October 9, 2019

US Citizenship and Immigration Services

24000 Avila Road

2nd Floor, Room 2312

Laguna Niguel, CA 92677

**RE: L-1B Petition for Temporary Professional Employee and Request for Extension**

Petitioner: Amazon.com Services, Inc. (“Amazon-US”), a wholly-owned subsidiary of Amazon.com, Inc.

Beneficiary: BYLADAKERE SOMASHEKARAIAH, Sharath (the “Beneficiary”)

U.S. Position: Business Intelligence Engineer II

Period Requested: October 10, 2019 to October 9, 2021

Dear Sir or Madam:

Amazon-US submits this letter in support of its petition for L-B nonimmigrant status so that the Beneficiary may continue to serve in the specialized knowledge position of Business Intelligence Engineer II for a temporary period of two years, subject to our standard employment at-will policy. The Beneficiary qualifies for L-1B status because the Beneficiary performed in a specialized knowledge capacity as Business Analyst with Amazon Development Centre (India) Private Limited, (“Amazon-India”) in Bengaluru, India without interruption from September 10, 2012 to October 19, 2016. [or was it to 11/09/2016? When did you first enter the US in L-1B status?]. it is 11/09/2016

**The Beneficiary is eligible for L-1B nonimmigrant status**

1. **Qualifying corporate relationship:** Amazon-US and Amazon-India are both wholly-owned subsidiaries of Amazon.com, Inc., and therefore qualify as related corporate entities under the Immigration and Nationality Act.

1. **Bachelor’s degree:** The Beneficiary earned a Bachelor’s degree in Telecommunication Engineering fromVisvesaraya Technological University, which has been evaluated to be the equivalent of a US Bachelor’s degree in Electronic Engineering.
2. **The proffered position requires specialized knowledge:** The Beneficiary is being offered a full-time specialized knowledge position as a Business Intelligence Engineer II at Amazon-US.
3. **At least one year of continuous full-time employment abroad in a specialized knowledge position:** The Beneficiary was employed as a full-time Business Analyst at Amazon-India from September 10, 2012 to October 19, 2016 [or was it to 11/09/2016? When did you first enter the US in L-1B status?]. it is 11/09/2016

***The Beneficiary’s Specialized Knowledge Role Abroad***

In the Beneficiary’s specialized knowledge role at Amazon-India, the Beneficiary was a critical member of the Compliance Operations (“COPs”) team, which was responsible for owning the complete data domain for COPs and building relational databases as part of the HS3C Unified Redshift Data Cluster. He supported multiple programs such as restricted products, dangerous goods, and imported products. He has also built automated dashboards for Weekly and Monthly Business Reporting (WBR/MBR) using ETL Manager, Redshift, S3, and Grasshopper in combination with his Excel and SQL expertise.

Specifically, the Beneficiary performed the following job duties, all of which require extensive specialized knowledge of Amazon’s internal tools, technologies, products, procedures, and processes:

|  |  |  |
| --- | --- | --- |
| **Job Duty** | **Percentage of Time Allocated to each Job Duty** | **Proprietary Amazon Tool used to Complete Job Duty**  **[Please review this column and be sure to include all Amazon proprietary tools used for the job duty].** |
| Defining Management Information reporting requirements and compliance related dashboards to enable an integrated approach covering all compliance topics. | 20% | S3, Redshift, ETLM, VIRT Dashboard |
| Building a compliance organization level reporting dashboard to help management understand challenges and risks faced around compliance. | 10% | S3, Redshift, ETLM, VIRT Dashboard |
| Understanding requirements from the leadership and product compliance teams and mapping them with data sources / data warehouse. | 15% | Redshift, ETLM, VIRT Dashboard |
| Guiding and mentoring junior analysts on how to use Amazon’s proprietary tools and technologies. | 10% | Redshift, ETLM, VIRT Dashboard |
| Executing high priority (i.e. cross functional, high impact) projects to improve operations performance with the help of analytics managers. | 10% | Redshift, ETLM, VIRT Dashboard |
| Planning resourcing, analyzing and reporting daily, weekly and monthly metrics; identifying trends and opportunities to reduce costs and improve processes. | 20% | Redshift, ETLM, VIRT Dashboard |
| Partnering with stakeholders as a part of the solution process, to potentially minimize revenue impacts owing to compliance actions. | 15% | Redshift, ETLM, VIRT Dashboard, S3 |

The Beneficiary’s job duties abroad required specialized and advanced knowledge that can only be gained by working for Amazon. As noted above, the Beneficiary gained a unique combination of skills in the Beneficiary’s role at Amazon-India. For this reason, the Beneficiary was identified as one of the most technically outstanding members of his team.

In particular, the Beneficiary gained a level of expertise in a number of Amazon tools and technologies that is rare to find, even within Amazon, and is impossible to find outside of the company. These include the following:

* Redshift: Amazon Redshift is a fast, fully managed, petabyte-scale data warehouse that makes it simple and cost-effective to analyze all your data using your existing business intelligence tools. **Mr. Byladakere Somashekaraiah will continue to use Redshift to consolidate Display Ads Finance data and manage the unified database.**
* Extract Transform Load Manager (ETLM): The core "operating system" of the Data Warehouse. This complex system manages all of the injection and extraction of data in a consistent and predictable way. Users interact with ETLM through the DataNet web application by scheduling load or extract jobs and defining where to retrieve or pull the data. **Mr. Byladakere Somashekaraiah will continue to use ETLM to retrieve Amazon wide data transform and load into new data tables created in Redshift.**
* Simple Storage Service (S3): S3 is a reliable, fast and cheap way to store data on the Internet. S3 can be used to store just about anything: XML documents, binary data, images, videos, or whatever else our customers want to store. **Mr. Byladakere Somashekaraiah used S3 in combination with Redshift. This tool is necessary to store data efficiently to keep historical data and populate data tables.**
* Remedy / Simple Issue Manager (SIM): Remedy and SIM are platforms that unify issue management and workflow applications at Amazon, including tickets, backlogs, and sprints. At Amazon, we leverage these platforms to build company-wide systems. These systems are owned by the Service, Website, and Issue Management Team. **These tools will continue to allow Mr. Byladakere Somashekaraiah to organize and prioritize projects appropriately by collecting requirements and assigning prioritizations.**
* Grasshopper: Grasshopper is a visual query-building interface for Amazon Data Warehouse. It is best suited for users who do not want to write SQL queries. This tool is used with VIRT dashboard and is similar to ETLM, but without SQL. This is a more established tool and **Mr. Byladakere Somashekaraiah will continue to use it as a reference for the Amazon Quicksight integration with Redshift tables.**

The Beneficiary played a key role in several critical projects for Amazon-India, including the following:

* **Mr. Byladakere Somashekaraiah utilized his expertise in Redshift, ETLM, Grasshopper, VIRT Dashboard to build an Excel based automated dashboard which helped business users easily navigate and monitor key metrics.** This helped save a significant amount of time for his team as they no longer needed to pull this data manually. His specialized knowledge of these technologies will be highly valuable for the U.S. team as they will also require for his role in the U.S. Mr. Byladakere Somashekaraiah’s specialized knowledge over the past three and a half years distinguishes him from other Amazon employees in his field.
* **Mr. Byladakere Somashekaraiah conducted trainings on a number of technologies for his associates and managers such as:** Grasshopper (Amazon's tool for non-tech users to retrieve data) to over 100 associates/managers and ETML to 20 employees. His expertise in these technologies will eliminate ramp-up time in the Business Analyst I role as these specialized skills make him a unique fit for the most critical initiatives for the team.
* While working on the HS3C database cluster, Mr. Byladakere Somashekaraiah built automated dashboards for weekly, monthly, and quarterly business reporting suing ETL Manager, Redshift, S3, and Grasshopper in combination with his Excel and SQL expertise. These skills directly transfer to the needs of the team.

As detailed above, the Beneficiary has developed an extremely rare skillset through the Beneficiary’s 4 years of experience working for Amazon abroad, and the Beneficiary’s transfer to the US is critical for the US operation to meet its business objectives in an increasingly competitive marketplace.

***The Beneficiary’s Specialized Knowledge Role in the U.S.***

Amazon-US is continuing to offer the Beneficiary employment in the specialized knowledge position of Business Intelligence Engineer II. In this role, the Beneficiary will continue to work with the Display Advertising Finance BI team which is responsible for Data Governance, including Data Architecture, Accuracy, and Availability for the entire Display Advertising Finance team. This includes senior finance leadership and business teams. The team is also responsible for supporting Finance Manager/Analysts to reduce the manual efforts by automating reports and creating dashboards for repeated use.

On this team, the Beneficiary serves as a Business Intelligence Engineer II, where the Beneficiary is a key employee in owning the data domain for entire Display Ads Finance team. He is critical to the team’s success as we have to provide 100% accurate data within a short period of time in a scalable way for multiple stakeholders and leadership. As a data driven company, data integrity is critical and the Beneficiary’s work is necessary to achieve this.

Specifically, the Beneficiary will be responsible for the following specialized knowledge job duties:

|  |  |  |
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| **Job Duties** | **% of Time Spent on duty**  **[Please adjust percentages so it adds up to 100%]** | **Amazon’s products, services, tools, research, equipment, techniques etc. requiring specialized knowledge** |
| Translate complex or ambiguous business problem statements into analysis and reporting requirements. Proactively and independently work with stakeholders to construct use cases and associated standardized outputs. | 20% | S3, EDX, Redshift, ETLM, ADW, Athena , Hammer stone, Amazon Metrics, Quick sight |
| Build Data pipelines to bring in and store the data in a scalable and sustainable manner. | 15% | S3, EDX, Redshift, ETLM, ADW, Athena , Hammer stone, |
| Build meaningful Dashboard and Visualization to help leadership find answers to a problem in an efficient manager. | 10% | S3, EDX, Redshift, ETLM, ADW, Athena , Hammer stone, Amazon Metrics, Quick sight |
| Size, scope, build and maintain metrics and queries for weekly, monthly, quarterly, and annual reports to team and stakeholders to manage business and make effective decisions. | 10% | S3, EDX, Redshift, ETLM, ADW, Athena , Hammer stone, Amazon Metrics, Quick sight |
| Scale data processes and reports; write queries that stakeholders can update themselves or can be automated. Develop a working knowledge of the data available or needed by the wider business for more complex or comparative analysis and the ability to work with a variety of different data sources. | 15% | S3, EDX, Redshift, ETLM, ADW, Athena , Hammer stone, Amazon Metrics, Quick sight |
| Optimize source data to maximize reporting automation. Identify and adopt best practices in reporting and analysis: data integrity, test design, analysis, validation, and documentation. | 15% | S3, EDX, Redshift, ETLM, ADW, Athena , Hammer stone, Amazon Metrics, Quick sight |
| Partner with internal teams to identify process and system improvement opportunities. Continuously test and improve predictive models with new data inputs. | 10% | S3, EDX, Redshift, ETLM, ADW, Athena , Hammer stone, Amazon Metrics |

The Beneficiary’s job duties in the U.S. will require specialized and advanced knowledge that can only be gained by working for Amazon. As noted above, the Beneficiary will be required to use a unique combination of skills in the Beneficiary’s role at Amazon-US. Copied below is a list of the Amazon patented, proprietary tools and technologies required by the U.S. position:

* Redshift: Amazon Redshift is a fast, fully managed, petabyte-scale data warehouse that makes it simple and cost-effective to analyze all your data using your existing business intelligence tools. **Mr. Byladakere Somashekaraiah will continue to use Redshift to consolidate Display Ads Finance data and manage the unified database.**
* Extract Transform Load Manager (ETLM): The core "operating system" of the Data Warehouse. This complex system manages all of the injection and extraction of data in a consistent and predictable way. Users interact with ETLM through the DataNet web application by scheduling load or extract jobs and defining where to retrieve or pull the data. **Mr. Byladakere Somashekaraiah will continue to use ETLM to retrieve Amazon wide data transform and load into new data tables created in Redshift.**
* Hammerstone: It is a data integration platform designed to accelerate the internal adoption of Amazon Redshift, AWS’s data warehouse. Hammerstone provides an easy-to-use UI which allows customers to create workflows (called pipelines) and activities designed to COPY- Load data from S3 to Redshift clusters, EXTRACT- Query data on Redshift with SQL and output the results to S3. TRANSFORM- A more versatile type of extract activity which supports multiple SQL statements, identity key management, and auditing steps. Query data on Redshift with SQL and output the results to S3. **Mr. Byladakere Somashekaraiah will continue to use Hammerstone to retrieve Amazon wide data transform and load into new data tables created in Redshift when the data is present in S3.**
* Elastic Data eXchange (EDX): EDX is designed to be Amazon's one-stop shop for all en-masse data with an emphasis on large-scale data interchange. EDX is about connecting data from providers to their consumers and providing the service to manage the persistence of that data. There is a growing need for bulk data storage and efficient transport within our organization. Many of our customer teams are forced to build one-off solutions adding to operational challenges, in order to effectively manage ingress and egress of bulk data across systems. EDX service is aimed at solving similar problems for all teams which are in need of securely managing data movement and access. **Mr. Byladakere Somashekaraiah will continue to use EDX in combination with the Redshift. This tool is necessary to move data quickly and efficiently so that the Display Ads Finance team and stakeholders can view all necessary data in once source.**
* Simple Storage Service (S3): S3 is a reliable, fast and cheap way to store data on the Internet. S3 can be used to store just about anything: XML documents, binary data, images, videos, or whatever else our customers want to store. **Mr. Byladakere Somashekaraiah will continue to use S3 in combination with EDX, Redshift, and VIRT Dashboard. This tool is necessary to store data efficiently so that the Display Ads Finance team can keep historical data used to populate data tables.**
* Advertising Data warehouse (ADW): ADW is the system of record for aggregated data about advertising performance. It provides data as query able database tables, files in S3, and environments where internal users can execute ad hoc queries and schedule queries. **Mr. Byladakere Somashekaraiah will continue to integrate the data from ADW to Display ads Redshift cluster using Hammer stone and ETLM.**
* Amazon Athena: Amazon Athena is an interactive query service that makes it easy to analyze data in Amazon S3 using standard SQL. Athena is serverless, so there is no infrastructure to manage, and you pay only for the queries that you run. **Mr. Byladakere Somashekaraiah will continue to integrate the data from AmazonAthena to Display ads Redshift cluster using EDX.**
* Amazon Metrics: At Amazon it is very common to have regularly produced metrics decks that are comprised of Excel files linked to the output of one or more Data Warehouse queries (Datanet Data Feed jobs). Traditionally this requires manual effort to refresh the data and initiate calculation of the workbook. Metrics jobs are a new type of Datanet job that allows the inclusion of data feed job results into Microsoft Excel document and perform worksheet calculation as the final step in the Datanet dependency chain. **Mr. Byladakere Somashekaraiah will continue to train the team on using Amazon Metrics to build Excel Decks to move the computation from Excel to Amazon Metrics.**
* Amazon QuickSight: Amazon QuickSight is a very fast, cloud-powered business intelligence (BI) service that makes it easy for all employees to build visualizations, perform ad-hoc analysis, and quickly get business insights from their data. Amazon QuickSight uses a new, Super-fast, Parallel, In-memory Calculation Engine (“SPICE”) to perform advanced calculations and render visualizations rapidly. Amazon QuickSight integrates automatically with AWS data services, enables organizations to scale to hundreds of thousands of users, and delivers fast and responsive query performance to them via SPICE’s query engine. At one-tenth the cost of traditional solutions, Amazon QuickSight enables the user to deliver rich BI functionality to everyone in an organization. **Mr. Byladakere Somashekaraiah will continue to integrate this tool with the database tables, to create Dashboard and visualization to provide Display Ads Finance stakeholders without the need to writing SQL.**
* Remedy / Simple Issue Manager (SIM): Remedy and SIM are platforms that unify issue management and workflow applications at Amazon, including tickets, backlogs, and sprints. At Amazon, we leverage these platforms to build company-wide systems. These systems are owned by the Service, Website, and Issue Management Team. **These tools will continue to allow Mr. Byladakere Somashekaraiah to organize and prioritize projects appropriately by collecting requirements and assigning prioritizations.**

The Beneficiary will continue to serve as a key leader for several critical projects for Amazon-US, including the following:

* **Amazon Display ads data pipeline innovation:** As part of the 2019-2020 initiative roadmap, Mr. Byladakere Somashekaraiahwill be working to re-invent the display revenue data infrastructure. This will involve i) Redesigning the upstream code to refresh on a 1 day lag vs. the current 3 day lag. ii) Integrating data from Vendors and Sellers into a single Umbrella enabling end users to pull all data from one place. iii) Creating custom flags within our data architecture to indicate product types, features and campaign events. All of the above requires a deep and intrinsic knowledge of the underlying DIM and FACT tables that are created within the Amazon ADW BI Redshift Database. Mr. Byladakere Somashekaraiah will be responsible for designing and building schemas and pipelines to bring the new data. Improving accessibility to one day will require us to completely redesign the upstream code to ensure we are in perfect sync with our billing systems requiring us to build a complete system that is reliable. **Mr. Byladakere Somashekaraiah will be using S3, EDX, Redshift, ETLM, ADW, Athena and Hammerstone to retrieve data (ADW & Athena), store data (S3, EDX, and Redshift) and transform the data between tools (ETLM & Hammerstone).**
* **Display ads Dashboards suites:** TheDisplay Ads Finance team, plans to build a full suite of Dashboards to serve Sales, Finance and Senior Leadership. This will include having instant access to revenue (at the lowest grain), ability to deep-dive at the campaign level and able to connect advertiser and product information across a multitude of dimensions. In addition, the team will also be building deeper analytics and predictive models that will enable us to highlight advertisers that are at risk of attrition, forecast month-end and quarterly projections and use historical analysis to better establish Sales targets. **Mr. Byladakere Somashekaraiah will be diving deep into data models and by using Dashboards skills will building meaningful dashboards and training the team of analysts on how to build their own dashboard. Mr. Byladakere Somashekaraiah will be using Redshift to store, Quick sight build dashboards and Amazon Metrics to build automated decks.**
* **HeadCT:** HeadCT is a headcount automation tool that eliminates manual efforts in headcount tracking and transaction management. The advertising org has 6000+ headcount worldwide. Headcount investment is key to the success of advertising growth. One Financial Analyst from the Advertising Finance team is dedicated to headcount day-to-day tracking (corresponding efforts account for ~50% bandwidth). Within the org, there are ~20 Finance/Business professionals who are heavily involved in headcount planning and transactions, especially during Amazon Operational Planning cycles (OP1/OP2). HeadCT will provide the following benefits 1) a scalable solution that will allow efficient headcount management for the fast-growing Advertising org: The current manual tracking won’t sustain for next year. 2) Significantly improved accuracy: Headcount reconciliation has been very time-consuming but critical when dealing with headcount investment decisions. 3) The possibility for all headcount stakeholders to eliminate time spent on offline headcount tracking and reconciliation. **Mr. Byladakere Somashekaraiah entirely designed the technical workflow and build it from scratch. He has used Redshift to store, Quick sight to dashboard ETLM to transform the data along with other technologies such as SharePoint to get inputs and VBA to build the end to end process.**

Because the position requires a highly technical combination of expertise, performing advanced engineering techniques using Amazon’s proprietary tools and technologies, the position has been classified as one of the most technically advanced within the Amazon organization. For this reason, only a candidate with truly specialized and advanced knowledge as a Business Analyst at Amazon could successfully perform the duties required by the role.

**Amazon’s L-1B Nonimmigrant Petition Should be Approved**

Amazon’s L-1B Nonimmigrant Visa Petition on behalf of the Beneficiary should be approved. Amazon-US will offer the Beneficiary temporary employment as Business Intelligence Engineer II, at an annual salary of $92,800 plus standard company benefits. The Beneficiary is uniquely qualified to serve in this position by virtue of the Beneficiary’s extensive knowledge and experience with proprietary Amazon technologies, tools, products, processes and services. Amazon stands alone amongst all of its competitors in terms of the massive scale of its technology and constant evolution of the spheres in which it operates. Amazon has its own set of over 10,000 proprietary services that are constantly evolving to keep up with new technological developments. It is critical for Amazon to be able to transfer experienced engineers like the Beneficiary in order to meet its business needs and stay ahead of its competitors.

Thank you for your kind attention to this matter.

Very truly yours,

Sheetal Aroda/ Karen Egonis / Jenny Batenhorst / Steven Plastrik / Christian Denman

HR Immigration