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**CertHE Skills for the Workplace
Digital Skills and Research Methods
BMSW4003-Weekend -London
Group Presentation
How Amazon uses Modern Technology to Improve
Workplace Efficiency and Employability**

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HISTORY OF AMAZON

- AMAZON, and how it started ?
- Who started it?
- How did they start it?
- How did they find the name?
- Why did he choose this name?
- Where did it come from?



History of selling

- What they sell?
- How much money do they make?



History of the investment

- How much did Bezos invest in the beginning?
- What did they invest?





Challenges Amazon had before Modern Technology

- Human errors
- High Labour force
- E-commerce scale problems
- Relying on 3rd party companies
- Expensive marketing/promoting costs
- Competing with other retail and online companies



E-commerce problems/competing with other e-commerce companies

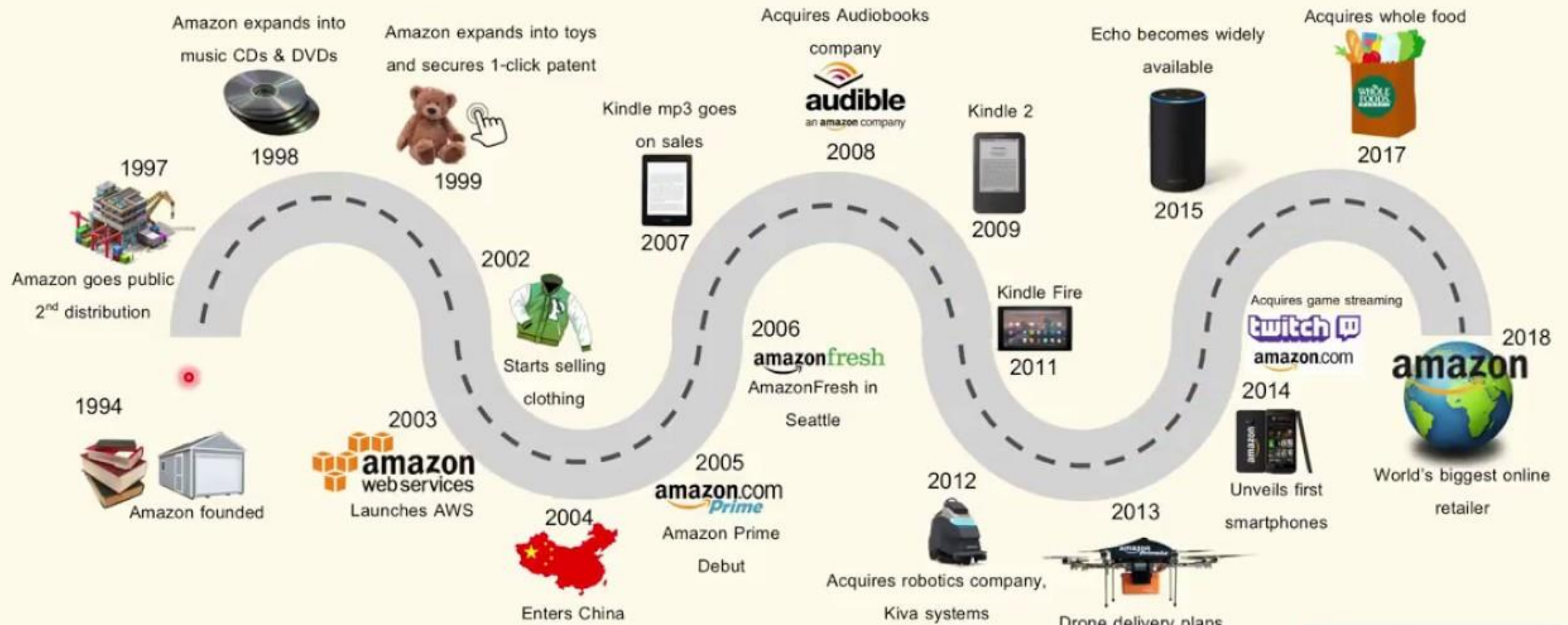
- Coping with the scales
- Adding new consumers to their database
- Outdated software
- No growth



Relying on 3rd party companies and Expensive Marketing Costs

- Relying on 3rd Party companies for merchandise
- Expensive for consumers
- Limited choices
-
- Unable to offer low costs to consumers
- Compete with on demand delivers and expectations of consumers

Brief timeline of major events:



What is Modern Technology ?

Modern Technology is an upgraded, improvement of an old technologies, Swalih (2021) Allowing us to do things quicker and efficiently, ensuring the workflow is productively improved

Technology helps us humans to perform tasks easier and machines assist us in terms of accuracy, making life easier with less effort

Examples of Modern Technology

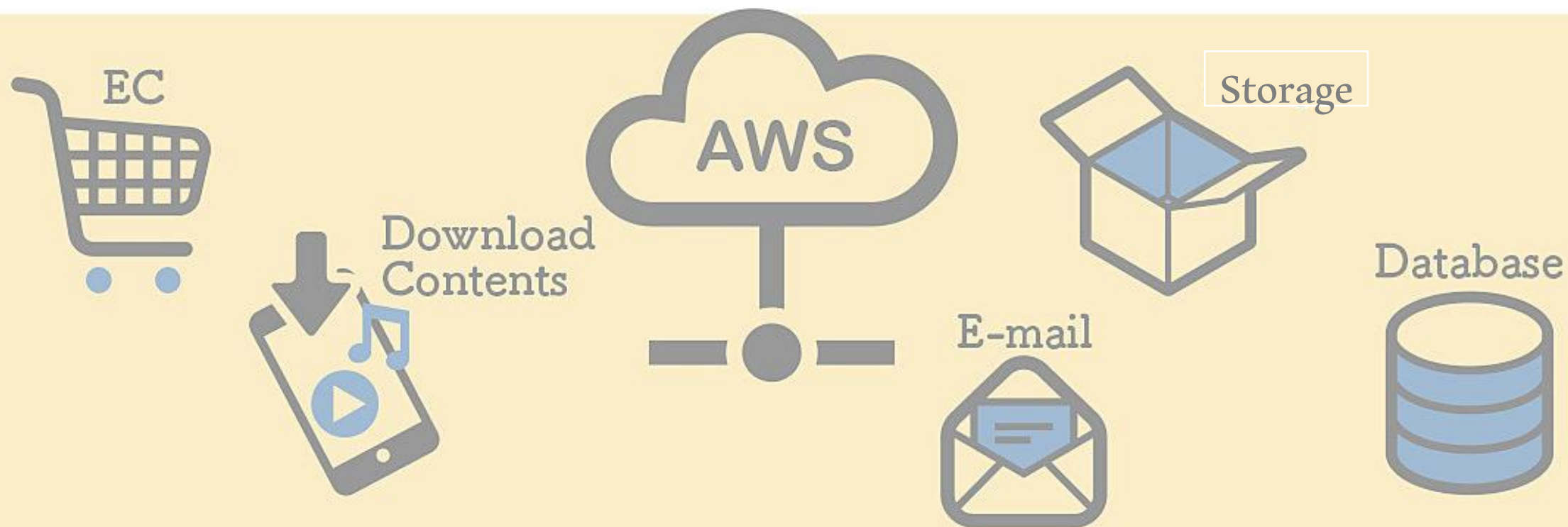
- **5G**
- **Devices**
- **Smartwatches/smartphones**
- **Robots**
- **Cloud Technology**

Insights to Modern Technology Introduced

- Automated Fulfilment centres
 - KIVA robots
 - SLAM processing system
 - Speed
 - Accuracy
 - Reduce Processing Time
 - Reduce walking
- 1-click checkout
 - Instant shopping experience
- AWS –Amazon Web Services
 - On-Demand cloud computing, AWS (2020)
- Big Data – Oracle Database
- Amazon Go
 - Computer vision
 - Camera Sensors
 - Biometrics
 - Algorithms
- E-ink Display
 - Kindle



What Is AWS ?





Amazon's Fulfillment Centre Robots

Rigorous quality control

- Precision
- Accuracy
- Speed
- Employing Skilled and IT Technical workers, Kantrowitz (2020)
- Creating Remote jobs, Thibodeau, (2019), delegate remotely, removing travelling costs
- Globalisation – reaching markets all over the world

How Amazon uses Technology to Improve Workplace Efficiency and Employability

Future Plans for Amazon

- AI-powered Home Robots
- Amazon's own delivery service
- Amazon Scout
- Amazon Prime Air
- Home Security



How did Technology Impact Amazon?

- Worldwide availability
- Instant shopping experience – Boosting sells
- Precision, speed and accuracy due to online tracking ways
- Help to process orders
- Decreasing Cost and Increasing Functionality
- Enablement of Remote Working
- Cloud Computing + Digital Transformation

How Amazon Works

- **Linux –Based**
 - The massive technology core that keeps Amazon running
- **Worlds Three largest Linux Databases**
 - Total capacity of 7,8 TB 18,5 TB and 24,7 TB
- **Data Warehouse**
 - 28 Hewlett Packard servers
 - 4 CPUs per node
 - 9i Oracle database software
- **Netscape Secure Commerce Server**
 - All credit card numbers stored in separate databases

How Will technology affect Amazon's future?

- **5G Technology – Business growth in 2021**
- **Autonomous Driving- An Easy Safe Driverless Drive**
- **Edge Computing**
- **Democratization- A Democracy in Technology**
- **AI Products – Artificial Technology**
- **Automation- For Advancements in Analytics**

Amazon's Principles

- ***Listen to customers***

- Because the opinions of customers it's the biggest thing to successfully.!

- ***Experiment new ideas***

- To keep you on 1st place,you need to improve,to come every time with new ideas.

- ***Great customer service***

- The customer feels special and will return

3 Lessons We can Learn from Amazon

- ***Modernization***

Use new technology to make the job easy and efficient.

- ***Never stop testing***

Learn more from failure than we do from success.

- ***Have a long-term strategy***

need to be patient with some of innovations to be profitable.!

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