



CertHE Skills for the Workplace

Digital Skills and Research Methods

AMAZON

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Work hard, have fun, make history

Background of the Organization

- Since 5th July 1994, when it was founded by Jeff Bezos, Amazon has come a long way.
- When Amazon was founded it function as a webpage that was only selling books, but the founder had a foresight for the company's expansion and e-commerce supremacy.
- Jeff Bezos is an American businessman who played an important role in the evolution of e-commerce being the creator and C.E.O. of the amazon.com, an internet-based retailer which in 2020 had a book value of more then \$180 billions. His successful business endeavor have made him one of the wealthiest person in the world.
- In 2021 the founder steps aside as the CEO after 27 years with tenth of billions gained.

Jeff Bezos

Has established e-commerce Amazon from his garage in Seattle. He sold \$8.8 billion worth of his Amazon assets in 2021 and also donated some shares, now possessing less than 10% of the company.





alamy

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www.alamy.com

Amazon is a great online-based company that sells books, music, movies, warehouse electronics, toys and many other products either directly or as the intermediary between other retailers and Amazon's millions of costumers.

The Challenge Before The Introduction of Modern Technologies

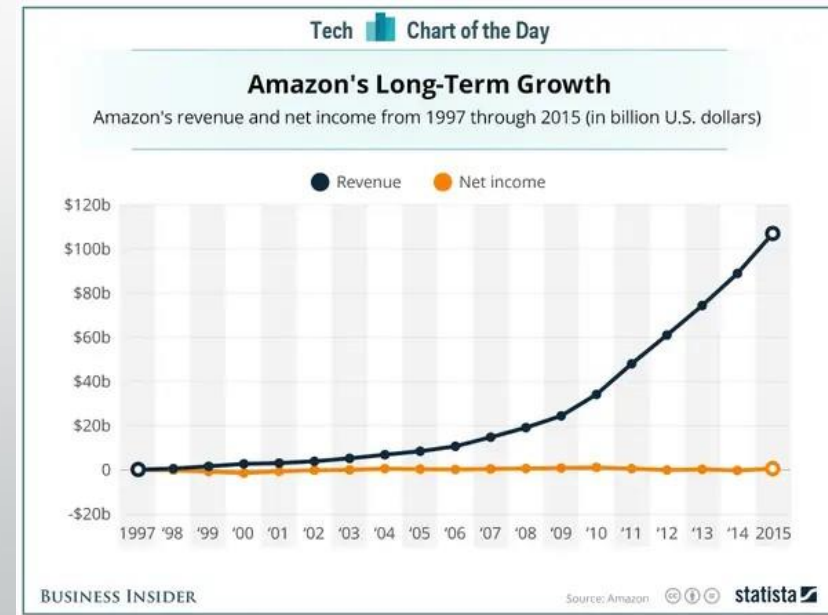
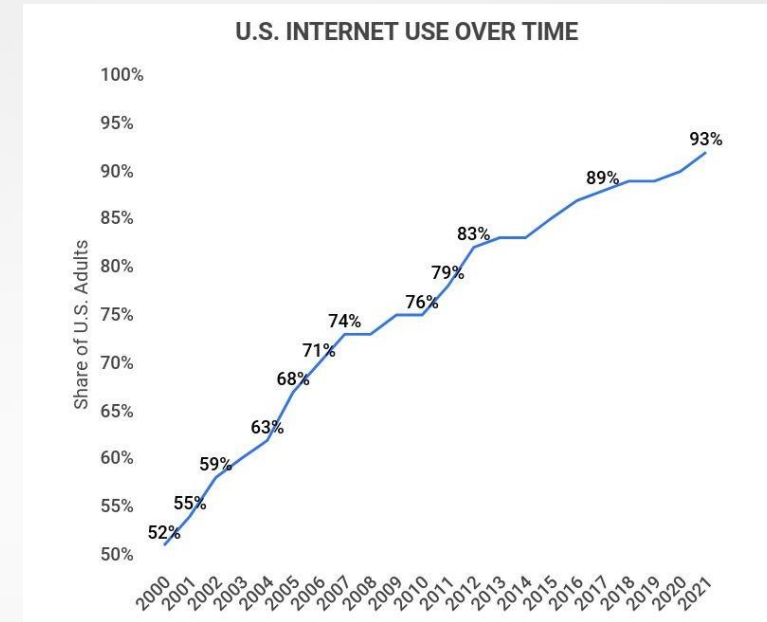
When Jeff Bezos started Amazon, it was not the company we see it as today. Amazon started off as an online book store which was only competing with local booksellers of the time.

Amazon starting out Jeff Bezos

Back in 1995 when Amazon officially launched, the level of technological advances compared to now was very low.

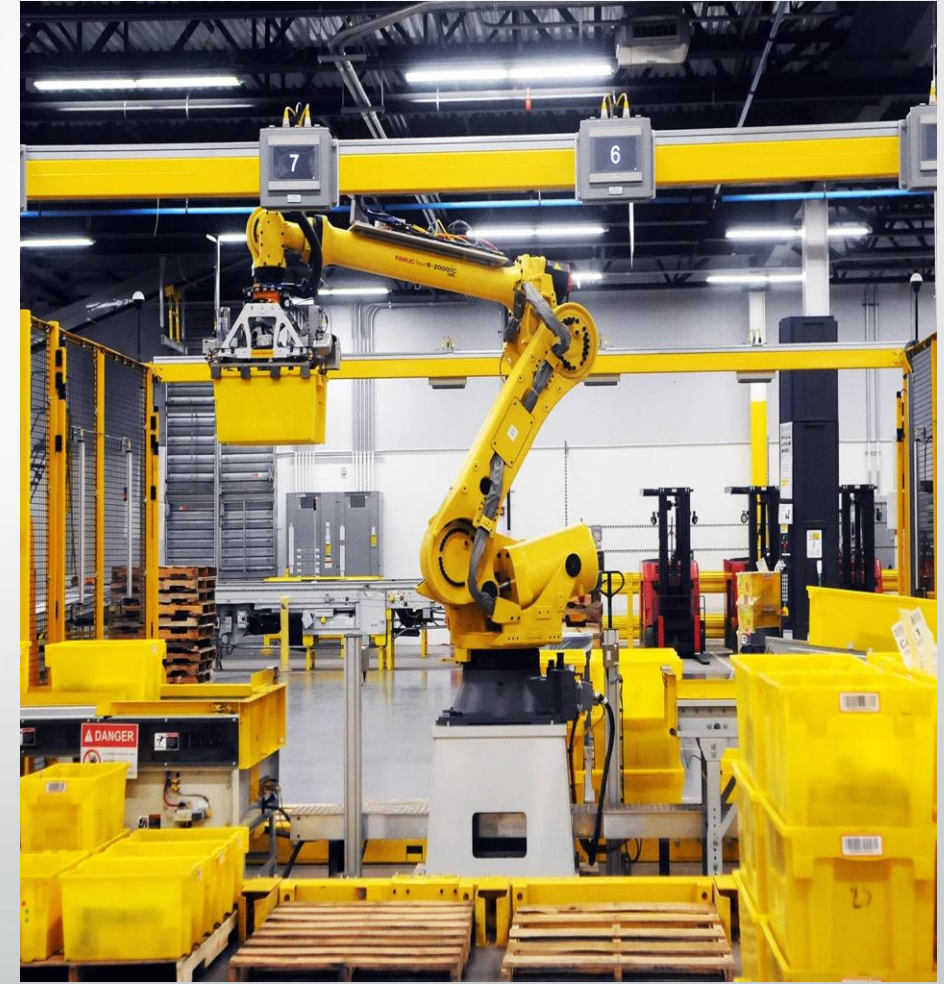
Transition phase

It's no shock that Amazon as a company expanded whilst computing technology was improving. Back in 1995 when Amazon first launched, computers were a relatively new thing at the time. As can be seen by these graphs, Amazon's peak revenue yearly earnings kept going up year on year, it comes as no surprise that the percentage of the population using the Internet in the US alone has followed the same trend as Amazon's growth statistics.



Amazon's technology in the work environment

- Now that Amazon is a huge company, they are able to experiment with new technologies in the working environment which helps to enhance their work efficiency which in turn helps increase their net profits.
- Some of the technologies include robots in warehouses that are designed to move large amounts of parcels at once which help to increase the efficiency that Amazon is able to operate at. They also use computer technology to help deal with the logistics side of the company so that they miss as little amount of delivery's as possible.



Insights of the modern technology in Amazon Industry Amazon Fresh

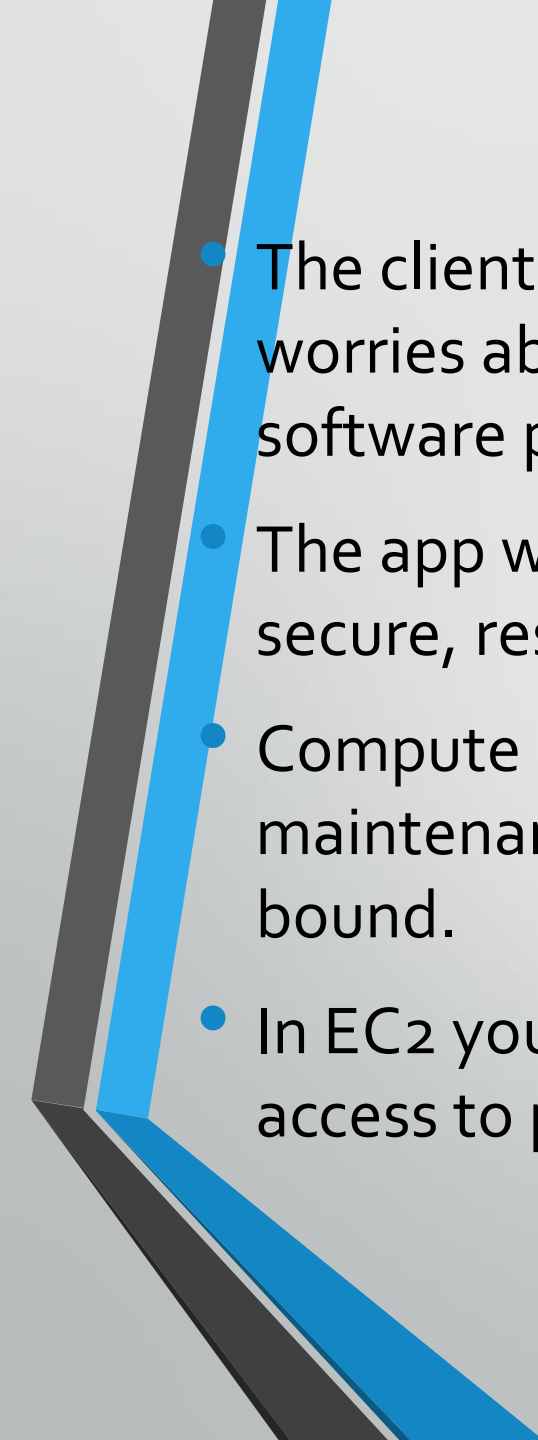
- When Whole Foods was acquired in 2017 the service's of the business line of Amazon expended.
- Amazon Fresh is a grocery store that can be access both online and physical which offers economical prices, and the customers benefit from free same day delivery and pick-up in sites of their choice for their members.
- It gives users the possibility to place orders of fresh products, known brands packaged goods, ready meals offering up to 2 hours delivery.
- The app allows costumers to change, cancel or add items to the order at any point up until your shopper begins to pick-up the groceries and the service gives the possibility to repeat items for their online shopping or they can add them on the shopping cart on a schedule that they set which saves even more time.

Amazon EC2(Elastic Compute Cloud)

- Amazon website EC2 allows users to increase or decrease workloads in minutes , compared to other competitor platforms, where it can take a really long time to scale capacity. This gives an immediate reaction to unexpected changes, mean while avoiding the expenses of unnecessary and underused resources.
- EC2 gives the costumers quick passage to each instance so that can interact with them.



Amazon EC2

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- The clients can allocate memory, CPU, instance storage without any worries about restricted occurrence options, systems of operation and software packages.
 - The app works together with Amazon Virtual Private Cloud to provide secure, resilient network for processing resources.
 - Compute improved instances types provide constant support for high maintenance processors and are ideal for applications that are compute-bound.
 - In EC2 you can customize consent so that certain consumers only have access to particular services, applications, etc.

1-Click Checkout

- As reported by Mintel's Online Shopping US 2015 Report „ more than two-thirds of the Internet using Internet shop online at least once per month”.
- Buying online is something normal thanks to Amazon.
- The Internet arouse in 1991, Amazon releases in 1995 the application 1-Click Checkout which is patented and launched in 1999 securing the first place with free delivery in 2-days when Prime launched in 2005.

Mintel, 2015



- In less than 10 years, it transforms the online shopping into a quicker, more suitable and preferable alternative to in store shopping .
- You can procure in an instance any product with a single click after saving your delivery address and payment method to your account.





AMAZON TECHNOLOGY IMPACT

Lessons learned from the changes

Amazon prime Video

In the early 90s Amazon was an website where you could buy your CD-s and DVD-s. And then in 2005 they have launched Amazon Prime a platform where you watch and listen to your favourites. Amazon Prime video it is a very good competition for Netflix another video access platform.

From books to e-books

- 1994 Jeff Bezos ,CEO of Amazon has started this on-line selling website with printed books now in this century the platform controls almost half of the book sale in US. By 2004 Amazon has first introduced Kindle E-reader being kept under the code name Fiona and in 2007 they released their first Kindle device which technology has help all readers to access faster their book of choice . Through this they also created a platform for writers and publishers to access it and make their way up.

AMAZON Innovations Over the Years

- According to “Ideanote” blog these are the secrets for Amazon's rise over the generations.
- Good leaders pay attention to competitors but obsess over their customers
Innovation driven by variety
- One of the secrets to Amazon's success in innovation lies in the process called “working backward”.
- Amazon uses failure as an asset.



Amazon Technology

Automated Warehouse

- Most Amazon warehouses, at least in the U.S., now use [a network of Roomba-like robots](#) that scurry around to pick up and drop off warehouse shelves as they're needed. These robots are controlled by a central system that knows where every item is located and the most efficient way to direct the network so that all orders are fulfilled on time.

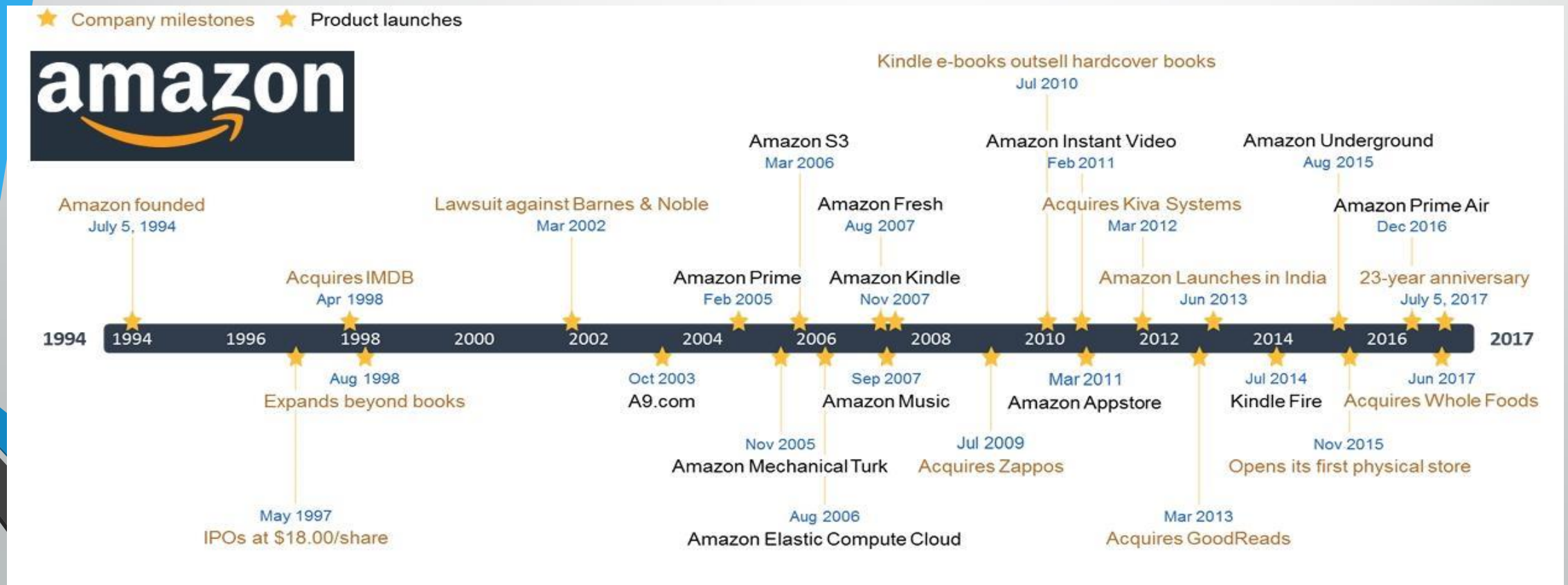
On demand Cloud Computing

- Cloud computing has actually been around since the early 90s, but only for businesses. Amazon was the one who popularized it for consumers. This service later evolved to include other services that all became known as **Amazon Web Services** (AWS). Even now, a decade later, AWS sits at the top.



From physical books to on-line, from CD-s to music streaming online , from DVD-s to movies platform , from manual labour in warehouses to robotics; everything has changed and for the better.

What I have learned from this big platform and her owner, is that the perseverance in life is a great asset. He has started from low and with the time going and technology development he has created one of the most powerful company.



LESSONS THAT CAN BE DRAWN FROM THE CASE STUDY

- As we find in the previous chapters, after collecting the data, we can notice one of the important abilities was to diversify intelligently with a long term strategy. Amazon shows us how important is testing concepts, moving constant and innovate, creating their own philosophy.
- Amazon developed and focus on customer service, by using high runner strategy which uses data to uncover what type of products are in the higher demand in every category.



- A short analysis of ecommerce which regards Amazon is definition of itself. Amazon using electronic commerce allowed customers to trade goods and services , with no obstacles such as time or distance.
- The range of services such as convenience of payment, wide range of goods, one click order, sales, offered by Amazon through ecommerce or artificial intelligence is built on reliability in providing services which keeps clients on long term .





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