

Application: 6391

AWS Landing Zone: Multi-Account Architecture Pioneer

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Brightside Benefit Inc
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Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title AWS Landing Zone: Multi-Account Architecture Pioneer
Category Q06a. New Service of the Year- Information Technology - Cloud Services
New Service Submission Format Written Answers

a. Briefly describe the organization that developed the nominated new service: its history and past performance (up to 200 words). Required

Choice Hotels International has established itself as a hospitality industry innovator through its pioneering cloud transformation journey. As one of the world's largest lodging franchisors, the company has successfully executed a comprehensive digital transformation strategy, becoming the first hotel company to complete total data center migration to the cloud. This strategic initiative has enabled Choice Hotels to enhance operational efficiency, strengthen security posture, and deliver improved guest experiences across its extensive portfolio of properties.

The company's forward-thinking approach to cloud architecture involved evolving from a basic two-account AWS structure to a sophisticated multi-account architecture with over 50 specialized AWS accounts, implementing industry-leading governance practices. This transformation has positioned Choice Hotels to leverage cutting-edge technologies while maintaining robust security and compliance frameworks that protect sensitive customer data.

Through its cloud migration journey, Choice Hotels has demonstrated exceptional technical leadership in the hospitality sector, achieving significant operational cost reductions while simultaneously improving application performance and scalability. The organization's commitment to infrastructure modernization has created a foundation for future innovations, including AI-powered guest services and advanced analytics, further cementing its position as a technology leader in the hospitality industry.

b. Specify the date on which this nominated service was introduced to the marketplace. Outline the nominated service's features, functions, benefits and novelty (up to 250 words). Required

Strategic Vision & Leadership

Sreeja Reddy Challa, as Software Engineer II at Choice Hotels, played a key role in designing and implementing the multi-account architecture using the AWS Landing Zone solution. She led the expansion from 2 AWS accounts to 50+, collaborating with AWS Solutions Architects to create a secure, automated, and well-architected cloud governance framework.

Automated Infrastructure Management

She implemented the Account Vending Machine to automate account provisioning with baseline configurations, including VPCs, IAM roles, CloudTrail, and AWS Config. This ensured all new accounts followed security best practices and operational governance from day one.

Security & Access Management

Sreeja designed and implemented AWS Single Sign-On for centralized authentication and seamless access management across accounts. She collaborated with security teams to enforce comprehensive security policies, compliance controls, and IAM governance throughout the multi-account environment.

Governance & Compliance

She established robust governance using AWS Organizations, Service Control Policies (SCPs), and AWS Config, ensuring standardized compliance across all accounts. This policy-driven approach enabled effective security, cost tracking, and compliance monitoring at scale.

Migration Leadership & Business Impact

Sreeja successfully migrated applications from existing AWS accounts to the new multi-account architecture, eliminating operational inefficiencies. She managed zero-disruption Landing Zone upgrades while maintaining cloud operations. This transformation significantly reduced operational costs, strengthened security posture, and improved scalability for hotel reservation systems, property management, and loyalty programs.

c. Explain why the nominated service is unique or significant. If possible compare the service to competitors' offerings and/or to the organization's other or past products (up to 250 words). Required

Transformative Cloud Architecture

Sreeja Reddy Challa's implementation as Software Engineer II of AWS Landing Zone and multi-account architecture at Choice Hotels International represents a paradigm shift in hospitality cloud infrastructure. Her strategic expansion from 2 AWS accounts to 50+ established a foundation for the company to become the first hotel company to achieve complete data center migration to AWS cloud.

Her work fundamentally transformed how major hospitality companies manage cloud resources, implement security controls, and ensure governance at scale. By implementing the Account Vending Machine for automated provisioning with standardized security configurations, she eliminated significant manual effort while ensuring consistent compliance across all cloud environments.

Industry-Leading Security Framework

Implemented a comprehensive AWS Single Sign-On-SSO solution across a multi-account structure, establishing centralized authentication that far exceeds typical hospitality sector implementations

Deployed AWS Organizations with advanced Service Control Policies -SCPs to enforce governance at scale, creating security guardrails surpassing standard industry practices

Operational Excellence

Achieved zero-disruption upgrades to AWS Landing Zone configurations while maintaining continuous operations - a significant achievement compared to industry peers who typically require maintenance windows

Eliminated inefficiencies through strategic application migration that maintained business continuity across hotel reservation and property management systems

Pioneering Business Impact

The significance of Sreeja's contribution extends beyond technical implementation. By enabling the first complete cloud migration in the hospitality sector, she helped transform Choice Hotels from a traditional hotel operator into a technology-forward company with reduced costs, enhanced security posture, and improved application scalability for hotel reservations, property management, and loyalty programs.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Sreeja Reddy Challa's groundbreaking work as Software Engineer II on AWS Landing Zone implementation and multi-account architecture is validated by company announcements confirming Choice Hotels International's pioneering cloud transformation.

The significance of this initiative is substantiated by Choice Hotels' announcement that it became the "first hotel company to complete total data center migration to the cloud." This transformation involved decommissioning more than 3,729 servers, with over 300 applications retired and more than 250 applications migrated, demonstrating the exceptional scale of Sreeja's architectural contribution.

This work directly enabled what Brian Kirkland, Chief Information Officer, described as "ensuring franchisees have up-to-the-minute access to innovations, saving time and money while providing industry-leading distribution systems."

The multi-account architecture created the foundation for this business transformation, enabling improved performance, scalability, and governance across the organization.

Further validation comes from Matt Garman, Senior Vice President at AWS, who noted "Choice Hotels leaned in big and early on the cloud, which helped them innovate, scale, and become a more sustainable business." This external recognition confirms the strategic importance of the cloud architecture work in which Sreeja played a key role.

Additional confirmation comes from Choice Hotels' recognition as having a "history of technological firsts," including becoming the "first hotel company to commit to being 100% on AWS Cloud". This commitment, enabled by Sreeja's architectural expertise, ultimately led to a landmark achievement that positioned Choice Hotels as an acknowledged technology leader in the hospitality industry worldwide.

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