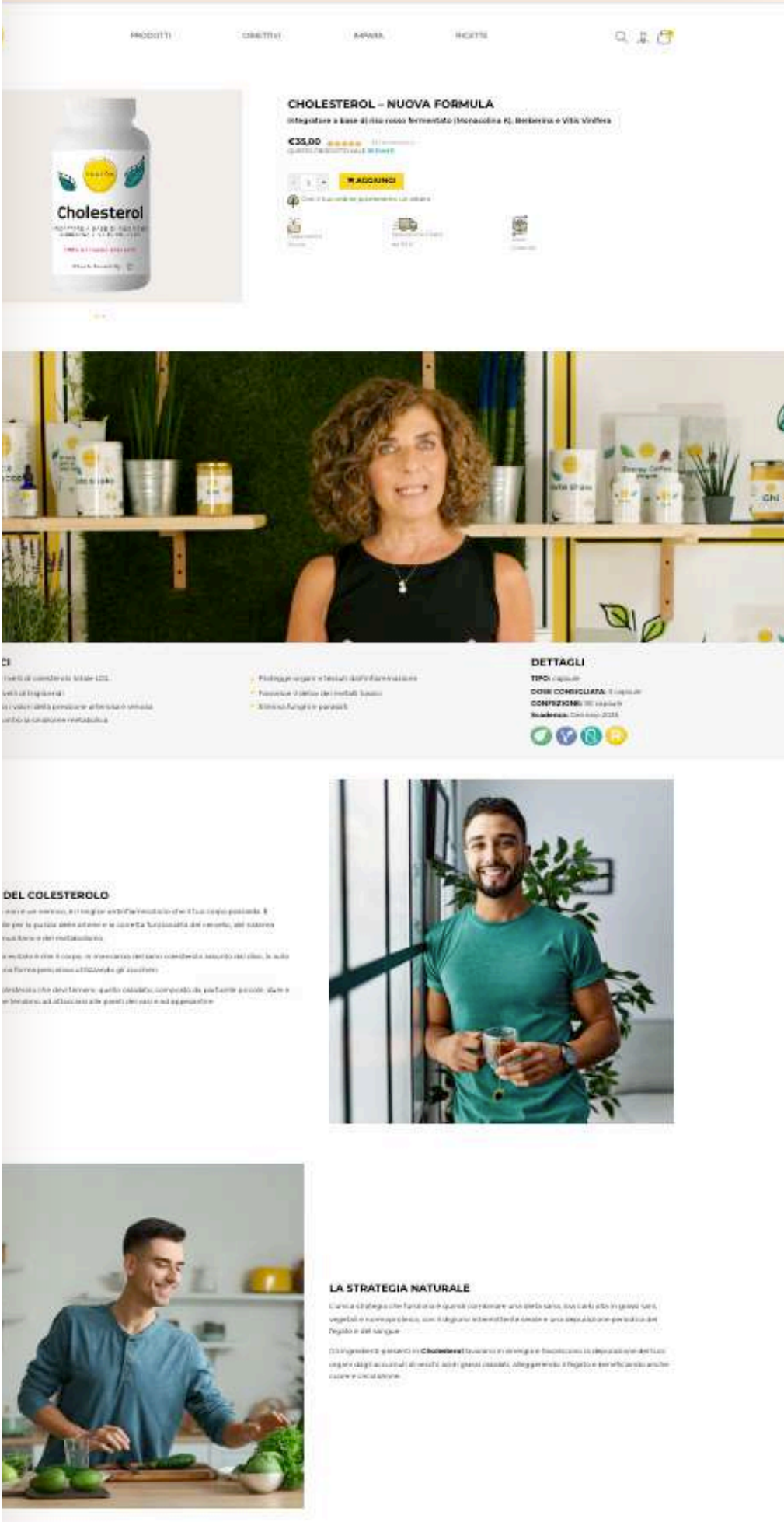
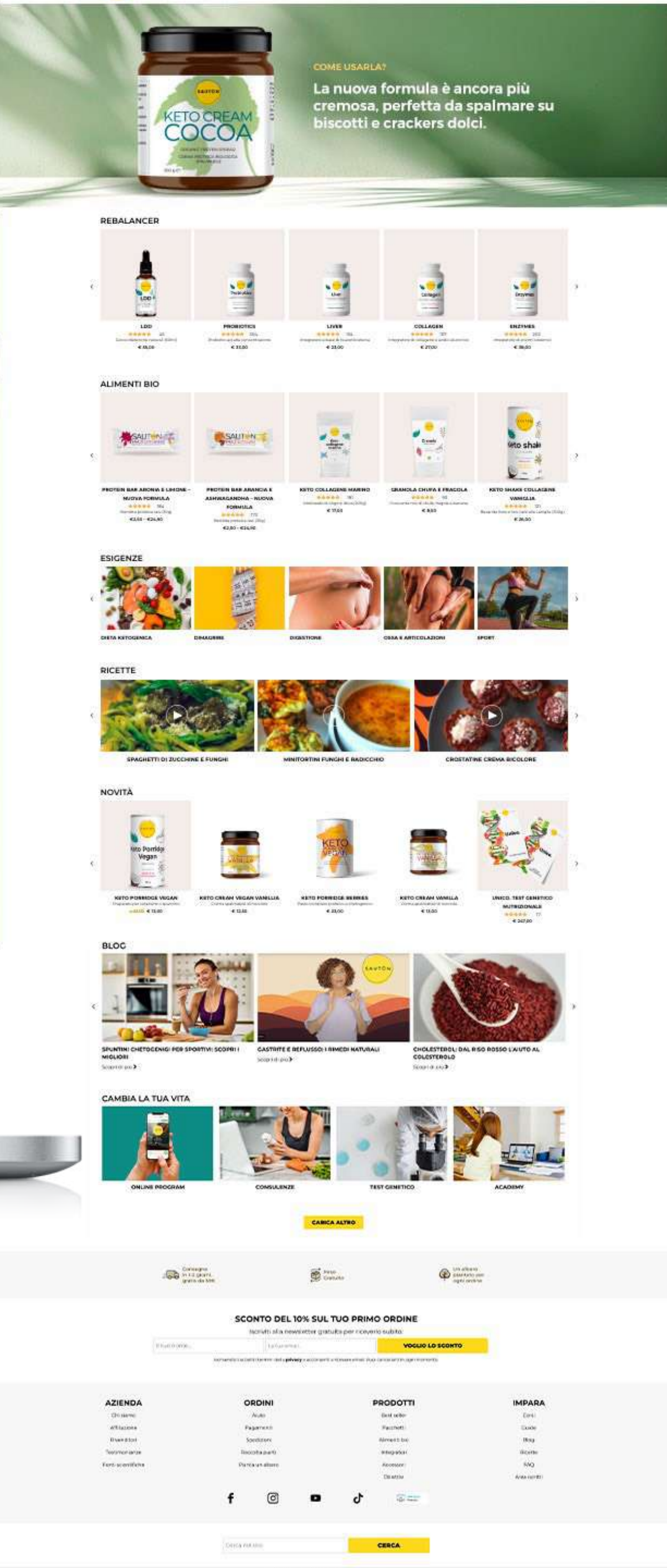
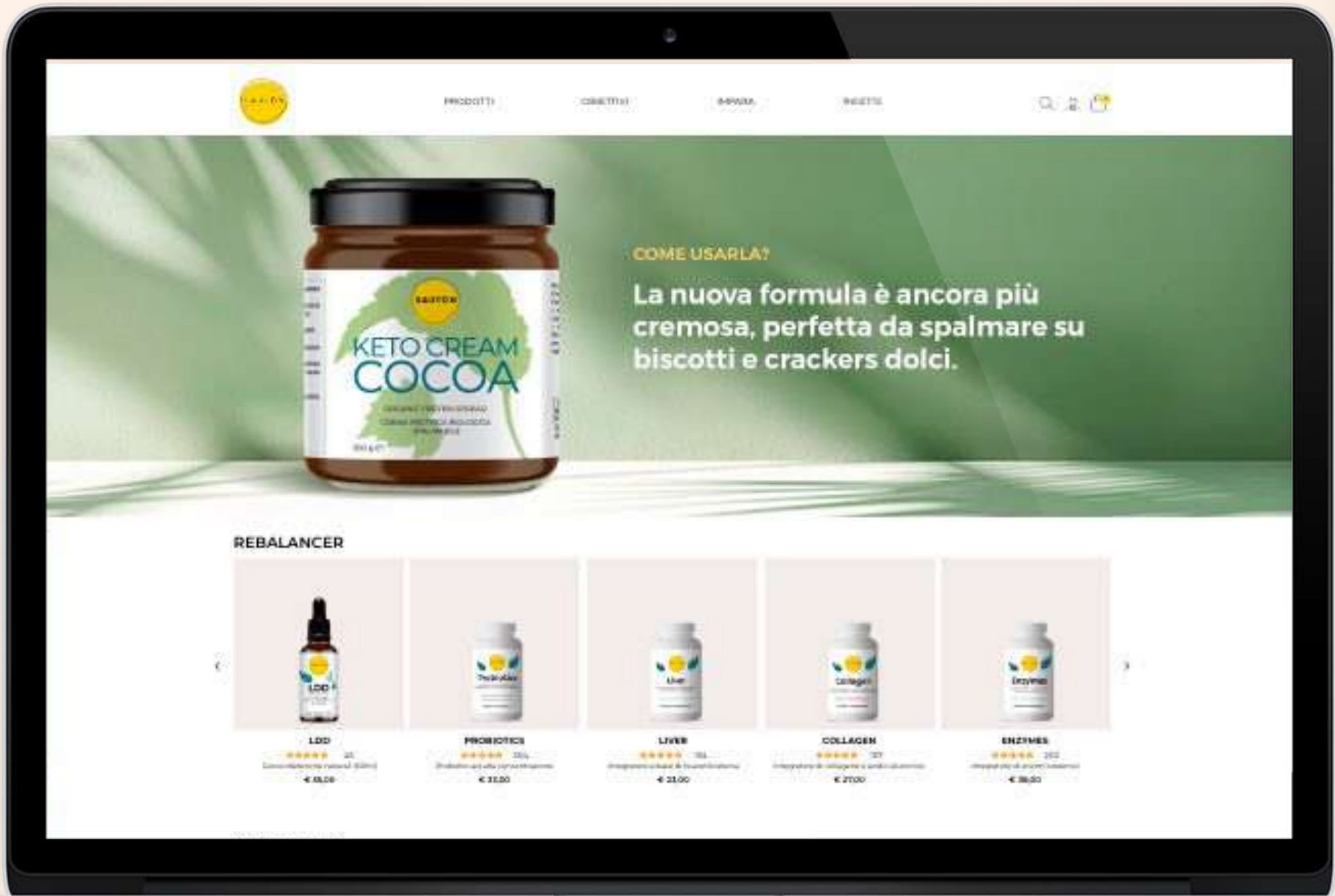


L'arte è patrimonio di tutti. Degli artisti, dei musei, delle gallerie, dei critici, degli agenti, delle istituzioni. Ma soprattutto l'arte è negli occhi di chi la guarda. Oggi la separazione tra spettatore e creatore non ha più senso. La visualizzazione passa da essere un'azione passiva ad una esperienziale. La differenza tra emozione e sentimento è l'io. E l'io è il creatore nascosto che da forma al mondo interiore ed esteriore in cui viviamo. Benvenuti nell'era dell'artizzazione di massa.

Imbued.
I art therefore I'm.



Sautón



PRODOTTI

ESIGENZE

LIFESTYLE

CORSI

BLOG

Accedi

WishList

Carrello

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IL TUO PASTO KETO PRONTO IN 5 MINUTI

Scopri i nuovi porridge proteici, ora ancora più deliziosi

SCOPRI DI PIÙ

PRODOTTI

BESTSELLER

PACCHETTI

ESIGENZE

ALIMENTI BIO

INTEGRATORI

ACCESSORI

IL DETOX PIÙ EFFICACE CHE ESISTA

SCOPRILO

PERDI FINO A UN KG AL GIORNO

SCOPRI IL KIT

ESIGENZE

DIETA CHETOGENICA

DIMAGRIRE

DIGESTIONE

ARTICOLAZIONI

COLESTEROLO

MUTAZIONE MTHFR

Unico.

COME IL TUO DNA.
COME IL TUO PIANO NUTRIZIONALE.

SCOPRI IL TEST GENETICO

MANGIARE SANO NON DEVE ESSERE COMPLICATO

Dimentica le calorie, le teorie contrastanti, i regimi estremi e le ore passate in cucina.

Il SAUTÓN Approach unisce il meglio delle Medicine Antiche e delle ricerche moderne per guidarti a ritrovare salute, energia e forma fisica con semplicità, per tutta la vita.

Si basa su 35 anni di esperienza sul campo ed è stato seguito da oltre 140.000 persone, inclusi medici, sportivi e psichiatri che lo usano nel proprio lavoro.

SCOPRI IL METODO

LIFESTYLE

SPORT

ENERGIA E STRESS

BIMBI

ANTI-AGING

VEGAN

SHAKE PROTEICI CHETOGENICI

SCOPRILI

IL PANE CON ZERO CARBOIDRATI

SCOPRILO

BEST SELLER

GHI

★★★★★ 479 recensioni

Burro chiarificato biologico

€12,50 – €23,50

AGGIUNGI

OLIO DI COCCO

★★★★★ 378 recensioni

Olio di cocco biologico

€9,00 – €26,00

IN ARRIVO

PROBIOTICS

★★★★★ 304 recensioni

Probiotici ad alta concentrazione

€33,00

AGGIUNGI

ENZYMES

★★★★★ 202 recensioni

Integratore di enzimi sistemici

€38,00

AGGIUNGI

ULTIMI ARRIVI

Keto Porridge Vegan

-43%

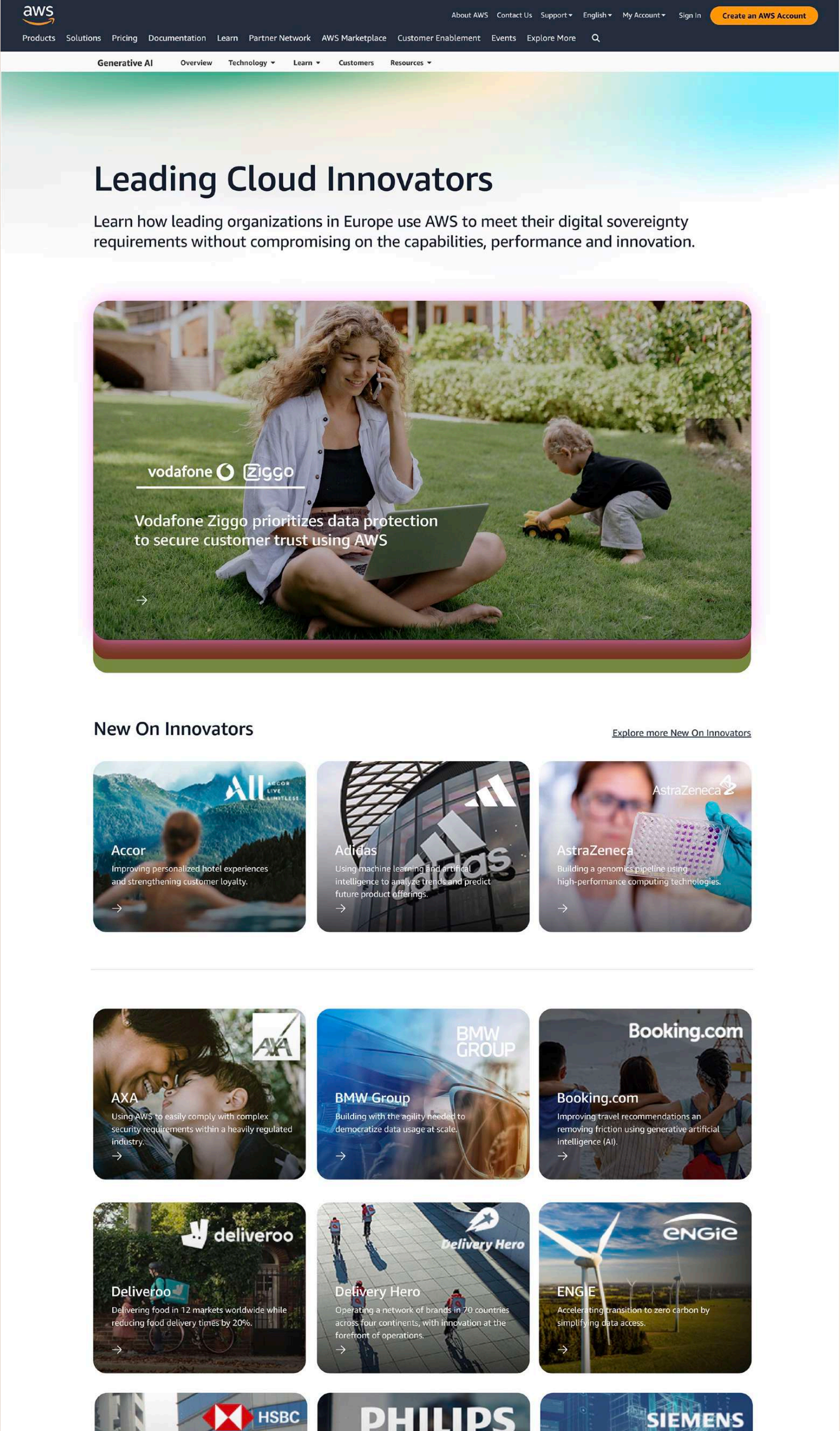
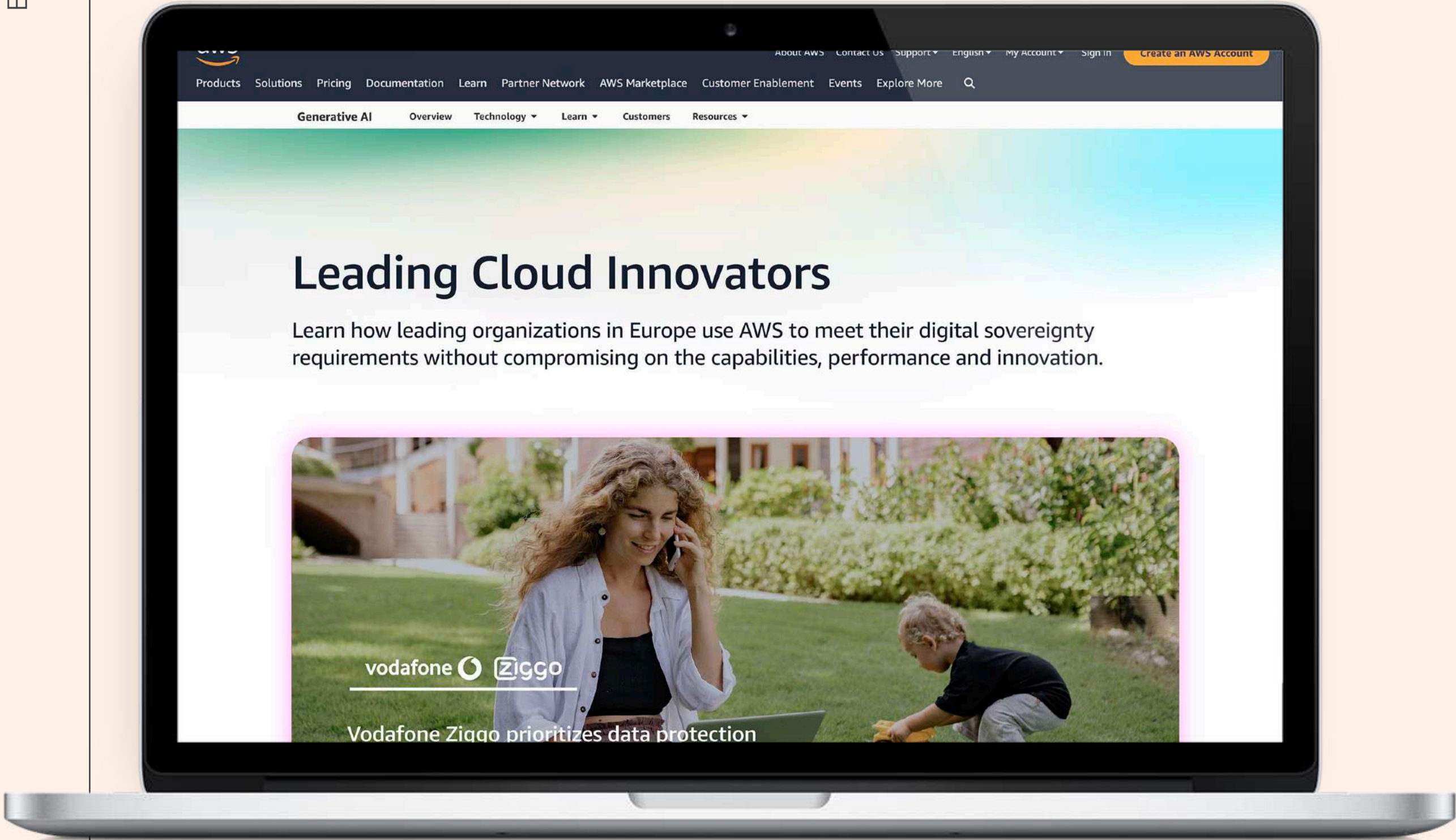
VANILLA

KETO PORRIDGE VANILLA

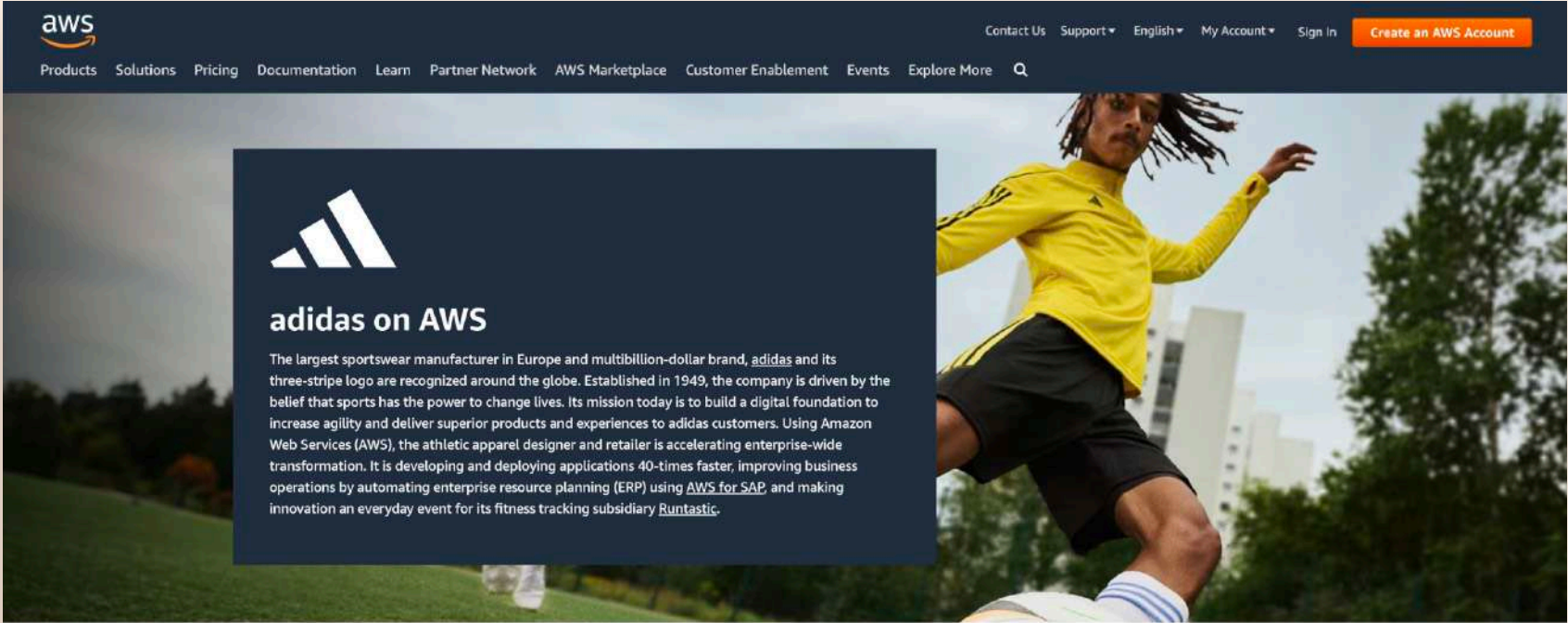
VANILLA

Hello, we are Chap19

AWS



AWS



From big data to enterprise resource planning (ERP), adidas runs its mission-critical platforms on Amazon Web Services (AWS). The company is using data streaming and machine learning to better connect with customers, while core SAP systems migrated to the AWS Cloud are helping to optimize global operations.

Continuous Innovation

Business Transformation

Migration

2024

adidas Centralizes Global Core Business Operations through Innovative ERP on AWS

adidas is on a mission to transform global operations by building new, scalable IT infrastructure and next-generation enterprise resource planning (ERP) in the cloud. It uses [SAP S/4HANA on AWS](#) and [AWS for SAP](#) to automate its core ERP systems, streamlining business processes and positively impacting internal teams as well as customers.

[Read the case study »](#)

“

“We are shaping the future of the heart and soul of our company [...] We trust AWS to go through the journey with us as we get to each next round and complete the race.”

Dominik Meier
Senior Director of Platform Engineering, adidas

”

About adidas

Global business adidas has been designing and manufacturing athletic footwear, apparel, and accessories for more than 70 years. It is the largest sportswear manufacturer in Europe and the second largest in the world.

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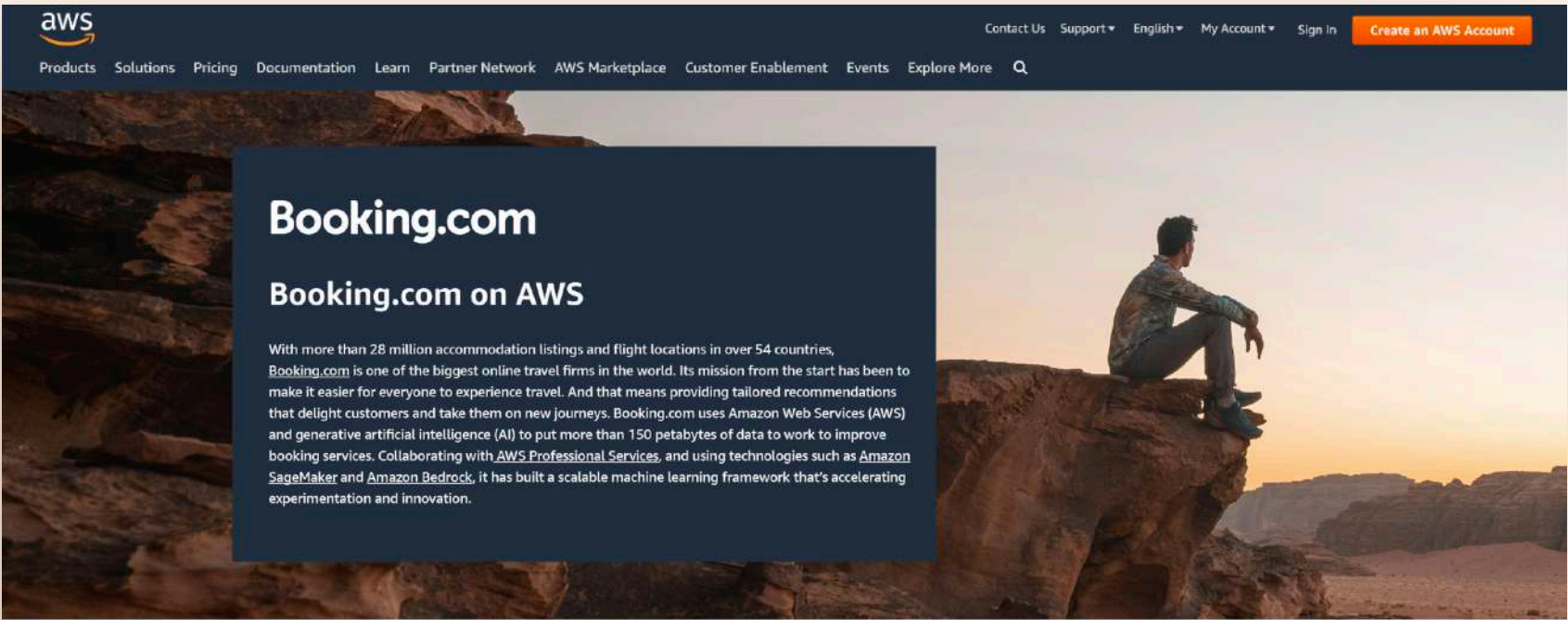
Facebook

LinkedIn

YouTube

Instagram

Email



For Booking.com customers, recommendations are a big part of the experience. The online travel firm uses Amazon Web Services (AWS) to handle 150 petabytes of data, applying generative artificial intelligence (AI) and fine-tuning language models to provide users with relevant, personalized suggestions for destinations, attractions, and more.

Machine Learning

Continuous Innovation

2023

Booking.com Helps Customers Experience a New World of Travel Using AWS and Generative AI

Booking.com is using the power of generative artificial intelligence (AI) to improve destination and accommodation recommendations for customers worldwide. It builds, trains, and deploys machine learning models in [Amazon SageMaker](#), giving its platform the edge in travel inspiration.

[Read the case study »](#)

“

“We’re furthering our customer-centric ambitions using Amazon SageMaker. With its broad capabilities we can provide the best experience.”

Thomas Davey
Vice President of Big Data and Machine Learning, Booking.com

”

2023

How Booking.com Modernized Its ML Experimentation Framework with Amazon SageMaker

Booking.com’s search and recommendation algorithms are critical to providing customers with a seamless service. Collaborating with [AWS Professional Services](#) and using [Amazon SageMaker](#), the company’s Ranking team built a solution to accelerate time to market for improved machine learning models. This is helping to optimize model training and increase the speed of experimentation.

[Read the blog »](#)

About Booking.com

Established in 1996 in Amsterdam, Booking.com set out with the ambition of taking the friction out of travel. Today, it’s one of the world’s largest digital travel companies, helping millions of customers book their perfect trip—from flights and accommodation to rental cars and attractions.

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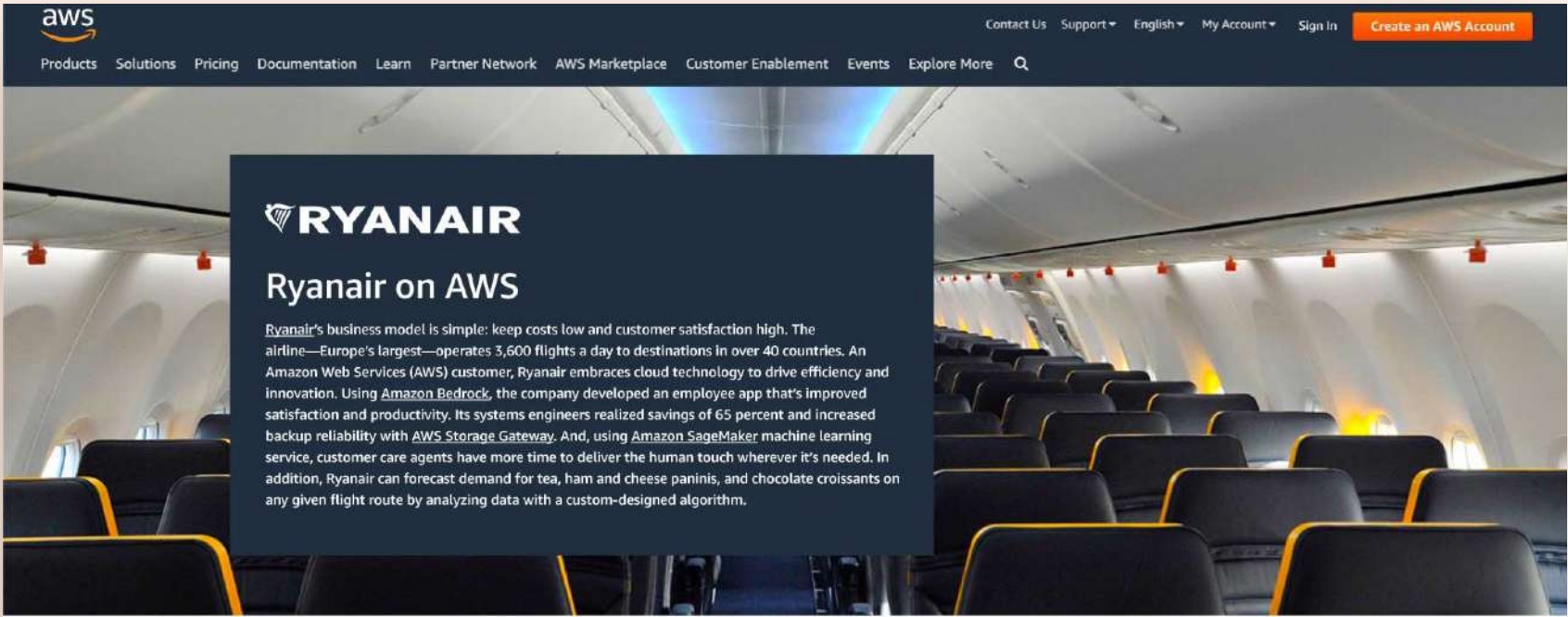
LinkedIn

YouTube

Instagram

Email

AWS



Ryanair continues to revolutionize the airline industry, focusing on cloud-driven value and service. Using Amazon Web Services (AWS) technology—from backup solutions to machine learning innovation—the airline is supporting better employee and customer experiences, running the business with greater efficiency, and preparing the runway for growth.

Artificial Intelligence

Continuous Innovation

Business Applications

Storage Solutions

2019

Ryanair Improves Customer Support Using Amazon SageMaker

As part of Ryanair's customer care improvement initiative, it developed a solution to liberate agents from routine enquiries, giving them more time to solve problems that require a human touch. The airline worked with [Cation Consulting](#), an [Amazon Web Services \(AWS\) Partner](#), to build a chatbot using [Amazon SageMaker](#) and [Amazon Lex](#).

Watch the video »

“We wanted to leverage AI technology powered by AWS in order to boost our customers' experience.”

Lee Reddin
Head of Service Design, Ryanair

2024

Ryanair, Europe's Largest Airline, Revolutionizes Air Travel with Amazon Bedrock and Amazon Connect

For Ryanair, exceptional customer experience starts with exceptional employee experience. So the airline built an employee app, leveraging Amazon Web Services (AWS) AI solutions including [Amazon Bedrock](#) to boost workforce productivity and satisfaction. Plus, using [Amazon Connect](#), it's streamlining customer service processes to increase efficiency, improve customer interactions, and drive growth.

Watch the video »

“We built our employee app on Amazon Bedrock, and it's been hugely successful for Ryanair and our growth.”

Eddie Wilson
CEO, Ryanair

20XX

Deliveroo's Cloud Journey on AWS

Continuous Innovation

Machine Learning

2019

Deliveroo: A Journey with AWS

Deliveroo has been using AWS since 2017 to give its digital-first business the scale to grow and the sophisticated tools to delight customers and drive on-going efficiency. Here, chief information officer Will Sprunt talks about Deliveroo's vision of becoming "the definitive food company," and how the business scales seamlessly and puts data at the heart of its decision-making using AWS.

Watch the reInvent session »

2020

The Awkward Teenager: Learning from One UK Unicorn's Story

From 20-person startup to enterprise with more than 300 engineers, Deliveroo has shared a journey with AWS since 2017. At this reInvent session, Alison Bell, Deliveroo senior technical program manager, talks about the food delivery firm's hypergrowth challenges and how new ways of working and onboarding help continued business expansion and innovation.

Watch the reInvent session »

2020

AWS Support—In Deliveroo's Words

Providing value to customers is Deliveroo's top priority. In this video, Amy Harms, senior engineering manager at Deliveroo, talks about how the company can deliver exceptional services to customers through the support it receives from AWS and its Technical Account Manager.

Watch the video »

“You can't grow the way we've grown or build the things we've built if you don't have fantastic, constructive, proactive support.”

Amy Harms
Senior Engineering Manager, Deliveroo

Hello, we are Chap19

Business Transformation


Sustainability


2022

Heineken Taps the Cloud to Become Best-Connected Brewer

For [Heineken](#), digital transformation is all about connection. Whether that's connecting employees to the right data, connecting equipment with Internet of Things (IoT) technology, or connecting its 165 breweries through its Connected Brewery platform running on AWS. Using cloud technology, the business is driving innovation and efficiency—making processes smarter, minimizing downtimes, and optimizing production—to better meet the needs of customers.

[Read the digital transformation case study »](#)





“We want to offer a seamless digital experience to all our consumers and customers, across all our touchpoints.”

Ronald den Elzen
Chief Digital and Technology Officer, Heineken

2022

Fireside Chat: Heineken Works with AWS Partner Schuberg Philis to Create Its Connected Brewery Platform—Which Gleans Production Insights

How do you connect hundreds of breweries across the world, optimizing production with data-driven insight? Join this fireside chat to find out. **Michiel Maagd**—head of global govt affairs for the Connected Brewery at Heineken—will be joined by AWS Partner Schuberg Philis.

TheFork's restaurant booking services stay cutting edge using Amazon Web Services (AWS). The company migrated to the cloud to modernize its infrastructure—boosting the performance of its website and mobile app, delivering a better user experience, and optimizing bookings for its restaurant partners.

Migration
Building efficiencies
in the cloud after migration

**Continuous
Innovation**
Ongoing improvements
to support transformation

About TheFork

A Tripadvisor company, [TheFork](#) has been transforming the online restaurant booking experience since 2007. It's a leader in the market, with 30 million downloads of its app, 20 million monthly visits, and 60,000 partner restaurants in 13 countries.

Clients we've been working with



What they say about us

“We have started working with Chap19 in 2020 mainly for AWS Europe Milano Region Launch and AWS Africa Cape Town Region Launch. Given the COVID restrictions, it was particularly challenging to produce video assets in 2020 but Chap19 managed to find inventive ways to overcome challenges. We were impressed with the bar raising quality of the video and design assets, therefore we continued in 2021 working on EU Data Protection website, social campaign and paid media creativity. Coming to 2022, we’ve been working with Chap19 for AWS is HOW landing pages, Leading Cloud Innovators, plus other customer reference projects such as the testimonials in AWS Summit London. We recommend Chap19 as a great agency for AWS especially when it comes to design, creativity and video, and I want to particularly praise their fast response time and their flexibility in delivering challenging projects.”

Maria Ciolpan.

AWS Head of Global Customer References.



KEY FIGURES

Cristina Spinelli



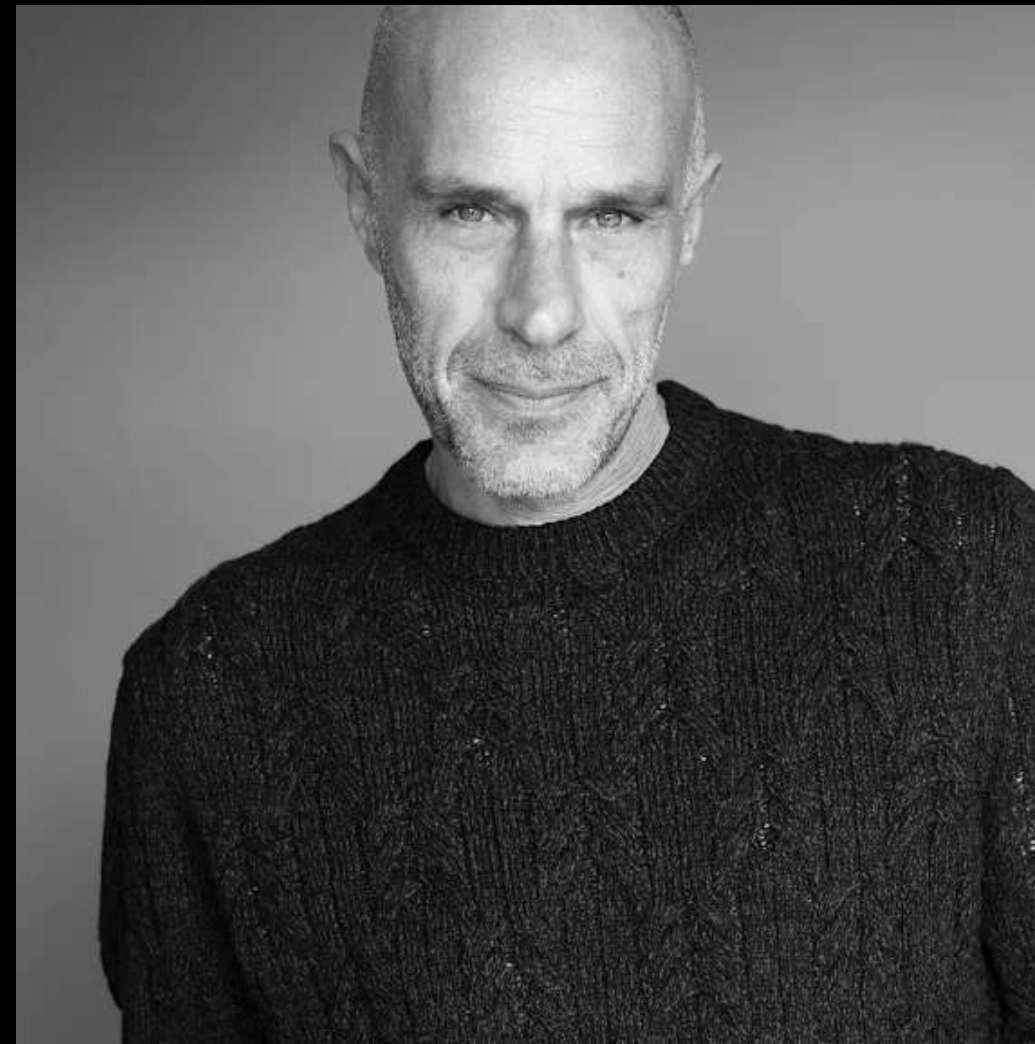
23 years of experience in Global Marketing and Media between Italy, London and New York. She drove marketing, media and digital strategies across several outstanding companies, from leading account teams in top international advertising agencies such as Saatchi & Saatchi and JWT, to developing global communication, digital and media plans for entertainment companies such as Sony Pictures and Warner Bros and multinationals such as Unilever.

Alfredo Ruggieri



25 years spent in ADV, Branding, Marketing, Content Production, Writing and Filmmaking. In his previous life he was Associate Creative Director at JWT, he graduated from the New York Film Academy and he was awarded a Cannes Lion - TV Commercial in 2006.

Patrizio Marini



Communication Researcher and partner at The Soon Institute Amsterdam. His background, which includes graphic design, illustration, photography and directing, has brought him to become open-minded towards expressions of all media-neutral creativity. Patrizio's agency experience includes BGS Barbella Gagliardi Saffirio, JWT and Publicis.

Daria Albanese



20 years spent working as Art Director and Associate Creative Director at multinationals such as McCann Eriksson, JWT and Reply. She has led advertising projects from strategy to execution for international clients such as Unilever, Nestlé, Loacker, Piaggio, Estee Lauder, Dolce & Gabbana, Acea, Enel, Johnson&Johnson. She is creative and curious, her background includes illustration and graphic design, but she is also pragmatic and guided by sharp logical thinking.

Chap19.

Thanks.

