HONNE SENSE

LEADERSHIP AND INNOVATION THAT INSPIRES,
TECHNOLOGY THAT CONNECTS

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EDITORIAL

Dear readers,

In November, Honne Services will celebrate its seventh anniversary, and as part of our commitment to continuously generate value for our clients, we are proud to present *Honne Sense*, a publication filled with original and creative content designed for leaders in Innovation, Technology, and Digital Transformation. Our goal is to share our expertise and leadership in the services we offer, providing valuable information to support the growth and evolution of businesses.

In this first edition, we highlight our inaugural annual *Survey*, which gathers and analyzes responses from over 300 technology leaders. This report compares their insights with global trends, offering a comprehensive approach that will serve as a key reference for their technological planning.

We also share our experience with Observability, a rapidly maturing trend aiming to reach the state-of-the-art in process and technology management and operations. Additionally, we explore *FinOps*, which examines best practices for optimizing cloud resource consumption and managing its financial impact. From a scientific perspective, we discuss the importance of Data Analytics for businesses, and we close with *Textract*, a solution to keep up with key industry trends.

In future editions, don't be surprised to see special guests who will enrich the content further, providing new perspectives. We are confident that *Honne Sense* will become a useful and relevant tool for your technological strategy.

I sincerely hope this publication brings value and great utility to you.

Thank you for joining us on this journey!

Sincerely,

Carlos Lerma
CEO
Honne Services

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TECHNOLOGICAL STRATEGIES AND TRENDS: A REPORT ON THE PERSPECTIVES OF LEADING CIOS IN MEXICO

EXECUTIVE SUMMARY

In September, the CIOs LATAM 2024 Technology Retreat took place, where we had the opportunity to develop an innovative and enriching activity called "100 CIOs Said." For this initiative, we surveyed the top CIOs in Mexico, capturing the perspectives of technology leaders from various industries. This report reflects the results of these surveys, showing the current reality of Mexican CIOs compared to the vision of their global peers, as well as the challenges and needs they face.

The research provides an overview of the biggest challenges, risks, and priorities that organizations encounter, offering a comprehensive perspective on the key factors that impact business decision-making processes. Among the most relevant topics highlighted are:

- Multicloud Strategy
- AI Adoption
- Cybersecurity
- Automation Solutions
- Digital Strategy and Investment Trends

These topics underline the most critical areas and emerging trends shaping the future of the technological and business environment in Mexico, providing valuable insights for strategic decision-making.

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MULTICLOUD STRATEGY

The adoption of a multicloud strategy has become crucial for companies seeking to optimize their IT environments by leveraging both public and private clouds to achieve greater flexibility, redundancy, and operational efficiency. However, successfully managing a multicloud environment involves overcoming significant challenges.

58% of Leading CIOs in Mexico identify **protecting sensitive information** across multiple platforms as their main concern.

Data security remains a top priority, as integrating different clouds can increase the risk of vulnerabilities and security breaches. CIOs also highlight the need for **seamless integration and consistent operations** across various cloud services, avoiding information silos and ensuring a uniform operational experience. Additionally, **controlling costs** across multiple providers remains a considerable challenge. Optimizing these costs requires a solid financial strategy to avoid surprises and maximize return on investment.

According to *Deloitte's 2024 Navigating the Multi-Cloud Environment* report, **77% of CIOs** are adopting multicloud strategies to improve the resilience and flexibility of their infrastructures. However, **68%** report that security and cost management are their primary concerns, with a growing focus on automation and governance to mitigate these challenges.

SUCCESS STORY: Multicloud Strategy

A leading retail company decided to adopt a multicloud strategy to increase the flexibility and efficiency of its operations. By integrating multiple public and private cloud platforms, the company faced significant challenges in terms of security, interoperability, and cost management. The primary concern was to protect sensitive information across various platforms while ensuring effective interoperability between services and optimizing operating costs. The team lacked the tools and knowledge to achieve a secure and efficient integration.

Honne Services stepped in, implementing a personalized multicloud solution that included a robust data security system, ensuring seamless integration between platforms, and establishing an automated cost management strategy, avoiding financial overruns. As a result, the company reduced security risks by 40%, improved interoperability between its platforms, and decreased operational costs by 25%, maximizing its return on investment.

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AI ADOPTION

Artificial Intelligence (AI) has proven to be a revolutionary tool, capable of optimizing processes, enhancing decision-making, and increasing efficiency across a wide range of business sectors. From automating repetitive tasks to advanced data analysis, AI has the potential to radically transform business operations, enabling organizations to stay competitive in a constantly evolving digital environment. However, the adoption of AI also brings significant challenges that cannot be overlooked.

63% of CIOs indicate that the **lack of specialized talent** is the biggest impediment to AI adoption.

There is a considerable gap between the demand for AI experts and the available supply, which slows down the development, implementation, and maintenance of AI solutions in many companies. This skills shortage highlights the urgent need to invest in training and in forming specialized teams to fully leverage AI's potential. Additionally, the **costs associated** with implementing and maintaining AI solutions, as well as the **challenges of integrating** them with existing systems, represent obstacles that must be carefully managed.

According to *Gartner's 2024 Market Guide for AI and Machine Learning Services*, 68% of business leaders indicate that the costs of implementation and maintenance, as well as integration with existing systems, are significant challenges that must be effectively managed to ensure successful AI adoption.

SUCCESS STORY: Automation with AI and ML

The need for a scalable and efficient solution became evident for a major financial institution that was facing serious issues with its manual ticket verification process for a cashback program. As the volume of requests increased, the company's team became overwhelmed by the task of manually reviewing the photos of tickets sent by customers. This approach became unsustainable, causing delays and frustration for both the customers and the company.

To address these challenges, Honne Services implemented an automated solution based on Artificial Intelligence and Machine Learning to optimize ticket verification. We used an API Gateway to process and store tickets in the cloud, along with Machine Learning tools to extract and organize relevant information. This scalable solution allowed the institution to process up to one million tickets per month, reducing costs, improving operational efficiency, and accelerating response times. As a result, the company experienced increased customer satisfaction and strengthened loyalty, allowing for continued growth in a competitive market.

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CYBERSECURITY

As cyber threats become increasingly sophisticated and frequent, organizations face growing challenges in protecting their data and infrastructures. These challenges range from budgetary constraints to effectively integrating advanced technological solutions.

45% of CIOs identify **limited budgets** as a major concern.

Cybersecurity requires continuous investments in advanced technologies, constant monitoring, and frequent updates to counter new threats. Many companies, especially small and medium-sized businesses, face financial limitations that make it difficult to acquire robust tools and hire specialized personnel, increasing their vulnerability to attacks.

The **lack of awareness** and training among staff is a critical issue, according to CIOs. Without proper training, employees can compromise an organization's security. The **integration of multiple security tools** without a coherent strategy can create gaps in protection, weakening the defense of the IT infrastructure. Ensuring that all security solutions work effectively is essential to maintaining a strong security posture.

According to *PwC's Global Digital Trust Insights 2024* report, the lack of cybersecurity training and poor integration of technologies are critical challenges mentioned by organizations. PwC highlights that 52% of business leaders acknowledge that insufficient training and a lack of an integrated strategy hinder effective protection of their assets. Implementing a comprehensive approach and continuously training staff is essential to strengthening the overall security posture.

SUCCESS STORY: Optimization and Protection in E-Commerce

With an increase in data volume and a lack of cybersecurity training, a major e-commerce company urgently needed to improve its IT infrastructure and train its staff. The rapid growth in data had overwhelmed their systems, and the lack of security awareness was exposing the company to critical vulnerabilities.

Recognizing the growing need to strengthen security and training, Honne Services developed a comprehensive solution that combined advanced cloud security tools with a robust cybersecurity training program. This intervention reduced security incidents by 35%, improved operational efficiency by 40%, and significantly decreased human errors related to security, allowing the company to scale its operations and enhance its competitiveness.

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AUTOMATION SOLUTIONS

Automation has become an essential strategy for organizations looking to maximize operational efficiency, reduce costs, and optimize processes. By integrating automated technologies, companies can significantly improve performance, streamline repetitive tasks, and allow staff to focus on higher-value activities. However, to ensure that the chosen automation solution is the most suitable, a thorough evaluation of several key factors is crucial.

60% of CIOs state that the greatest challenge when implementing automation solutions is the **integration** with existing systems.

In addition to integration challenges, CIOs face significant concerns around the **cost** and **support** of automation solutions. The cost not only includes the initial investment but also ongoing expenses for maintenance, updates, and staff training, which can impact long-term budgets. Adequate technical support and maintenance are crucial for quickly resolving issues and avoiding downtime. Assessing these aspects is essential to ensure an effective investment and the continuous operation of the solution.

According to *Gartner's report "Top Priorities for CIOs in 2024"*, 65% of CIOs consider integration with existing systems the greatest challenge in automation, while 58% are concerned about total costs, including maintenance and updates. Additionally, 52% highlight the importance of technical support, as a lack of adequate support can lead to unexpected downtime and costs. These findings underline the need for thorough evaluation and careful planning to mitigate these risks.

SUCCESS STORY: Payment Optimization

An educational company faced the challenge of facilitating tuition payments without users having to leave their homes. Honne Services responded to this need by developing a platform that allows payments to be made via a simple phone call using valid debit or credit cards. This solution not only simplifies the payment process but also offers a convenient and efficient experience for users.

To solve this challenge, Honne Services designed an integrated workflow with advanced applications, including a custom AI assistant with multiple voices and personalities that enhances user interaction. Custom APIs were implemented for each process and a document validation system ensures data security and integrity. This solution not only facilitates payment management but also improves user satisfaction by offering a simple and secure process.

DIGITAL STRATEGY AND INVESTMENT TRENDS

A digital strategy is key for modern organizations, focusing on improving the customer experience. By using advanced technologies, companies seek not only to meet but exceed user expectations, offering more personalized and efficient interactions that provide significant added value.

68% of CIOs highlight that **improving the customer experience** is the main strategy in their companies.

This priority highlights the importance of adapting services and products to customers' needs and preferences, using digital tools to deliver more engaging and satisfying experiences. By focusing on this area, organizations aim to foster loyalty and increase customer satisfaction through innovative and tailored solutions.

In addition to enhancing the customer experience, **digital transformation** and **data analytics** are presented as equally essential strategies. Digital transformation facilitates the integration of new technologies to optimize internal and external processes, while data analytics allows for more informed decision-making based on accurate data. These two areas complement a customer-focused strategy, helping companies stay competitive and respond quickly to market changes.

According to *PwC's Global Digital Transformation Survey 2024*, digital transformation has become a strategic priority for organizations worldwide. The study reveals that companies are focusing their efforts on improving the customer experience and using advanced technologies to personalize interactions. PwC emphasizes that this approach not only helps meet customer expectations but also allows companies to exceed those expectations, providing significant added value and fostering greater customer loyalty.

SUCCESS STORY: Optimizing the Customer Experience with Data Analytics

Due to the large amount of data coming from various sources about its customers, a retail company sought to centralize and manage this information more effectively. Honne Services responded to this challenge by implementing a Customer Data Platform (CDP) that consolidated all customer information.

This solution facilitated the personalization of interactions and the development of more precise marketing campaigns. As a result, the company significantly improved customer satisfaction, increased retention rates, and saw a rise in revenues. Honne Services' intervention proved to be key in providing a more relevant and enriching experience, contributing to the company's sustained success.

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The technological and strategic landscape for organizations in Mexico continues to evolve rapidly, driven by digital transformation, the adoption of new technologies, and the growing importance of cybersecurity.

CIOs must focus on developing key skills, such as cybersecurity and innovation, to successfully lead this evolution. Organizations that prioritize the customer experience, the effective use of data, and the implementation of robust cybersecurity solutions will be better positioned to face challenges and take advantage of future opportunities.

At Honne Services, we are committed to supporting companies on their path to digital transformation, providing specialized consulting and technological solutions tailored to their needs. We help strengthen security, optimize operations, and ensure sustainable growth, ensuring our clients are prepared for the challenges of the modern digital environment.

Let us help you!

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THE IMPORTANCE OF ADOPTING A FINOPS CULTURE IN THE ORGANIZATION

By Carlos Narváez, CTO at Honne Services.

Before addressing the topic of FinOps, it is important to understand the context of public cloud services. In recent years, the public cloud has been a trending topic, and many companies have decided to move their applications to the cloud due to its significant advantages, such as agility in deploying projects, immediate access to new technology, and efficiencies gained from not having to manage the traditional infrastructure of a data center.

In addition to agility, another key feature of public cloud services is the pay-as-you-go model, meaning companies only pay for the resources used during a certain period. This is where we begin to see a difference in cost management since, in traditional data center models, companies invest in infrastructure with a fixed price (CapEx), which is an upfront investment that depreciates over time, or they choose to lease this infrastructure at a fixed monthly price. This is different from the public cloud, which typically has a variable monthly cost (OpEx).

The growing adoption of public cloud services has brought a series of challenges stemming from the nature of on-demand cloud services. Additionally, the high level of detail in cloud spending offers companies new financial opportunities that must be strategically managed.

To address all these issues related to cloud cost management, the FinOps practice has been developed. FinOps is a financial management discipline for the cloud and a cultural practice that maximizes business value in hybrid and multicloud environments.

Focusing on the efficient use of cloud resources brings immediate and tangible financial benefits. Unfortunately,

many organizations are not prepared to take advantage of this, often overspending.

This is why we recommend adopting a FinOps culture within the organization, and it is possible to do so by developing capabilities in the following areas:

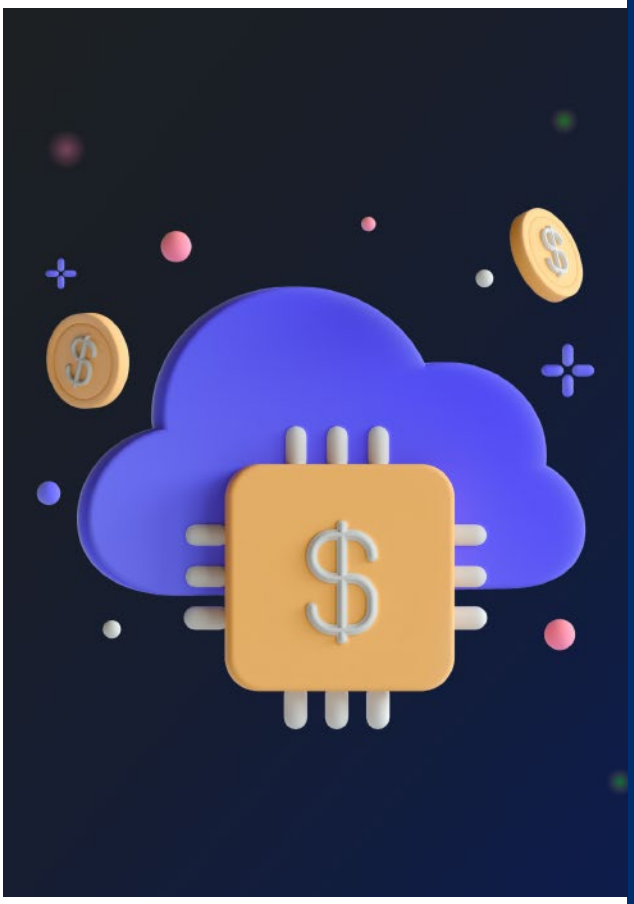
Plan: Understand business requirements, design efficient architectures, forecast consumption, and have clear expectations before implementation.

Monitor: Organize resources, gain visibility into the costs of deployed services, detect and alert anomalies in spending.

Reduce: Eliminate unnecessary resources, adjust service coverage to match actual demand, and take advantage of discount models.

Optimize: Optimize architecture and application behavior to better leverage cloud services.

Evolve: Adopt a multicloud strategy, embrace cost management tools, and drive cultural change to make cloud consumers more budget-conscious. It is important to develop new KPIs to correlate cloud costs with business value.



To manage public cloud costs, avoid excessive expenses, and drive more efficient consumption of services, organizations must develop financial management processes.

These processes affect multiple roles and departments, including Infrastructure and Operations, the Cloud Center of Excellence (CCoE), Finance, and direct consumers of cloud services. These processes translate into new management requirements and also demand the adoption of new tools.

Adopting a FinOps culture is key to maximizing cloud value and optimizing the use of financial resources within any organization. Implementing this discipline not only ensures efficient cost control but also promotes greater collaboration between IT, finance, and operations teams. By making FinOps an integral part of the business strategy, companies can maintain cloud agility and flexibility without compromising the budget, ensuring sustainable and profitable long-term growth.

Carlos Narváez, CTO at Honne Services, is a technology leader with over 20 years of experience. His focus on innovation and customer experience has enabled him to develop effective technology strategies, facilitating digital transformation and the sustainable success of organizations.

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ENHANCING IT VISIBILITY WITH OBSERVABILITY

By Analucía Martínez, Director of Solutions and Delivery at Honne Services.

Observability is an approach to gaining visibility and deep insights into the state and behavior of an IT environment through the **data** it generates, such as **logs, metrics, and traces.** Rather than simply collecting predefined data (as happens with monitoring), observability allows you to understand the internal workings of a system, proactively analyze it, and respond to issues in real time.

The more observable an environment is, the faster and more accurately you can identify and resolve performance problems without needing additional testing or coding.

Observability relies on three main pillars:

- **Metrics:** Numerical data on performance, such as CPU usage, memory, and latency.
- **Logs:** Detailed event records showing what has happened inside the system.
- **Traces:** Information on how requests flow through a distributed system, allowing identification of bottlenecks and errors.

Observability tools are used to understand the state, performance, and behavior of applications, services, and infrastructure. Observability platforms enable the analysis of telemetry, either through human operators or artificial intelligence, to detect changes in system behavior that affect the end-user experience, such as outages or performance degradation. This allows for early, and even preventive, problem-solving. Observability solutions are used by IT operations, site reliability engineers, cloud and platform teams, application developers, and product owners.

Organizations use observability platforms to improve the availability, performance, and resilience of these critical applications and services. Investing in and successfully deploying observability platforms prevents revenue loss and enables faster product development cycles, as well as improvements in brand perception.

When implementing an observability tool in an IT environment, we gain benefits such as:

- **Improved Visibility:** It provides a clear and real-time view of the internal behavior of IT environments.
- **Early Problem Detection:** With access to more data, teams can identify issues before they impact end users.

- **Faster Troubleshooting:** Observability allows incidents to be located and fixed more efficiently, reducing downtime.

- **Proactive Prevention:** It facilitates identifying patterns that may predict future incidents, enabling preventive actions.

- **Performance Improvement:** By continuously monitoring key metrics, adjustments can be made to optimize overall system performance.

Some examples of use cases or business problems addressed by observability platforms are:

IT Operations: IT operations teams responsible for live production environments are tasked with ensuring that applications and services are always available, responsive, and functioning—especially during periods of high demand. Observability platforms alert these teams when issues are detected and allow them to query data to identify the underlying cause.

Platform Engineering: The use of observability platforms by platform engineers resembles that of IT operations and software development. Observability platforms help these teams ensure that production environments consistently meet service-level objectives, in addition to supporting continuous data-driven improvement and platform evolution.

Software Development: Development teams use observability platforms as part of the CI/CD pipeline, providing rapid feedback on new code deployments. This allows faster delivery of new features as well as increased product resilience.

Business Analysts: Business analysts can use observability platforms to understand and analyze key business metrics. These metrics are often specific to the organization and its customers (e.g., a retailer measuring the cost of abandoned shopping carts and the average customer spend).

Observability platforms must have, at a minimum, the following characteristics:

Ingest, store, and analyze telemetry sources, including (but not limited to) metrics, events, logs, and trace data.

Identify and analyze changes in the behavior of applications, services, or infrastructure to determine disruptions in availability, performance degradation, and/or impact on the end-user experience.

Enrich telemetry by providing context in the form of topological dependency mapping and the relationship with and between business services.

Magic Quadrant

According to Gartner's 2024 Magic Quadrant, the observability ecosystem has evolved significantly, offering a wide range of providers with specialized solutions. This diversity of options allows organizations

to identify products that best fit their specific needs and use cases. Increasing market competition has driven innovation, offering more advanced, customizable tools tailored to various sectors and technological infrastructures. In this context, Gartner highlights that it is highly likely that any organization, regardless of its size or operational complexity, can find a solution that maximizes visibility, monitoring, and analysis of its digital environments.

Market Overview

The observability platform market will continue to evolve over the coming years, driven by the following key trends:

The need to view and analyze telemetry from multiple sources in context without having to switch tools.

The growing amount and variety of data continues to push health and performance monitoring tools to resemble more analysis tools. Along with advances in AI, there is tremendous potential for progress in more autonomous or "self-driving" features here, including those that lean more toward optimization than problem-solving.

Support for cybersecurity use cases is increasingly being added to products in this market. To date, most of these capabilities have been additive, meaning they are not intended to replace existing cybersecurity tools. As these capabilities mature and observability platform providers build credibility among security professionals, they may also become competitive in those markets.

As organizations deploy their own AI and large language model (LLM)-based workloads, understanding how to monitor them will rise in priority. They represent a relatively small part of the market today, but we are already seeing some observability products claim to support this type of workload.

SaaS products and cloud services present new challenges for I&O (Infrastructure and Operations) teams, especially as more business-critical services rely on them. However, monitoring these workloads requires new approaches. Observability platform providers are investing in capabilities to extend their reach and cover them.

Mergers and acquisitions, as well as product updates and consolidation, will continue to reshape the observability platform landscape.

Analucía Martínez, with over 15 years of experience in IT projects, is currently the Director of Solutions and Delivery at Honne Services, where she manages the design and implementation of innovative solutions aligned with clients' strategic goals.

THE FUTURE OF BUSINESS LIES IN DATA ANALYTICS

By Dr. José Luis Mateos Trigos, Director of Digital Transformation at Honne Services.

The digital revolution has transformed the business world into a web of interconnected data. Today, information is one of the most valuable assets for any company, and the ability to process, analyze, and act on it can determine the success or failure of an organization. **Data analytics** has become the cornerstone of strategic decision-making and a key driver of **digital transformation.**

What is Data Analytics?

Data analytics is the process of examining datasets to extract useful conclusions that can help organizations improve their performance. This analysis is done through advanced tools and techniques, such as **artificial intelligence** algorithms, **machine learning, and statistical models.** The goal is to identify patterns, correlations, and trends that wouldn't be detectable at first glance.

In my career as a researcher and physicist, I have witnessed the evolution and importance of analyzing large volumes of data to understand complex phenomena. This same idea applies to the business world: by understanding data behavior, companies can anticipate market changes, improve operational efficiency, and optimize customer experiences.

The Strategic Value of Data Analytics

Data analytics has cross-functional relevance that impacts all areas of an organization. From human resource management to supply chain optimization and customer behavior analysis, this discipline is fundamental for making informed decisions.

One of the clearest examples is the use of **predictive analytics.** With this tool, companies can anticipate future

market behavior, forecast product or service demand, and adjust their strategies based on this information. This not only improves the ability to respond to changes but also optimizes resources and reduces risks.

Another key area is **prescriptive analytics**, which not only analyzes what will happen but also offers recommendations on what actions to take. This data-driven decision-making capability allows organizations to act proactively rather than reactively.

Challenges of Data Analytics

However, the adoption of data analytics is not without challenges. Companies must face obstacles such as data quality, volume, and the technological infrastructure required to process it. It is crucial that organizations not only invest in technology but also in training their personnel to maximize the value they can derive from the information.

Data must also be managed ethically and responsibly. In a world where privacy is a growing concern, organizations must ensure they comply with local and international data protection regulations. Transparency in the use of information should be a priority to build trust among both customers and business partners.

The Future of Data Analytics

We are in an era where technological advancements, such as **artificial intelligence**, are multiplying the amount of data we generate. The challenge for companies will not only be collecting this information but turning it into actionable knowledge.

In this context, **real-time analytics** will be crucial. Organizations that can analyze data as it is generated will have a significant competitive advantage. For example, in sectors like e-commerce or healthcare, the ability to respond in real time can mean the difference between success and failure.

In conclusion, **data analytics** is not just a tool but a comprehensive strategy that, when implemented correctly, can transform companies into more agile, efficient, and competitive organizations. As a scientist and now Director of Digital Transformation at **Honne Services**, I have seen how the intelligent use of data can revolutionize not only how companies operate but also their ability to innovate and adapt in a constantly changing environment.

The future is in data, and the organizations that know how to leverage it will lead the way in this new digital era.

Dr. José Luis Mateos Trigos is a Mexican physicist with a PhD in Science (Physics) from UNAM and a postdoctoral degree from Northeastern University in Boston, USA. He is currently the Director of Digital Transformation at Honne Services and a renowned scientific researcher.

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FROM THE EXPERTS

AUTOMATING DATA EXTRACTION WITH AWS TEXTRACT

By Fernando Guevara, Cloud Software Architect at Honne Services.

Efficient data management is a fundamental pillar for organizations seeking to maintain a competitive advantage in an increasingly demanding market. Manual processes for extracting information from physical documents can not only be inefficient but also prone to human error, which compromises the quality of the data.

AWS Textract is an innovative solution that uses advanced machine learning algorithms to transform the way companies interact with their documents. This service enables the conversion of information contained in invoices, receipts, and IDs into structured digital data, facilitating its integration into business workflows and significantly improving operational efficiency.

What is AWS Textract?

AWS Textract is a machine-learning-based service that goes beyond traditional Optical Character Recognition (OCR). It not only extracts text from scanned documents but also recognizes the layout and structure of those documents, including tables, forms, and key fields. This allows developers to integrate accurate and structured data directly into applications and workflows. The automation of data extraction from printed documents is essential for organizations seeking efficiency and accuracy in their operations. AWS Textract uses deep learning models to address the variety of formats and print qualities found in receipts and tickets.

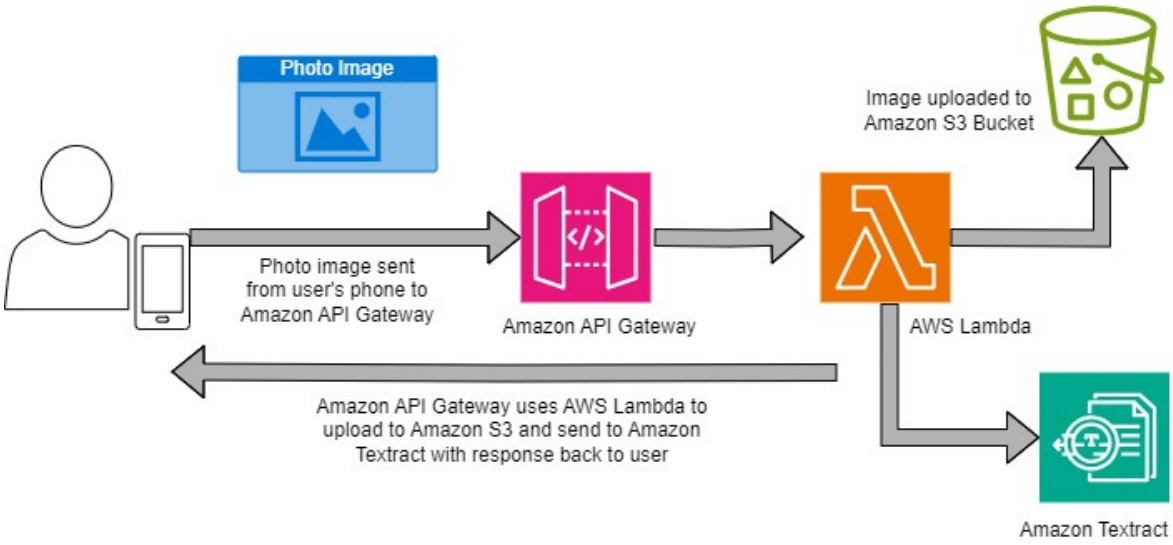
Textract's adaptability across different industries, from finance to healthcare, highlights its versatility. It can identify and extract critical information such as names, dates, and identification numbers, automating processes that previously required manual intervention. The integration of Amazon Augmented AI (A2I) allows for personalized training, which continuously improves the model's performance through human reviews, thus ensuring greater accuracy and regulatory compliance.

Integration with Other AWS Services

AWS Textract integrates seamlessly with other AWS services, expanding its capabilities and simplifying its implementation in various applications. Through **Amazon Comprehend**, users can

AWS Textract represents a significant advancement in automating document processing. Its ability to accurately and efficiently extract data from printed tickets, documents, and IDs, combined with the possibility of personalized training, makes it an indispensable tool for developers and companies seeking to innovate and optimize their operations.

I encourage the developer community and technical professionals to explore the possibilities offered by AWS Textract. By integrating this service into their solutions, they will unlock new levels of efficiency and accuracy, driving growth and innovation in their organizations.



perform text analysis and entity extraction, providing a deeper semantic understanding of the extracted data.

By integrating it with **AWS Lambda**, it is possible to automate serverless workflows, allowing real-time document processing. The extracted data can be securely and scalably stored and managed using Amazon S3 and DynamoDB, ensuring that the information is always available and organized.

Technical Implementation

For developers interested in implementing Textract, AWS provides SDKs in various programming languages such as Python, Java, and JavaScript. The general process involves:

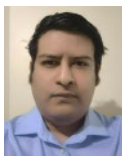
- **Image Submission:** Users send images from their devices using Amazon API Gateway.
- **Processing with AWS Lambda:** The API Gateway invokes a Lambda function to upload images to Amazon S3.
- **Data Extraction with Textract:** Lambda sends the image to Textract to process the data.
- **Response to User:** Textract returns the extracted data to the user through Lambda and API Gateway.

Notable Use Cases

The **automation of accounts payable** has become essential for companies aiming to improve efficiency in their financial operations. Thanks to technologies like AWS Textract, organizations can automatically process thousands of invoices, which not only significantly shortens the payment cycle but also allows for more precise and timely expense management. This leads to stronger relationships with suppliers, who appreciate the punctuality and transparency in payments, fostering a healthier collaboration environment.

The **extraction of information from claim forms** is a critical process that allows insurance companies to streamline their response times. By implementing automated solutions for processing claims, companies can considerably reduce customer wait times, improving overall satisfaction. This ability to respond quickly not only strengthens customer relationships but also optimizes internal operations, allowing agents to focus on customer service rather than administrative tasks.

The onboarding process for new customers greatly benefits from automated technology. The verification of identities and the processing of legal documents are carried out efficiently and securely, facilitating the integration of new customers into the company's database. This not only ensures regulatory compliance but also minimizes risks associated with handling sensitive data.



Fernando Guevara, Cloud Software Architect at AWS, specializes in designing solutions with native services, containers, and serverless architectures, optimizing deployments and automating workflows in the cloud.

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ABOUT HONNE SERVICES

Honne Services is a leading company that, through its consulting services, implements advanced technological solutions that automate processes, optimize operations, and reduce costs. It provides world-class support and operations through its Cloud Centers of Excellence (CCoE), which operate 24/7/365. Its comprehensive and personalized approach ensures that each client receives solutions tailored to their specific needs, thus boosting their efficiency and competitiveness in the market. With a constant commitment to innovation, Honne Services is dedicated to transforming the way organizations operate and grow in the digital era.

www.honneservices.com

https://mx.linkedin.com/company/honneservices

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