

# Digital Companies

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Leaders using new business models to disrupt traditional markets

Driven by developing new information technology

Products are offered better, faster, cheaper

Need Software Engineers, and some Data Scientists



Cloud-based hosting  
storage and processing

More than \$6 billion of  
Amazon's 69.6 billion in  
revenue came from AWS



Surpassed Walmart in  
the summer of 2015

Became the largest  
retailer in the world by  
market capitalization

Internet companies offer  
information and services  
for free

Use analytics to make  
their services attractive

Identify users toward  
whom to target specific ad  
campaigns



\$50 billion of  
\$69.8 billion is  
from targeted  
advertisement



\$13.5 billion in  
revenue in  
2014, primarily  
from  
advertising



At least 20% of  
its \$2.9 billion  
in revenue  
from targeted  
advertising



\$386 million in  
revenues from  
advertising and  
placements



Competes against traditional taxi companies

Uber drivers work as independent contractors



Uber makes 20% commission

Commission Revenue is  
expected to exceed \$2 billion  
in 2015





Competes with traditional hotels

Mutual reviews of owners and renters

Detailed mapping

Makes 11% commission

\$420 million in revenues on  
over \$4 billion in payments  
for lodging in 2014