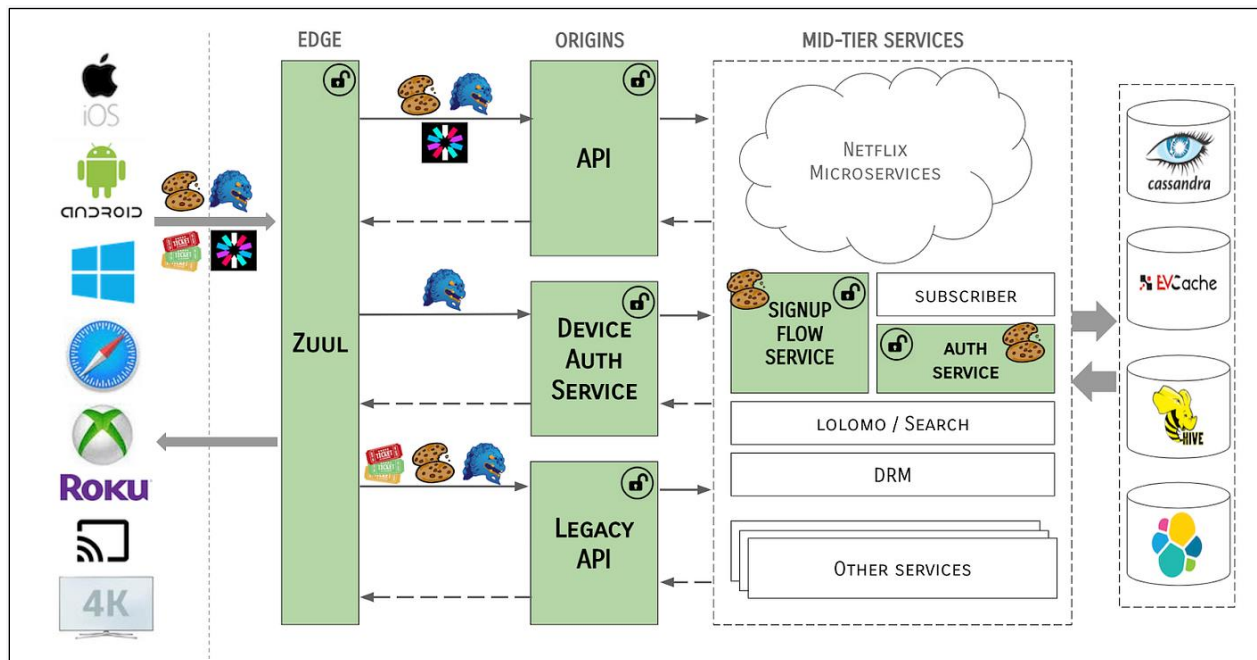


9. CURRENT NETFLIX BUSINESS PROCESS:

- Featured and popular content
- User friendly UI/UX
- Personalized content
- Customer support
- Adaptive streaming technology
- Data based prediction recommendation engine.

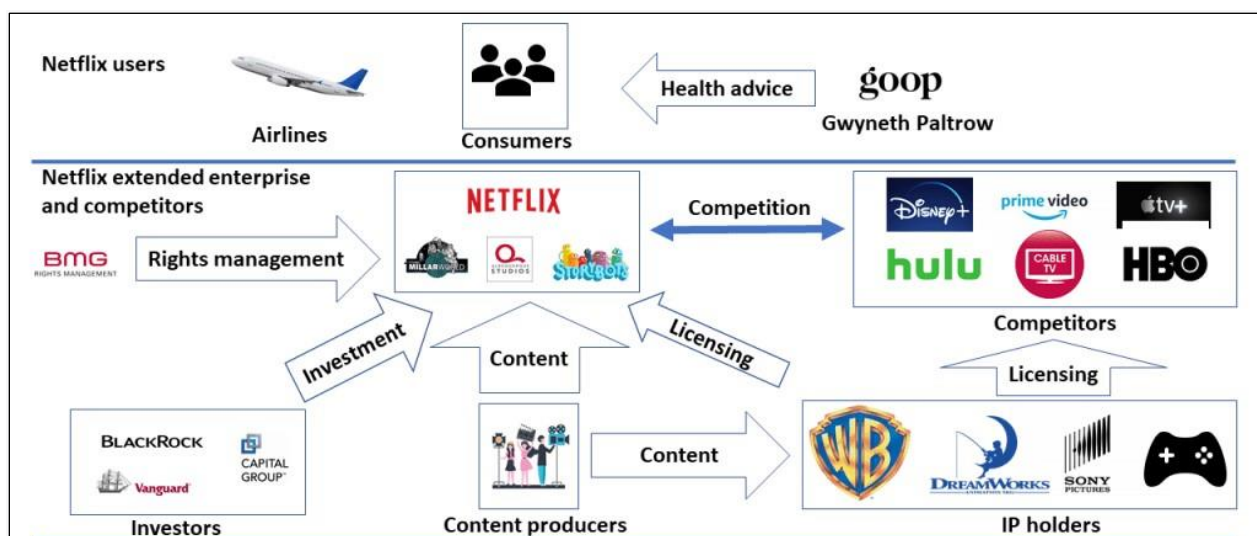
10. CURRENT TECH ECOSYSTEM:

Netflix has a highly scalable and sophisticated application stack that enables it to deliver streaming video content to millions of users around the world. Here is a general description of the various components that make up Netflix's application stack:



- User enters their credentials, and the Netflix client transmits the credentials, along with the ESN (Electronic Serial Number) of the device to the Edge gateway, AKA Zuul.

- ii. Identity filters running in Zuul generate a device-bound Passport and pass it along to the API /login endpoint.
- iii. The API server propagates the Passport to the mid-tier services responsible for authentication to the user.
- iv. Upon successful authentication of the claims provided, these services create a Passport Action and send it, along with the original Passport, back up stream to API and Zuul.
- v. Zuul makes a call to the Cookie Service to resolve the Passport and Passport Actions and sends the Cookies back to the Netflix client. Passport Actions and sends the cookies back to the Netflix client, which is part of the front-end architecture. The back-end architecture consists of the Edge gateway (Zuul), API servers, mid-tier services, and the Cookie Service.



i. Supply Chain Management:

Content Providers like WB bros , Sony pictures.

Aspera: Netflix uses Aspera to transfer large video files securely over the internet.

Amazon Web Services: Netflix uses various AWS services to support its content delivery network and data processing operations, including Amazon S3 for content storage and Amazon CloudFront for content delivery.

ii. Customer Relationship Management:

The company uses data analytics and machine learning to analyze customer viewing habits and make personalized recommendations. Netflix also uses customer feedback and reviews to improve its services and content offerings.

iii. Netflix uses cloud-based ERP system:

Workday Netflix uses Workday to manage its human resources functions, including payroll, benefits, and employee data management.

Oracle E-Business Suite: Netflix uses Oracle's E-Business Suite to manage its financial operations, including accounting, financial reporting, and revenue recognition.

Coupa: Netflix uses Coupa to manage its procurement and sourcing operations, including purchase orders and supplier management.

11. FUTURE NETFLIX BUSINESS PROCESS:

- AI based featured content and popular content.
- AI based Personalized content.
- Kids content with ease of access and UI/UX designed to suit the interaction from infants.
- Restrict Password sharing without proper device and user authentication.
- Incentivize paid model of usage by cutting subscription fee to target new category of users and onboard first-time users onto the platform.
- Personalized user experience and interface design to suit the current user.
- Create Data usage awareness by involving users in making decisions on data usage and streaming quality.

