

Knowledge and Information Management

Module: BMSW5106
Knowledge Management Value chain

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Definition of Knowledge Management

According to Tom Davenport (Davenport, 1994): "Knowledge Management is the process of capturing, distributing, and effectively using knowledge."

The Knowledge Management infrastructure, activities and knowledge performance make up the knowledge value chain. The four Areas of the knowledge management chain are Acquisition, storage, Dissemination, and Application.

Knowledge Storage in Amazon

Amazon is one of the most successful eCommerce businesses in the world. The ability of Amazon's consumers to discover what they want, when they want it, quickly and simply, has been crucial to the company's success since its inception. It would add even more value to the experience if the system could assist clients in achieving their goals in an intuitive and personalised manner.

Platform to store knowledge

Amazon.com connect "zillions" of individuals with "zigabytes" of product information so effortlessly, which is due to the application of advanced knowledge-management (KM) approaches.

All of their data is housed on Amazon-owned servers and data centres (basically massive warehouses with hundreds, if not thousands, of servers filled with hard drives) that are rented out by the hour to firms like Instagram and Pinterest. Amazon hosts their estimated 1,000,000,000 gigabytes of data across more than 1,400,000 servers.

Amazon Web Services (AWS) is the most extensive and widely used cloud platform in the world, with over 175 services including computation, databases, and storage.

What Kind of knowledge storage Amazon does?

Amazon collects information about each of its customers while they are on the site, including what they browse, buy, and ship to, as well as the customer's income level based on where they live, name email, password, transaction, is stored and used to accept and process orders, distribute items and services, process payments, and communicate with customers about orders, products and services, and promotional offers.

Amazon is one of the most successful eCommerce sites for obtaining genuine feedback from users. It prominently displays customer feedback on the product's front page and provides readers with numerous options for parsing and sorting the data to their preferences. Readers (shoppers) can even give the reviewers a rating!

User friendly

The design of Amazon is surely user-friendly and utilitarian, designed to deliver a seamless, efficient buying experience to everybody who visits the site.

The Amazon UI provides consumers with a real-time overview of each subcategory. It's a seamless fly-out interaction that allows consumers to get a preview of Amazon's huge product categories.

Accessible for employees

Employees have a common, familiar, and easy-to-use access to all forms of workplace knowledge with a single portal and interface. It all appears in the same place: courseware, eLearning, websites, videos, and on-the-job tools.

Modular content workers can easily access only the content they require, saving them time from having to sift through lengthy documents or indices to discover what they require. It's important to remember that it's not about searching; it's about discovering. Anything we can do to assist folks in finding what they require more quickly is a good thing.

Strengths and weaknesses

- The ability to track and archive each and every information
- it's a one-stop-shop for all cloud computing and IT needs.
- Backup protection, the possibility of data leaking, privacy concerns, security, downtime, and restricted control are some of the worries that come with shifting to cloud computing

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