



aws



Case Study

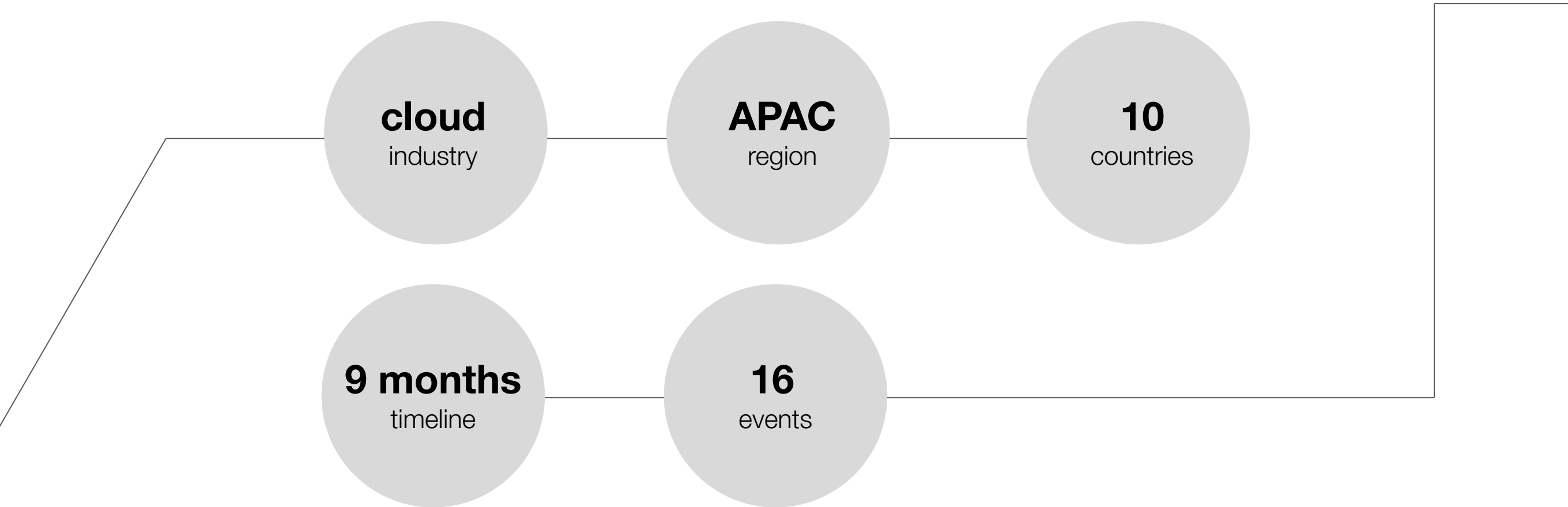


Why Ortus

At the beginning of 2022, AWS sought to provide business leaders across APAC with critical insights on the benefits of their cloud, AI/ML, and metaverse solutions in optimising operations and driving revenue. To accomplish this objective, AWS partnered with The Ortus Club, to support their B2B lead generation.

Prior to the campaign, AWS and The Ortus Club collaborated in 2020 and 2021 to drive the IT giant’s outreach efforts in enterprise analytics and remote customer engagement. Over the last three years, The Ortus Club also worked closely with other leading organisations for their cloud integration, fintech, and customer experience efforts. These Ortus-powered ventures generated multiple long-term leads for each business through what The Ortus Club knew and did best: knowledge sharing.

The AWS target brief: APAC business leaders in IT, data, BFSI, BPO, professional services, consumer electronics, retail and wholesale, CPG, telecommunications, and healthcare. Titles included CEO, COO, CISO, CFO, CTO, and VP, Head, and Director of Information Security, Data, Digital Transformation, Innovation, Finance, and CX.





The project



Context

As a leading name in the cloud solutions space, AWS continues to expand its reach to more businesses in APAC and ASEAN, advocating continuous innovation in IT infrastructure. While the company's mandate is clear, communicating their unique proposition to clients' leadership can be a tall order.



Challenge

To bolster its outbound marketing, AWS aimed to open discourses on various enterprise applications in cloud computing, AI/ML, and the metaverse through roundtables and masterclasses. The trouble lay in doing so without self-promoting, and additional market research and marketing events expertise could make all the difference.



Solution

The Ortus Club, whose expertise matched AWS' objective, proved key. The years-long partnership between the two pioneering organisations successfully generated leads in multiple sectors across a broad region. Ortus knowledge-sharing savvy and full AWS cooperation paved the way for a milestone collaborative effort.





The participants

AWS and The Ortus Club mounted a series of knowledge-sharing events, where key executives from different industries could discuss various topics, including AI-powered enterprise growth, data-driven innovation, and next-level CX and EX, among others.

Notable participants included:

- Chief Architect of Bank BTN
- Chief Data Officer of BTS Group Holdings
- Chief Digital & Transformation Officer of Maxicare
- CIO and FVP Head of Digital Infra & Operations of Bank of Commerce
- CTO of Rizal Commercial Banking
- CISO of Maybank
- Chief Digital Officer of AXA Insurance Thailand
- CIO and Head of Information Systems Department of Robinsons Land Corporation
- CTO of KMC Solutions
- CISO of Mynt



The moderators

The Ortus Club enlisted only the top moderators and panelists in the business world to enhance the events, driving energetic discussions and active involvement.

In attendance were:

- Chief Data Officer of Phoenix Petroleum Philippines, Inc
- CISO of Aboitiz Equity Ventures
- CTO of Prodigy
- Partner, CIO, and Head of Cybersecurity & IT Advisory of KPMG Philippines
- President and CEO of JF & Associates Global Consultancy



The experience

In-person event guests were treated to the finest locations specially curated by The Ortus Club.

Top venues included:

- Shangri-La The Fort, Manila
- Blackbird, Manila
- QT, Sydney





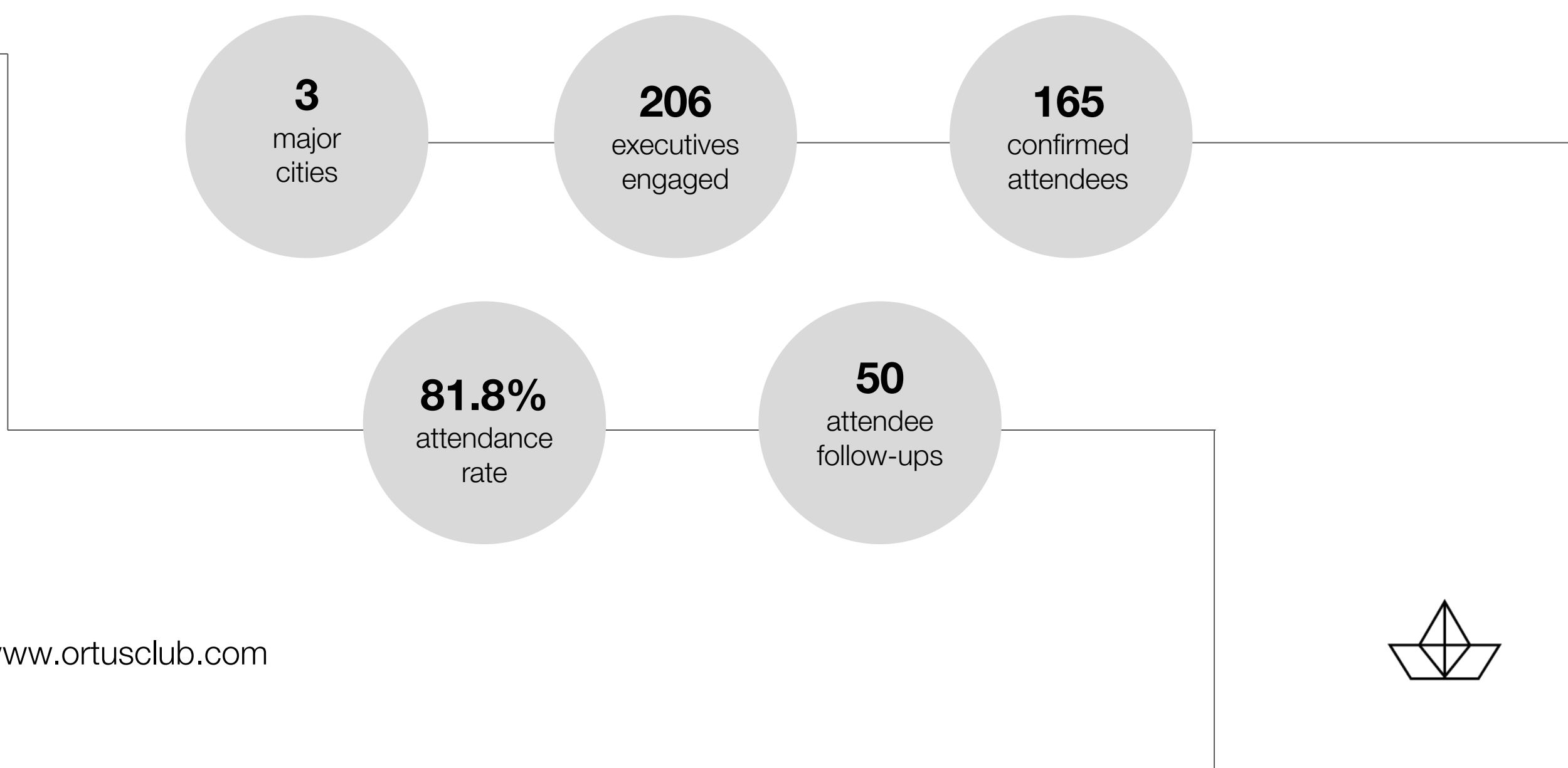
The results

The Ortus Club helped AWS expand its advocacy, reach hundreds of top-level decision-makers, and successfully mount 16 knowledge-sharing events within the Asia-Pacific region.

From February to November 2022, both companies hosted 7 in-person events across 3 major cities and 9 virtual events for business leaders within APAC. Overall, The Ortus Club engaged 206 senior executives, meeting 165 throughout a series of roundtables and masterclasses, and saw an attendance rate of 81.8%: 74.4% for in-person events and 86.3% for virtual events.

At the end of this 9-month-long project, The Ortus Club and AWS yielded over 50 follow-up contacts from attendees, who requested that AWS assess their existing cloud-driven business development strategies and provide long-term solutions.

Following the success of this collaboration, AWS will continue working The Ortus Club in 2023, aiming to explore even better opportunities to connect worldwide. Currently, they have 10 events slotted for APAC and other regions, with talks of more on the way.





***‘There were so many best practices
that were shared amongst us innovation leaders.
We should have more events like this in the future.’
- Director at VXI Global Solutions, LLC***



***‘I’d like to thank The Ortus Club and AWS for inviting me
to moderate. Wonderful stories and perspectives shared!’
- Director at PwC***



