

DSR GROUP 2

- Giuseppe Tubertosi – Background Of The Company (Slides 2-6)
- Jean Laurent Zanmenou - Challenges Before The Introduction of Modern Technology (Slides 7-10)
- Stefani Petrova – Insight To The Modern Technology Introduced (Slides 11-12)
- Tania Vaninna Zalazar Poletti - Inside Of the Modern Technology Introduced (Slides 13-15)
- Hristiana Teneva - Impact Of The Technology Introduced (Slides 16-18)
- Exause Muzo (19-21)



CertHE Skills for the Workplace

Digital Skills And Research Methods

BMSW4003

DSR Assessment 1
Group Presentation



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Moodle
2020/2021

The background of the slide features a faded image of the Amazon.com logo at the top. Below it, a person is seen sitting at a desk, working on a computer. The entire image is overlaid with a semi-transparent green geometric pattern consisting of several overlapping triangles and polygons. The text 'Amazon Background:' is written in a bright green color, matching the overlay.

Amazon Background:

- ▶ Amazon is an American company founded in July 1994 by Jeff Bezos.
- ▶ It is based in Washington, Seattle.
- ▶ Amazon selected Seattle as it is the hub of technology companies, such as Microsoft.
- ▶ They commenced as “Books Marketplace”, later extend to include furniture, electronics, jewelry, clothes and even food & beverage.
- ▶ The name “AMAZON” has been chosen from Jeff Bezos because it starts with the first letter of alphabet.

JEFF BEZOS

- ▶ Bezos target was to grow up very quickly as a company.
- ▶ He reached 180.000 customer accounts by December 1996 and 1 million accounts in October 1997.
- ▶ The same year his revenues reached \$128 M from the \$15.7 M of the previous year 1996.
- ▶ In 1999 he has been nominated “Person of the Year” by the “Time” magazine.





- ▶ In 2002 Amazon launched Amazon Web service (AWS), providing Internet Traffic Patterns, Web sites publicity and more statistics for developers and marketers.
- ▶ In 2006 Amazon improved this service with Elastic Compute Cloud which provided a computer processing power.
- ▶ The same year they upgraded this service with EC2, “Simple Storage Service”.
- ▶ First time in the history “Online Storage” has been introduced.

- ▶ In 1977 the company began to hold inventories in their depository.
- ▶ In 2000' they started a service for sellers that allowed the latter to sell products through Amazon without the need to stock them personally.
- ▶ First time in the history merchants have been provided by an external online storage.





Last survey about Amazon employees in 2020 said that Amazon is counting **1,298,000 Employees, increasing 62.66%** from the previous 2019.

We can affirm that despite the difficult year (2020), Amazon kept hiring people to improve safety service due to Covid-19 and to speed up deliveries, which they have risen due to closed shops.

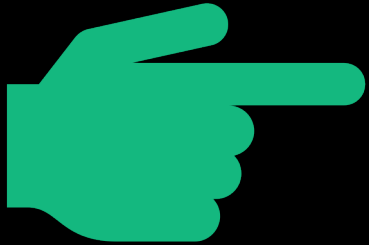
Indeed, most of their investments are addressed on online product sales.



THE CHALLENGES OF AMAZON BEFORE THE MODERN TECHNOLOGY

The background of the slide features a close-up, slightly blurred image of a wooden maze. The maze is constructed from light-colored wood strips, creating a complex network of paths and dead ends. It is set against a dark, textured surface. Overlaid on the image are several translucent green geometric shapes, primarily triangles and polygons, which create a modern, abstract design. A large, dark grey triangular shape is positioned on the left side, partially obscuring the maze.

► CONCLUSION OF AMAZON
CHALLENGES IN THE 90S



THE SYSTEM TO ORDER IN AMAZON
IN THE BEGINNING



THE SYSTEM AMAZON CAN DELIVER
YOUR ORDERS IN THE BEGINNING

THE HISTORY OF AMAZON COMPANY

► 7/1994 IN BELLEVEU WASHINGTON
USA START OF THE COMPANY
AMAZON

► 7/1995 THE NAME OF AMAZON
START

Insights of modern technology introduced



Products Ranking Algorithm 2003

- Search and recommendation engine
- Improves relevancy of product recommendation
- Improves customer experience – easier to find what they are looking for

(Laura R. 2004)



Paid Subscription Membership 2005

- To use Amazon's premium services there is a monthly or a yearly fee
- Single payment, streaming video and movies, reading on Kindle, one-day or same-day delivery;
- Limited availability
- 2000 million subscribers



Simple Storage Services 2006

- Store any amount of any data (digital warehouse)
- Fast and inexpensive
- Pay-as-you-go payment model
- Reuses existing infrastructure
- It offers many regions to store your data



FBA Fulfilment Centre 2006

- 295 FBA Fulfilment centres globally
- Seller sends product to be stored
- Customer purchases
- Amazon ships, deliver and takes care of tracking

(Brad Stone 2013)



Kiva Systems 2012

- Robots for the warehouse
- Increases productivity within the warehouses
- Improved quality, accuracy and speed
- Improves safety
- Potential job loses



Fire TV and Amazon Echo 2014

- Connects your house to Amazon
- Portable and easy to use
- Makes it easier for customers to purchase products and interact with Amazon services
- Make phone calls, control TV, Get cooking ideas or get news
- Forced to buy from Amazon

Amazon's communication with its customers

- Amazon is the middleman between us and the actual companies.
- Usually, amazon send all the information about orders and shipping via email.
- When it's necessary, they tell you when you can speak to the actual company in cases related to customer service or others.



Amazon Robotics

- ▶ Amazon has always been known for its technology and advances. They now introduced Amazon Robotics to help their employees improving processes and assisting them in their daily roles.
- ▶ These robots work through box sizing algorithms.
- ▶ They have a software that look for the shortest way from one place to another.
- ▶ And the SLAM process (Scan, Label, Apply, Manifest), which makes the process faster and more accurate.



Amazon Flex

- ▶ It is an app that allows amazon drivers to communicate with amazon itself.
- ▶ It works like other social media apps, so you basically sign in and it lets you know when your package is ready to collect.
- ▶ They also have a Facebook page that recruits drivers and posts updates in real time,



Impact of Technology introduced in Amazon

Technology plays a very important role in the growth of Amazon.

Amazon started off using 1300 robots in their fulfilment centres in 2011 and the numbers increased to 30,000 robots to be used in 13 fulfilment centres.

Robots can be beneficial in these ways:

- Help reduce operating costs of businesses
- Help reduce labour costs
- Help for the health and safety of others
- Help having less responsibilities for humans

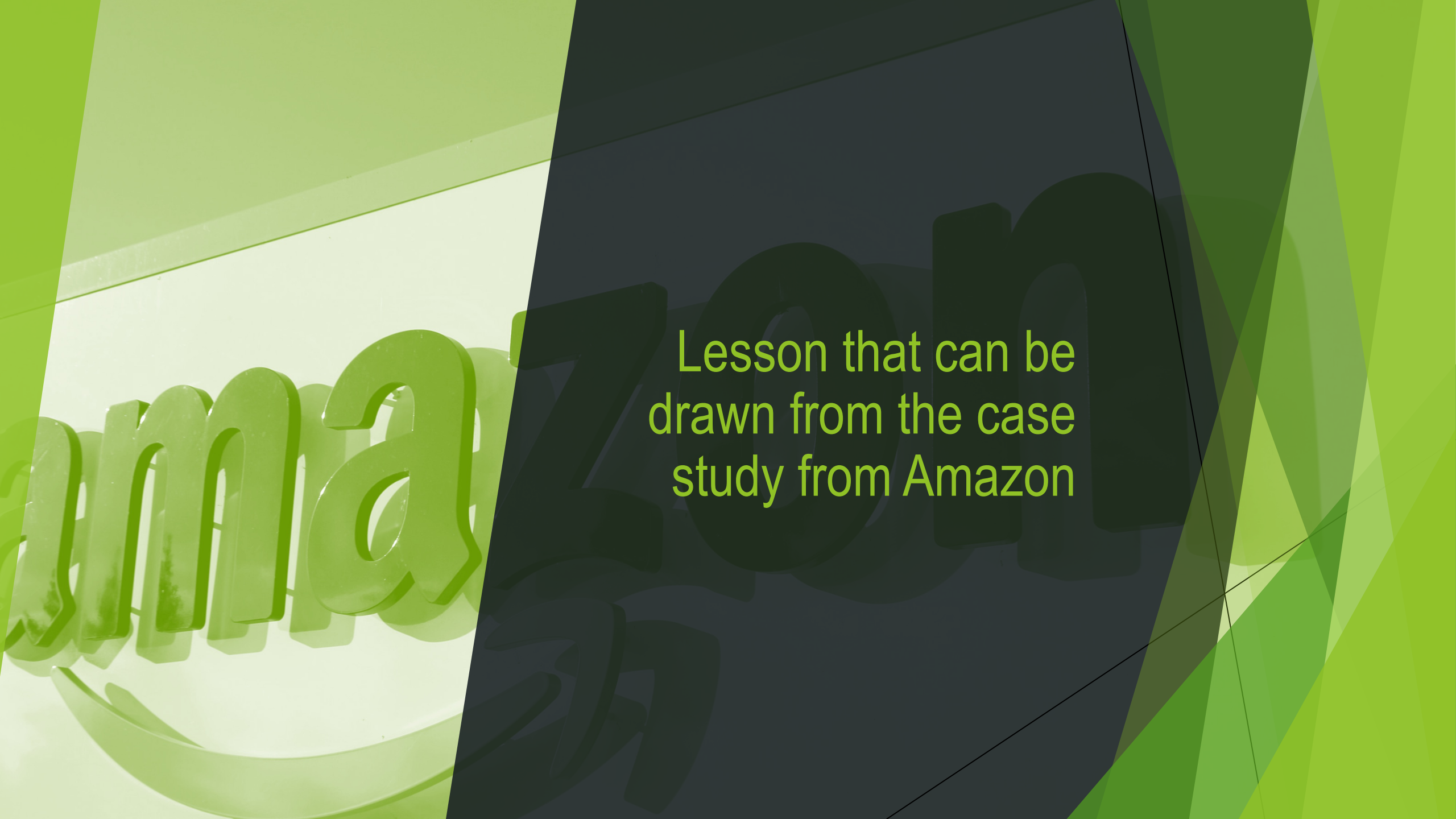
- Amazon relies heavily on technology as e-commerce is part of technology which is making them stand out from their competitors in the market.

Amazon uses:

- 24 hour live chat support
- Reminders via email to look at a certain product
- Digital technology to build relationship with the customer

3 Amazing Amazon Technologies

- Amazon Virtual Dash Button
- Amazon Fresh
- Amazon Fire TV



Lesson that can be
drawn from the case
study from Amazon

The impact of technology introduced in amazon lesson that can be drawn

The strategy it is how can a business adapt an the activity and develop in the world, suggested that this world is changing constantly regarding on the competition that the business world having now therefore all the business half to be aware in order to improve their important resources and fulfilling the customer needs or expectations. Amazon's business history will be discussed including market value, market position, competitors as well as well as their strengths and weakness and strategy.

insights to the modern technology introduce lesson that can be drawn

- ▶ The company had already incurred the fixed costs of developing software for the online storefronts from a technological standpoint. By diversifying into new product lines, the firm will be able to extend the operating costs over a vast variety of sales, leading to increased income.
- ▶ Industries on the Internet are scale organizations with high fixed costs and extremely low operating costs. You have two sizes to choose from: large or mini. Being in the middle is very difficult. Before they could improving the reliability, a lot of medium-sized businesses got their funding cut out from under them. ...
- ▶ It's essentially the same tech when we start a new category. We'll be able to tap into the same client base, brand identity, and infrastructure. We can open a new segment for very little money, while a pure-play single-line shop is very pricey. Since our previous stores have covered those risks, they'll end up investing even more on technology and other fixed expenses than we will.

REFERENCES

- Hall, M., 2021. *Amazon.com, History & Facts*. (online) Encyclopedia Britannica. Available at: <https://www.britannica.com/topic/Amazoncom>, (Accessed 3 April 2021).
- McFadden, C., McFadden, C., McFadden, C. and Bergan, B., 2021. *The Rise and Rise of Amazon: A Brief History of the Everything Store*. (online) Interestingengineering.com. Available at: <https://interestingengineering.com/a-very-brief-history-of-amazon-the-everything-store> (Accessed 9 April 2021).
- DePillis, L. and Sherman, I., 2021. *Amazon's extraordinary evolution*. (online) Edition.cnn.com. Available at: <https://edition.cnn.com/interactive/2018/10/business/amazon-history-timeline/index.html> (Accessed 9 April 2021).
- sellercentral.amazon.com. (n.d.). *Communicate Effectively With Customers - Amazon Seller Central*. [online] Available at: https://sellercentral.amazon.com/gp/help/external/G201901640?language=en_US [Accessed 17 Apr. 2021].
- UK About Amazon. (2018). *Technology at work*. [online] Available at: <https://www.aboutamazon.co.uk/innovation/technology-at-work>.
- Uwaterloo.ca. (2016). *Amazon: Automating the Supply Chain Using Mobile Technology - Social Media for Business Performance*. [online] Available at: <https://smbp.uwaterloo.ca/2016/06/amazon-automating-the-supply-chain-using-mobile-technology/>.

- Investopedia. 2021. 4 Amazing Amazon Technologies (And One Bomb). Available at: <<https://www.investopedia.com/articles/markets/062215/5-amazing-technologies-developed-amazon.asp>> [Accessed 19 April 2021].
- Speaking Human. 2021. 8 Innovative Ways Amazon Has Changed The World. Available at: <<https://thinkmonsters.com/speakinghuman/media/amazon-game-changing-innovations/>> [Accessed 19 April 2021].
- Brad Stone, 2013, New York, Little.brown and company
- Laura Rhode, 2004, macworld.com/article/103907/a9.html