Amazon Web Services

eBusiness Analysis Presentation

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Today's Agenda

- Introduction to AWS
- History and Development
- Business Model and eProcess
- Technical Overview and Value Chain
- Customer Satisfaction
- Conclusion

What is Cloud Computing?

- Cloud computing is controlled between the service provider and the customer via the internet.
- It is the "renting" of computer resources.
- Most CC providers allow their customers to pay for what they use.

Benefits of Cloud Computing:

- More efficient way of computing.
- Resources are able to deal with the sudden influx of activity.
- Suitable for environments that grow with activity.
- Companies not having the need to create their own infrastructure.

History

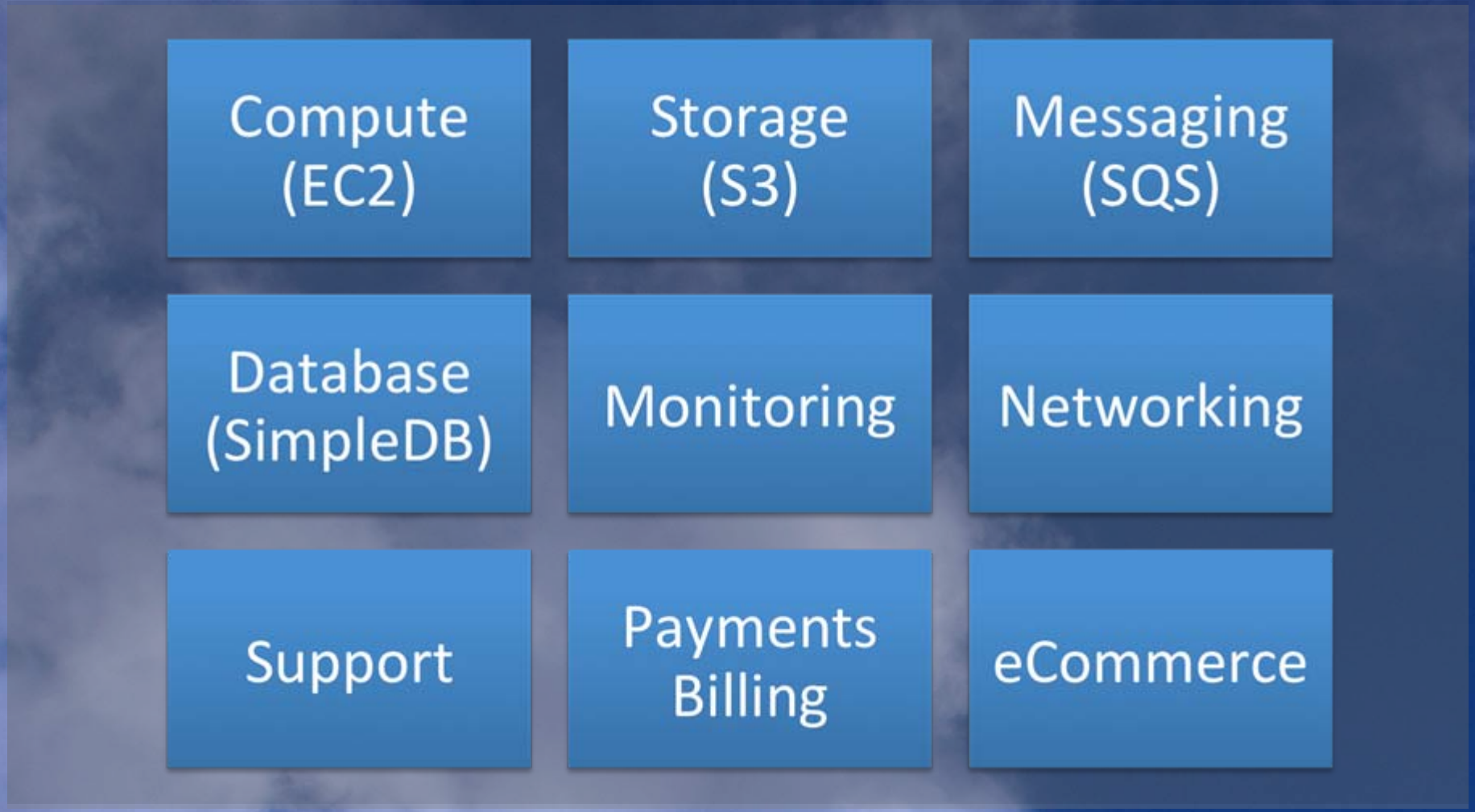
History of Cloud Computing:

- "computation may someday be organized as a public utility"
- A large scale research project into cloud computing involving IBM, Google and many universities in 2007.
- March 2006 a fundamental pay-per-use billing strategy by Amazon stood out amongst others.
- Rackspace created Rackspace Cloud in 2008.
- Microsoft developed Azure in 2009.

History of Amazon:

- Founded in 1995 by Jeff Bezos.
- Have acquired over 30 different companies.

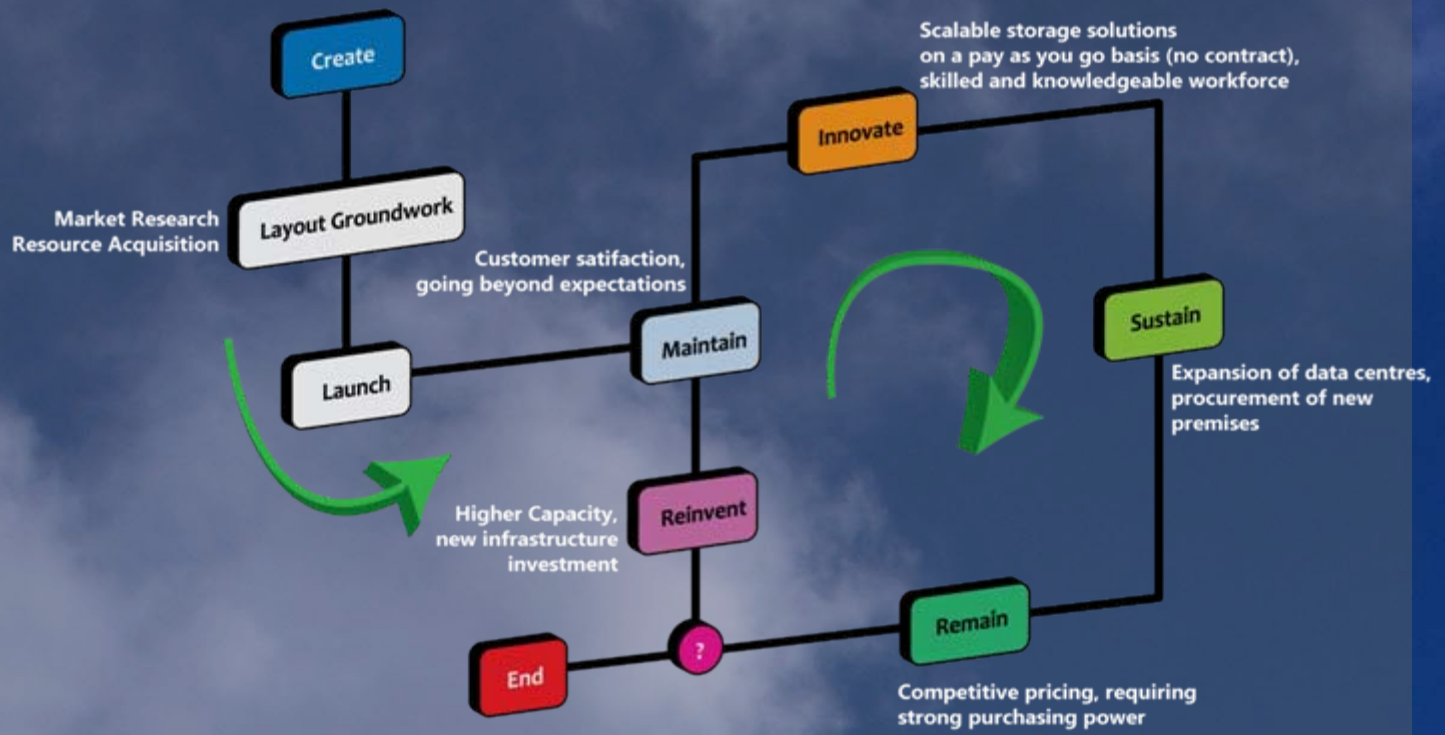
AWS Products and Offerings



Business Model

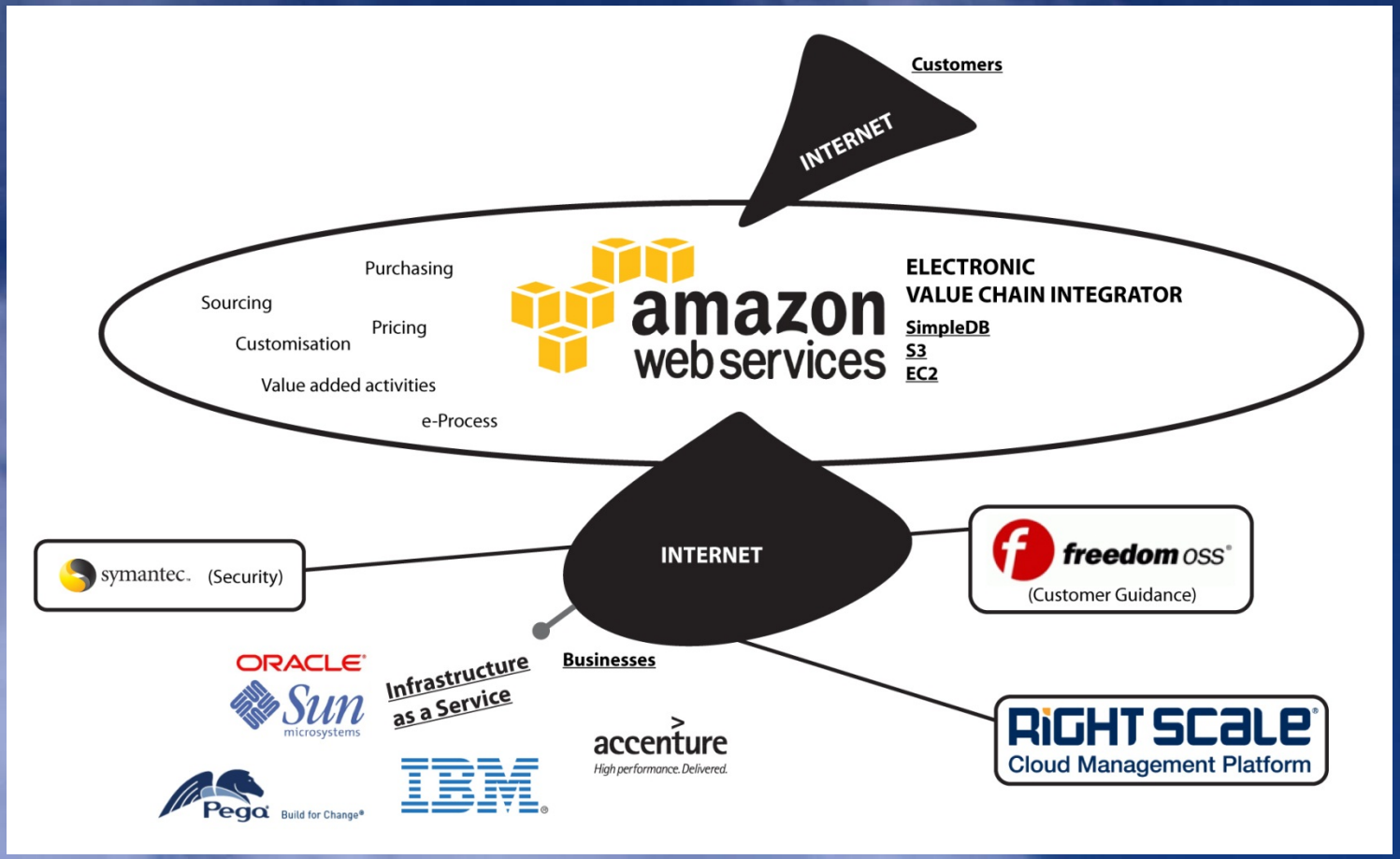
AWS is an Electronic and Mobile Value Chain Integrator

- Focuses on the sale of cloud-based storage and processing at reduced cost
- Innovative, value adding global network of sourced Solution Providers
- High purchasing power, low purchasing costs,
- Together a highly skilled and specialised business
- Delivering convenience and time to customers and Solution Providers



Value Chain Integration

Amazon's Solution Providers form a primary source of value chain integration



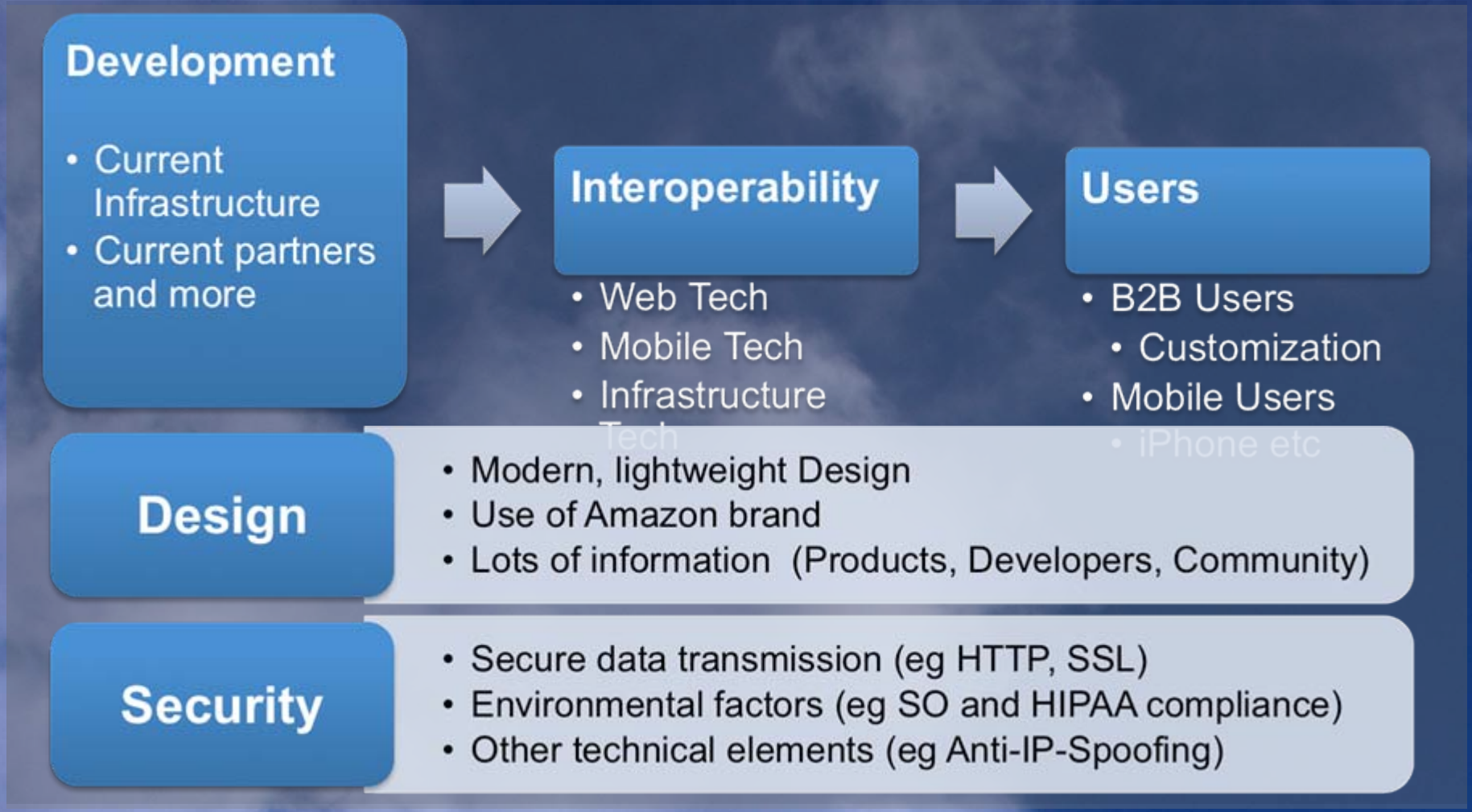
e-Processes

The range of products that AWS provide are designed to convert business activities both internally and externally to electronic format including billing, maintenance and support.

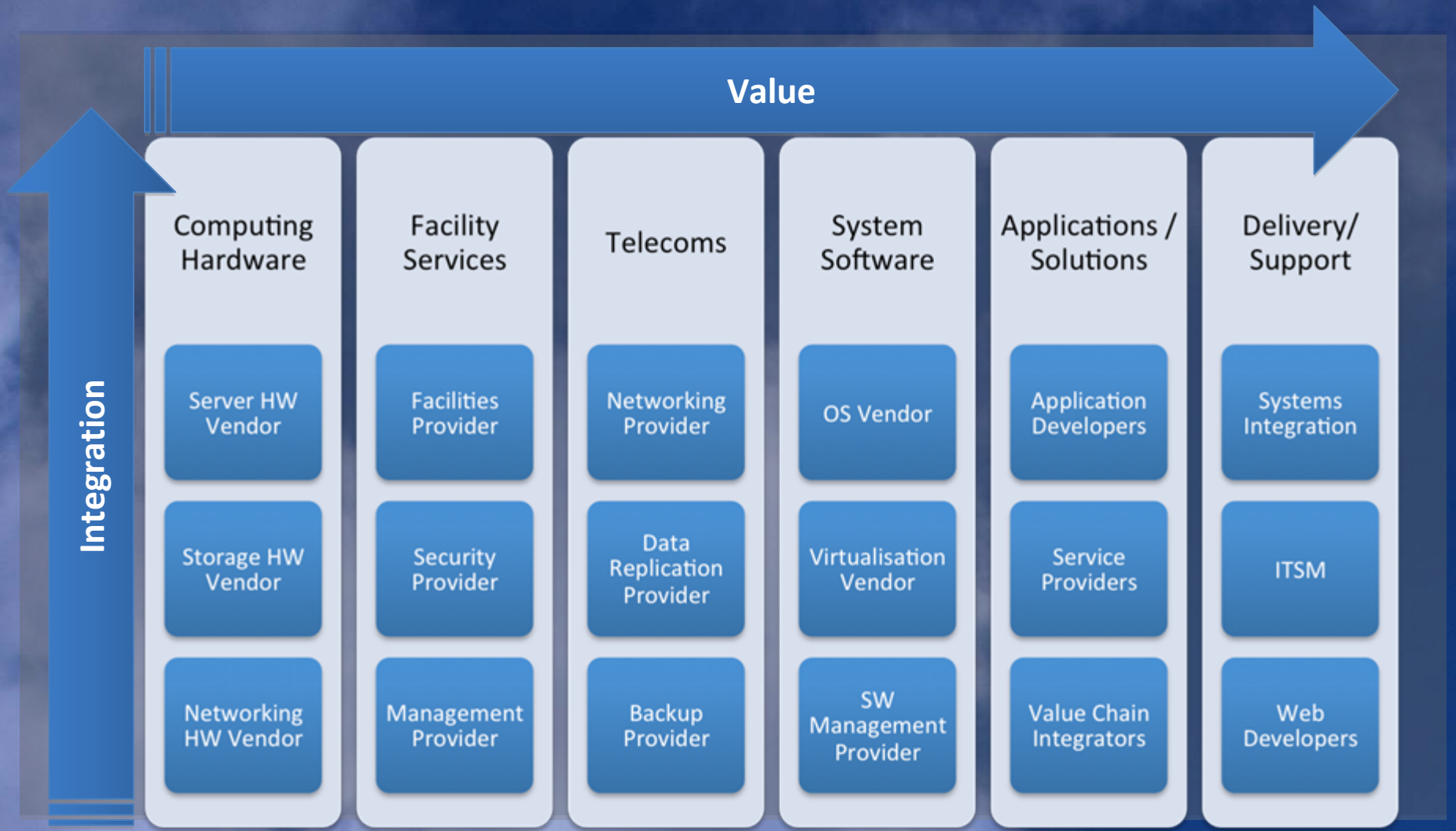
AWS's Management Console serves as an important piece of the technology that they offer to ensure speed, scale, security and integrity of the transactions that its customers make.

The AWS Management Console is designed to fit around the needs of individual customers based on what product they are using.

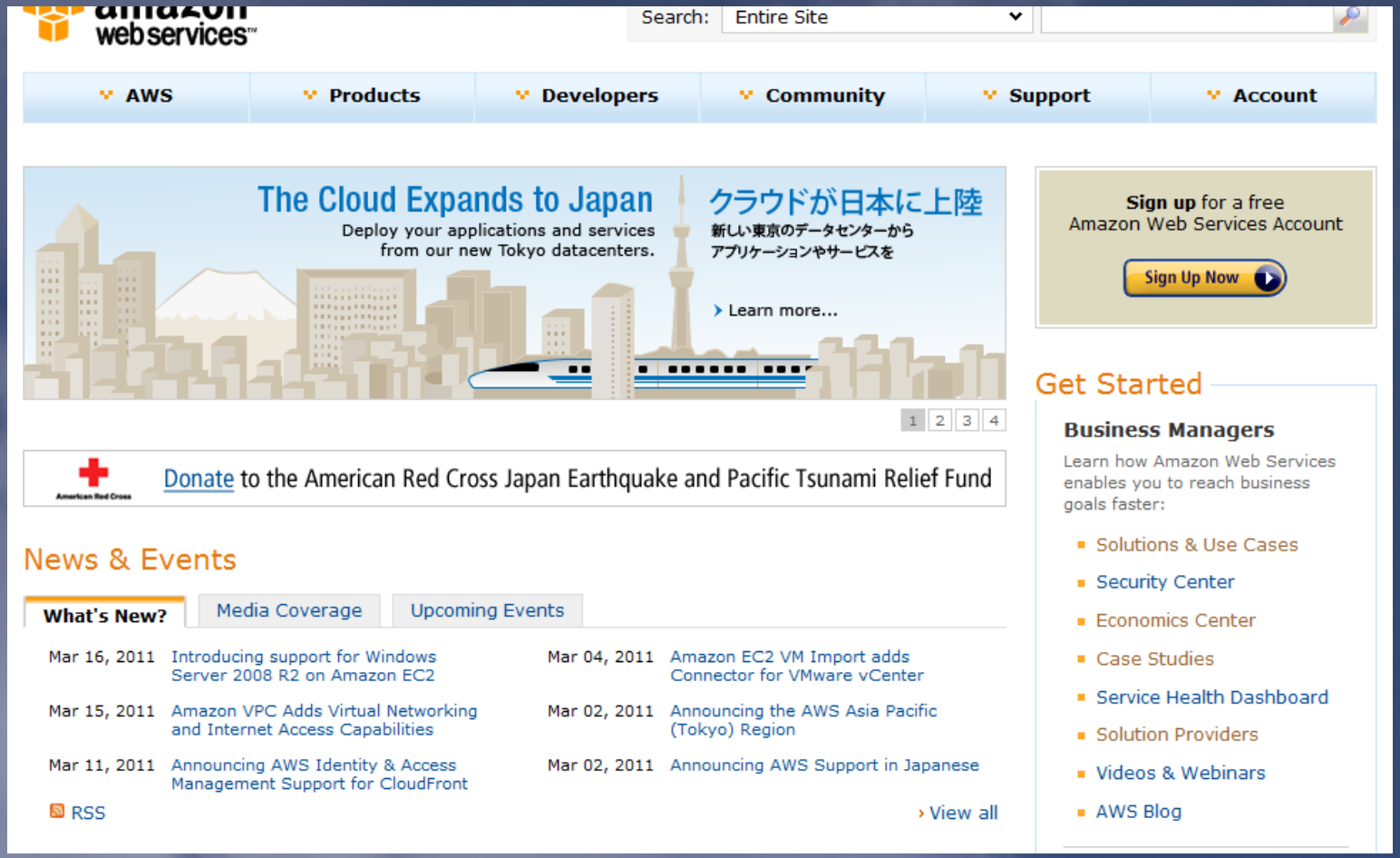
Technical Overview



Technical Value Chain

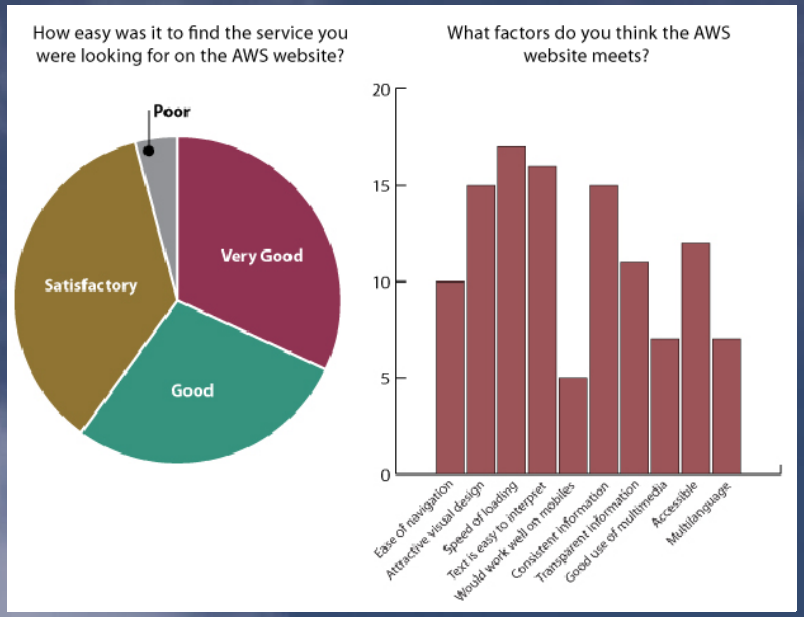


Website Design & Structure



Customer Satisfaction

- Survey of 25 individuals
- Used Satistica™ to leverage CORE analysis



Results:

- Good user experience
- Easy to calculate cost
- Good customization
- Viewed as secure and reliable

Conclusion

- Value Chain Integrator
  - Systematic strategy due to network of Solution Provider
- Highly elastic technical value chain
- Robust, open minded and viable system.
- Future outlook: Emerging Markets, China
  - Suggestion: leverage cultural knowledge from retail operation, not just technology
- Influential in the area of Cloud Computing
- Likely to be a continued success