* Amazon – Online retail and distribution
  + Used cloud computing (AWS) to scale its e-commerce platform globally while offering cloud services to other businesses, transforming into a tech giant beyond retail.
  + Amazon is now an almost ubiquitous service on and off the web, and their cloud services is yet another example of how the company has become a default option within yet another industry.
* Uber – Ride sharing car service
  + Built a mobile app with GPS, real-time data processing, and dynamic pricing algorithms to disrupt the taxi industry and expand into food delivery (Uber Eats) and freight services.
  + The smooth integration of real time data processing allowed Uber to price out similar ride sharing services and become the dominant form of transportation in American cities. Though the company itself has often conducted business at a loss as part of its internal strategy, it succeeded in its goal of dominating its competition.
* Netflix – Media distribution streaming service
  + Shifted from DVD rentals to a streaming platform using cloud computing and big data analytics, enabling global expansion and personalized content recommendations.
  + The shift to streaming and the use of data analytics to customize user experience pioneered a new era of media distribution, effectively phasing out physical copy rental services from the marketplace and even overtaking cable.