



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

DIGITAL SKILLS AND RESEARCH METHODS

BMSW4003_LON
DSR ASSESSMENT 1

IMPACT OF MODERN TECHNOLOGY

ON AMAZON'S BUSINESS



IMPACT OF TECHNOLOGY ON AMAZON

Student Name	Student ID	Topic
Santiana Rutkowska	1917604	Introduction and Background
Faiza Razak	2020823	Challenges
Lucky Delu Shouburgh Quigley	2023958	Insights
Andi Nicusor Gisca	2023957	Impacts
Patricia Hyiamang	2020830	Lessons and Conclusion

Koushik Modak
University of Wales Trinity Saint David
Presentation Date: 23/04/2021

Koushik Modak
University of Wales Trinity Saint David
Presentation Date

Introduction of amazon

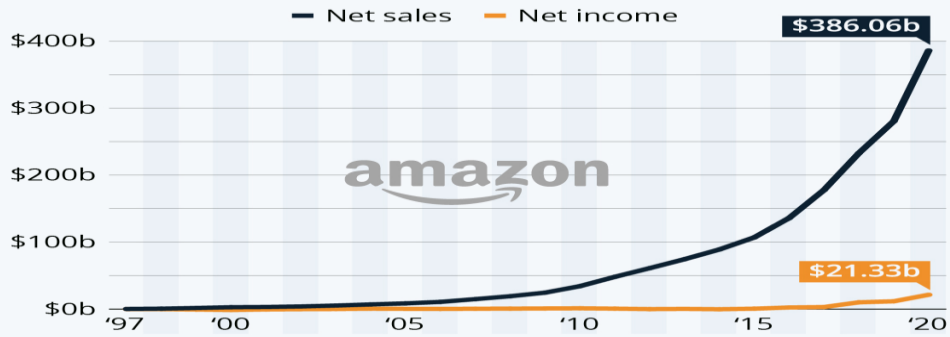
- In this presentation a brief background history will be presented, moreover statistics and the development of the amazon company will be assessed.
- Focusing on robotics technology, that has provided a gigantic development path in future generations to come pointing out the success , continuous stability and progress of a such type of company will be discussed.

Background and history of the organization

- Amazon was found on July 5, 1994, by Jeff Bezos. “Wikipedia/amazon17.04.2021”
- In 2002, Amazon launched amazon web services. “Wikipedia/amazon 17.04,2021”
- In 2019 Amazon was worlds most valuable brand, according to a ranking of global companies. “ Mary Hanbury, 11.06.2019,businessinsider.com”
- On February 2, 2021 Amazon announced that Jeff Bezos would be stepping down as a CEO and transitioning to Executive chair of amazons board. “Wikipedia/amazon-history,17.04.2021”

Amazon's Incredible Long-Term Growth

Amazon's net sales and net income from 1997 through 2020



Source: Amazon



statista

" by Felix Richter Feb 3 2021, Statista.com"

Background of the organization

Jeffrey Preston Bezos is an American internet entrepreneur, industrialist, media proprietor, and investor. Bezos is the founder and CEO of the multi-national technology company
Title: Founder, CEO, President and Chairman of amazon and others...

" Wikipedia/Jeff-Bezos/amazon.17.04.2021 "

- Officers and directors
- Jeffrey P. Bezos President, Chief Executive Officer and Chairman of the Board. ...
- Brian T. Olsavsky Senior Vice President and Chief Financial Officer. ...
- David H. Clark CEO Worldwide Consumer. ...
- Andrew R. Jassy Chief Executive Officer, Amazon Web Services. ...
- Shelley L. Reynolds Vice President, Worldwide Controller. ...
- David A.
- " aboutamazon.com/officers-and-directors-2021 "



Jeffrey P. Bezos.



Brian T. Olsavsky



David H. Clark



Andrew R. Jassy



Shelley L. Reynolds

*theorg.com/Dave clark/amazon team"
 "Bloomberg.com/Shelley Reynolds/Amazon"
 "aboutamazon.com/Brian Olsavsky- officers and directors"
 "aboutamazon.com Jeff Bezos officers and directors"
 "aboutamazon.com Andrew Jassy-officers and directors"

Background of the organization

- Amazon (Amazon.com) is the world's largest online retailer and a prominent cloud services provider.
- Amazon is not only a place to do online shopping for multiple things, but amazon has a list of subsidiaries
- Amazon owns over 40 subsidiaries.

" Wikipedia/amazon.com,inc
17.04.2021"



"Jay Peters, Theverg.com
25.01.2021"

Background of the organization



"IDonethis.com, 24.07.2014"

Aims and objectives of the organization

“We aim to be Earth’s most customer centric company. Our mission is to continually raise the bar of the customer experience by using the internet and technology to help consumers find, discover and buy anything, and empower businesses and content creators to maximise their success, amazon staff says.”

[“aboutamazon.co.uk/ourmission”](http://aboutamazon.co.uk/ourmission)

Challenges before adapting robotic technology



The Amazon logo, consisting of the word "amazon" in a lowercase, sans-serif font, is positioned in the top right corner of the slide. It is white and set against a dark orange rectangular background.A white circle with a thin grey outline, serving as a bullet point for the first item in the list.

Before Robot technology, Amazon had a huge challenge on their hands to fulfil customer requirements of faster delivery

A white circle with a thin grey outline, serving as a bullet point for the second item in the list.

Humans' production levels are not consistent

A white circle with a thin grey outline, serving as a bullet point for the third item in the list.

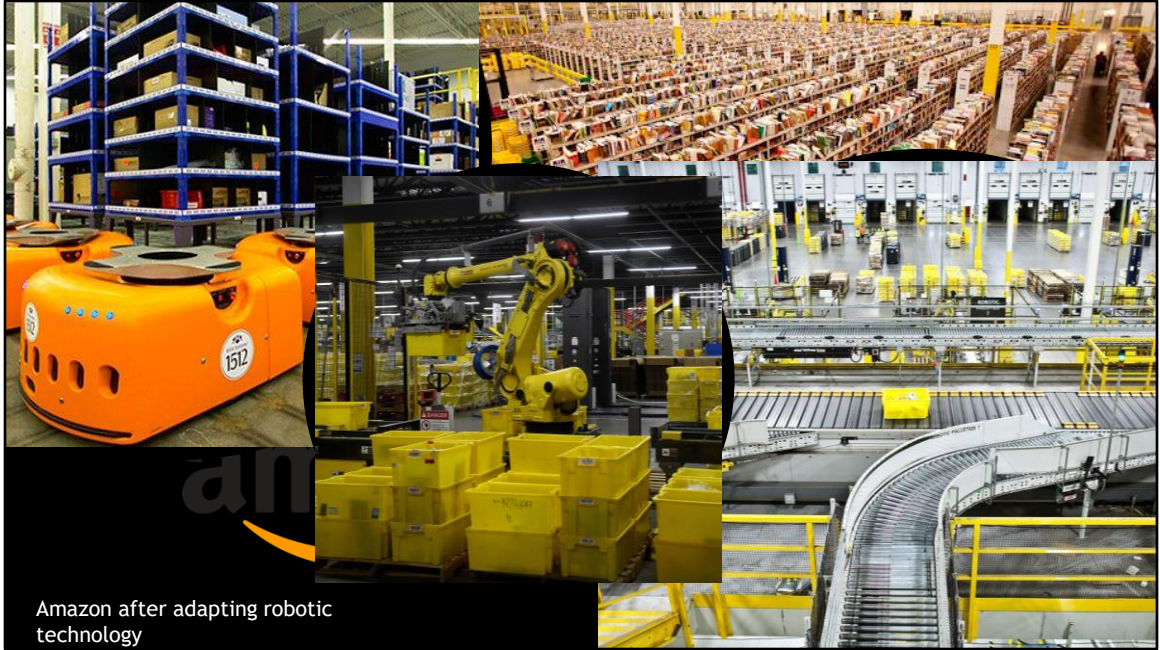
Humans have emotions that cause them to make mistakes

A white circle with a thin grey outline, serving as a bullet point for the fourth item in the list.

Heavy lifting causes injuries or tiring

A white circle with a thin grey outline, serving as a bullet point for the fifth item in the list.

Human's waste lot of materials due to inaccuracy



Amazon after adapting robotic technology



The insights to Amazon robots

Amazon's insights

2



- Advantages of Amazon robots
- Disadvantages of Amazon robots
- Their plans and goals for the future

Sample Footer Text Element

4/21/2021

The disadvantages of their robots

3

- Some disadvantages of their robots are, replacing people's jobs
- Many employees have been fired because they couldn't keep up with amazon's demand of working faster in the warehouses



This Photo by Unknown author is licensed under CC BY.

4/21/2021

The advantages of Amazon's robots

- Amazon are employing more people because of how many were fired
- Amazon have saved \$18 billion from using their warehouse robots

Amazon's future plans for their robots

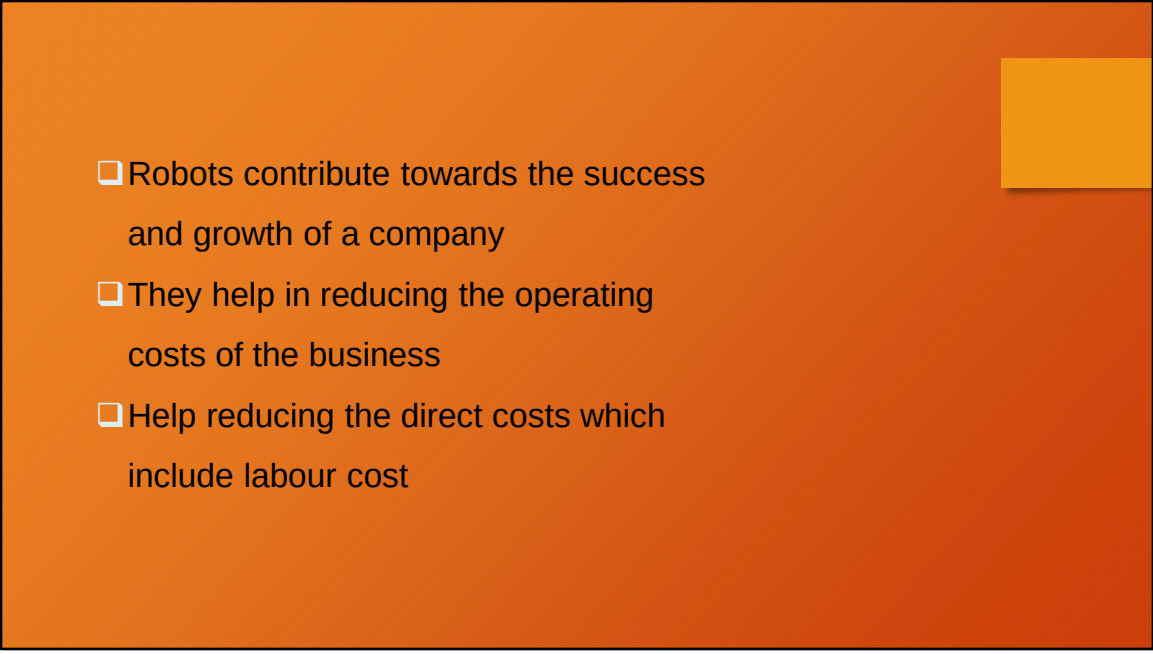
- Amazon has said they are planning to advance their robots with artificial intelligence
- plans for the warehouse robots to have eyes
- Cashless shops and more



TECHNOLOGY IMPACT ON AMAZON

amazon

- ❑ Technological factors have two aspects:
 - The development of new technologies
 - The use of technology in the design process.
- ❑ Amazon started off with using 1300 robots in their fulfilment centres in 2011 (Robert, 2016)
- ❑ The numbers increased to 30,000 robots to be used in 13 fulfilment centres “Professional Safety” (2019)

- 
- ❑ Robots contribute towards the success and growth of a company
 - ❑ They help in reducing the operating costs of the business
 - ❑ Help reducing the direct costs which include labour cost

- 
- ❑ Amazon relies heavily on technology as e-commerce is part of technology
 - ❑ Less available jobs for the humans
 - ❑ Robots can fail at any time

LESSONS DRAWN FROM THE CASE STUDY

AND CONCLUSION



Improvement of warehouses location in different countries has allowed them to save time, money and other resources more than they saved at the beginning and that's one of the reason of success.

Acquiring the data collection as for providing a good customer service is not only using a telephone call , that now even in our time we have the privilege to use the Internet for a much more accurate , secure and fast service.

Because their work is relying on technology, without it, would create blockage or what total stop of the company's activity that with loss of jobs and economic destabilization through their clients and partners world wide,

IMPACTS IN FUTURE

Improving E-marketing



Fleet of delivery drones



Cashier- free Store



More fulfilment centres



<https://loveincorporated.blob.core.windows.net/contentimages/gallery/372550be-8daa-40fc-ba67-5bcc37d67a57-drone-Courtesy-Amazon-edit.jpg>

CONCLUSION



As researched, Amazon changed how consumers shop by making online shopping feel safe and comfortable, investing more in technology for the convenient and friendly service that they provide to their consumers.

Through my analysis of Amazon technology, it's basis is using robots and the latest technology in their warehouses that proves to help increase productivity levels as to past ways of labour.

It's success was created by hard working people and still is even a large part of the activity is machine controlled, furthermore their continuous research in technology prevails their ability to conceive new ideas in marketing field of activity.

REFERENCES:

- Anonymous (2019). Amazon implements tech vest to promote worker-robot safety. Professional Safety. 64(5). [Accessed 19 April 2021].
- Benefits of Robots. Available from: <https://www.robots.com/articles/benefits-of-robots>. Accessed in 20/04/2021.
- Bogue, R. (2016) Growth in e-commerce boosts innovation in the warehouse robot market. The Industrial Robot. 13(6), pp:583-587. [Accessed 20 April 2021]
- Bogue, R. (2016) Growth in e-commerce boosts innovation in the warehouse robot market. Available from: <https://search-proquest-com.ezproxy.uwtsd.ac.uk/docview/1830014126?accountid=130472&pq-origsite=primo>. Accessed in 20/04/2021.
- Craig, J.J. (1989) Introduction to robotics: mechanics and control. 2nd edition. Reading: Addison-Wesley [Accessed 9 April 2021]
- Del Rey, J. (2019) How robots are transforming Amazon warehouse jobs — for better and worse. Available from: <https://www.vox.com/recode/2019/12/11/20982652/robots-amazon-warehouse-jobs-automation>. Accessed in 21/04/2021.
- Dunne, J. and Burford, R. (2021) inside amazons first cashless no- tills grocery shop in London. Available from: https://www.standard.co.uk/business/leisure-retail/amazon-opens-first-cashless-london-notill-grocery-shop_b922063.html. Accessed in 18/04/2021.
- Dzieza, J. and Plosz J. (2020) robots aren't taking our jobs they're becoming our bosses. available from: <https://www.theverge.com/2020/2/27/21155254/automation-robots-unemployment-jobs-vs-human-google-amazon>. Accessed in 20/04/2021.

- Eppner, C. et al. (2018) Four aspects of building robotic systems: lessons from the Amazon Picking Challenge 2015. Available from: <https://link.springer-com.ezproxy.uwtsd.ac.uk/article/10.1007/s10514-018-9761-2>. Accessed in 21/04/2021.
- Hall, D. (Jan 19 2021) Amazon automation 2021 and beyond. Available from: <https://www.cnet.com/google-amp/news/amazons-future-vision-of-ai-warehouse-bots-and-alexa/>. Accessed in 19/04/2021.
- Image 1,2,3,4: Amazon's future plans, from cashless stores to home robots. Available from: <https://www.lovemoney.com/gallerylist/77190/amazons-future-plans-from-cashless-stores-to-home-robots>. Accessed on 20/04/2021.
- Image amazon: Amazon Summer Sale 2020 – all the best deals. Available from: <https://www.jelly.deals/wp-content/uploads/2020/07/amazon-summer-sale-deals-2-750x429.jpg>. Accessed on 21/04/2021
- Lecher, C. (2018) How amazon automatically tracks and fires warehouse workers for productivity. Available from: <https://www.theverge.com/2019/4/25/18516004/amazon-warehouse-fulfillment-centers-productivity-firing-terminations>. Accessed in 19/04/2021.
- Peters, J. (2021) Rejoice! Amazon's new app icon isn't just a logo in a white box. Available from: <https://www.theverge.com/2021/1/25/22249675/amazon-new-ios-app-logo-color>. Accessed in 20/04/2021.
- Thompson, J., M. Scott, J. and Martin, F. (2014) Strategic Management: Awareness and Change. 7th edition. Hampshire: Andrew Ashwin [Accessed 9 April 2021]
- Wilson, M. (2014). Implementation of Robot Systems: An Introduction to Robotics, Automation and Successful Systems Integration in Manufacturing. [e-book]. Elsevier Science & Technology: ProQuest Ebook Central. Available through: <https://ebookcentral.proquest.com/lib/bcu/detail.action?docID=1874373>. [Accessed 9 April 2021]