

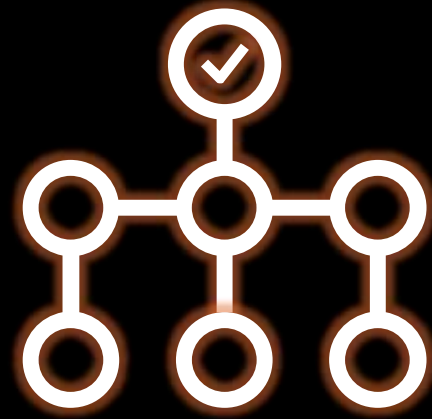


# Reinventing Your Business With Data

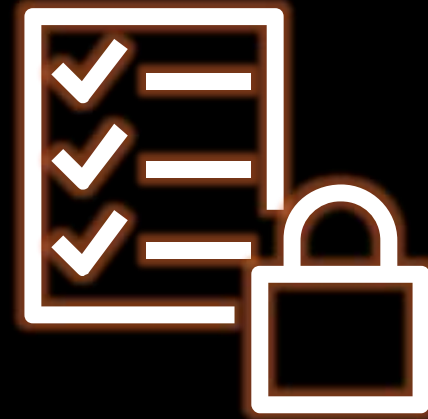
**RAHUL PATHAK**

Vice President, Analytics

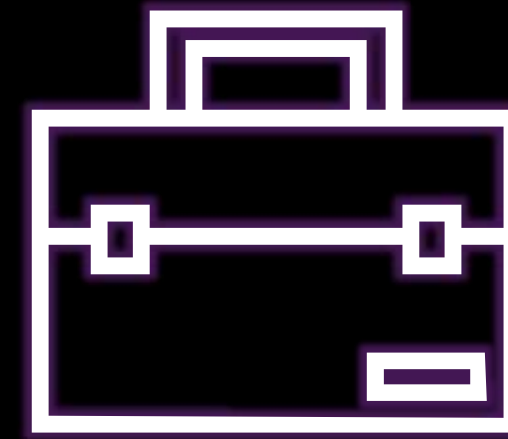
**The next wave of  
reinvention will  
be driven by data**



**DATA IS AN  
ORGANIZATIONAL ASSET**



**DATA IS ACCESSIBLE  
AND SECURE**



**DATA IS PUT  
TO WORK**

# Customer Challenges

More data than ever

Data sources are siloed

ML inertia and skill gap

Security, privacy, compliance



TO SURVIVE

**Cut costs**

**Perform at scale**

**Save time**

**Make decisions**

TO THRIVE

**You need a modern  
data strategy**

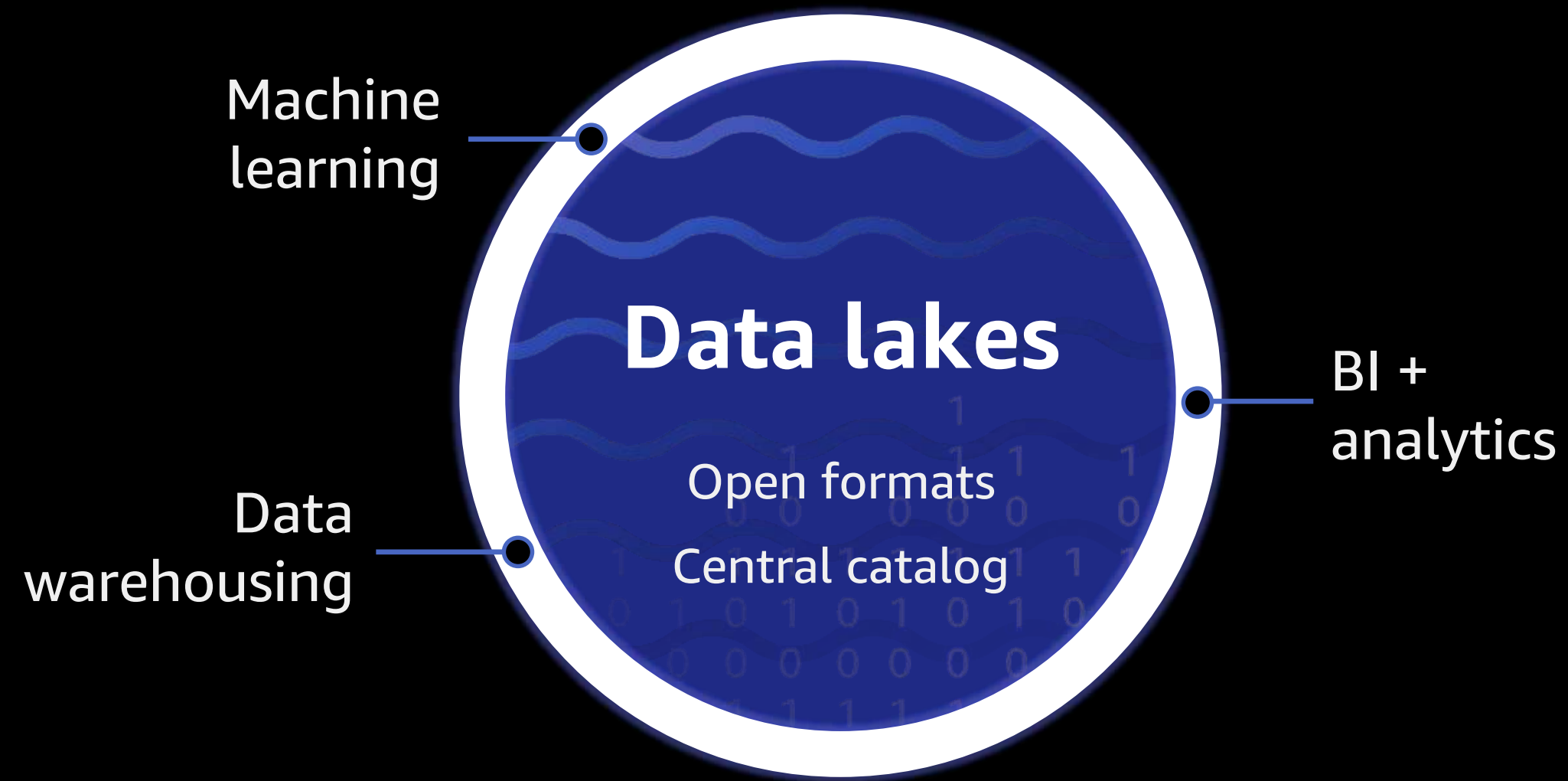
"AWS has been our preferred cloud provider for years, and its proven global infrastructure and expansive suite of services has contributed meaningfully to the incredible success of Disney+."

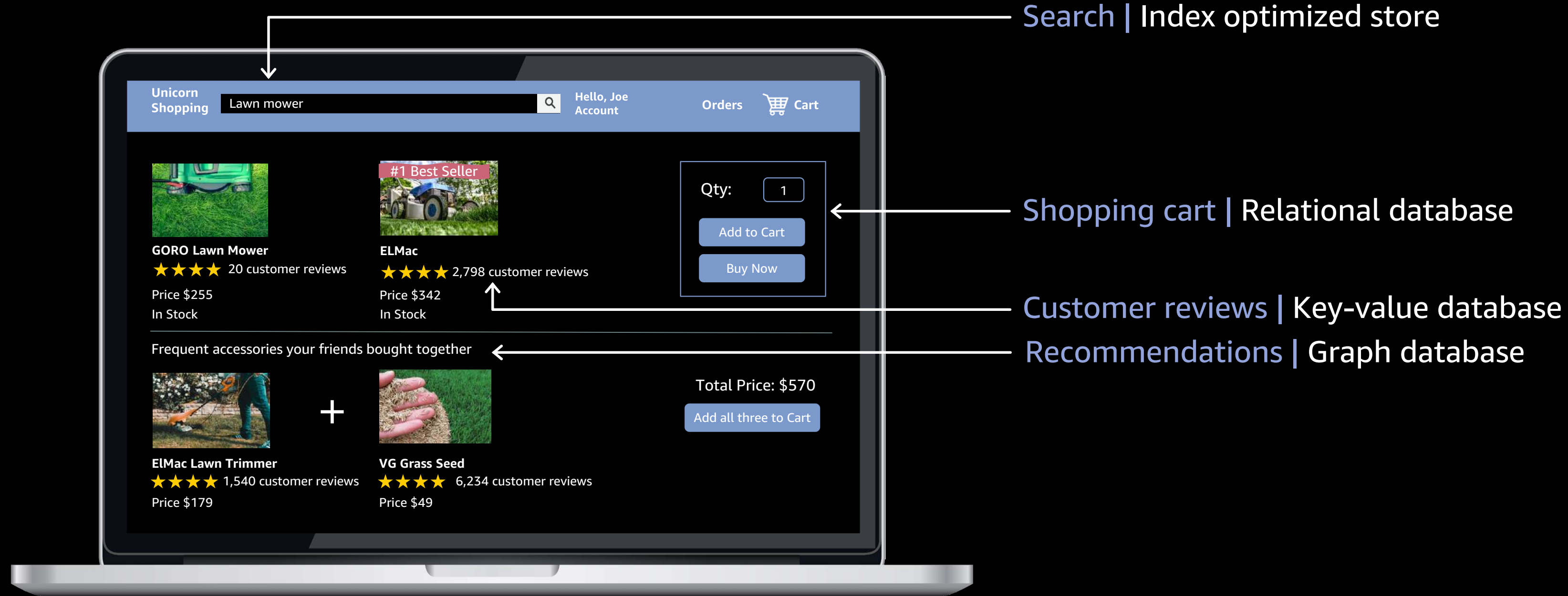
**JOE INZERILLO**

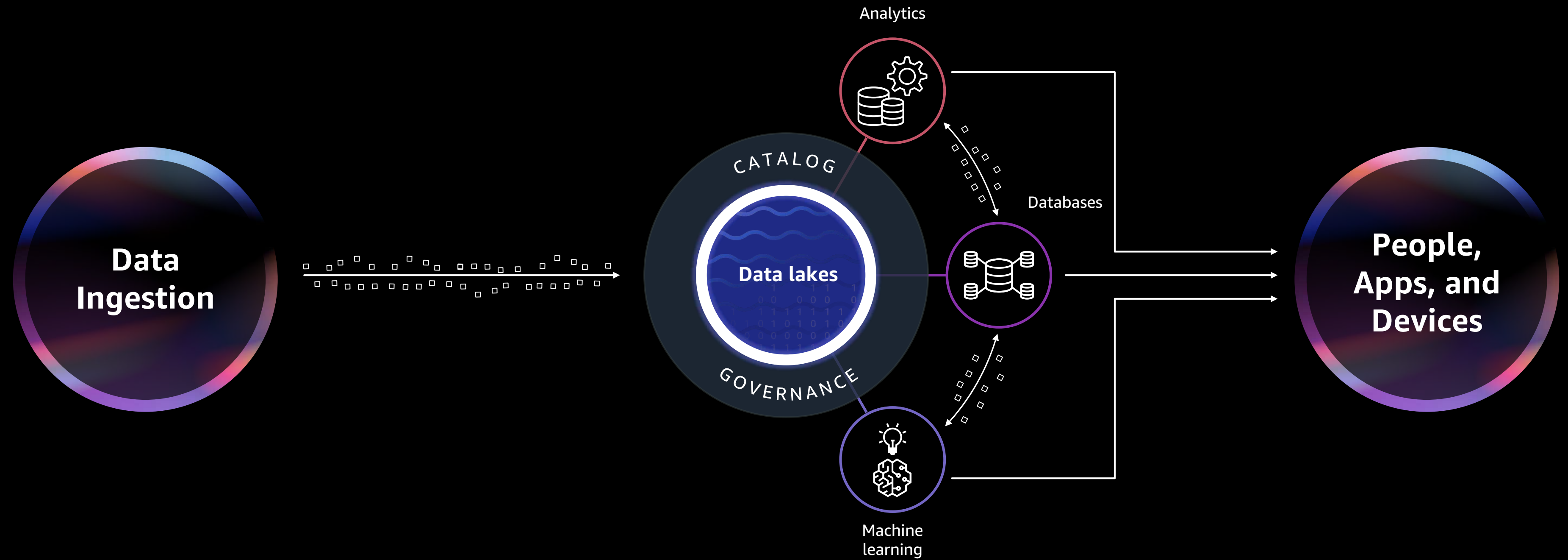
Executive Vice President & CTO, Direct-to-Consumer, The Walt Disney Company

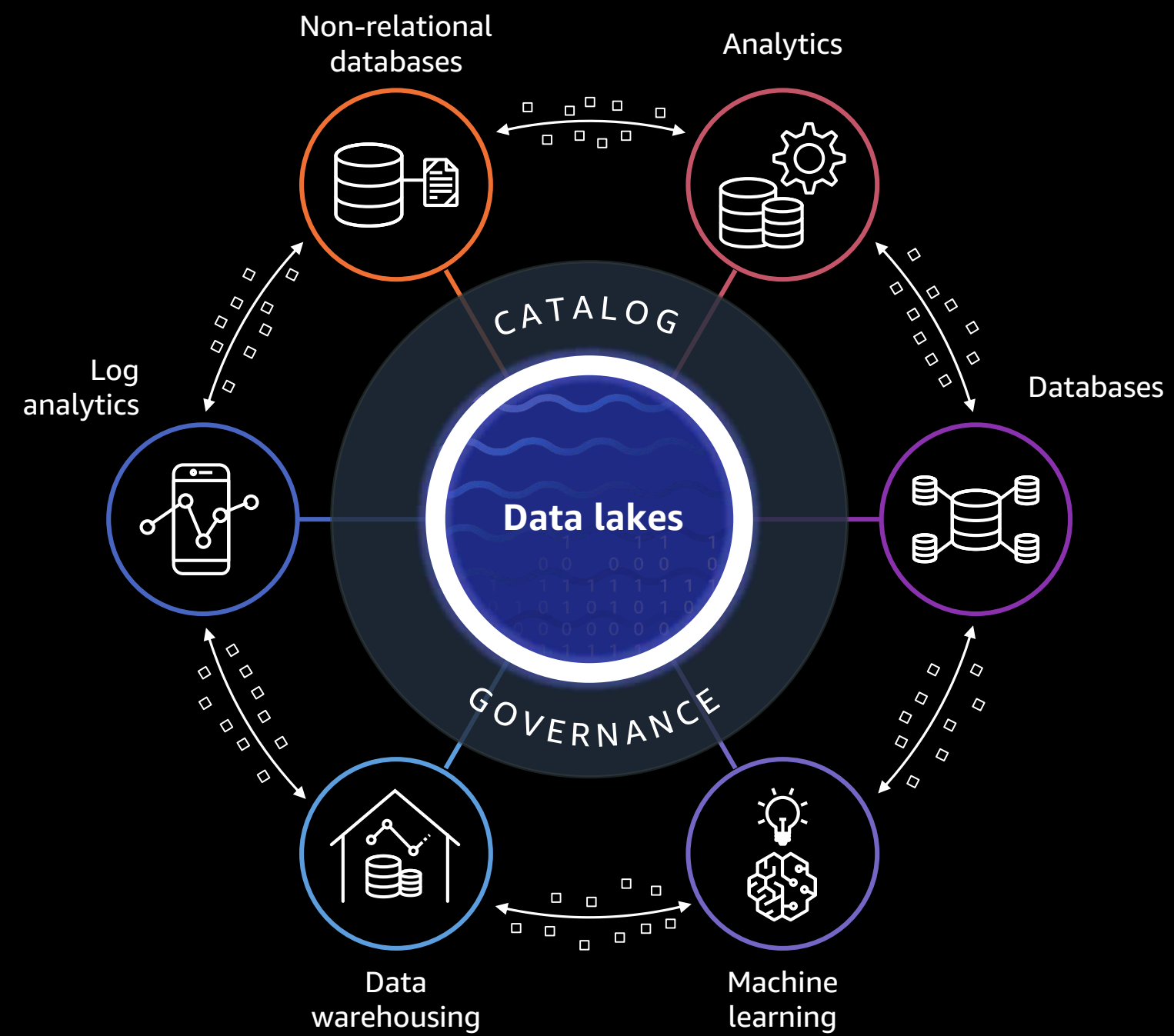




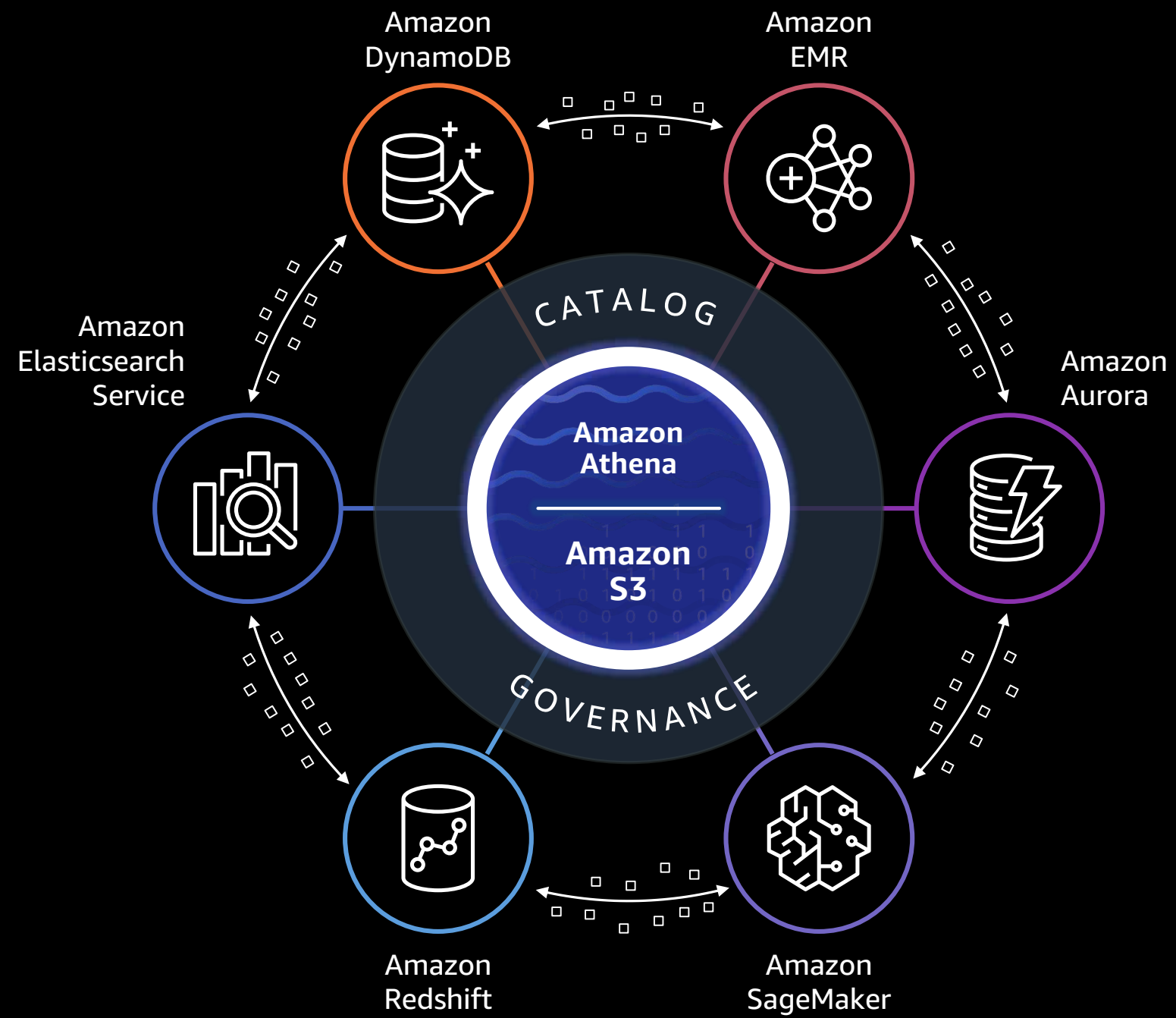










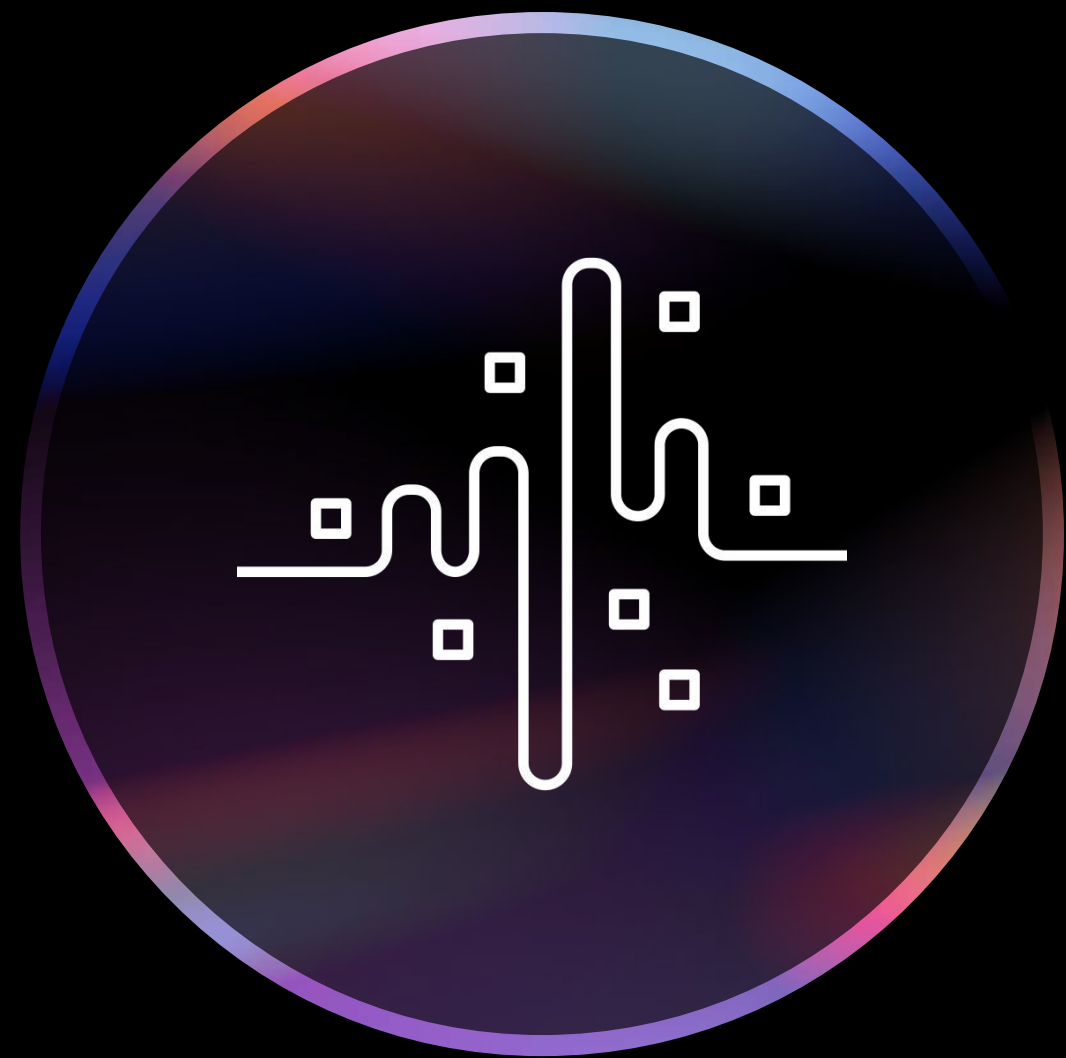




**Data at any scale**



**Best price-performance**



**Seamless data access**



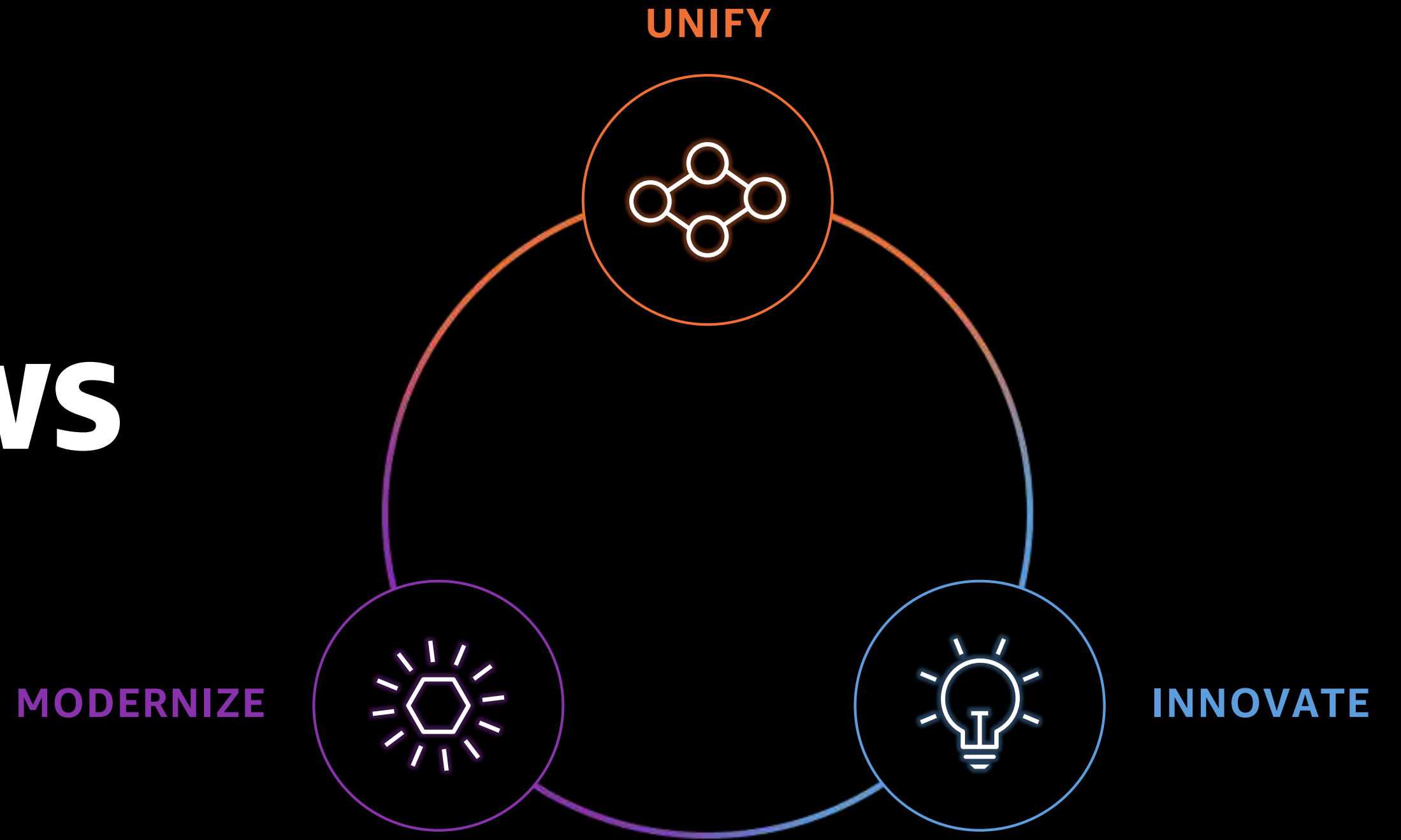
**Unified governance**





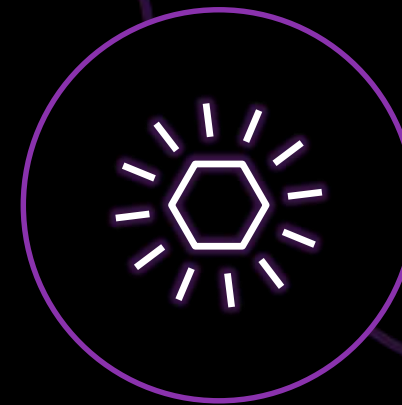
**AI and ML to solve  
business challenges**

# Modern Data Strategy on AWS

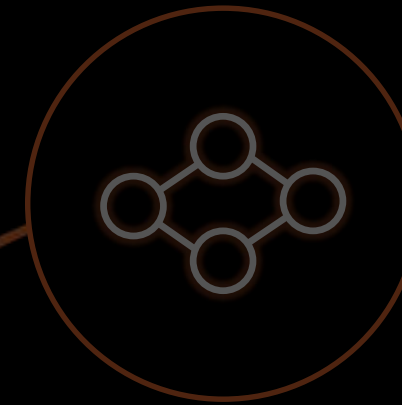


# Modern Data Strategy on AWS

MODERNIZE



UNIFY



INNOVATE

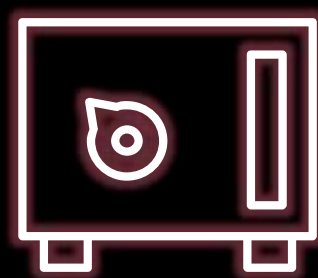
The Samsung logo is displayed in a bold, white, sans-serif font. It is positioned on the left side of the image, which has a dark background with a vertical gradient of purple and blue light on the left and a solid black background on the right. A thin vertical line separates the logo from the text on the right.

# SAMSUNG

Migrated 1.1 billion users across three continents to Amazon Aurora, cutting monthly database costs by 44%.



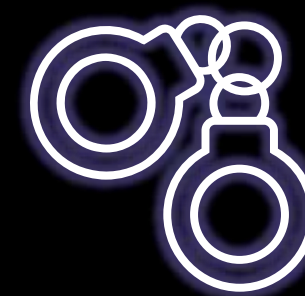
**VERY  
EXPENSIVE**



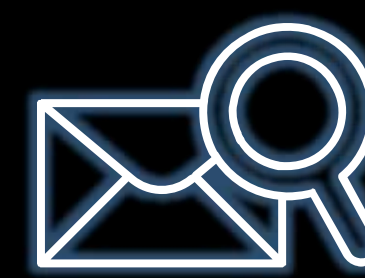
**PROPRIETARY**



**LOCK-IN**



**PUNITIVE  
LICENSING**



**YOU'VE  
GOT MAIL**



**Customers are  
moving to open  
databases**



Commercial-grade performance and reliability

# Amazon Aurora

MySQL and PostgreSQL compatible  
relational database built for the cloud

Performance of commercial-grade  
databases at 1/10th the cost

# 450,000+

databases have migrated to AWS





Amazon  
Aurora



Amazon  
RDS



Amazon  
DynamoDB



Amazon  
DocumentDB



Amazon  
ElastiCache



Amazon  
Keyspaces



Amazon  
Redshift



Amazon  
EMR



Amazon  
Elasticsearch  
Service



Amazon  
MSK



Amazon  
SageMaker



Relational  
databases

Oracle

Microsoft SQL Server

MySQL

PostgreSQL

MariaDB

Non-relational  
databases

Mongo DB

Cassandra

Redis

Memcached

Data  
warehouses

Oracle

Microsoft  
SQL Server

Netezza

Greenplum  
Database

Spark,  
Presto, Hive

Spark

Presto

Hadoop

Operational  
analytics

Elasticsearch

Logstash

Kibana

Real-time  
analytics

Kafka

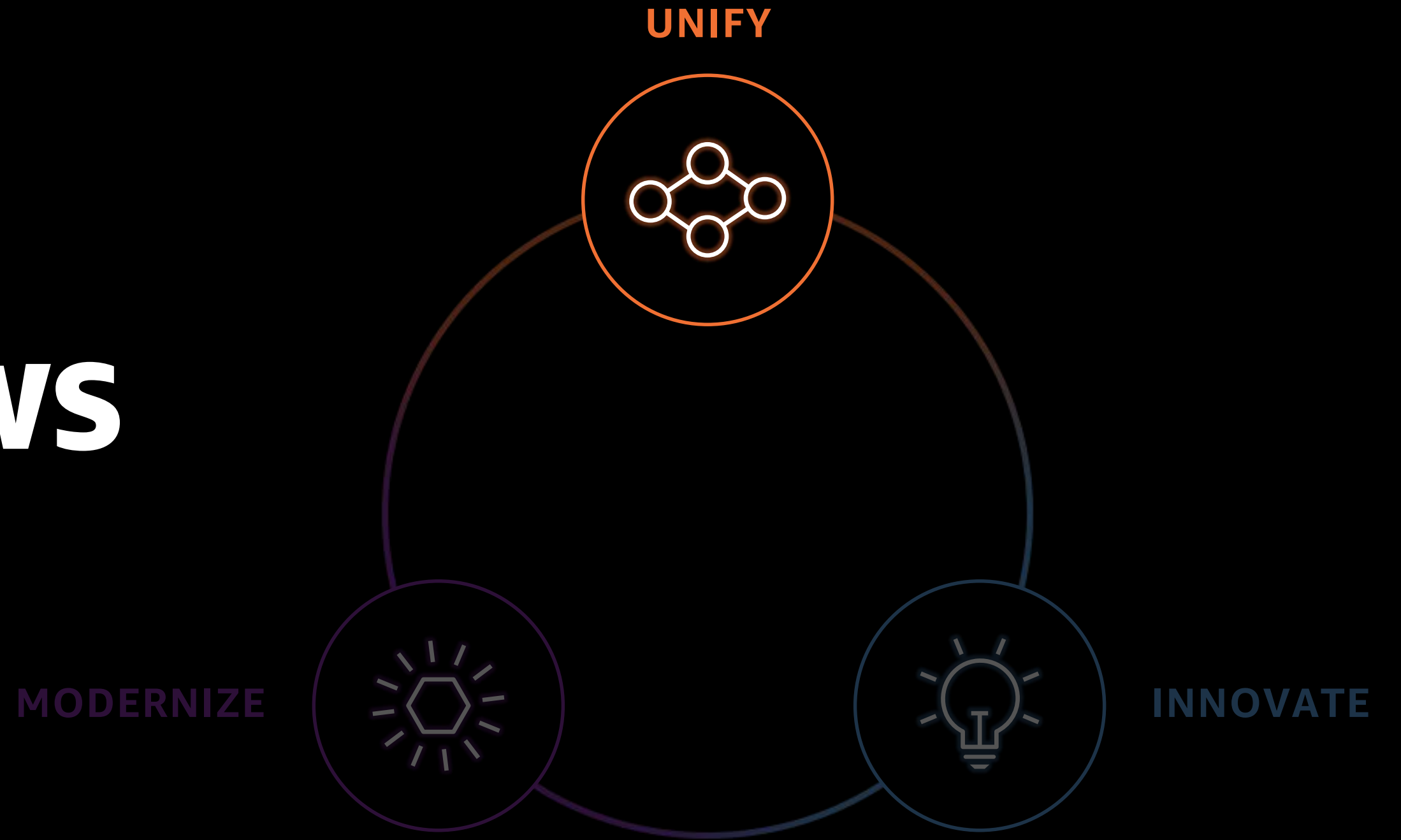
Machine  
Learning

TensorFlow

PyTorch

mxnet

# Modern Data Strategy on AWS







Collected 95 TB of data across 351 projects

Automated energy predictions

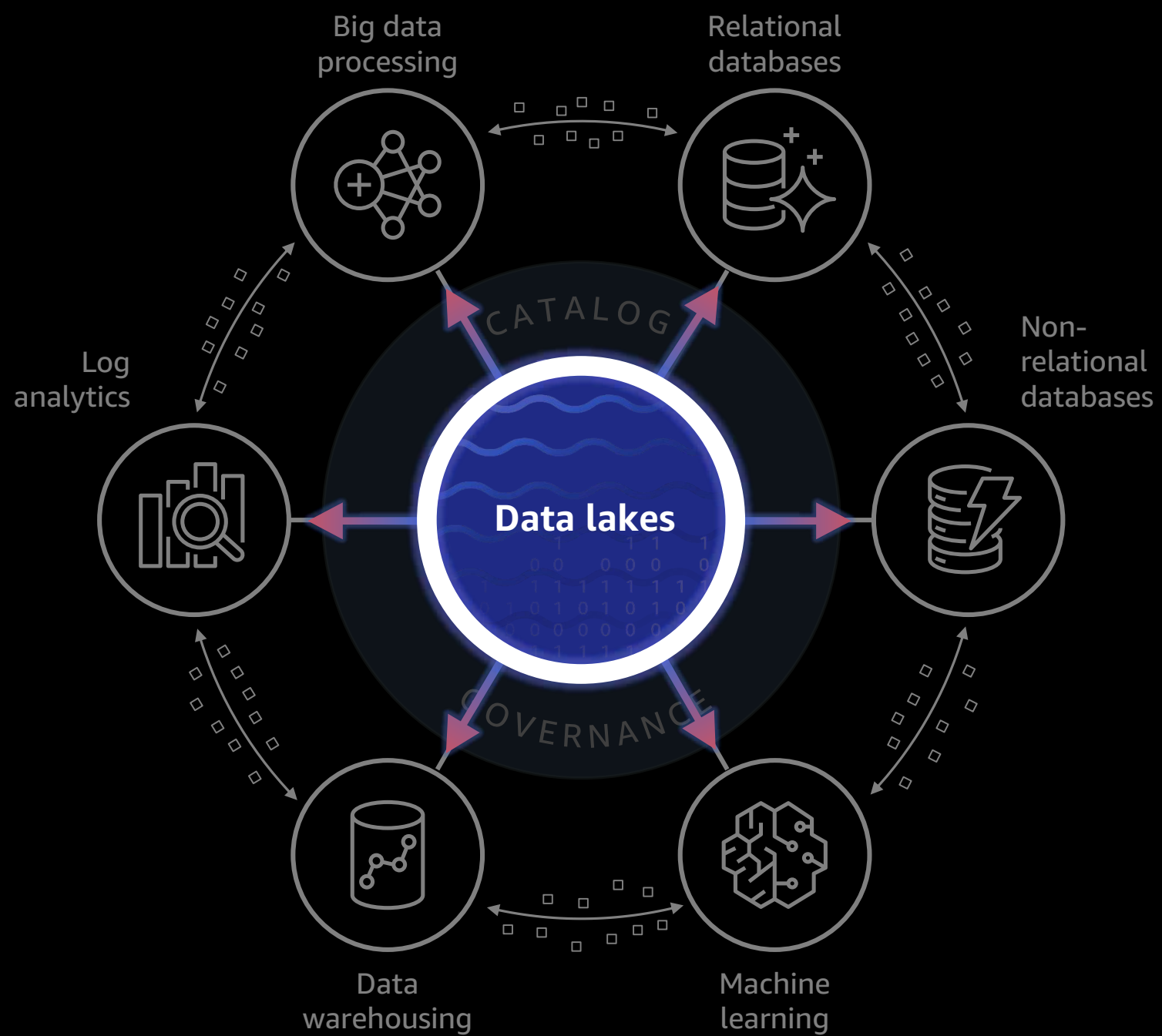
Maximized wind farm energy production

Built to store and retrieve  
any amount of data

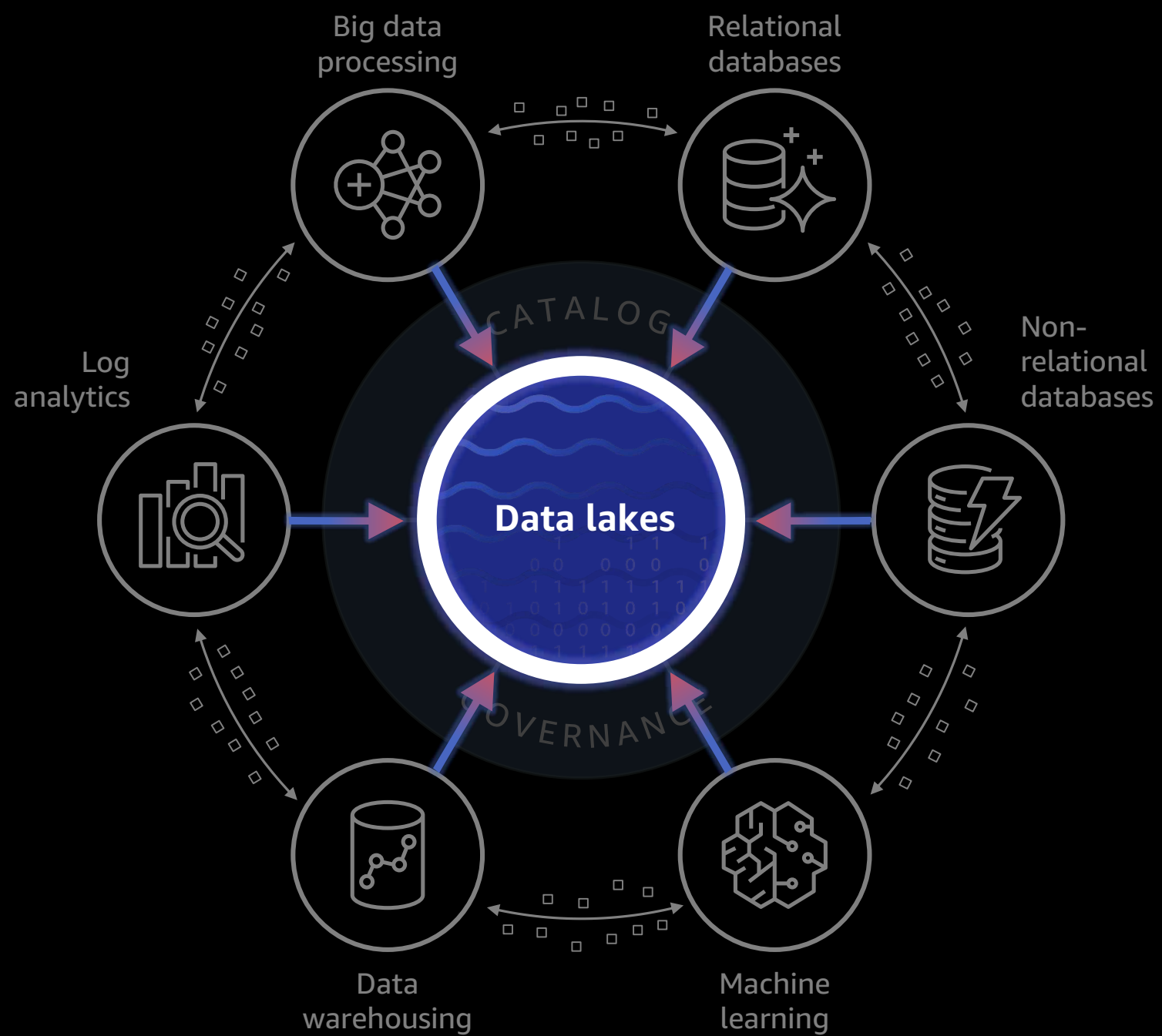


Broadest portfolio  
of analytics tools

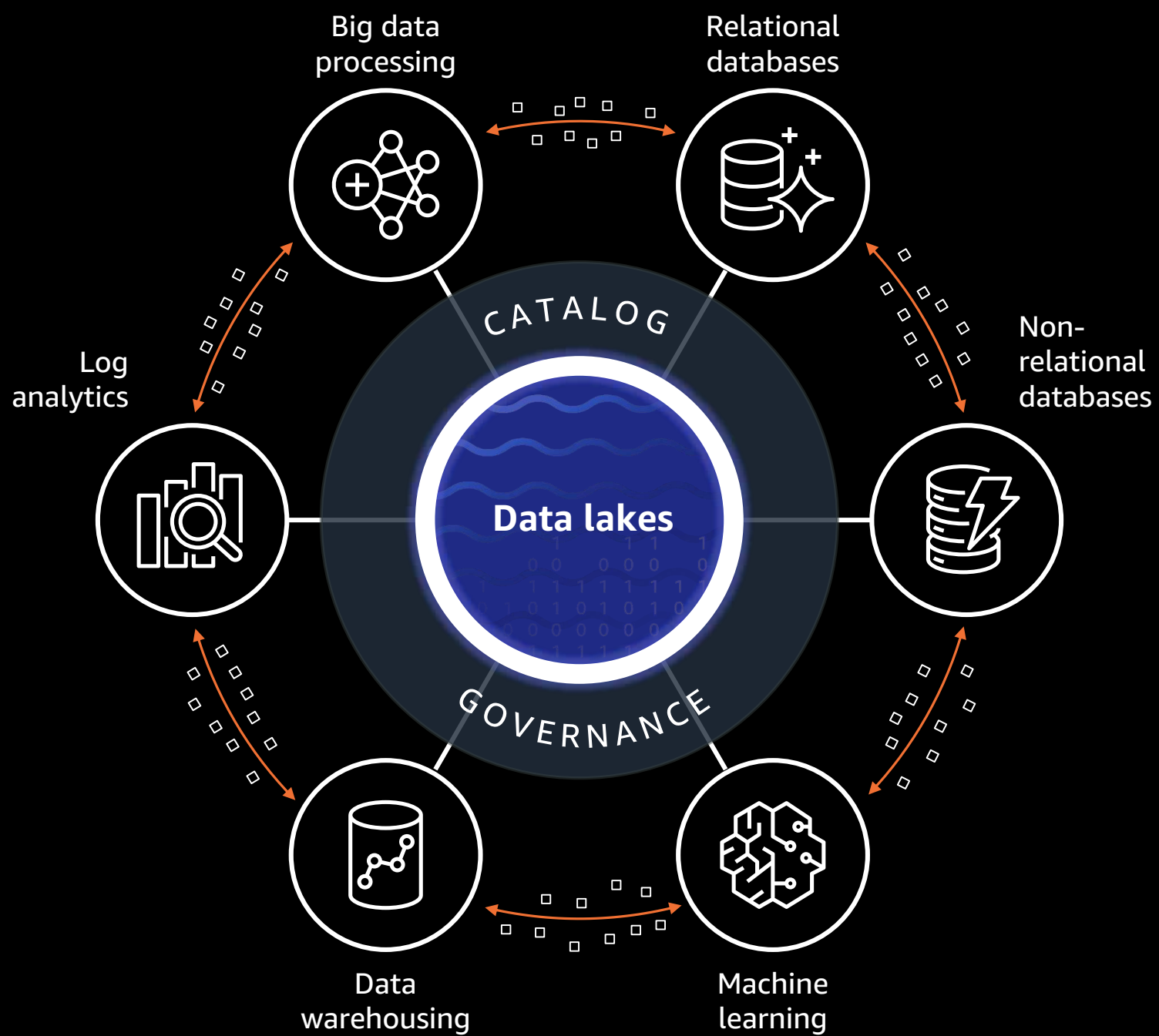
Unmatched durability,  
availability, and scalability



# Inside out

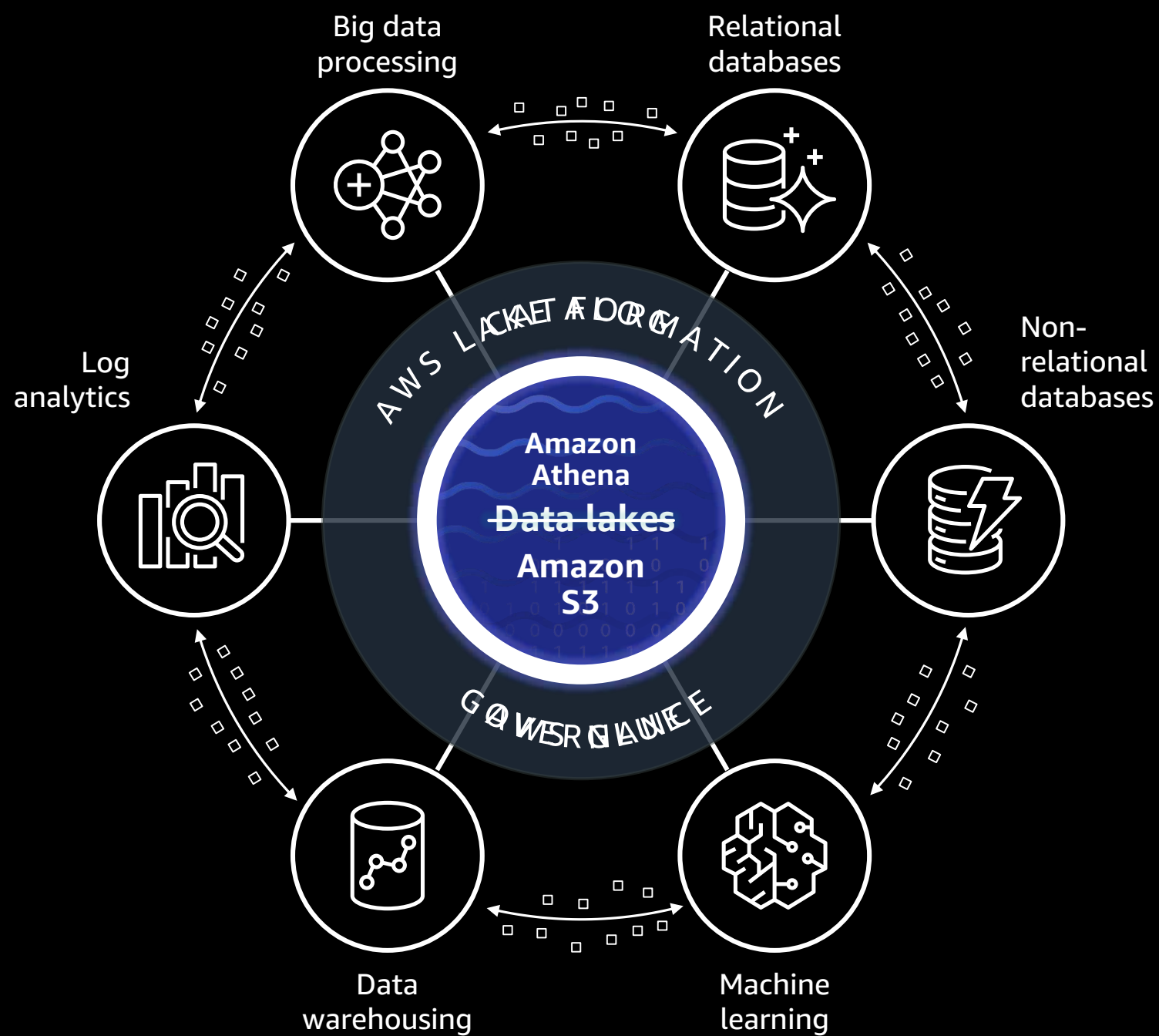


# Outside In



# Around the perimeter





# Lake house approach on AWS

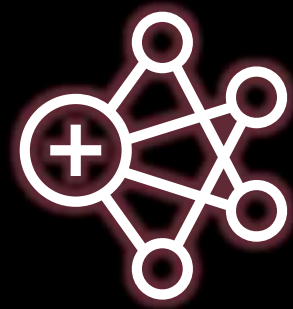


AMAZON  
ATHENA



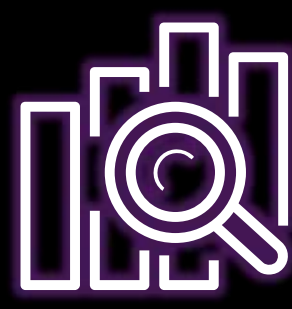
Interactive  
query

AMAZON  
EMR



Big data  
processing

AMAZON  
ELASTICSEARCH  
SERVICE



Log and  
search analytics

AMAZON KINESIS  
AND AMAZON MSK



Real-time  
analytics

AMAZON  
REDSHIFT



Data  
warehousing

# Amazon Redshift

**BUILT FOR THE CLOUD**



## **PERFORMANCE AT ANY SCALE**

Up to 3x better price performance than other cloud DW



## **ANALYZE ALL YOUR DATA**

Deepest integration with your data lake

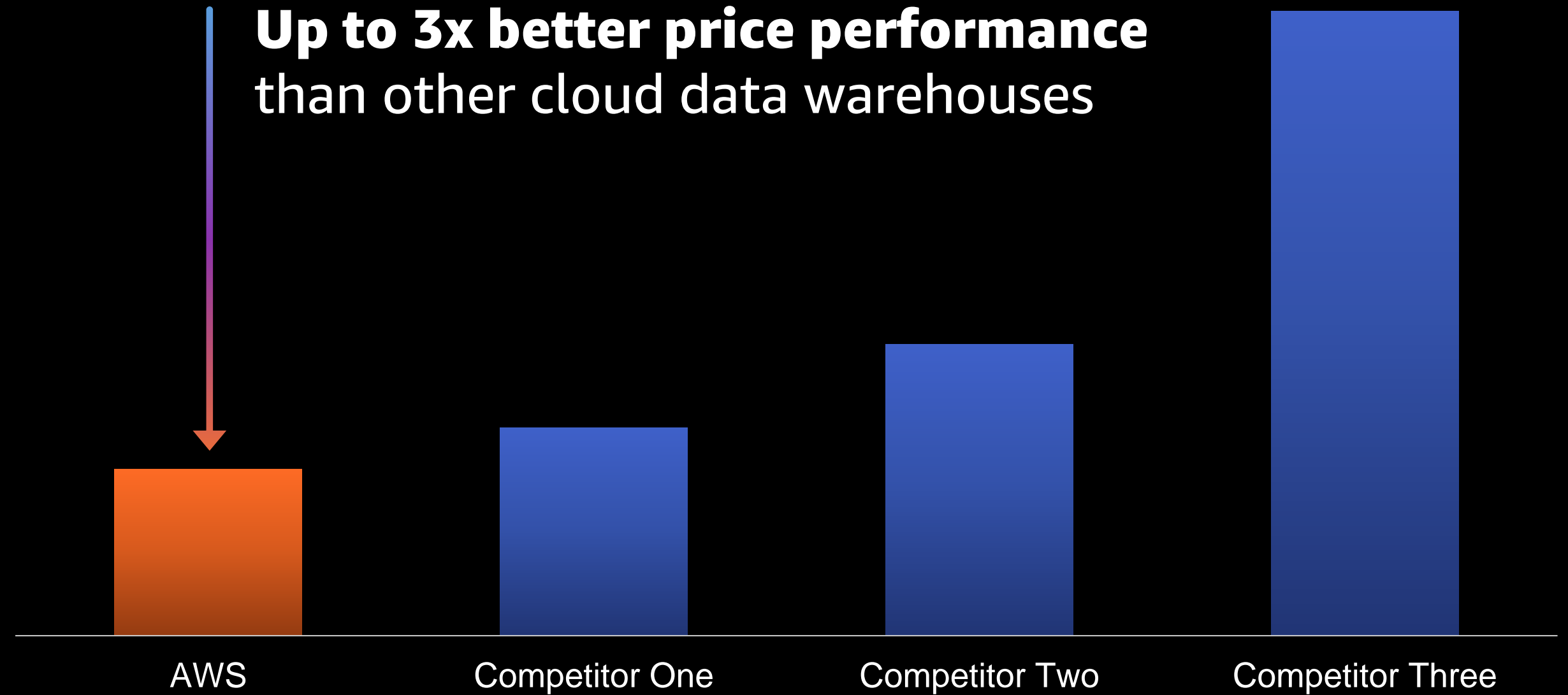


## **LOWER YOUR COSTS**

At least 50% less expensive than other cloud DW

# Amazon Redshift

BUILT FOR THE CLOUD



# Amazon Redshift

**BUILT FOR THE CLOUD**

AWS designed-hardware

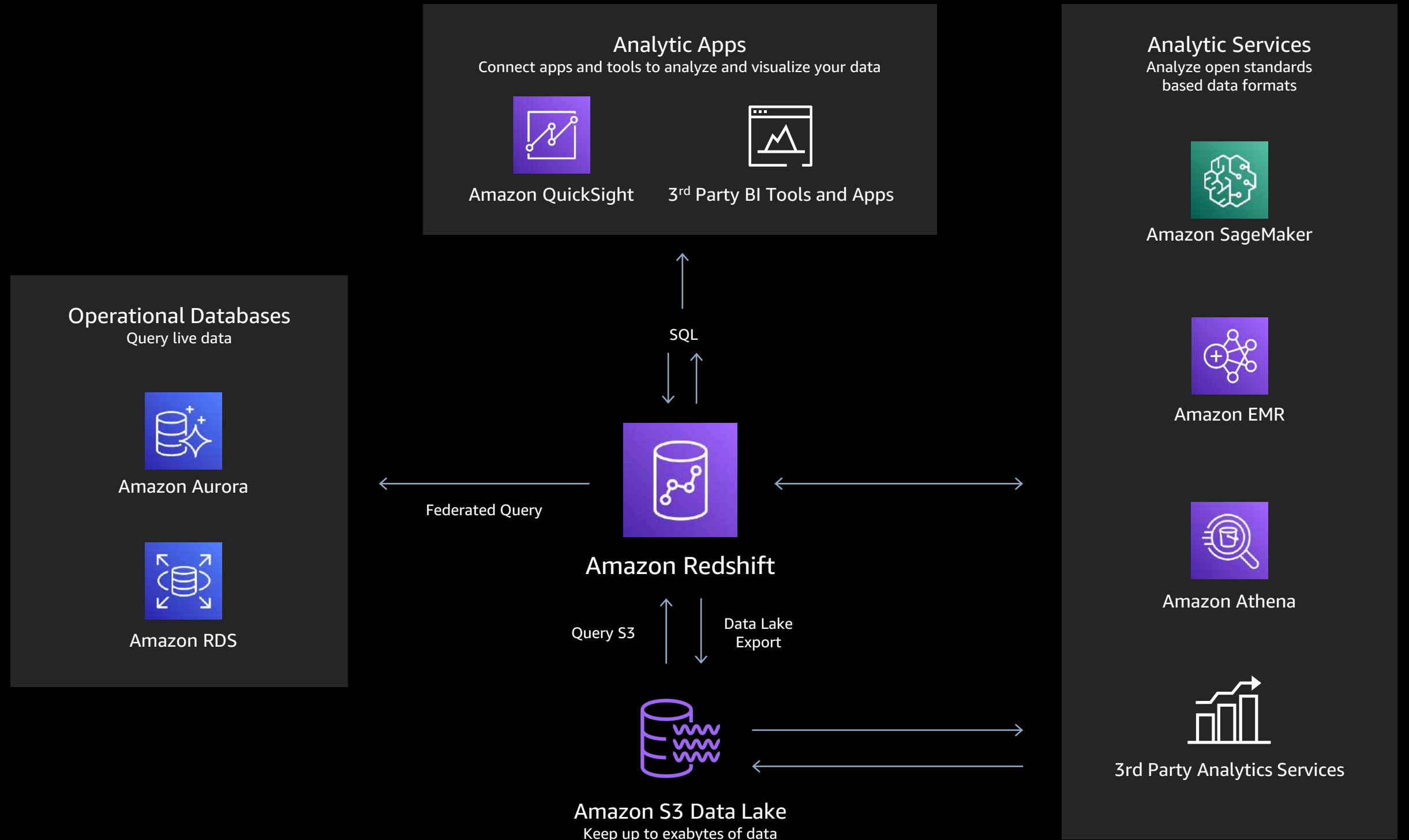
Highest networking bandwidth

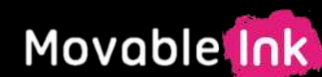
Advanced ML that automatically organizes and stores data for performance

Intelligently moves data between data lake and data warehouse to lower costs

# Amazon Redshift

ANALYZE YOUR DATA







**Prasad  
Ramakrishnan**

CIO/CISO





# Powering the Customer Metrics that Matter

**Prasad Ramakrishnan**

CIO/CISO - Freshworks



# Delight made easy

Our mission is to make it **fast and easy** for businesses to **delight** their customers and employees.

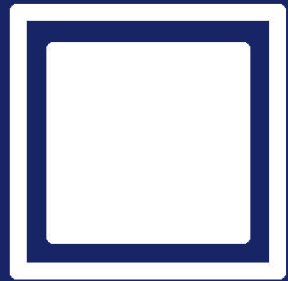


# Freshworks attributes

---

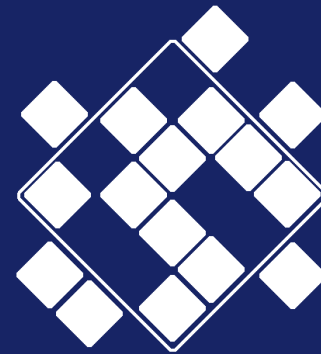
## Modern

Meets the  
customers needs  
today



## Fast and intuitive

Easy to onboard,  
configure, use,  
and scale



## Unified

Integrated  
view of data



## Enterprise grade

Scalable,  
secure



## Affordable

Accessible to  
companies of  
all sizes



## CRM



**Freshdesk**

Freshdesk Omnichannel

Freshdesk Core

Freshdesk Messaging

Freshdesk Contactcenter

Freshdesk Success



**Freshsales**

Freshsales

Growth Suite



**Freshmarketer**

## HRMS



**Freshteam**

## ITSM/ESM/ITOM



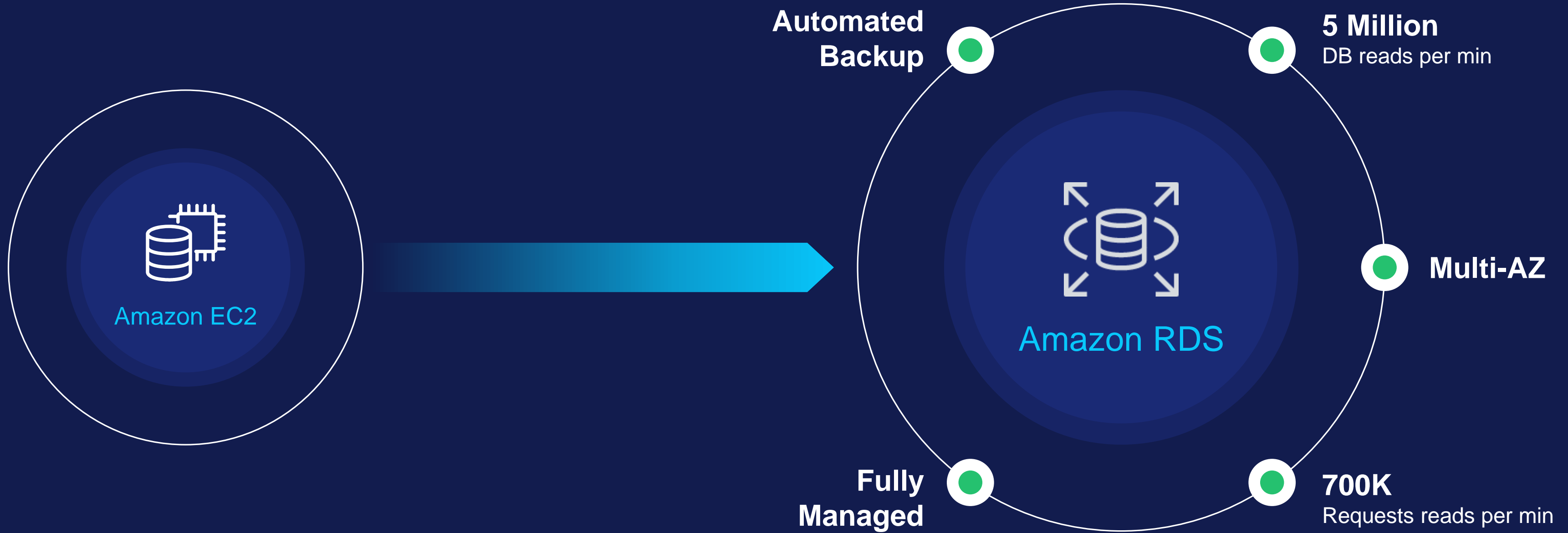
**Freshservice**

## Platform



**Freshworks Neo**











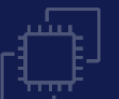




























	Amazon WorkSpaces		AWS Database Migration Service		Amazon Managed Streaming for Kafka		Amazon Elastic Container Registry
	Amazon Elasticsearch Service		AWS CloudTrail		Amazon SageMaker		Amazon CloudWatch
	Amazon Kinesis		AWS Config		Amazon EC2		Elastic Load Balancing
	Amazon Simple Queue Service		AWS Global Accelerator		Amazon RDS		Amazon Virtual Private Cloud
	AWS Lambda		Amazon GuardDuty		Amazon Redshift		Amazon CloudFront
	Amazon Kinesis Data Firehose		AWS X-Ray		Amazon DocumentDB		Amazon Route 53
	Amazon ElastiCache		Amazon Elastic File System		Amazon DynamoDB		AWS WAF
	AWS Secrets Manager		AWS Key Management Service		Amazon Neptune		Amazon Elastic Container Service
	Amazon Elastic Kubernetes Service						



	Amazon WorkSpaces		AWS Database Migration Service		Amazon Managed Streaming for Kafka		Amazon Elastic Container Registry
	Amazon Elasticsearch Service		AWS CloudTrail		Amazon Sagemaker		Amazon CloudWatch
	Amazon Kinesis		AWS Config		Amazon EC2		Elastic Load Balancing
	Amazon Simple Queue Service		AWS Global Accelerator		Amazon RDS		Amazon Virtual Private Cloud
	AWS Lambda		Amazon GuardDuty		Amazon Redshift		Amazon CloudFront
	Amazon Kinesis Data Firehose		AWS X-Ray		Amazon DocumentDB		Amazon Route 53
	Amazon ElastiCache		Amazon Elastic File System		Amazon DynamoDB		AWS WAF
	AWS Secrets Manager		AWS Key Management Service		Amazon Neptune		Amazon Elastic Container Service
	Amazon Elastic Kubernetes Service						



# Service Spotlight

---



## Amazon DynamoDB

Store unstructured Data for UCR platform



# Service Spotlight

---



## Amazon DocumentDB

Freshworks engineers have more time to build new delightful features for customers instead of managing databases



# Service Spotlight

---



## Amazon Neptune

Holds sales data of 10,000+ Freshsales accounts, amounting to ~100M vertices and graph edges



# 50K+

---

Growing Paid Customer Base





# Technology to Unify Employee & Customer Engagement

## Employees

Build Products/Services  
Serve Customers

## Customers

### Omni Channel



freshcaller



freshbot



freshchat

### EX Solutions

 freshservice

### CX Solutions

 freshdesk

 freshsuccess

Unified  
Customer  
View

### CRM Solutions

 freshsales

### Modern Extensible Cloud Platform







# Baikal



# Baikal Data Sources

## Freshworks Products



## Business Platform



Operational Intelligence



# 750+

---

Active users, simultaneously





**Amazon  
SageMaker**



**30,000 Built Models**



**10,000 Customers benefit  
from SageMaker**



**30 Mins Down from 24 hours**



**Real-time value to users**

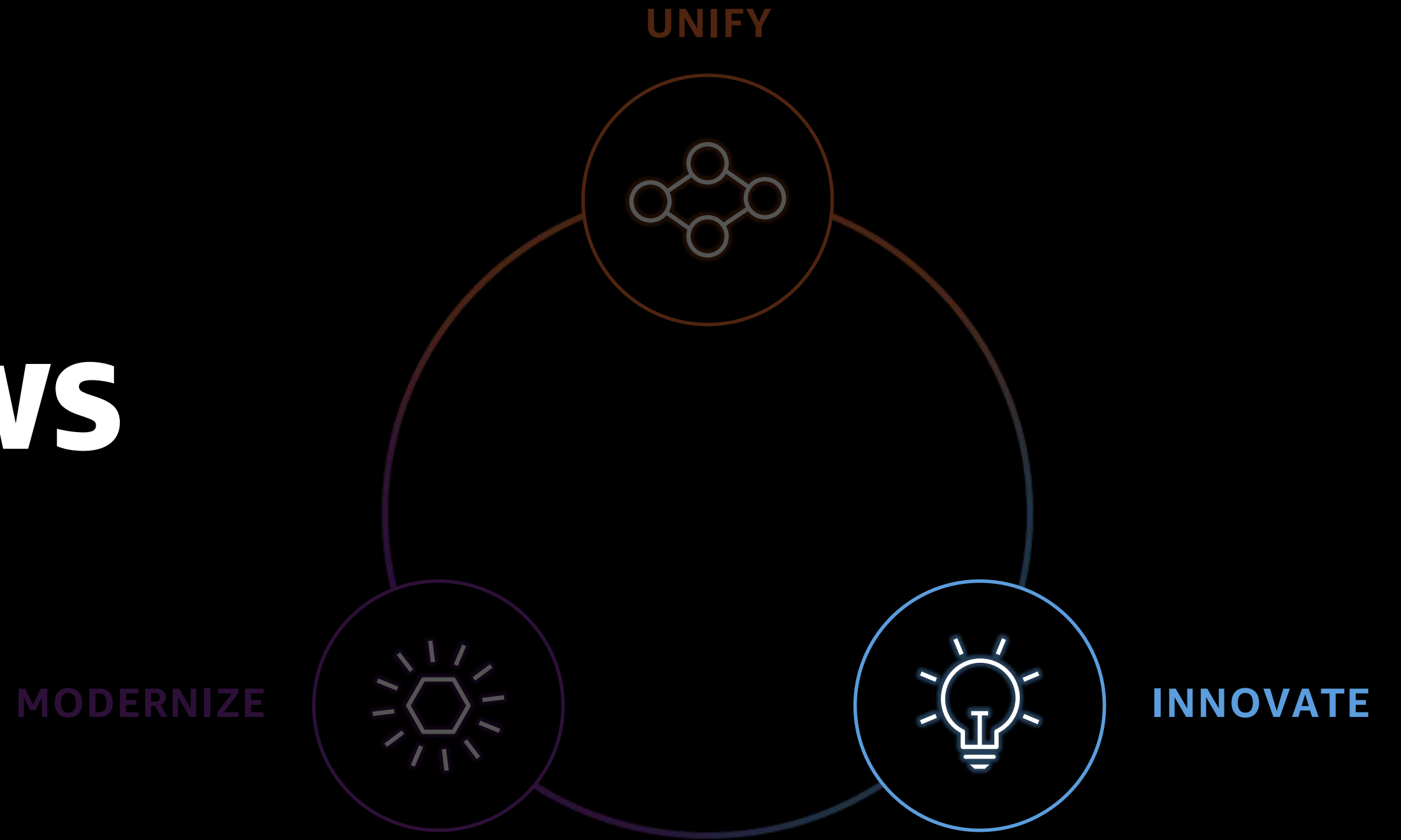




Delight made **easy**



# Modern Data Strategy on AWS



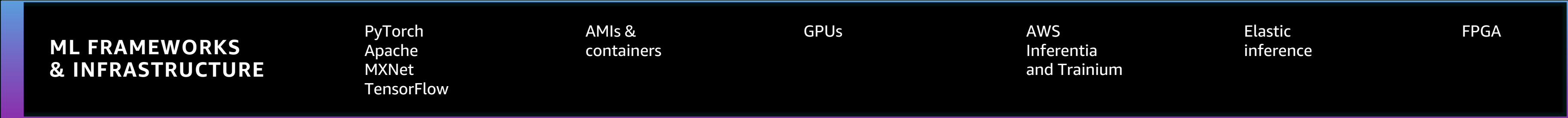


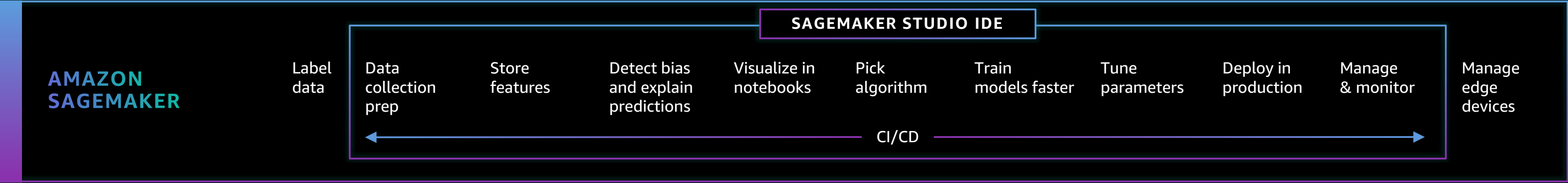


Built and trained machine learning models  
on a data lake to predict order placement

Achieved goal of delivery in ten minutes or less

Increased Customer satisfaction scores





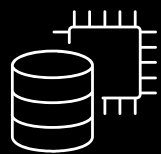
AI SERVICES	<b>VISION</b> Rekognition	<b>CHATBOTS</b> Lex	<b>SEARCH</b> Kendra	<b>SPEECH</b> Polly Transcribe	<b>CODE + DEVOPS</b> CodeGuru DevOps Guru
	<b>CONTACT CENTERS</b> Contact Lens Connect Voice ID	<b>BUSINESS TOOLS</b> Personalize Forecast Fraud Detector Lookout for Metrics	<b>TEXT</b> Comprehend Translate Textract	<b>HEALTHCARE</b> HealthLake Comprehend Medical Transcribe Medical	<b>INDUSTRIAL</b> Panorama Appliance & SDK Monitron Lookout for Equipment Lookout for Vision

AMAZON  
SAGEMAKER

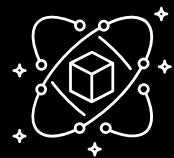
ML FRAMEWORKS  
& INFRASTRUCTURE



Label  
data



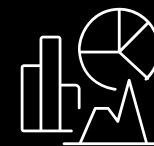
Collect and  
prepare data



Store  
features



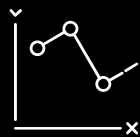
Check  
for bias



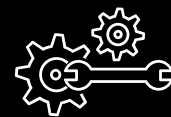
Visualize in  
notebooks



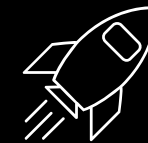
Pick  
algorithm



Train models  
faster



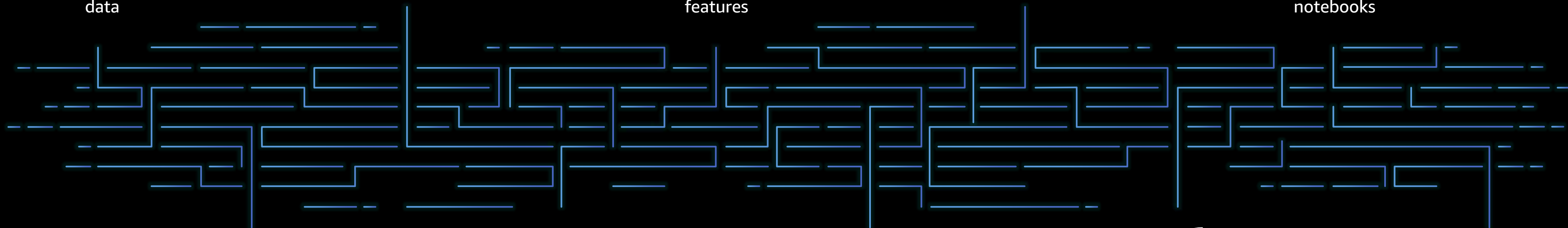
Tune  
parameters



Deploy in  
production

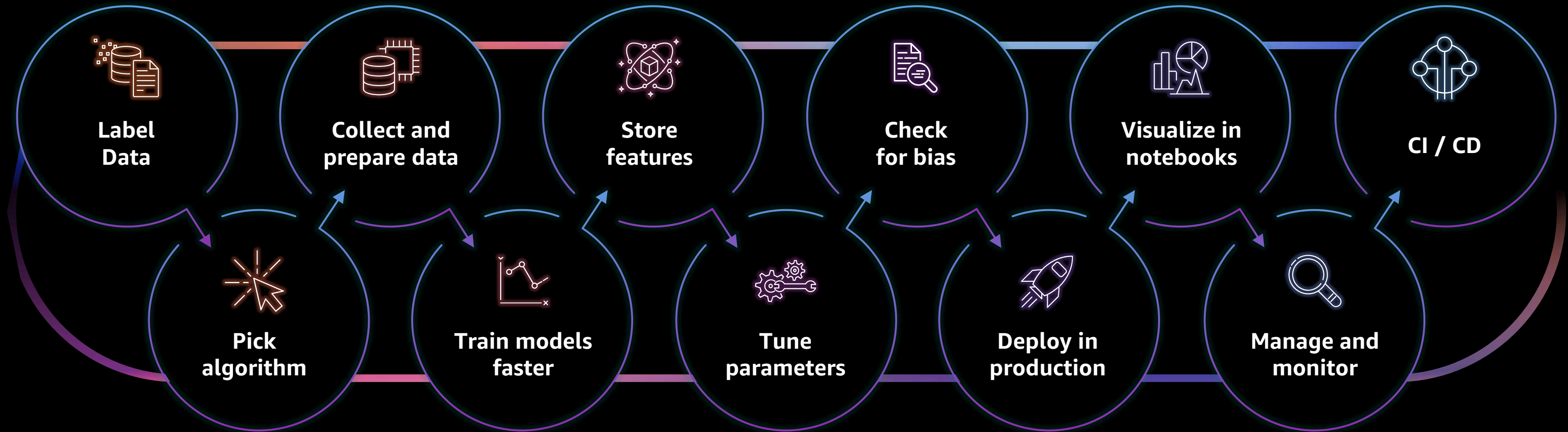


Manage and  
monitor





# AMAZON SAGEMAKER

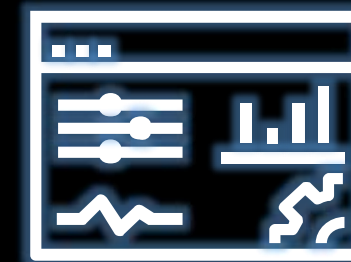




**Databases**



**Data warehouses  
+ data lakes**



**Business  
intelligence tools**

---

Amazon Aurora ML



---

Amazon Neptune ML



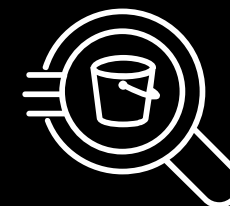
---

Amazon Redshift ML



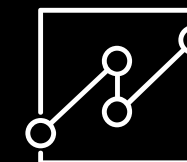
---

Amazon Athena ML



---

Amazon Quicksight ML





# Jack Berkowitz

SENIOR VICE PRESIDENT

Product Development



# Unmatched depth and breadth with global reach



**920,000**

Clients worldwide



**140**

Countries



**45+**

Languages

## Payroll

**2.3T** Dollars Moved

**38M** Employees paid globally

**67M** W-2s Processed

## HR and benefits

**90M** Employee records

**11M** 1095-C forms submitted

**2M+** Enrolled in retirement, \$100B AUM

## Workforce management

**100K** WFM Clients

**14M** Employees served

**750M+** Monthly time “punches”

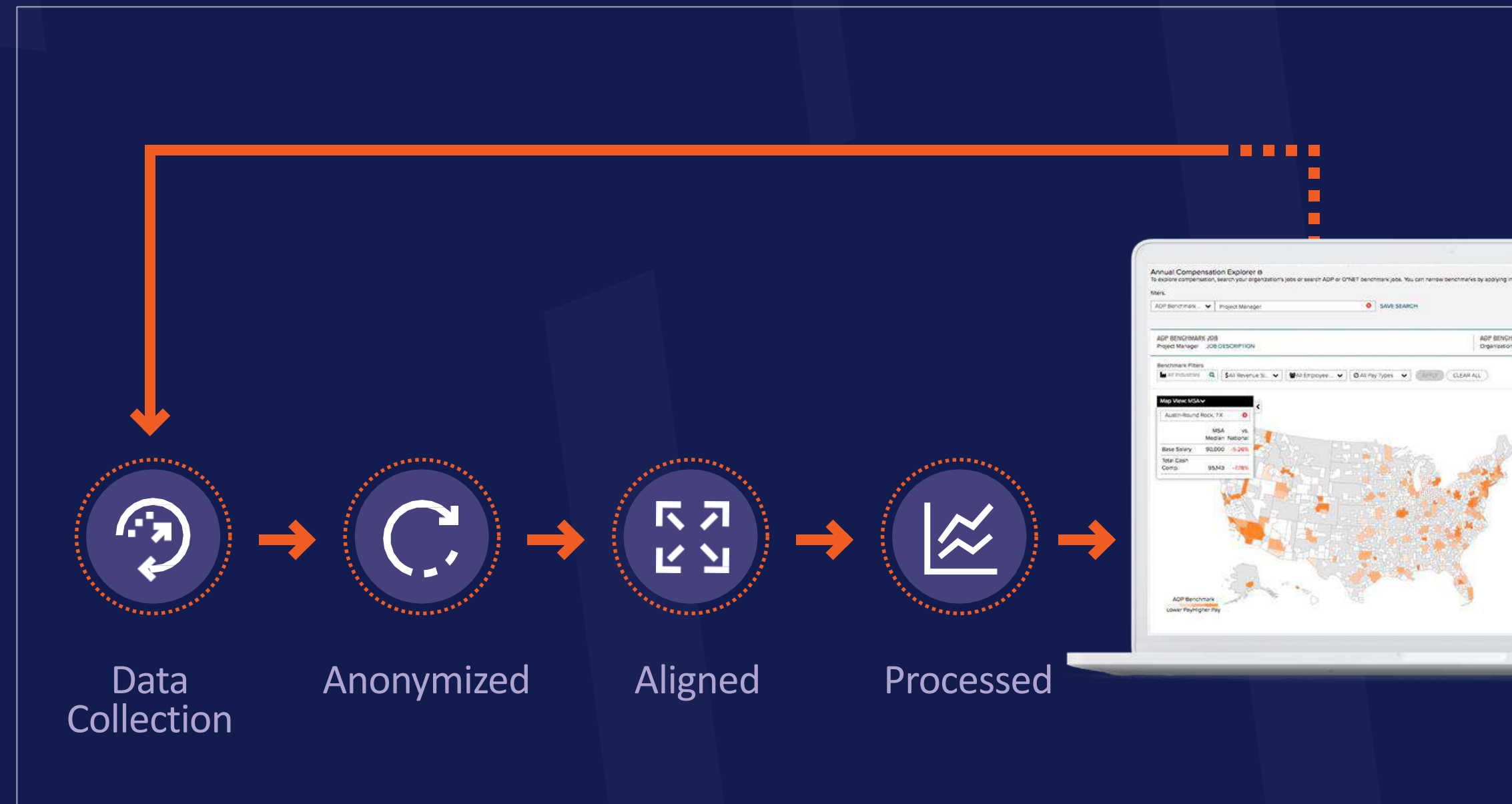
# Everything we do starts with data

ADP data is anonymized, aligned and available for applications

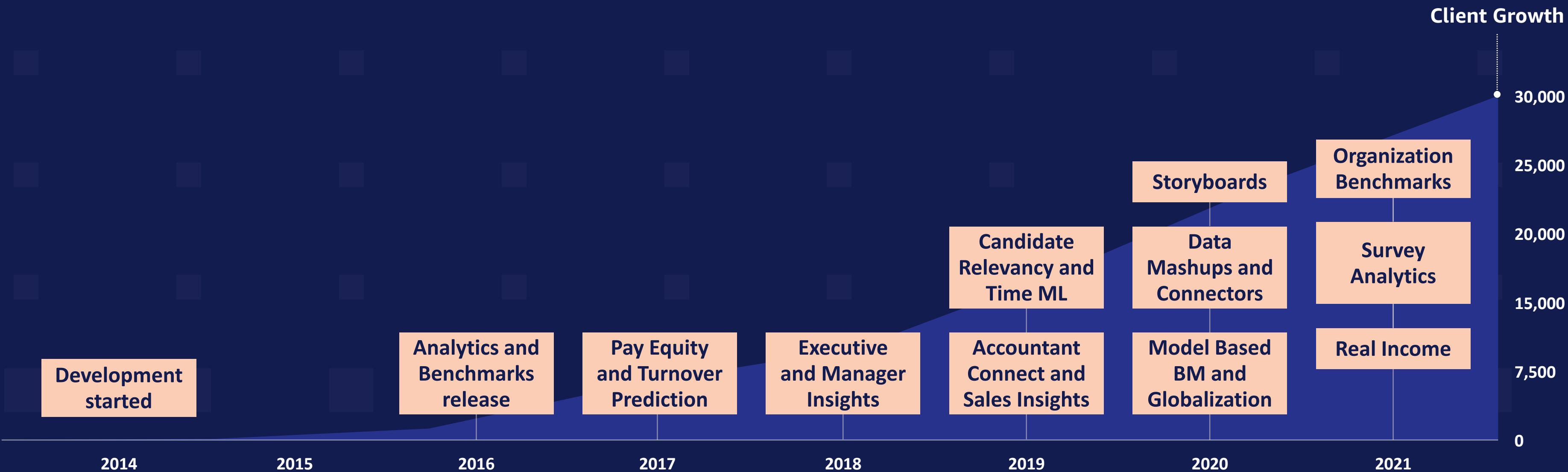
Data Identifiers

**90M+**  
Employees →

**700k+**  
Companies →



# ADP DataCloud Evolution





**120,000**

Monthly Unique Active  
Executives and Managers

**5,000**

Clients using  
ML based Recruiting

**82,000,000**



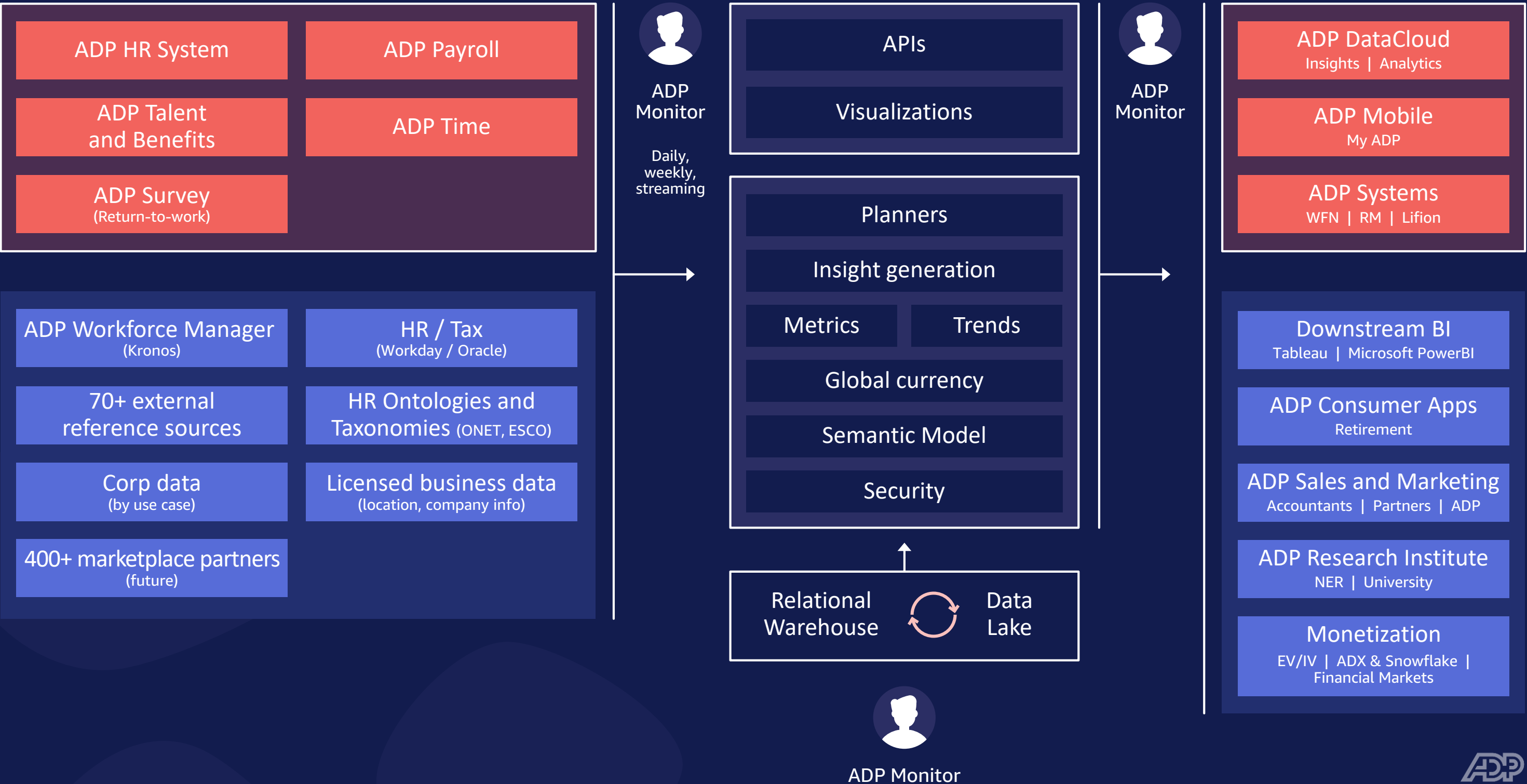
HR & Payroll Reports  
executed annually

**37,000**

Weekly HR Practitioners using  
People Analytics & Benchmarking

# Our analytics architecture

securely processes petabytes of data supporting multiple applications and use cases



Understand your organization's diversity landscape.

WHERE DOES DIVERSITY DATA COME FROM? >

An organization's workforce that is comprised of multifaceted backgrounds and experiences can contribute a wider range of business ideas and perspectives, making it easier to create successful offerings that accelerate growth.

Headcount

Hires

Terminations

Headcount By

Age Band

Distributed By

Ethnicity

Calendar

Year

How do I compare to the industry?

Show

Filter:

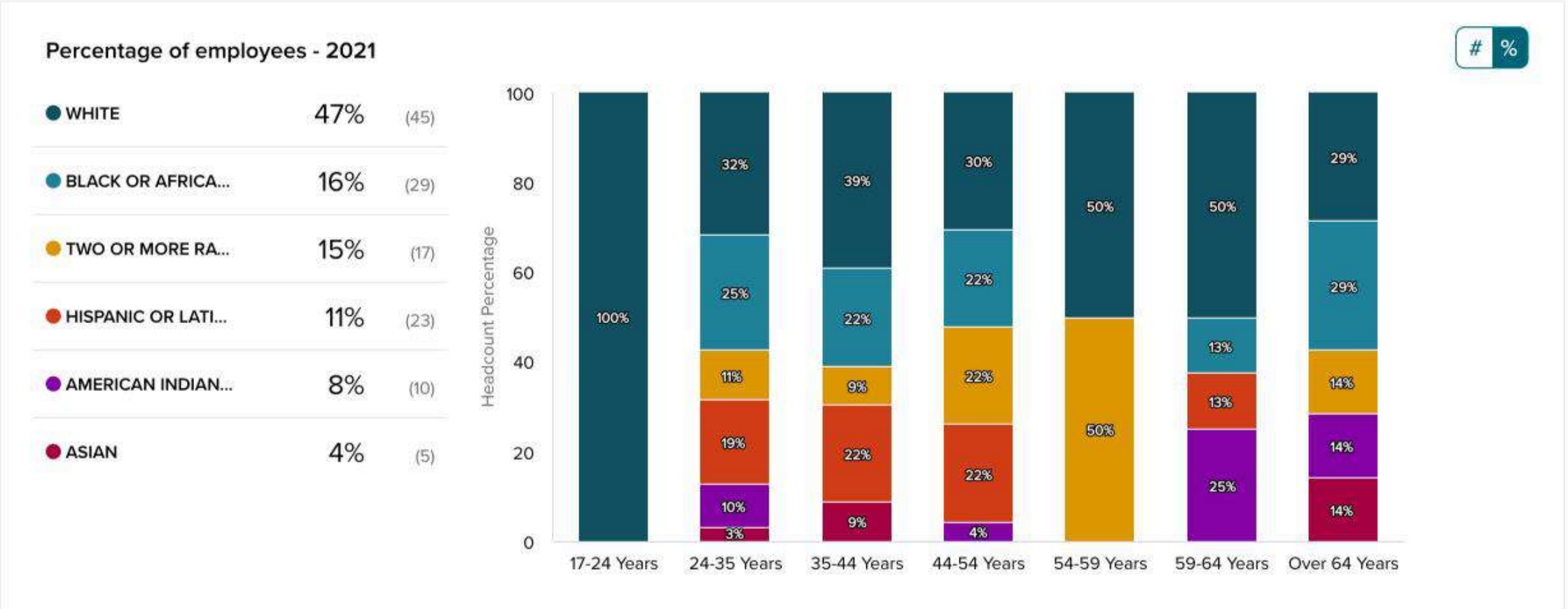
Add Filters

Country: Include United States

DATA REFRESHED: 04/27/2021 2:40 PM EDT

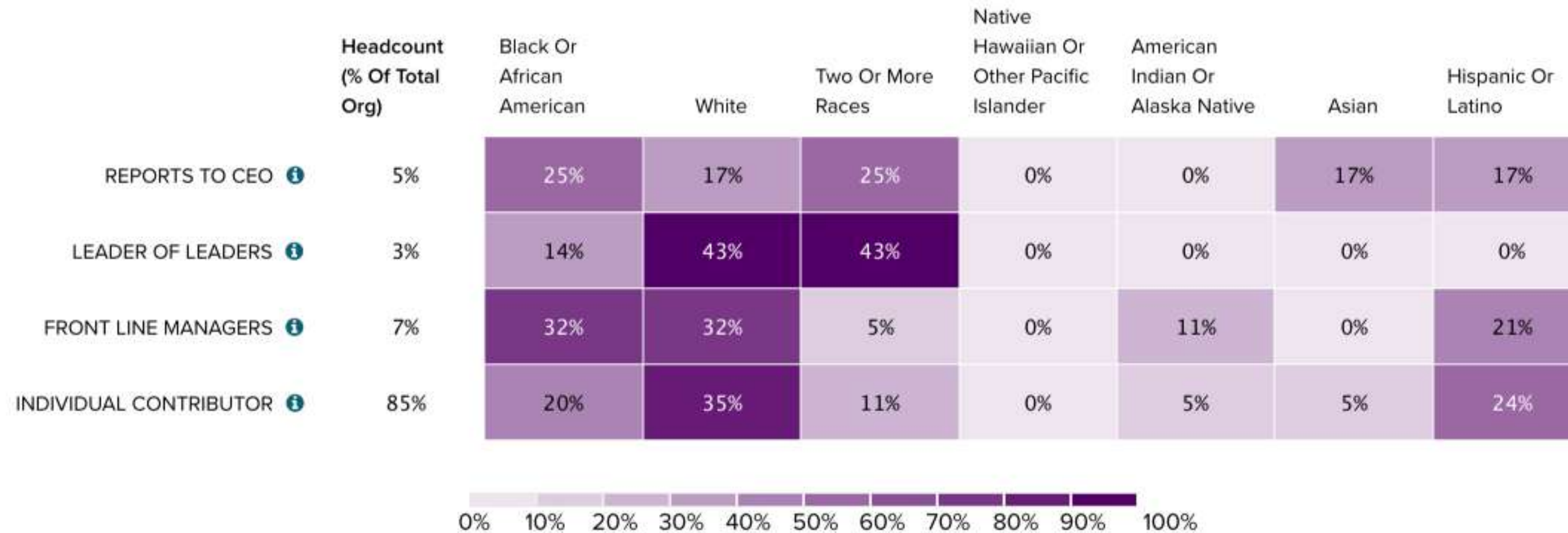
WHO'S INCLUDED? >

View metric detail





## Org Level Headcount % - 2021



\*Org levels are based off your 'reports-to' structure. For more info, review your org tree and/or [download this chart's org level grouping details](#).

# Ethnicity as a % of Work Location Headcount - 2021

Work Location

001 - Parsippany NJ

▼

001 - Parsippany NJ

ETHNICITY	YOU		ADP BENCHMARK INDUSTRY COMPARISON	
	YOUR ORGANIZATION		FOOD MANUFACTURING	
	In 001 - Parsippany NJ		In Parsippany, New Jersey	
	<a href="#">Show details</a> ▼		<a href="#">Show details</a> ▼	
	Data as of: 1/15/2021		Data as of: 1/1/2021	
Hispanic or Latino	<div><div></div></div>	26%	<div><div></div></div>	28%
White	<div><div></div></div>	21%	<div><div></div></div>	30%
Black or African American	<div><div></div></div>	20%	<div><div></div></div>	25%
Two or More Races	<div><div></div></div>	16%	<div><div></div></div>	8%
Asian	<div><div></div></div>	9%	<div><div></div></div>	8%
American Indian or Alaskan Native	<div><div></div></div>	8%	<div><div></div></div>	1%

## Talent Finder

Explore talent profile availability, search by job and narrow down the talent pools by applying diversity, location and other filters.

Search job



Metros, Cities, Zipcodes



Search

### Recent Searches

Senior Analyst in Denver, CO

Junior Marketing Executive in Florida, FL

Operations Manager in 91318

Research Analyst in Florida, FL

Nursing Trainee in New York, NY

### Trending Skills

Based on your recent browsing

Quantitative Analysis

Business Analysis

Hospital Management

Accounting

Nursing

### Connect with ADP

I would like to connect with ADP for some queries related to talent.

Email id

Connect

Note: The maximum response time is 48 hours.



## Talent Finder

Explore talent profile availability, search by job and narrow down the talent pools by applying diversity, location and other filters.

Nur |



Metros, Cities, Zipcodes



Search

### TOP RECOMMENDATIONS



- Nursing Assistant
- Registered Nurse
- Health Technologist...in related searches
- Home Health Aide...in related searches
- Licensed Practical Nurse
- Certified Medical Assistant...in related searches

### RECENT SEARCHES

- Senior Analyst...in Denver, CO
- Junior Marketing Executive...in Florida, FL
- + 3 more

### Recent Searches

- Senior Analyst in Denver, CO
- Junior Marketing Executive in Florida, FL
- Operations Manager in 9
- Research Analyst in Florid
- Nursing Trainee in New Y

### Connect with ADP

I would like to connect with ADP for some queries related to talent.

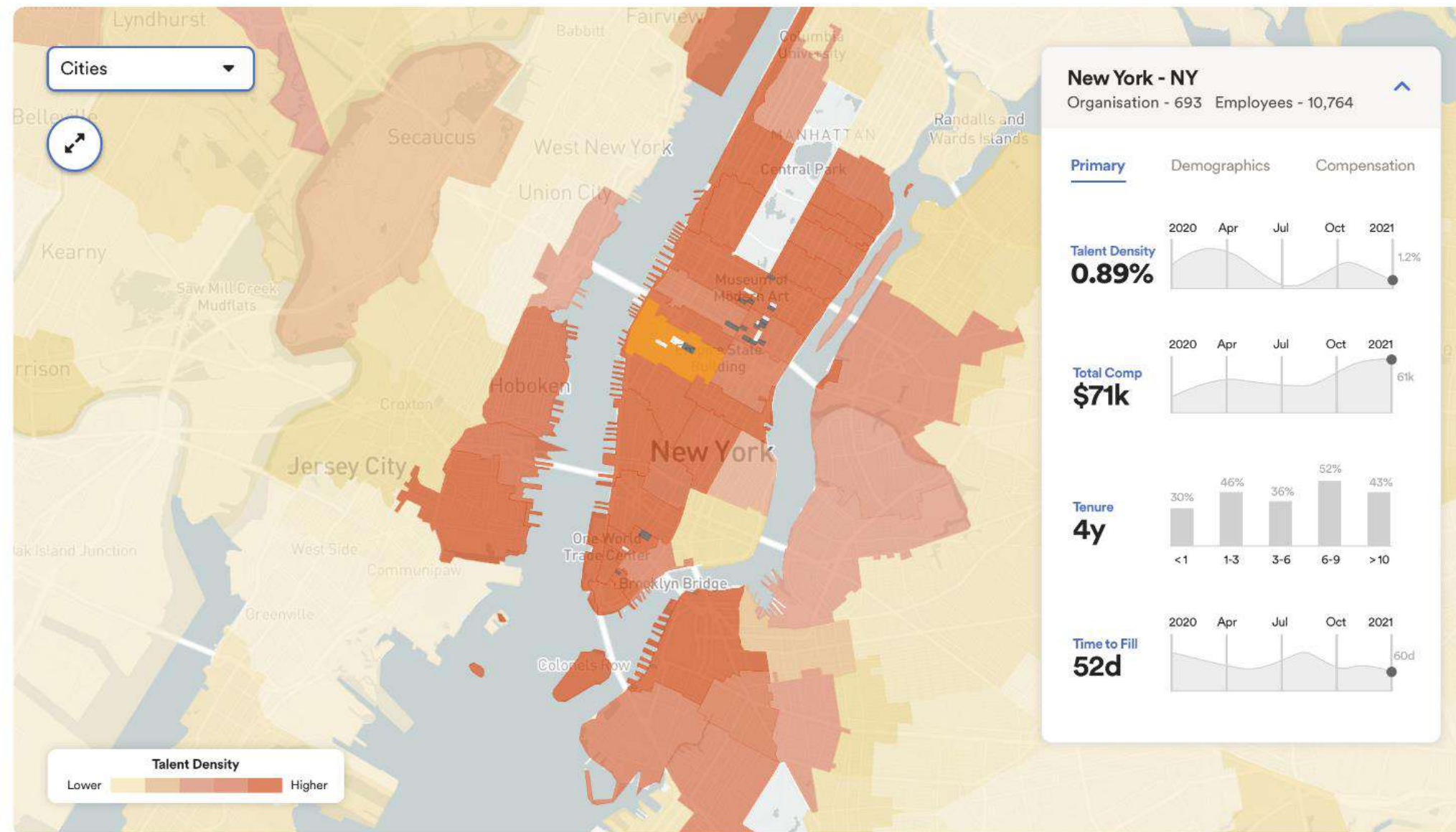
Email id

Connect

Note: The maximum response time is 48 hours.

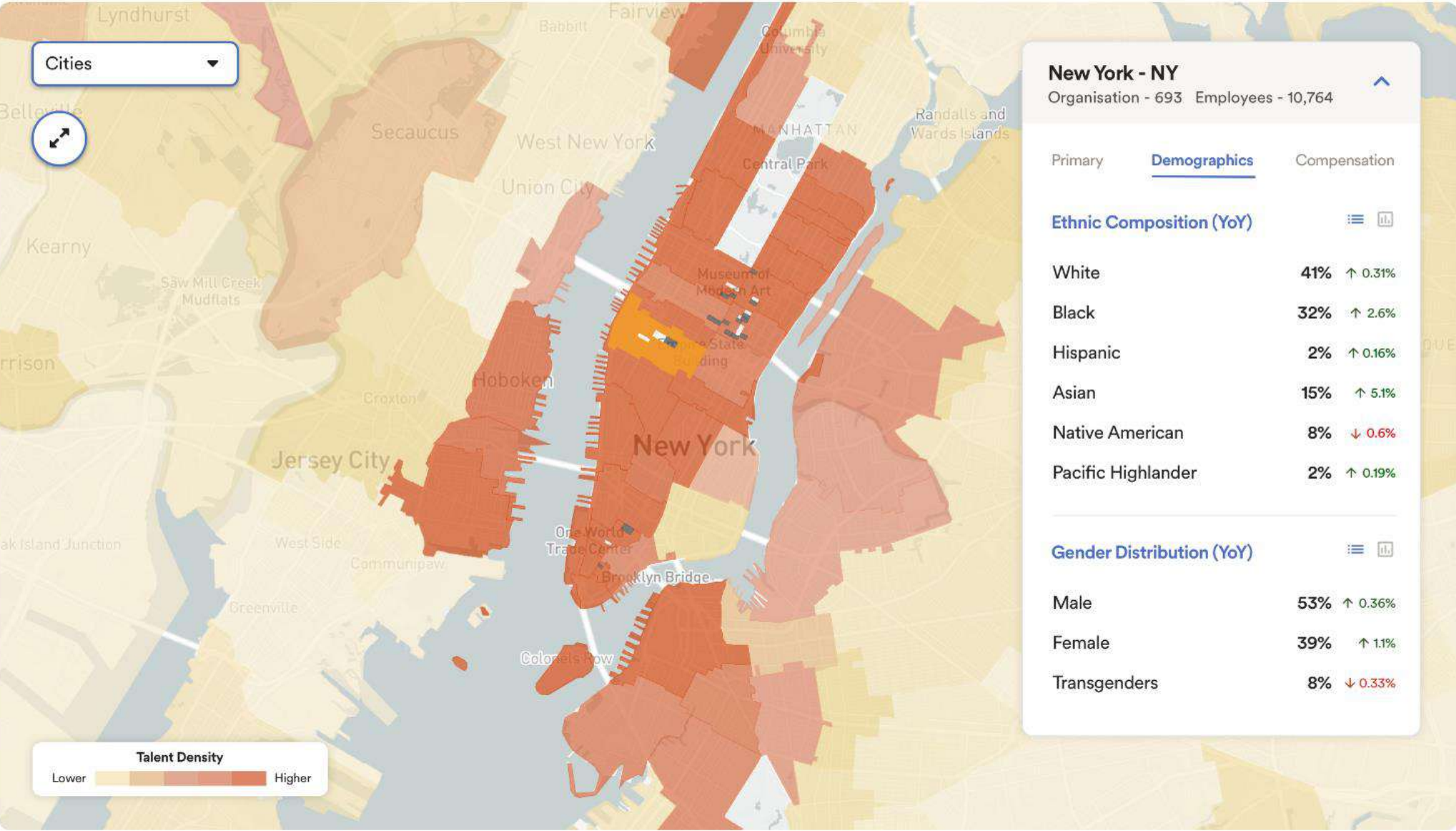


Filters: [Reset filters](#) All Genders All Ethnic Groups All Experience L... + 5 more



8 Potential Talent Matches

Filters: [Reset filters](#) All Genders All Ethnic Groups All Experience L... + 5 more



8 Potential Talent Matches



Filters:

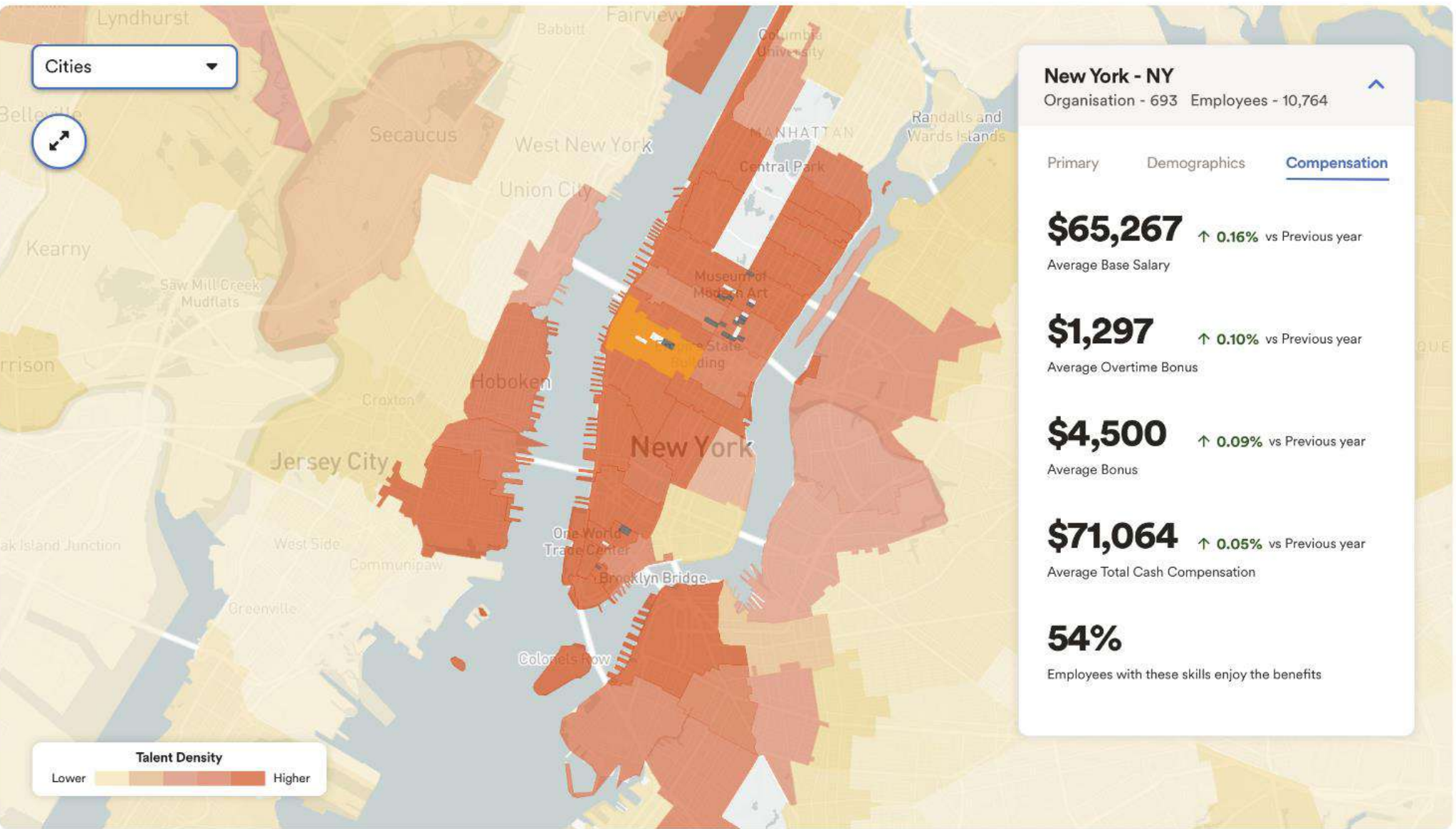
[Reset filters](#)

All Genders

All Ethnic Groups

All Experience L...

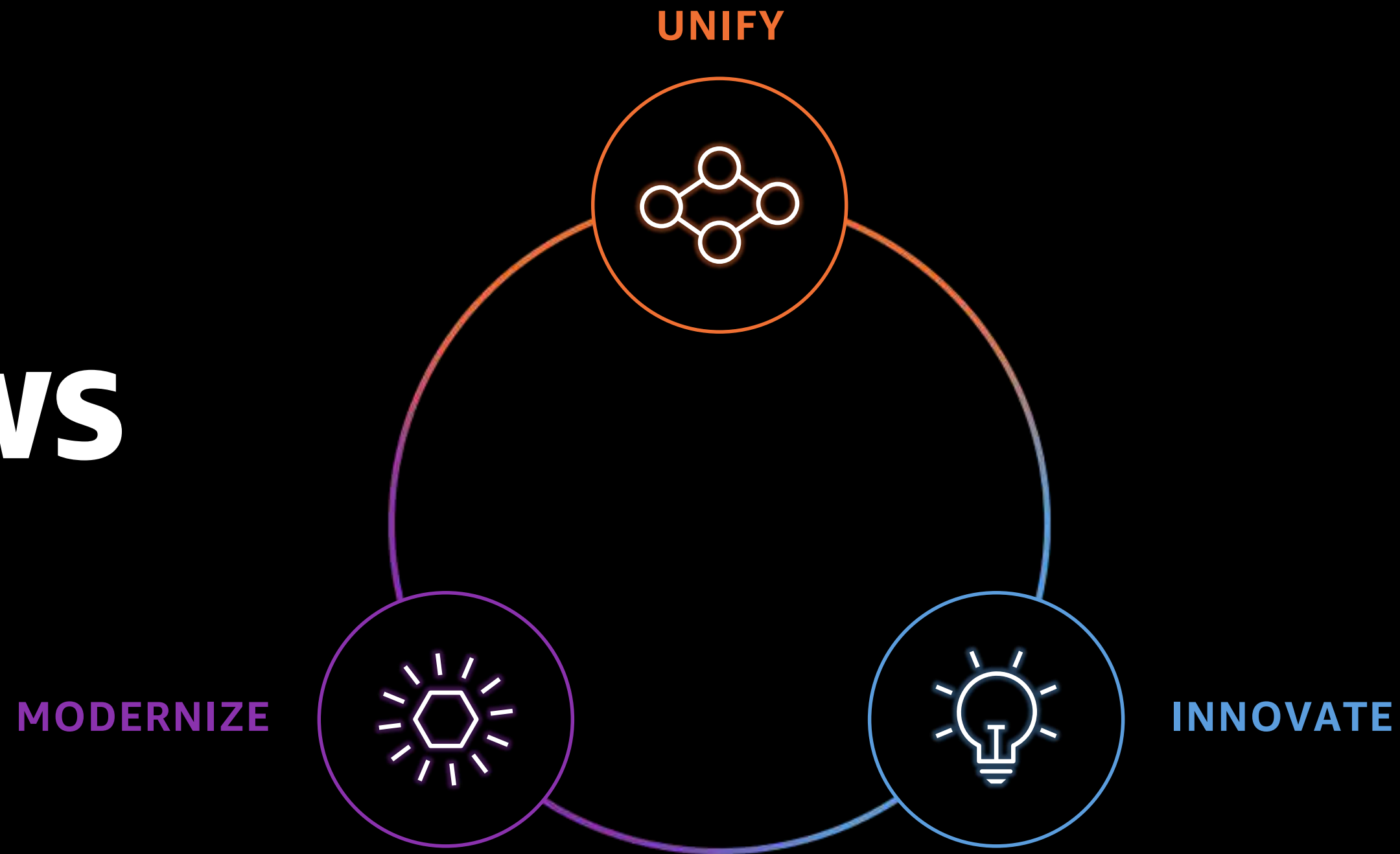
+ 5 more



8 Potential Talent Matches



# Modern Data Strategy on AWS



**Thank You**