

University of Wales Trinity Saint David

Knowledge and information Management Skills for The
Workplace
BMSW5106

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Amazon is created in 1994 by Jeff Bezos and it is start as an online bookstore. In 1997 Amazon went public and by 2000 the company was a platform for all types of retails not just books. Amazon used the money it gained going on public to fill this large infrastructure, a big part of that infrastructure is software and information system. Information systems by 2000 the company had to upgrade the original information system that was put in a place due to the large volume of customers using the size on the daily basis and this upgrade cost to the company 200 million dollars. In 2003 Amazon implemented a smart analyses search that would analyse behavioural pattern on the side and help to catch fraud. The company uses customer relations system with the main purpose to increase customer satisfaction and loyalty, this save their information like credit cards, previous purchase information and customer profile information. The system is also responsible to sending automated emails to the customers when they make a purchase. The information technology used in Amazon is recommendation system to track the purchase history of customers and provide recommendation on similar products. The management system of the company is combined with Human resources, logistic and accounting. Their system automatically search the nearest distribution centre for the delivery, and it is help to the company to decrease customer contact by 50% of reduction of delivery mistakes. Amazons inventory is managed by robotics that move the items, they weight over 700 pounds and lift to 3000 pounds of item. Several companies that invested into the e-commerce industry said that they are not interested in the industry anymore now that Amazon company become so popular.

