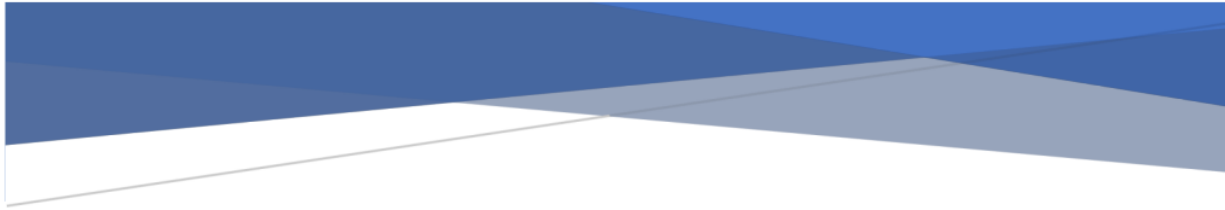


Use of applications Portofolio

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USE OF APPLICATIONS PORTFOLIO

Software Application for Business

ACCA-4031

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Introduction

This report aims to discuss the uses of various applications within a chosen area of an organisation with a view to give the management of how activities are currently performed both internally and externally within the industry and making suggestions for improving productivity. For this purpose, Amazon is the selected organisation, and the chosen area is software packages to support day to day business on Amazon. The reason for selecting Amazon is that I already worked in the Amazon recruitment department, and this company have both production and operational environment.

Organisational Background

Jeff Bezos is the founder of Amazon, and in 1994 he established this company with the name of "Cadabra", but in 1995 he changed the title to "Amazon" (Escobar., 2019). Smith and Linden (2017) mention that web service providers, AI assistant provider and cloud computing platform are the existing software used in daily business, but amazon is considered the most significant online market (market capitalisation); specifically, Amazon is the broad retail market that supports the cloud service. According to Tadapaneni (2020), Amazon is enlisted in the list of the world largest cloud service providers; as per the research of 2018, Amazon generate revenues of around fifteen thousand four hundred and ninety-five, and in between 2017 to 2018, Amazon growth rate is 28% higher than previous years (Tadapaneni., 2020). Amazon majorly uses EC2 (elastic compute cloud) and S3 (storage service) for the Web service collections, and both software are considered to be the foundation (backbone) of Amazon. The mission of Amazon is to provide online services and to establish a convenient and affordable online market platform that facilitates customers to find their desirable accessories (Arnett et al., 2018).

Investigation

This section discussed the technologies used in Amazon (internally and externally) for information gathering, digital documentation, data collection, analysis and storing; this section also discussed the communication and collaboration platform that helps Amazon generate business links and collaboration in the online market.

Research

This section elaborates on the use of technologies for information gathering and discussed the tool and software that Amazon used for information gathering and analysis. Amazon frequently used analytical techniques to target the current online market and accelerate customer satisfaction that eventually enhances customer loyalty towards Amazon. For collecting data, Amazon majorly used AWS service analytical techniques categorised into subcategories according to their use. Amazon interactive analytical software includes Amazon EMR, which is used for big data processing; Amazon Athena is used for interactive analytics, Amazon Kinesis this accelerate real time analytics, (Amazon Redshift) this tool used for data warehousing, Amazon Elastic search (EC2) service for operational analytics, Amazon Quick sight for dashboard visualisation, for the preparation of visual data AWS glue data brew tool is used (Grandinetti., 2019). During my Amazon Company placement, I saw the frequent use of the EC2 (elastic compute cloud) tool for information gathering.

According to Portella et al. (2019), Amazon EC2 (Amazon elastic compute cloud) establish an accessible capacity for computing in the AWS (Amazon web service) cloud. Amazon elastic compute cloud elucidates the demand for additional hardware and accelerates the operation that eventually potentiates the functionality. Amazon elastic compute cloud enables the user to perform configuration and ensure network security; EC2 also manages and stores the data (Amazon., 2018). Amazon elastic compute cloud to provide efficient features. Initially, Amazon EC2 provides a computing environment (virtually); this feature is known as instances,

then EC2 generates the AMIs (Amazon Machine Images) often needed for the server. Another feature is instance type, in which several other CPU configurations like storage, networking, storage and memory capacity for the instance can be processed. EC2 use key pairs for your instance accounts that eventually ensure login information security (Pham et al., 2018).

Amazon elastic compute cloud provides an instance store volume; when the instance hibernates or terminate, EC2 automatically deleted the temporary data. Amazon EC2 also offers the EBS (Amazon elastic block store), that persist the storage of data volume, these EBS and instance are focused under RAZ (Region and availability zones). The most reliable feature of EC2 is the security group that enables confidentiality (Khandelwal et al., 2018).

Documentation

This section demonstrates the use of digital documentation technologies in Amazon and elaborate the software that Amazon used to create, store, and maintain digital documentation. Documentation is essential for any company or organisation because documentation withholds the organisation's accurate data, either legal or general. Documentation helps the company stand in the environment and efficiently deal with company internal and external factors. During my placement, I have seen that Amazon use word processing and desktop publishing technologies for documents generation, modification and storing. Clements and Parkhi (2020) elaborate the word processing technology and state that a word processor is frequently used in the business vicinity for digital documentation. But Amazon specifically used "Word Processor Pro" for digital documentation because word processor pro aiding Amazon to efficiently write and modify the documents and display the layout of print (by printing how this document looks like). The most crucial part of word processor pro is changing or modifying the documents per command or order. The word processor pro displays the updated document and stores and maintains these digital documents.

The most frequently used software for digital documentation in Amazon is "desktop publishing" (DTP). Desktop publishing also collaborates with a word processor that provides an efficient outcome (Friedman 2021). DTP is responsible for creating a document, and the word processor can support its storage and maintenance. The primary software used for desktop publishing includes Scribus, Microsoft Publisher, Adobe InDesign and QuarkXPress, but in business setups, QuarkXPress and Adobe InDesign software are used for digital documentation (Dolata., 2017). Amazon used Adobe InDesign software and word processor pro because Amazon considers that Adobe InDesign is the highly-rated software vastly used in business platforms. Adobe InDesign software is composed of its supportive tool because Adobe InDesign software provides a few tools that help to establish a digital document. Adobe InDesign tools include typesetting and layout tool; this tool accelerate the arrangement of text digitally, character setting tool; this tool helps to write an efficient document by appropriate use of word character, multicolumn pages creator, vector editor, these all tool help to create an efficient document and display digitally (Mirghani 2017).

Storage and analysis of data

Data analysis and its storage is the most critical parameter of any organisation because, with the help of data analysis, the company or organisation can evaluate where the organisation stands and what further changes need to be done? (Mohtasebi et al., 2017)

Amazon is the most leading and uprated online retail marketing platform, and its store and analyses data are considerable. AWS (Amazon web service) include two basic software use EC2 (elastic compute cloud) for data analysis as discussed initially and S3 (storage service). Amazon EC2 (elastic compute cloud) software acts as both analytical and information gathering software. This software initially creates a centre for information gathering using various functionality like instance, Amazon Machine Images, instance type, key pairs, and

instance store volume. Once the information or data is gathered and analysed, it is transferred to the storage service centre (Cook. 2018).

Globally, S3 (storage service) software is frequently used to store data. On the same side, Amazon also incorporates the S3 (storage service) software in the vicinity because of its efficient feature and characteristics. S3 is considered the cheapest software that controls data storage in databases and spreadsheets (Borić et al., 2020). AWS storage service imparts the HCS (hybrid cloud storage) gateway that established an unlimited storage capacity within the premises. You can use this hybrid gateway to manage and decline the cost hybrid key (Builes et al., 2018). Storage service (S3) initially generate "buckets" (store the database files and spreadsheets); once the bucket is generated user can copy the data of spreadsheets and database between the buckets. This process is known as "batch operation". In the batch operation, step user can replace or remove tags, access and modify the buckets database and spreadsheets. The updated version of Amazon S3 is "Amazon S3 glacier", which eventually forward the single storage service (S3) API to the management console of S3 (Daher and Hajjdiab 2018).

Communication and collaboration

To generate communication and to make effective collaboration Amazon proposed an application named "Amazon Chime", Video Conferencing & Online Meetings - Amazon Chime (2021) state that for the communication and meeting, Amazon chime application services utilise, and Amazon chime facilitate users to linked relation with outside or inside the organisation by the help of conferences, business call and chat. Investigators also used the chime app within the Amazon vicinity. Amazon chime has additional audio and video calling feature and has an action tab of screen sharing that facilitates the user to communicate and collaborate with others easily.

Amazon provides the additional "voice connector" facility to potentiate the immigration of workloads from telephony to AWS; IT professionals specifically use this voice connector.

Voice connector accelerate the outbound and inbound calling. Amazon chime app enables accessible communication through calls that helps the users, organisational owners, and staff members (Video Conferencing & Online Meetings - Amazon Chime., 2021).

Presenting information to an audience

According to Monteiro et al. (2020), the information presented to an audience is the major component of any organisation because information presentation can accelerate the audience's knowledge and enhance the organisation values (because presentation also creates the vast knowledge of the organisation and its aim). The presentation provides a platform to communicate and to share ideas with the audience. The most commonly used presentation software is Prezi and Vyond. Prezi presentation software is based on visual communication, and this software creates presentation video and visual format. The reason to design the Prezi software is to enhance the interactive session because it is considered that audience efficiently interact through visual/videos rather than written information (Mayhew., 2019).

Vyond presentation software is the unique software that design presentation based on dynamic media that ultimately enhance the audience understanding. Just because of the concept of dynamic media, vyond software is considered to be expensive (Pohl et al., 2018). There is no evidence of using presentation software by Amazon, but Prezi and Vyond presentation software is highly recommended software because this software accelerate communication with the audience (Gepp & Kumar 2020).

Conclusion

This part summarises the whole report. This report emphasises skills and knowledge to use software packages and application to support day-to-day business in the Amazon online market. Amazon is enlisted in the list of the world's largest cloud service providers. Jeff Bezos is the owner of the Amazon online retail market platform. Amazon is considered the most significant online market (market capitalisation) that supports the cloud service. Amazon EC2

(elastic compute cloud) and S3 (storage service) for the Web service collections are the foundation of Amazon. Amazon aims to provide online services and establish a convenient and affordable online market platform that facilitates customers finding their desirable accessories. Amazon frequently used analytical techniques to target the current online market and accelerate customer satisfaction that eventually enhances customer loyalty towards Amazon.

Amazon EC2 (Amazon elastic compute cloud) establish an accessible capacity for computing in the AWS (Amazon web service) cloud. Amazon elastic compute cloud elucidates the demand for additional hardware and accelerates the operation that eventually potentiates the functionality. The most reliable feature of EC2 is the security group that enables confidentiality. For digital documentation, Amazon used "Word Processor Pro" because the word processor pro aiding Amazon to efficiently write and modify the documents and display the print layout. Another software is "Desktop publishing", this work collaborates with a word processor that provides an efficient outcome. The software of desktop publishing is "Adobe InDesign". This software is highly rated software that is vastly used in business platforms. Adobe InDesign software is composed of its supportive tool because Adobe InDesign software provides a few tools that help to establish a digital document. For data storage, Amazon also incorporates the S3 (storage service) software in the vicinity because of its efficient feature and characteristics. S3 is considered the cheapest software that controls data storage in the form of database and spreadsheets. To facilitate communication with others, Amazon makes Amazon a chime app that encourages users to communicate with others easily. There is no evidence of using presentation software by Amazon, but Prezi and Vyond presentation software is highly recommended software because this software accelerates communication with the audience.

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FINAL GRADE

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GENERAL COMMENTS

Instructor

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