

Amazon and the impact of Amazon Web Services(AWS) on the company efficiency

Module code: BMSW4003

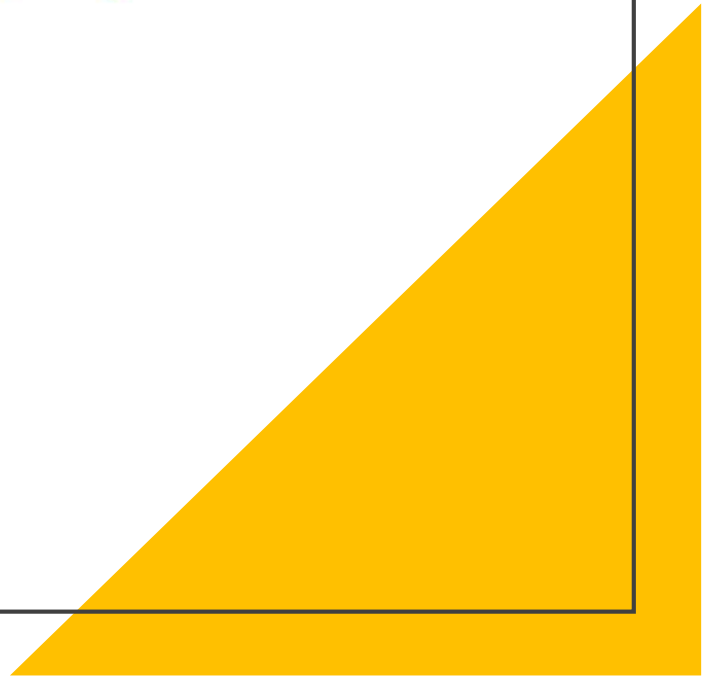
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Background of the Organisation

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The Beginning

- Founder of Amazon is Jeff Bezos
- Founded on 5th May 1994, in Seattle, Washington
- Initial name of the company was Cadabra
- Amazon started as an online bookstore.



Interesting facts about Amazon

- Amazon is the largest online retailer
- Since 1994 Amazon.com is constantly growing
- Amazon owns the 1-click trademark
- AWS was launch in 2002



Area of involvement

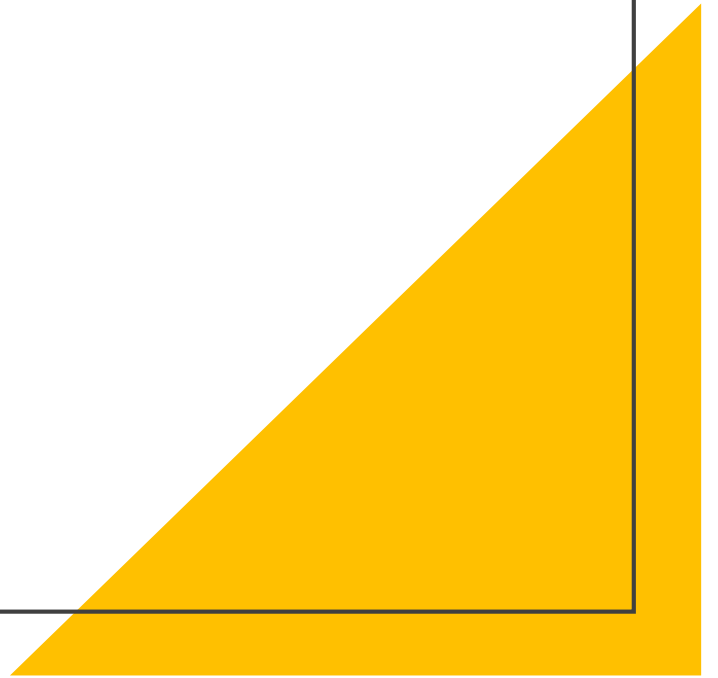
- E-commerce
- Retailing
- Cloud Computing
- Simple Storage Services
- Kindle



The challenges before the introduction of modern technology



Cristina Sert 2030662



Amazon's technology in time

- Amazon in the beginning.
- The engine for Amazon earnings increase.
- It is Apple and Cloud in race to be the world's most valuable tech company.
- How the Cloud has made this tech boom different from the dot-com era.



Cloud security controls

- Warning controls.
- Defensive controls.
- Investigator controls.
- Remedial controls



Challenges to adopting AWS

- Skill set.
- Tech provision.
- Switch.
- Security and data protection.
- Presentation and up time.



Efficiently adopt and manage

AWS. The Bunker

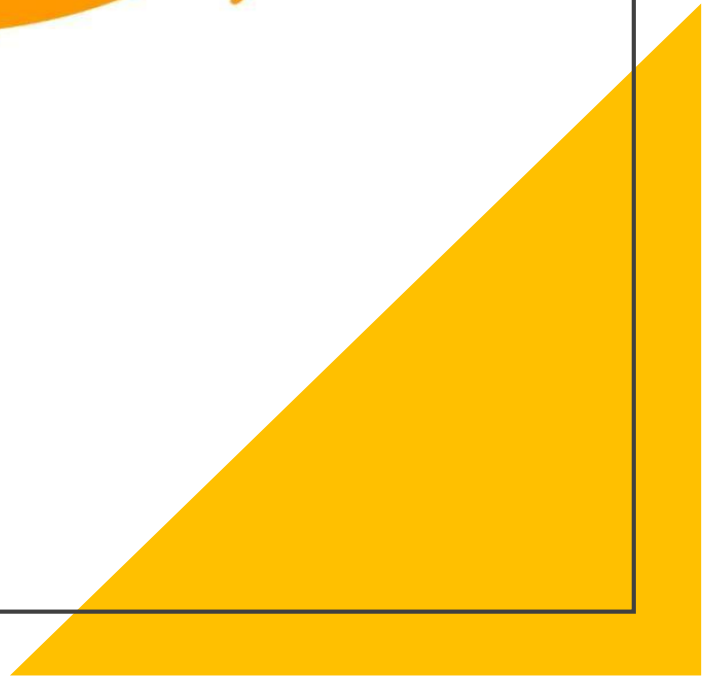
- Cloud adoption by helping customers to get secure.
- No need to pay for Cloud secure.
- Data will be safe, protected 24/7/365.



Insights to the modern technology introduced

Karolina Weronika Adamczuk

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Amazon AWS

- Amazon Drive - Amazon Cloud Drive
- Storage
- Databases and Application
- Pay-As-You-Go



Supported Devices

- Desktop applications
- Mobiles
- Tablets
- Web browsers





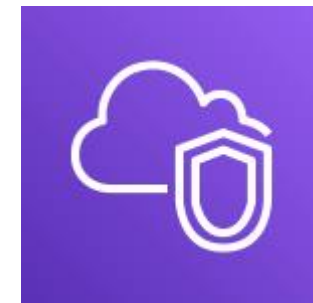
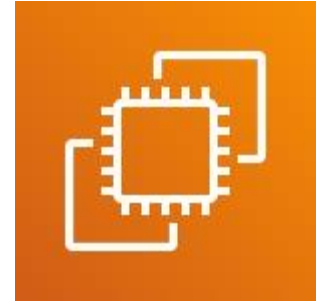
Features

- Types of cloud: Public, private and hybrid.
- ~~AWS - The leader of the public cloud market.~~
- Artificial intelligence, blockchain and many others.
- The IaaS model (Infrastructure as a Service)



AWS services

- Elastic Cloud Computing - **EC2**.
- Simple Storage Service - **S3**.
- Relational Database Service - **RDS**.
- Simple Queue Service - **SQS**.
- Content Delivery Network - **CloudFront**.
- Virtual Private Cloud - **VPC**.
- **Lambda**.



The Impact of Technology

Introduced

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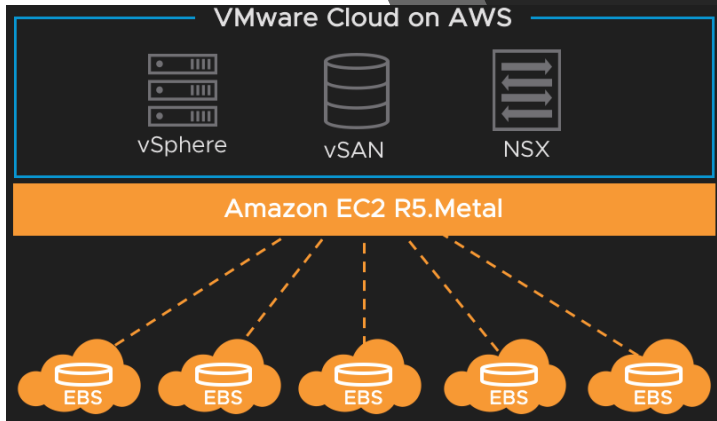


Importance of Cloud Storage in Amazon

- Cloud Storage is an essentially system.
- Companies used to store data in Removable Hard Disks.
- The 3-2-1 backup rule.
- The cloud encryption and security is updated, consistently monitored.



Impact of Cloud Storage in Amazon



- £9.81 billion profit in 2020.
- Better business analysis and algorithms.
- Reduced ransomware and corresponding cyberattacks.
- Cloud storage helps to modify the policies of Amazon cloud storage according to the legislation of different countries.



Impact of Amazon Drive

- Cross-platform functionality.
- Unlimited Photos storage.
- Very well organized and categorized.
- Amazon Drive has profited around £2.69 billion in 2020.

Company Benefits after Implementing These Technologies

- The sales has increased.
- The profit from Prime Video has increased.
- More than 1 million people use cloud storage services of Amazon.





Lessons that can be drawn from the case study

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Why choose cloud over on premise?

- Periodically updated system
- Less physical servers and expensive equipment
- Store all types of information
- File sharing
- Backing up data
- Promotes collaboration
- Increase mobility
- Aids disaster recovery

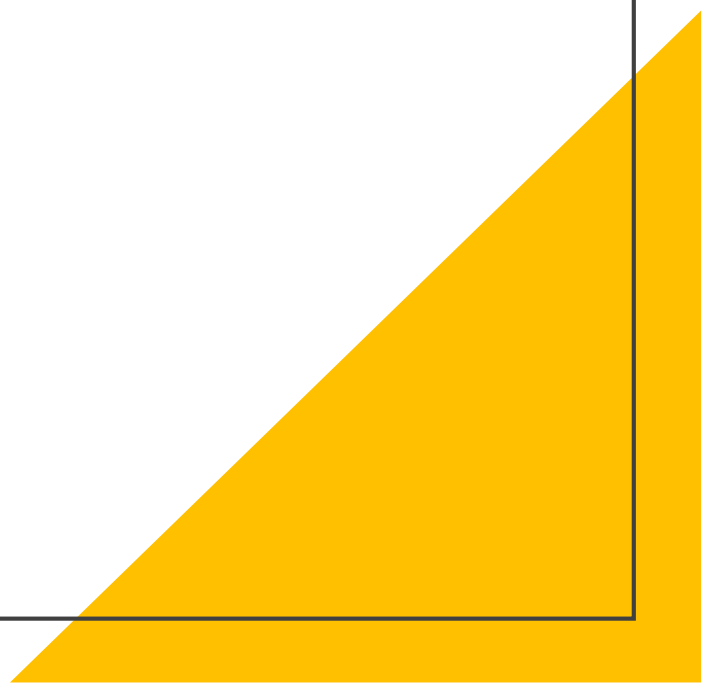


Pros and Cons

- Technologic Innovation
- Security
- Availability
- Real time support
- Accessibility
- Fast and Diversified
- Detailed documentation for every service
- Regular updates

- Internet connectivity is always required.
- It could be expensive if you access multiple different services.
- Technology limitation
- Desktop Application can be difficult to be accessed.
- Security can still be breached

Conclusions

- Cloud computing – the new technological development
 - Secured but still not at 100%
 - No standards and regulation worldwide
 - Minimal investment in IT for a new user
 - Migration to the cloud is accelerating
- 
- A large yellow triangle is positioned in the bottom right corner of the slide, pointing towards the top right.

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