



Digital Skills And Research Methods

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FOUNDING

- In 1994, Jeff Bezos started working on a business plan, after leaving his hedge fund executive position at a Wall Street firm, D.E. Shaw & Co and moving to Seattle, Washington. His plan's outcome is what is now known as Amazon.com, after being differently named twice before.
- Its beginnings started from Bezos's house garage.

Beginnings

- After documenting regarding the web commerce's growth on the Internet to come, the founder chose some products that could be marketed on the online. Among these products it could be founded computer software, books and compact discs.
- This is how Amazon.com started its services by selling online books and "becoming an online bookstore"(Rivlin, Gary, July 10, 2005, "A Retail Revolution Turns 10", New York Times)

Development through years

- Starting as an online bookstore in the '94's, Amazon continues with adding other services in the online environment.
- In 1997 becomes a public company.
- In the 1998-2004 period, it offers services like Free Super Saver Shipping.
- Between 2005 and 2011 enters the cloud computing area with Amazon AWS.
- Then covers the crowdsourcing area with Amazon Mechanical Turk.
- Adds the Amazon Kindle as well, which allows people to buy eBooks.
- Moving forward, 2011 to 2015 is the period when the company starts offering streaming services like amazon Music and Amazon Videos.

FRAUD

Before modern technology, many customers and drivers wanted to take advantage of its lack. what were they doing basically they left a ticket for the courier telling him that maybe he could leave the package somewhere then they called amazon and complained that they didn't receive the package and so they were left with the package plus another one or they took their money back.

The drivers practically took the packages from the warehouse but never reached their customer, justified by "it was not next to the other packages on the route“.

Without evidence such as that the package was delivered or left the warehouse, Amazon could only do a little internal investigation and because they want to be a customer-centric business they could only send another package or return the money creating huge losses. for the company.

THEFT

Until the introduction of modern technology, many packages were stolen right in front of homes, being left by drivers in front of the door or in so-called safe places indicated by the customer and Amazon without evidence such as pictures or the possibility to inform the customer about Amazon delivery he was losing money again either by sending a new package or by refunding.

Amazon has also faced a very big problem related to thefts and that of the vans they once stolen the chances to be found were quite small not having features like GPS location at the same time with the theft of the van also lost dozens of packages.

ORGANIZATION

Before the implementation of modern technology, in addition to the field problems mentioned above, they encountered problems even in warehouses.

The sorting was slower, being done manually without using QR codes as in the current days, which indicate in which area the respective package must reach, while now there are scanners that tell you directly where the package should arrive.

Another problem was loading the vans and creating routes so that they were efficient in terms of delivery time. This lasted between 45-90 minutes depending on how many packages the drivers received and how fast they were.

Amazon's technology

1. Amazon (Virtual) Dash button!

When Amazon announced its new Dash Button technology in late March 2015, the idea seemed so far-fetched that many took it as an April Fools' joke. The company had to issue a statement clarifying that the device was real.

The Dash Button began its life as a single-function controller about the size of a pack of gum that Amazon Prime members could place around the house. Each button corresponded to a household necessity by brand name. The user just pressed the Dash Button to reorder detergent or razor blades.



2. Amazon Fresh!

Online grocery shopping dates back to the 1990s. Amazon, however, is the only company that has managed to achieve lasting success with this business model.

Its Amazon Fresh subsidiary allows users in certain geographic markets to place grocery orders from the company's expansive inventory of fresh produce, brand-name packaged goods, and Amazon-branded ready-to-heat and ready-to-eat meals. A truck delivers the order in two hours.

The service launched in 2007 in the Seattle suburbs. Since 2013, the subsidiary has been expanding quickly and now reaches about 15 metropolitan areas. Amazon's purchase of Whole Foods in 2017 expanded the service's product line.



3. Amazon prima air!

Sometime in the near future, Amazon executives say, customers will be able to receive their Prime orders in 30 minutes flat, and the company won't have to break any speed limits to get there.

The company's secret is unmanned aerial vehicles, also known as drones. While these devices remain shrouded in controversy, the company is optimistic that people will view drones that bring them things they want in a more favorable light than drones used for spying or deploying weapons.

As of April 2020, this wasn't yet a clickable option, but the company has Prime Air development centers up and running in the U.S., U.K., Austria, France, and Israel.



Impact of technology introduced

- Over the past 20 years, Amazon has developed from a small seller working from a garage in Seattle, to a global company with 300 million worldwide active customer accounts.
- We have a rich history of developing and introducing cutting-edge technology into our fulfilment centres to assist our employees in their roles and deliver for our customers.
- The introduction of Amazon Robotics in the UK, at our new fulfilment centres in Dunstable and Doncaster, Manchester and Warrington is the newest example of this commitment to invention in logistics on behalf of our employees and our customers.
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- The robots slide under a tower of shelves where products are stowed, lift it and move it through the fulfilment centre. Robots help speed order processing time and reduce walking by employees by moving the shelves to employees, reducing the time taken to stow items for sale or pick them for new customer orders. They also save space, allowing for 50% more items to be stowed per square foot.
- They also have pump trucks which it drives itself .



The good

- If you've heard stories of Amazon warehouse workers walking 10 to 20 miles a day on hard concrete floors, well, they're true. But in newer warehouses outfitted with robots, much of that walking has been eliminated.
- The type of employees that used to do the walking — some called “stowers,” others called “pickers” — now remain stationary, standing at their own work stations, with cushion pads beneath their feet, if they are working in one of the robotic warehouses.
- Now Amazon robots carry empty shelving units — known as pods — to the workstations of stowers, who take products placed in front of them and fit them into open shelf space inside the shelving pods.
- When the pod is full, the stower presses a button that sends the robot and attached shelving unit rolling across a caged-in area of the warehouse, and eventually to the workstation of a “picker.”
- Like stowers, pickers in older facilities walked miles on end each day, plucking a product off a shelf, scanning it, and placing it into a cart they pushed the whole way. But, they, too, now remain standing at their own workstation in Amazon's robotic warehouses, plucking items off of shelving units that robots carry right to them.

The bad

- After Amazon debuted the robots in Tracy, California, five years ago, the serious-injury rate there nearly quadrupled, going from 2.9 per 100 workers in 2015 to 11.3 in 2018
- The new targets, though, mean that workers are allowed just a handful of seconds between each product task, which can be complicated by the 8-foot-tall shelving units that the robots carry to the stations of pickers and stowers. Because of that height, each worker has a stepladder that they occasionally need to ascend to place or retrieve products from the top row of the shelving units.
- Such shortcuts mean that the pickers on the receiving end have to sometimes carry heavier-than-designed items down the steps of their stepladder, resulting in a “higher probability” of injury

Conclusion

Amazon started as a technology and data basa oriented company moving physical product but has since transformed its busines model as physical product are widely coveted to digital content(Book's,DVD's,Web Services)

Amazon is using their own informatics program that their IT specialists is improving always.

Amazon has become a global platform for individual to retillers to sell their products and their clients

Amazon is constantly evolving physically and not just in terms of technology, every year they have more and more employees

Using more and new technology allowed the organization to expand at the same time more jobs were created for people this being beneficial for the community as well.

Is using modern technology but is also a supplier.

While Amazon continues to grow up each year the company remains focused on the business of e-commerce

As a conclusion innovation and modern technology is helping Amazon to improve their productivity, efficiency, save costs, quality improvement in service.

Using their own application that is helping the employee to communicate differently issues and problems that can be solved much faster and easier.

Always modern technology is help people to improves and facilitates their lives and Amazon to grow up and develop this being beneficial for us as customers.

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