



AMAZON

*To identify the Amazon organisation and
to analyse how amazon uses modern
technology to improve efficiency*

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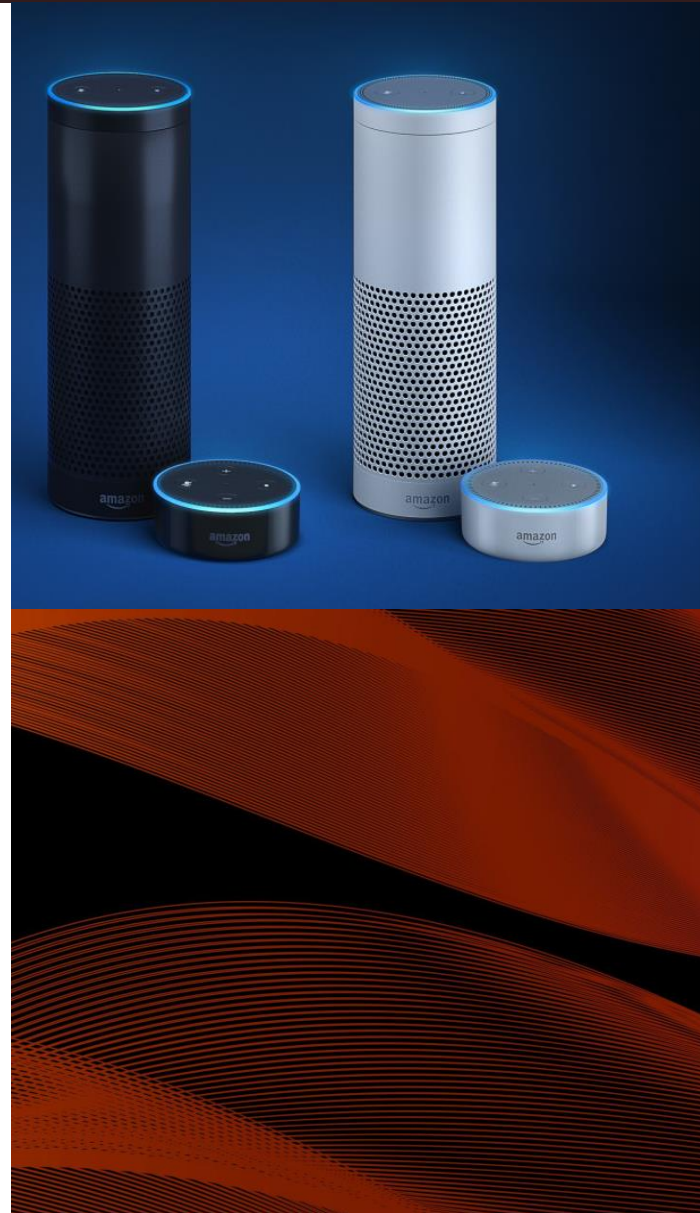
AMAZON

To identify the Amazon organisation and to analyse how amazon uses modern technology to improve efficiency

BY THE END OF THE PRESENTATION THE LISTENERS SHOULD

- KNOW BASICS ABOUT AMAZON
- KNOW THE BASICS ABOUT THE ARTIFICIAL TECHNOLOGY AMAZON USES
- THE CHALLENGES AMAZON HAD TO FACE BEFORE DISCOVERING THE ARTIFICIAL TECHNOLOGY





WHAT IS AMAZON

- AMAZON IS THE WORLD'S LARGEST ONLINE RETAILER AND A PROMINENT CLOUD SERVICES PROVIDER.

-THE COMPANY WAS ORIGINALLY A BOOK SELLER BUT HAS EXPANDED TO SELL ITS OWN PRODUCTS TOO SUCH AS KINDLE FIRE TABLET AND ALEXA.



ABOUT AMAZON

1) THE FOUNDER OF AMAZON
IS JEFF BEZOS



2) AMAZON WAS INITIALLY
FOUNDED ON THE 5TH JULY, 1994

3) AMAZON CURRENTLY EMPLOYES
1,468,000 EMPLOYEES



ABOUT AMAZON FACTS AND STATISTICS

-1995: THE ORIGINAL NAME, CADABRA, WAS CHANGED TO AMAZON, AS AMAZON.COM WAS LAUNCHED



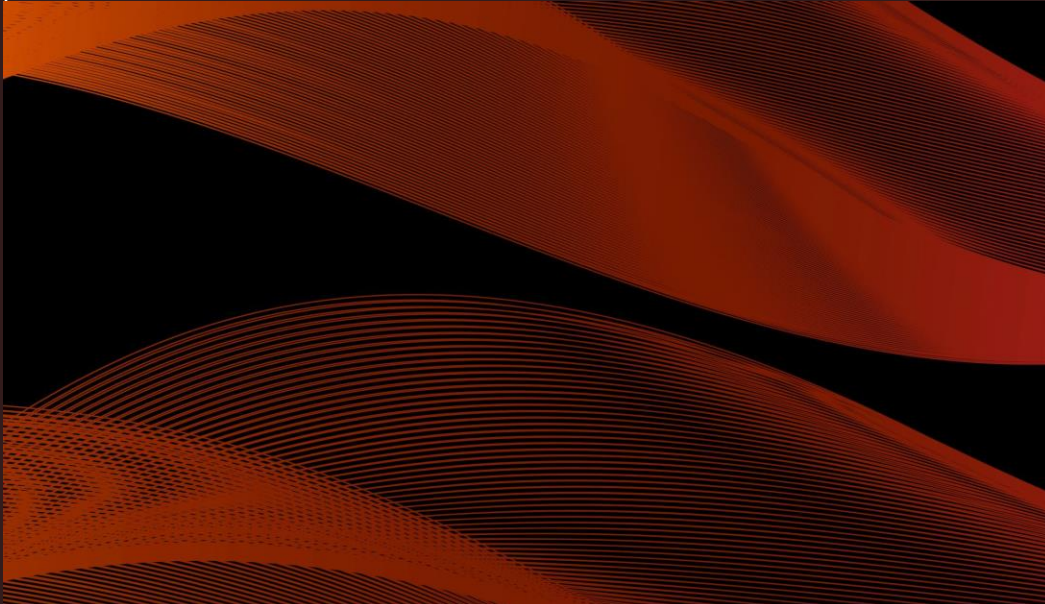
-1998: THE COMPANY BECAME THE FIRST INTERNET RETAILER, AS IT WENT PUBLIC.

-2002: AMAZON INVENTED AMAZON WEB SERVICES WHICH PROVIDES AMAZON WITH MANY OFFERINGS



CHALLENGES BEFORE THE INTRODUCTION OF THE ARTIFICIAL INTELLIGENCE;

1. SECURITY AND DATA
PROTECTION
2. PERFORMANCE AND
EFFICIENCY
3. TECHNOLOGY SUPPORT AND
CONTROL



1. SECURITY AND DATA PROTECTION

- THE AWS PUTS SAFEGUARDS IN PLACE WHICH PROTECT CUSTOMER PRIVACY. ALL DATA IS STORED IN HIGHLY SECURE AWS DATA CENTRES.

-AWS GIVES

- REAL-TIME INSIGHT THROUGH TRUSTED ADVISOR
- PROACTIVE SUPPORT AND ADVOCACY WITH A TECHNICAL ACCOUNT MANAGER (TAM)

2. PERFORMANCE AND UPTIME

-IF THE SITE IS WORKING SLOW THE CUSTOMERS CAN LEAVE IMMEDIATELY, WHICH RESULTS IN LOSS OF SALES

-IF THE SITE IS DOWN FOR TOO LONG IT CAN HAVE A NEGATIVE LONG TERM IMPACT ON THE COMPANY

-HENCE WHY AWS IMPROVES PERFORMANCE, INCREASING UPTIME

3. TECHNOLOGY SUPPORT AND CONTROL

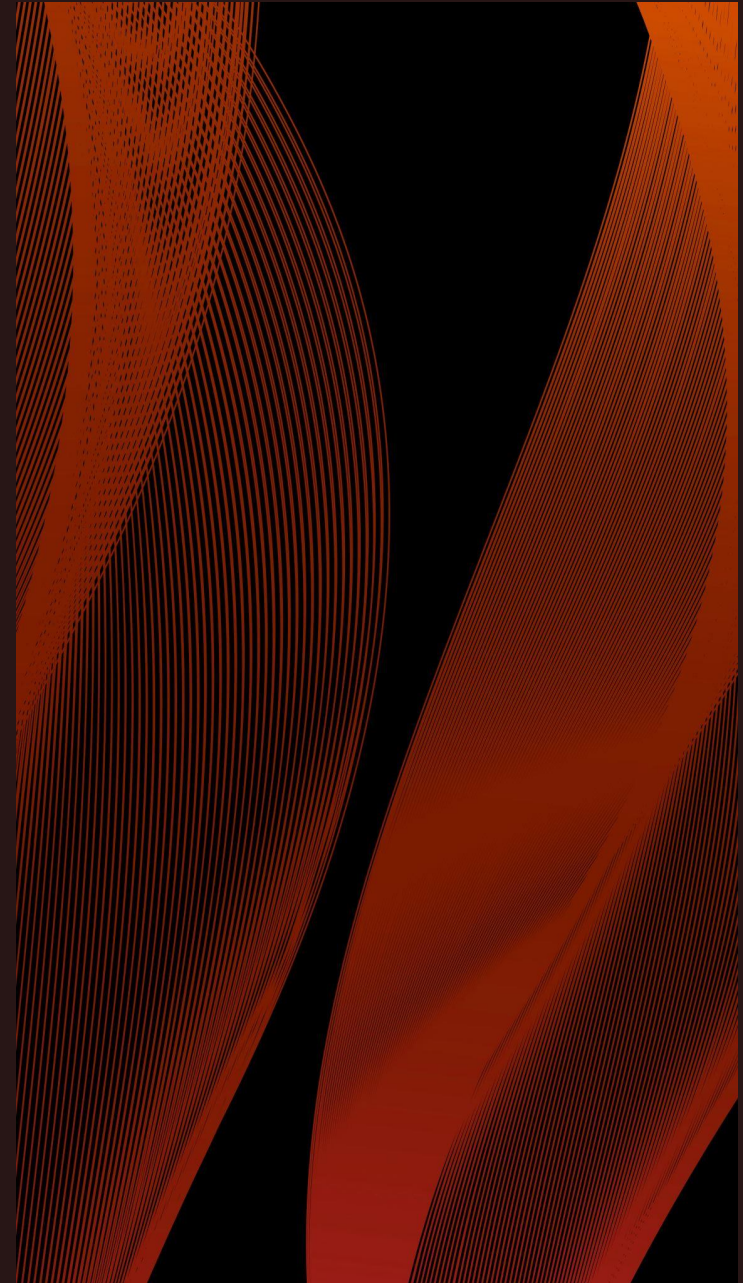
-AWS PROVIDES A PERSONAL HEALTH DASHBOARD, WHICH ALERTS YOU WHEN AN EVENT THAT MAY IMPACT YOU TAKES PLACE

-IT PROVIDES TRUSTED ADVISORS, WHO GIVE REAL TIME GUIDANCE WHEN YOU NEED IT AND MINIMIZE THE IMPACTS

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INSIGHTS OF AMAZON WEB SERVICES (AWS) CLOUD

1. AWS is the world's most comprehensive and broadly adopted cloud platform
2. It offers over 200 fully featured services from data centers globally.
3. Millions of customers agencies are using AWS- to lower costs, to become more agile and innovate faster.

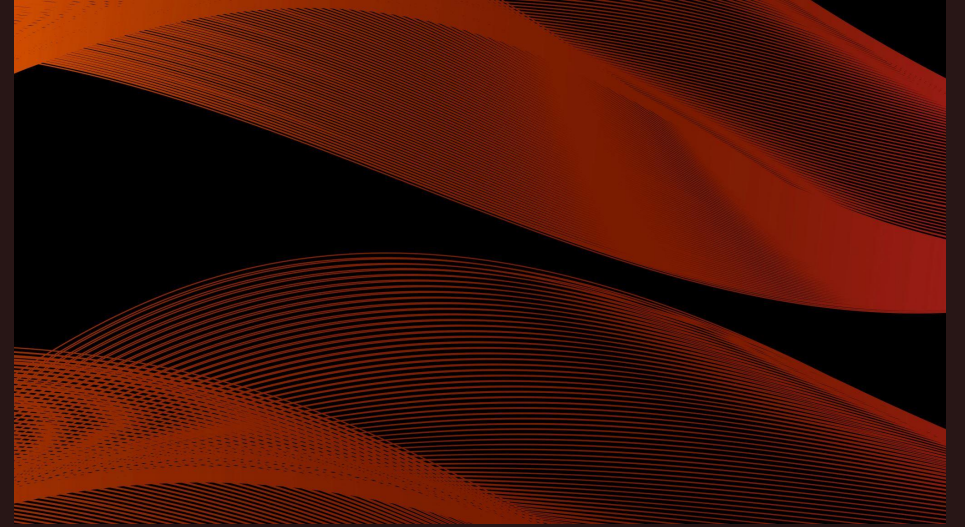


IMPACTS OF AWS;

1. FASTEST PACE OF INNOVATION
2. MOST SECURE
3. MOST PROVEN OPERATIONAL EXPERTISE



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aws  educate

FASTEST PACE OF INNOVATION

1) AMAZON ARE CONTINUALLY ACCELERATING THEIR PACE OF INNOVATION TO INVENT NEW TECHNOLOGIES THEIR WORKERS CAN USE TO TRANSFORM THEIR BUSINESS

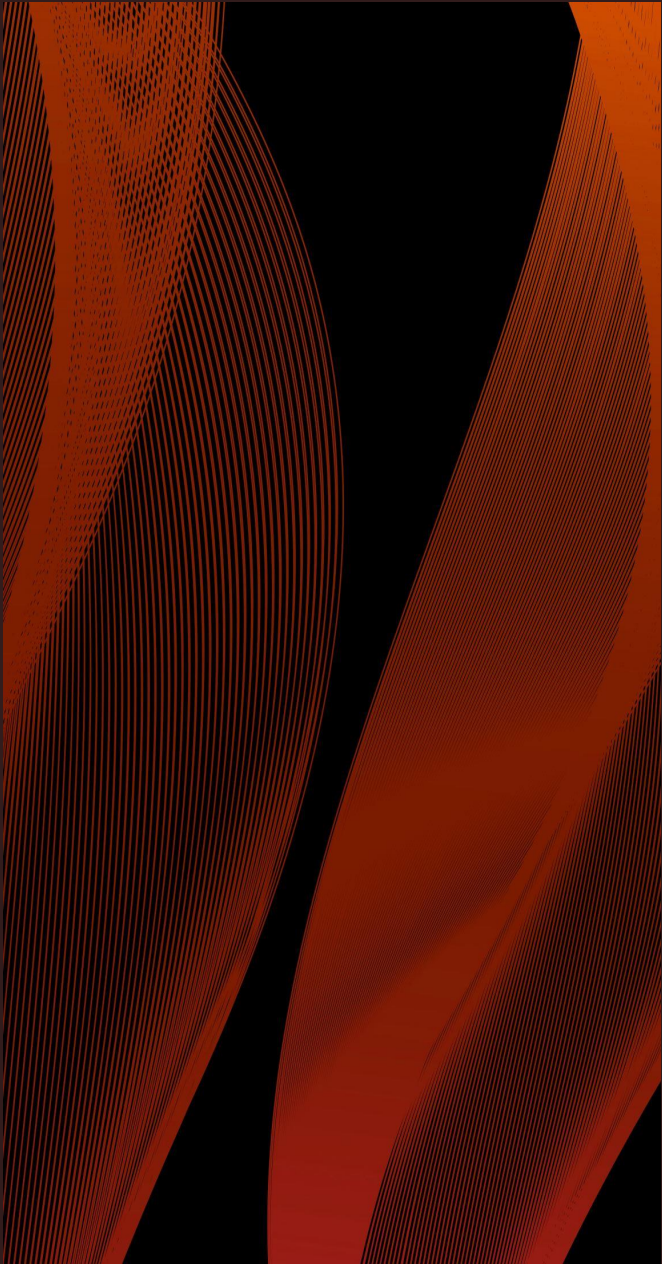


2) FOR EXAMPLE
AWS BUILT AMAZON SAGEMAKER, A MANAGED MACHINE THAT EMPOWERS EVERYDAY DEVELOPERS TO USE MACHINE LEARNING WITHOUT ANY PREVIOUS EXPERIENCE

MAKES AMAZON MOST SECURE

- 1) THE MAIN ARRANGEMENTS ARE MADE TO SATISFY THE SECURITY REQUIREMENTS
- 2) THE SYSTEM IS BACKED UP A DEEP SET OF CLOUD SECURITY TOOLS.
- 3) AWS SUPPORTS 90 SECUIRTY STANDARDS AND COMPLIANCE CERTIFICATION





MOST PROVEN OPERATIONAL EXPERTISE

- AWS HAS UNMATCHED EXPERIENCE,
RELIABILITY, SECURITY AND
PERFORMANCE.
- FOR A SEVERAL YEARS AWS HAS BEEN
DELIVERING CLOUD SERVICES TO
MILLIONS OF CUSTOMERS AROUND THE
WORLD
- AWS HAS THE MOST OPERATIONAL
EXPERIENCE, AT GREATER SCALE OF ANY
CLOUD PROVIDER.

WHAT WE HAVE LEARNT FROM THIS CASE STUDY:

AS A GROUP WE HAVE : IMPROVED
COMMUNICATION SKILLS, TIME MANAGEMENT
AND TEAMWORKING SKILLS



ACADEMICALLY: WE HAVE LEARNT HOW TO
DEVELOP A FINE POWERPOINT PRESENTATION,
REASERACHING SKILLS HAVE IMPROVED AND
LEARNT A LOT MORE ABOUT AMAZON



Achievement

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