# Transcript: Turning abstract data into everyday value

<https://www.youtube.com/watch?v=IL6xpY1XLSc>

**[00:00:01.00] - Speaker 1**

My name is Siva Raghupathy. I lead the worldwide database and analytics specialist solutions architecture team. Day-to-day looks like I get up in the morning, have a nice breakfast. I ride my bicycle to work. There starts a beautiful day for me, like, typically with a customer meeting or a team call. We really work back from customers. Data can be very abstract for folks, you know, for me, as I'm solving customer problems, it is about practical experiences for customers, such as when you're watching a TV show, it’s really getting that streaming episode that you’re watching uninterrupted, while you’re sitting and enjoying this with your family. Or when you're calling your taxi. It is about taxis showing up on time, right? So building with impact for me is really building things that are meaningful for customers.

**[00:00:46.00] - Speaker 1**

How do I support tens of millions or hundreds of millions of requests coming in? There's an item on sale, everybody wants to jump in and get that, and we want to give a great experience for customers, and I think about the backends of these systems and what is the impact to me is really the customer having a tremendous experience.