Amazon started in 1996 through an application called Obidos. Obidos is system that contains business logic, display logic, and functionality. The system eventually became too complex which made the system difficult to change in the context of evolving and scale. In the early 2000s Amazon needed to change to become bigger, so they transitioned their architecture into the service-oriented architecture (SOA). The transitions made the services decentralized and it made development independent with improved reliability, and faster innovation.

The first lesson that they learned is that a strict service orientation is a great technique for isolation. The level of control and ownership is something that has not been seen before.

The second lesson is, “Development and operational process greatly benefits from switching to service orientation. The services model has been a key enabler in creating teams that can innovate quickly with a strong customer focus.” (Kim et al., 2021)

The third lesson is that it was best to move the teams into services which gave them full responsibility through design and operations. This approach makes innovation the forefront and a stronger focus on consumerism.

Amazon is the conglomerate it is today because of their addition of service orientation. Through this service they increased their development speed from 15,000 a day in 2011 to 136,000 a day in 2015. Moving monoliths to microservices is the modern solution to technology architecture.

Kim, G., Humble, J., Debois, P., Willis, J., Forsgren, N., & Allspaw, J. (2021). *The devops handbook: How to create world-class agility, reliability, & Security in Technology Organizations*. IT Revolution Press.