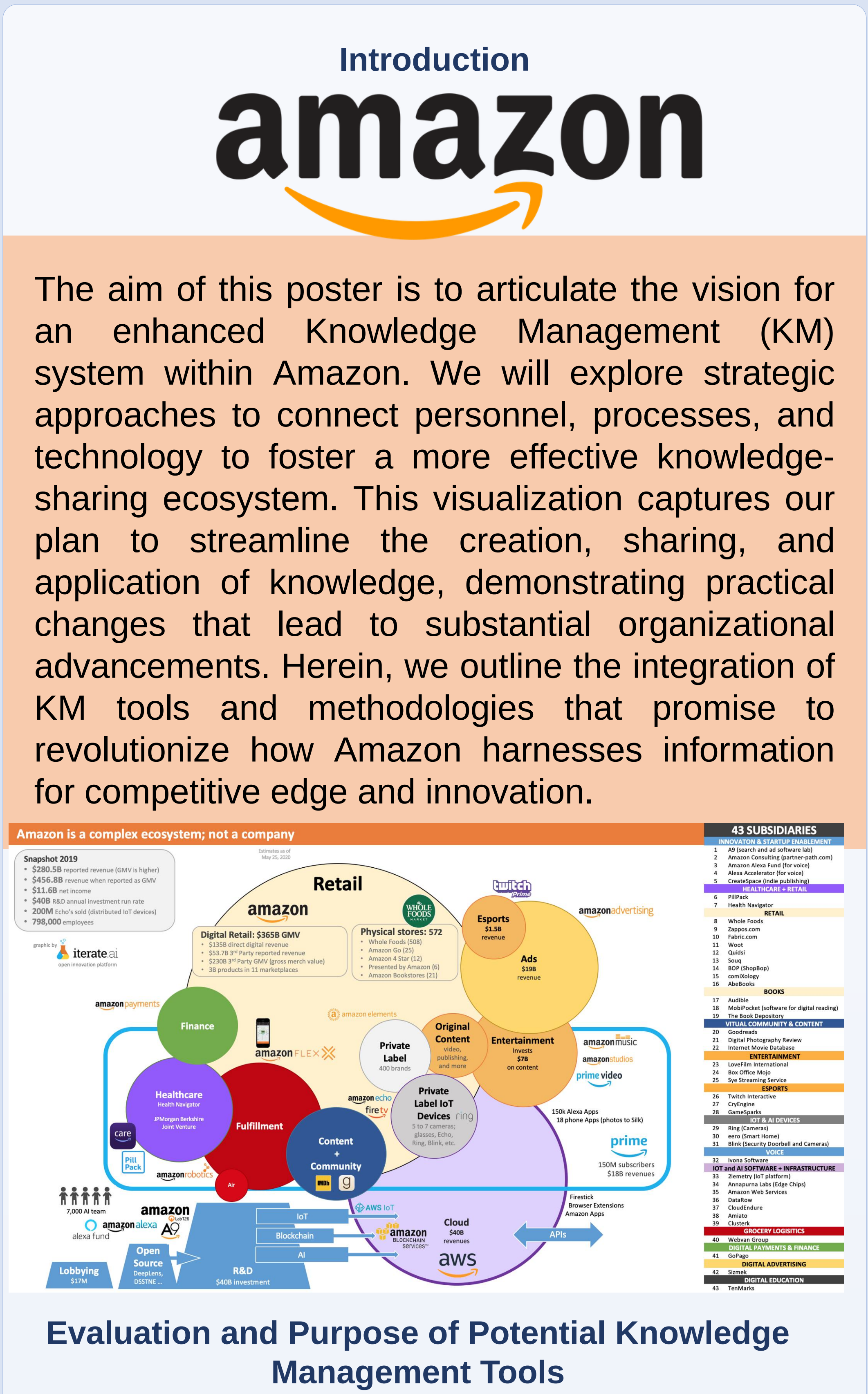


# Knowledge Management (KM) System in practice at Amazon

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BMSW 5106: Knowledge and Information Management Skills for the Workplace

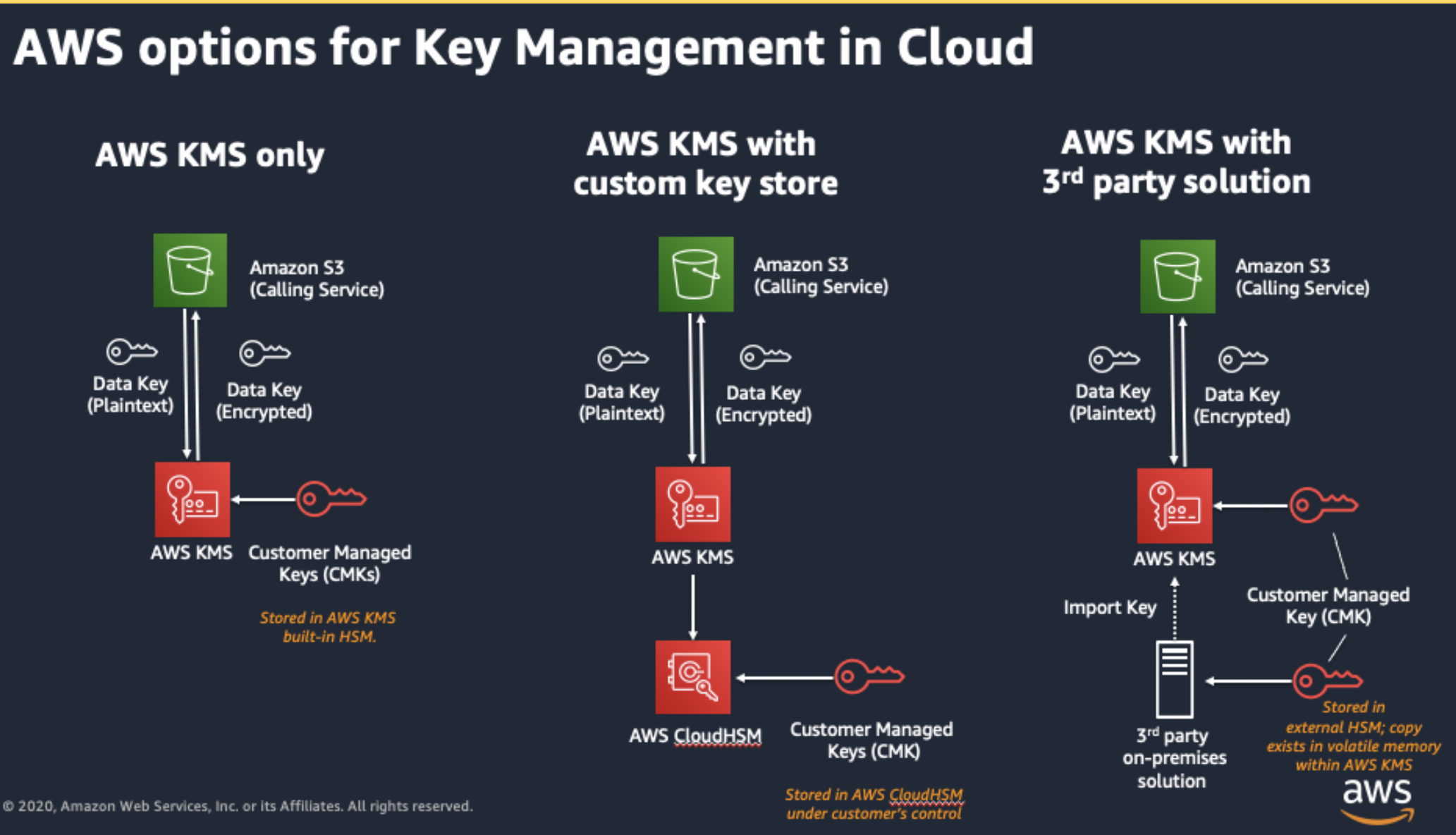


Amazon updates its KM system to stay ahead in e-commerce. The organisation streamlines processes with innovative ERP technologies, fostering knowledge-sharing (Monk & Wagner, 2012). Amazon uses Business Intelligence (BI) technologies like AWS QuickSight (Amazon, 2016) for real-time data analysis to improve decision-making and operational agility as Big Data grows. Amazon uses Salesforce as a CRM to track customer interactions and preferences, creating personalised experiences that boost loyalty and retention (Benioff & Weiss, 2016). Amazon uses Slack (Butterfield et al., 2018) to foster an open culture of information exchange, which is essential for innovation and problem-solving (Leonardi et al., 2015). Amazon uses Adobe Experience Manager (Adobe, 2016) to efficiently manage its large digital assets and ensure consistency across client touchpoints (Lusch & Nambisan, 2015). Amazon's machine learning services (Barr & Wood, 2015) automate and optimise inventory management and customer service, illustrating the practical application of AI and ML in a corporate setting (Jordan & Mitchell, 2015).

Amazon S3 (Amazon, 2015) powers document sharing and knowledge dissemination, highlighting the need for scalable and secure KM technologies in today's data-intensive world (Hashem et al., 2015).

## Practical Application and Integration Section:

Amazon seamlessly integrates KM tools with its existing systems to build a single technology environment that optimises operational efficiency and productivity (Janssen et al., 2012). Amazon's agile business model requires a harmonic technology-process mix (Kaplan & Haenlein, 2014). Amazon has transformed internal communication and project management with Slack and collaborative tools, promoting open information sharing (Leonardi et al., 2015). This has helped connect varied teams worldwide, resulting in more innovative solutions and organisational knowledge (Bughin et al., 2013).



Customer Service Innovation: Salesforce has changed Amazon's customer service. Amazon has great customer satisfaction because it uses user data to personalise purchases and provide proactive support (Peppers & Rogers, 2017).

Amazon makes strategic, data-driven decisions using business intelligence products like AWS QuickSight. Amazon can predict market trends, optimise operations, and stay ahead by analysing massive amounts of data (Chen et al., 2015).

Amazon protects sensitive information and intellectual property with strong KM tool security. Knowledge assets are protected by improved data encryption and global data protection rules (Kshetri, 2014).

## Commercialization of Accumulated Knowledge at Amazon

Amazon members must follow these important steps to commercialise corporate Knowledge Management (KM) system understanding:

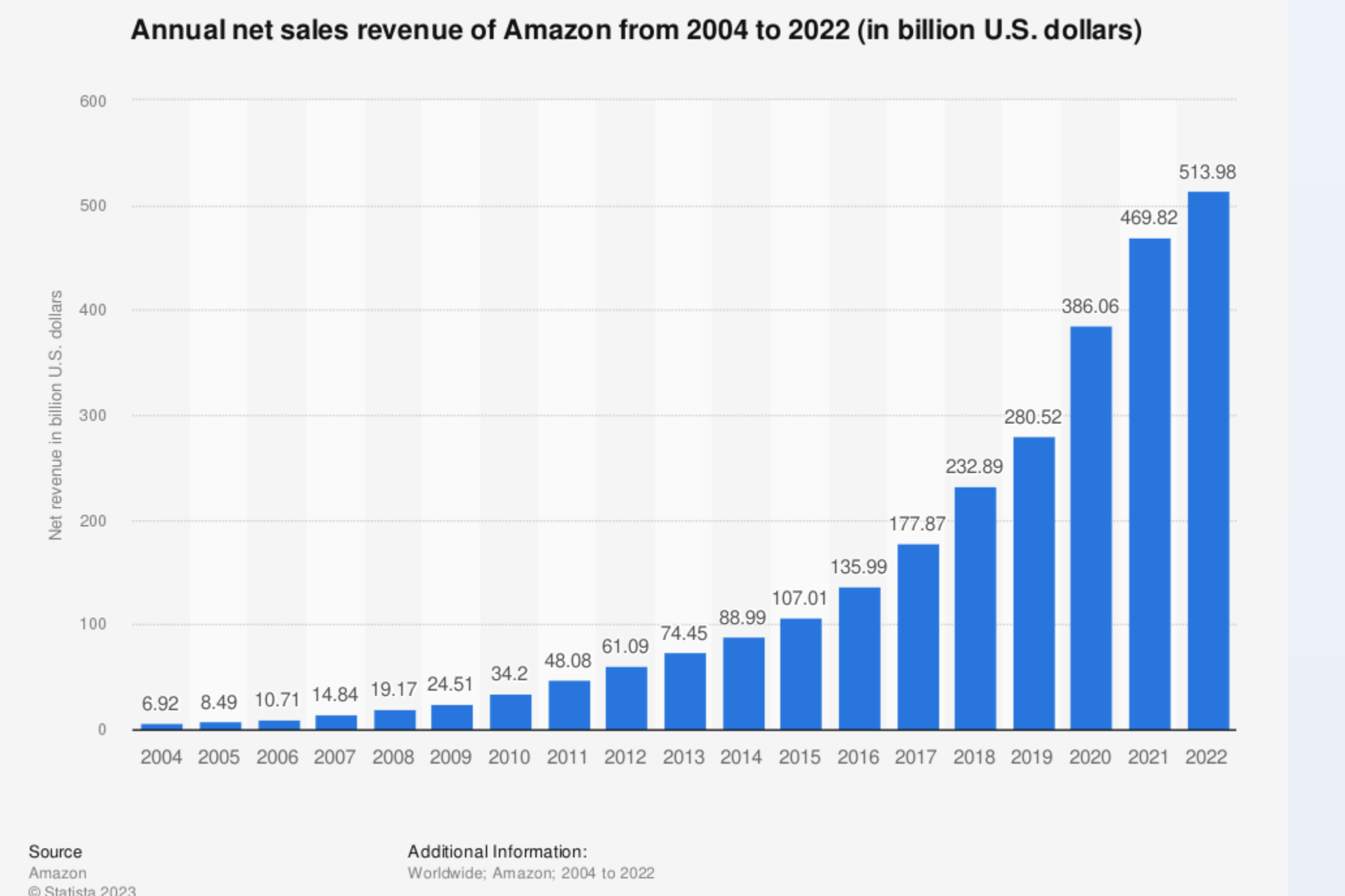
First, Amazon uses KM to build novel products and services. The organisation uses KM tools to identify growing customer wants and trends, enabling the creation of cutting-edge products and services that meet market demands and boost revenue (Chesbrough, 2017).

Second, data-driven marketing is essential. Amazon tailors their marketing with KM's analytical power. Amazon uses data analytics to create customised ads that boost customer engagement and sales (Kumar et al., 2016).

Amazon also optimises supply chain and operational efficiency with its information. Strategically applying this knowledge reduces costs and speeds delivery, improving customer satisfaction and profitability (Richey et al., 2016).

KM insights also identify and cultivate strategic alliances and collaborations. Amazon may explore new markets, increase its business reach, and form innovative joint ventures to grow and diversify with this method (Grant & Baden-Fuller, 2018).

Amazon successfully monetizes its IP and private information. The corporation makes money from its unique intellectual assets by licencing, patenting, and creating new income sources (Hall, 2013).



## Conclusion: Harnessing KM for Amazon's Future Growth

This poster has showcased Amazon's strategic use of Knowledge Management (KM) tools to enhance operational efficiency, innovate in product development, and improve customer engagement. Key findings include:

**Operational Excellence through Integrated KM Tools:** Optimizing processes and decision-making.

**Data-Driven Insights:** Informing market strategies and customer experiences.

**Commercialization of Knowledge:** Transforming insights into innovative products and revenue growth.

**Secure and Sustainable KM Practices:** Safeguarding Amazon's intellectual assets.

In essence, Amazon's KM approach exemplifies how effective management of knowledge assets is crucial to maintaining market leadership and fostering continuous innovation.

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