**Plymouth Retail Ltd. – AWS Outage: Summary & Next Steps**

**Incident Overview**

Early this morning, **AWS — our cloud service provider — experienced a major global outage** caused by a **network configuration error** in one of their key regions (US-East-1).  
The issue lasted for roughly **three hours**, starting around **3:15 AM UK time**, and disrupted several of our critical systems — including our **website, payment processing**, and **fulfilment operations**.

While AWS has since resolved the issue, they’re still investigating the root cause.

**Key Impacts (Top 3)**

1. **Customer Experience**  
   Our website was intermittently unavailable, mainly affecting **international and early UK shoppers**. Some customers **couldn’t place or complete orders**, and a few experienced **payment failures or delays**.  
   As a result, **customer service saw a surge in support requests**.
2. **Revenue & Operations**  
   The downtime likely caused **short-term revenue loss** from failed or abandoned transactions.  
   Some **fulfilment and inventory systems** also slowed down, creating **minor order delays** once services were restored.
3. **Brand & Risk Exposure**  
   Even a short outage can **shake customer confidence**, especially for online shoppers who expect 24/7 availability.  
   This incident also highlighted our **dependence on AWS** as a single point of failure — something we need to address.

**Recommended Actions (Top 3)**

1. **Boost Cloud Resilience**  
   Deploy key systems across **multiple AWS regions** and explore **multi-cloud or hybrid options** to reduce dependency on a single provider.
2. **Improve Monitoring & Response**  
   Enhance our **early-warning and alert systems**, and establish a **clear incident response plan** so teams can act faster and communicate consistently during outages.
3. **Strengthen Business Continuity Planning**  
   Regularly **test our disaster recovery procedures**, update **internal response playbooks**, and prepare **ready-to-go customer communication templates** for any future disruptions.

**Next Steps**

* Conduct a **quick impact review** to measure financial and operational effects.
* Begin a **cloud infrastructure audit** within the next two weeks.
* Arrange a **debrief with AWS** to understand what went wrong and how they’ll prevent similar incidents.

**How to Present (2–3 minutes)**

“Early this morning, AWS suffered a major outage that affected our website, payments, and fulfilment systems for around three hours. The main impact was on customers who couldn’t complete purchases, and we saw a short-term dip in sales. While AWS has fixed the issue, this event highlights the need for stronger cloud resilience and better response processes. Our immediate focus is on building redundancy, improving monitoring, and ensuring we can communicate clearly and act quickly next time.”