

# Amazon's Three Businesses



## Consumer (Retail) Business

80+ Million active customer accounts

Seven countries: US, UK, Germany, Japan, France, Canada, China



## Seller Business

Sell on Amazon websites - 1.3 Million Merchants

Use Amazon technology for your own retail website

Leverage Amazon's massive fulfillment center network



## Developers & IT Professionals

On-demand infrastructure for hosting web-scale solutions

Hundreds of thousands of registered customers





# Welcome to Amazon.com Books!

*One million titles,  
consistently low prices.*

(If you explore just one thing, make it our personal notification service. We think it's very cool!)

**Year  
1999**

## SPOTLIGHT! -- AUGUST 16TH

These are the books we love, offered at Amazon.com low prices. The spotlight moves **EVERY** day so please come often.

## ONE MILLION TITLES

Search Amazon.com's [million title catalog](#) by author, subject, title, keyword, and more... Or take a look at the [books we recommend](#) in over 20 categories... Check out our [customer reviews](#) and the [award winners](#) from the Hugo and Nebula to the Pulitzer and Nobel... and [bestsellers](#) are 30% off the publishers list...

## EYES & EDITORS, A PERSONAL NOTIFICATION SERVICE

Like to know when that book you want comes out in paperback or when your favorite author releases a new title? Eyes, our tireless, automated search agent, will send you mail. Meanwhile, our human editors are busy previewing galleys and reading advance reviews. They can let you know when especially wonderful works are published in particular genres or subject areas. Come in, [meet Eyes](#), and have it all explained.

## YOUR ACCOUNT

Check the status of your orders or change the email address and password you have on file with us. Please note that you **do not** need an account to use the store. The first time you place an order, you will be given the opportunity to create an account.

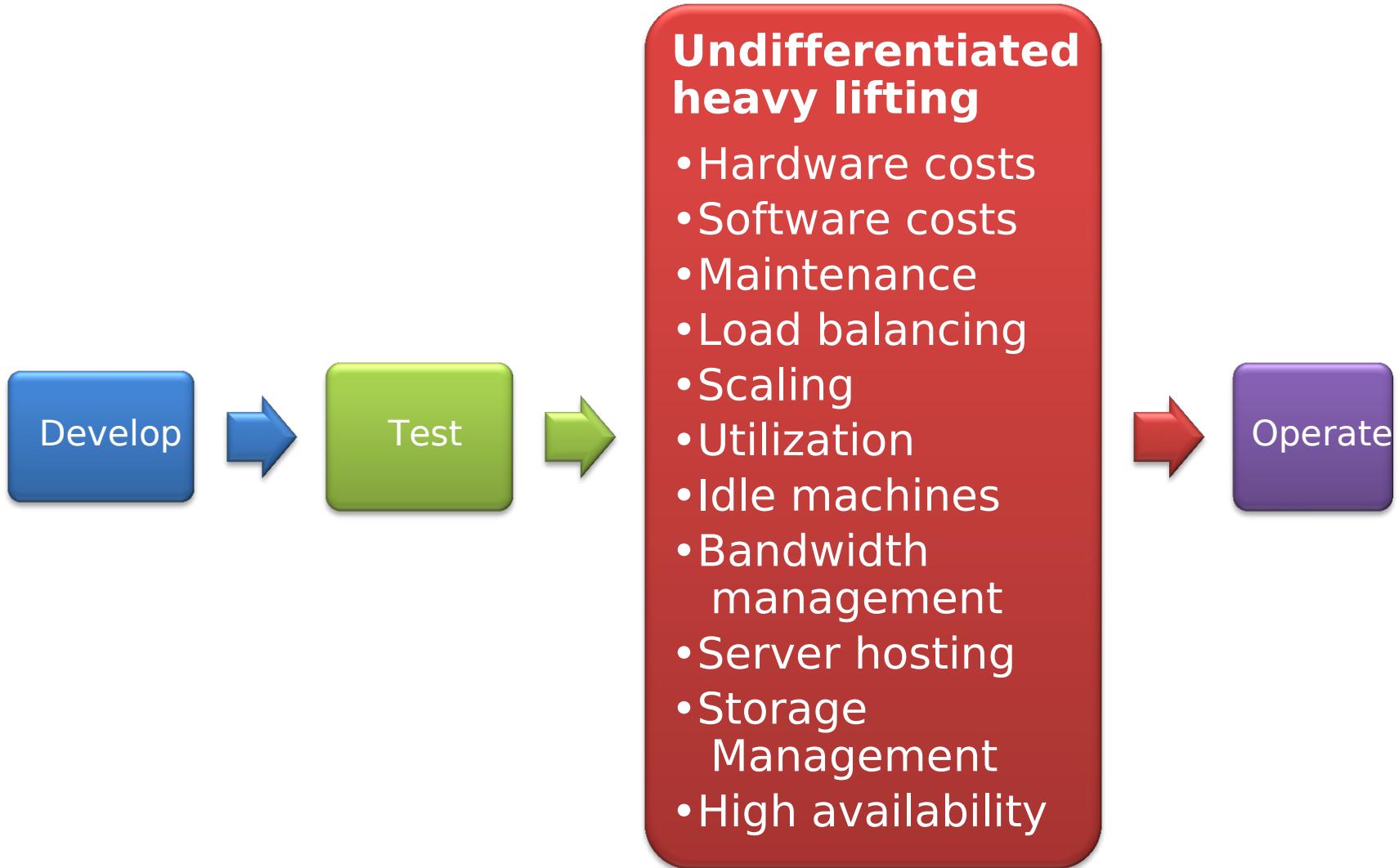


# Amazon's History in 30 Seconds

- Transformations
  - From single seller to 1M+ sellers
  - From technology consumer to technology provider
  - From single application to platform
  - From web site & database to a massively distributed system
  - From web site to web services
  - From enterprise scale to web scale







# The 70/30 Switch

30% of time, energy and dollars  
on differentiated value creation



70% of time, energy and dollars  
on undifferentiated heavy lifting

# The Cloud changes

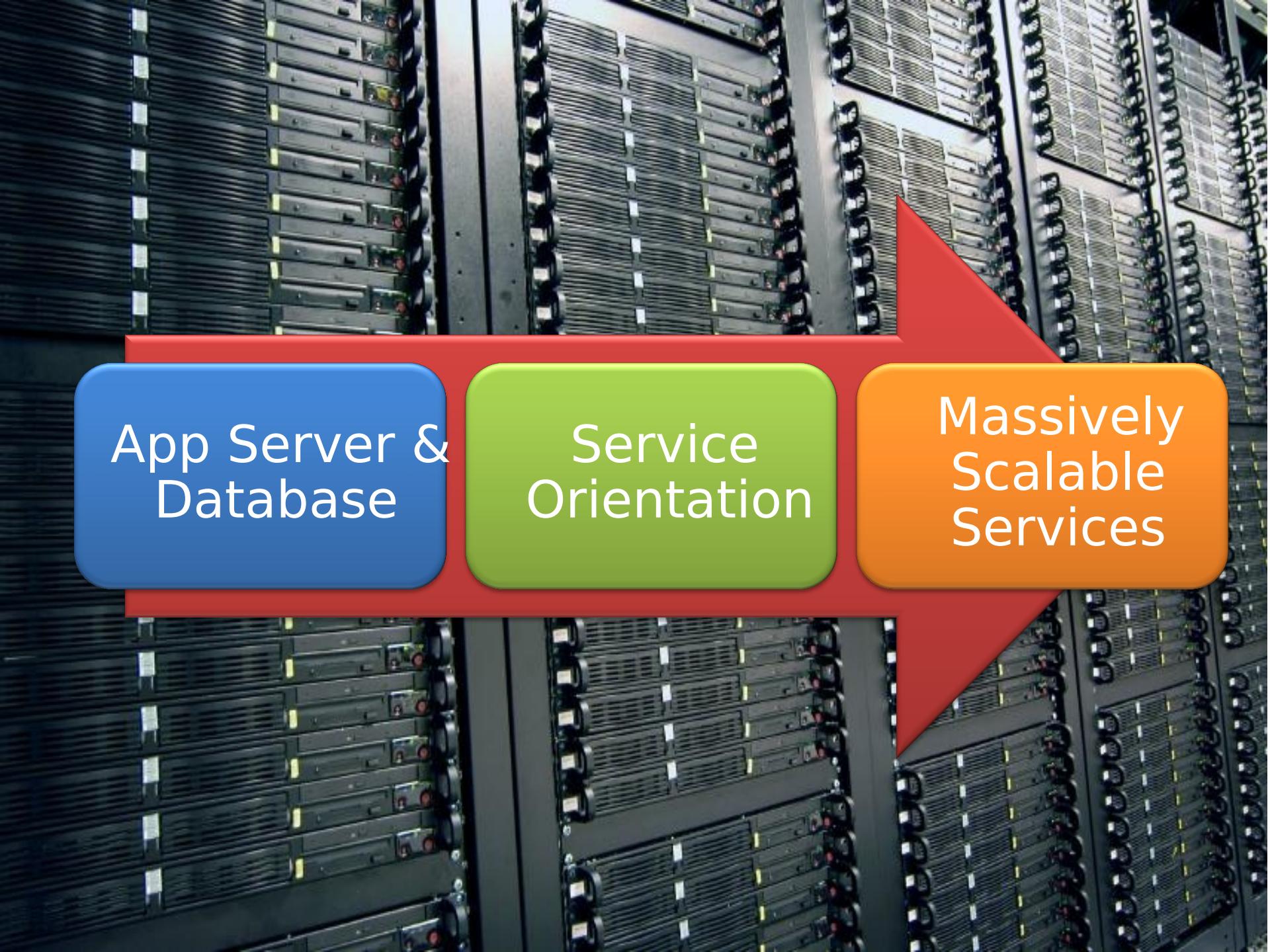
70% of time, energy and dollars  
on differentiated value creation



30% of time, energy and dollars  
on undifferentiated heavy lifting

# Amazon e-commerce strategy





App Server &  
Database

Service  
Orientation

Massively  
Scalable  
Services

Shop All Departments

Search Electronics

GO

Cart

Your Lists

Computer &amp; Accessories

Brands

Bestsellers

Accessories

Laptops

Desktops

Drives &amp; Storage

Printers &amp; Ink

Connected Home

Software

Deals

Prime

Member: Jinesh

Jinesh: This item is eligible for Amazon Prime. [Click here to turn on 1-Click](#) and make Prime even better for you. (With 1-Click enabled, you can always use the regular shopping cart as well.)



## Acer Aspire AS1551-5448 11.6-Inch Laptop (Mesh Black)

by Acer

Acer Aspire AS1551-5448 11.6-Inch Laptop (Mesh Black)

Price: \$549.99 & eligible for free shipping with **Amazon Prime****In Stock.**Ships from and sold by **Amazon.com**.Want it delivered Saturday, August 7? Order it in the next 2 hours and 17 minutes, and choose **One-Day Shipping** at checkout. [Details](#)[3 new](#) from \$549.99

ZOOM

[See larger image and other views \(with zoom\)](#)[Share your own customer images](#)

Quantity: 1

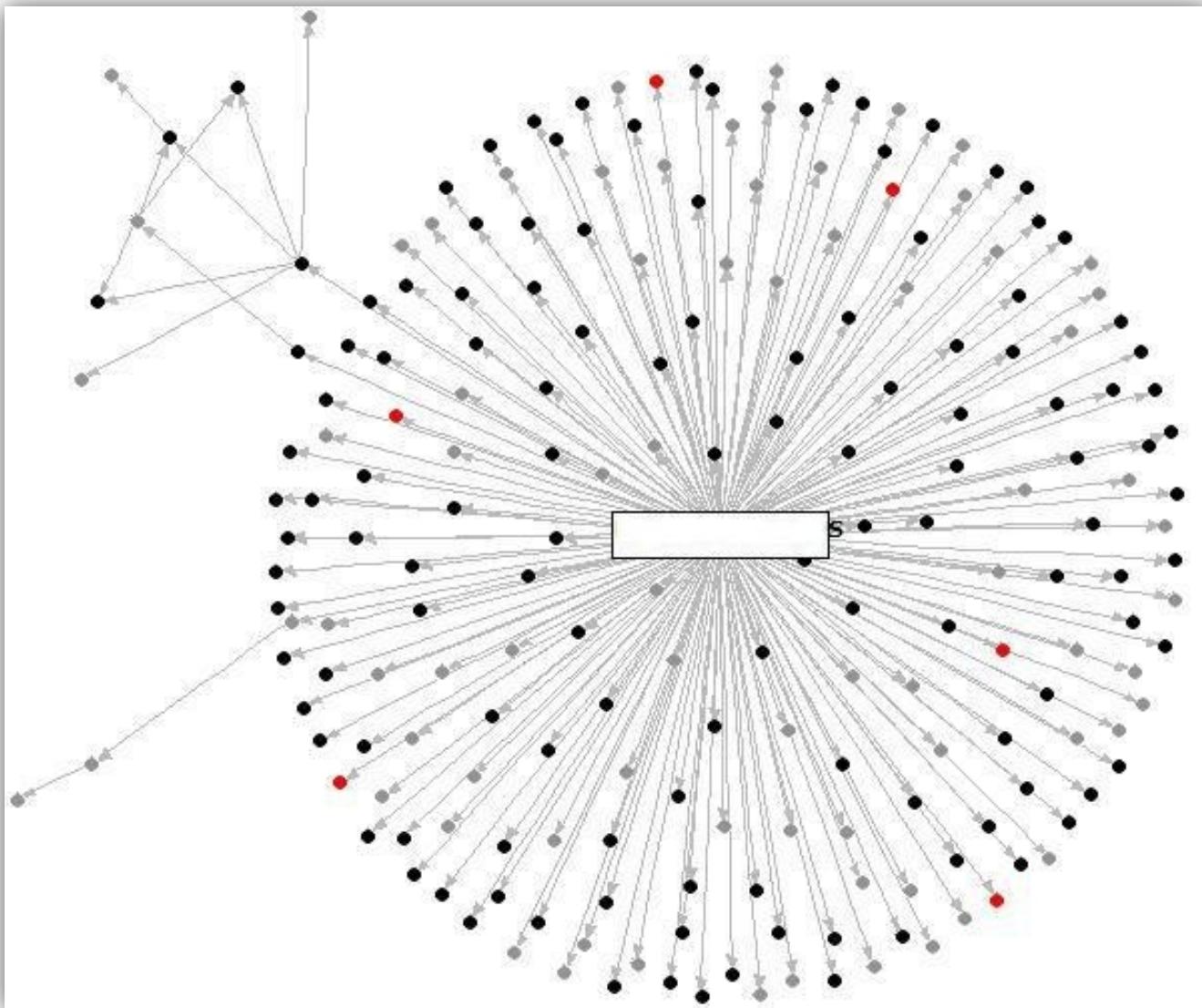
or

[Sign in to turn on 1-Click ordering.](#)**Express Checkout with PayPhrase**

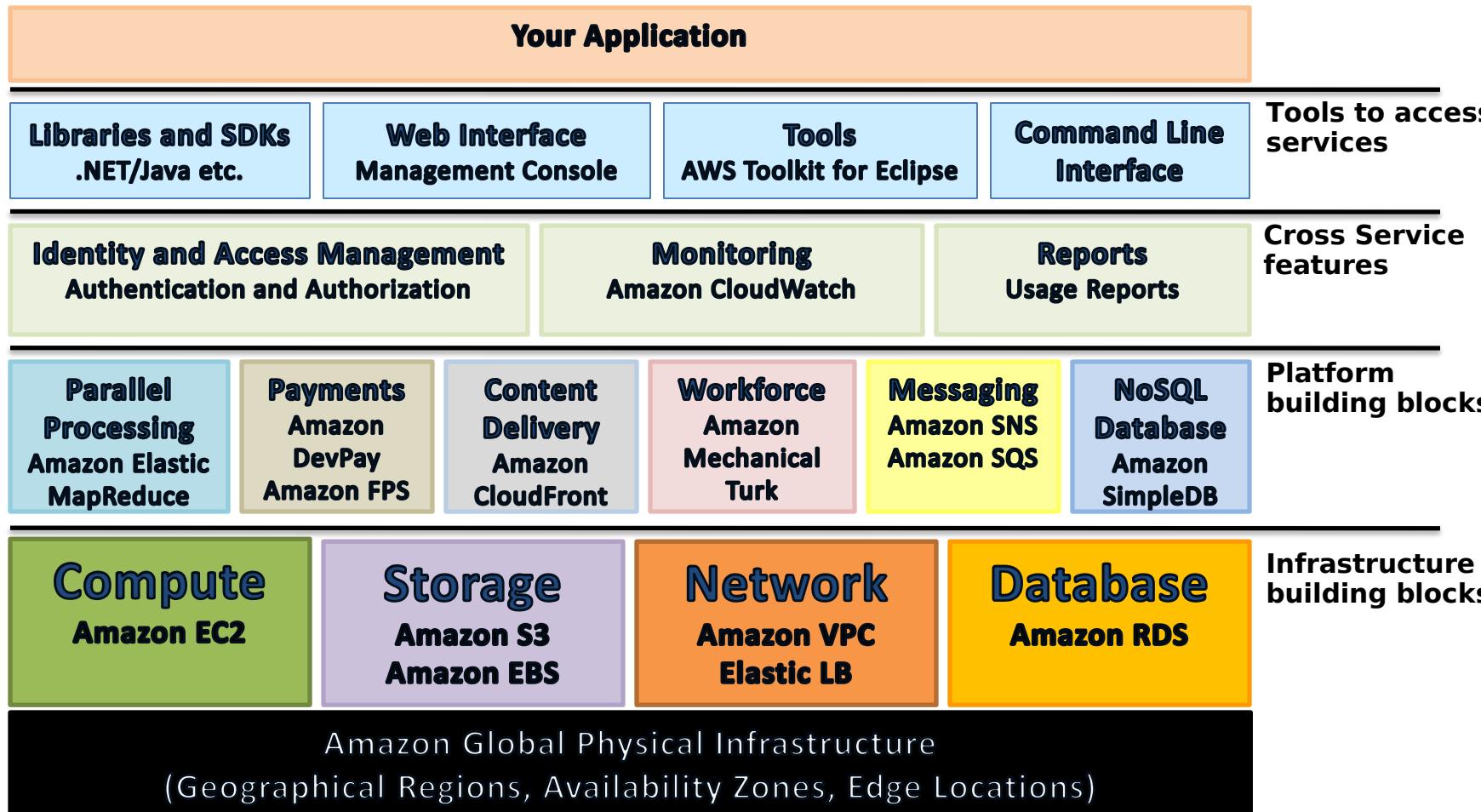
"Soothing Coincidence"

[What's this?](#) | [Create PayPhrase](#)**More Buying Choices****TigerDirect**   
\$549.99 + \$6.57 shipping**CompUSA**   
\$549.99 + \$7.88 shipping[3 new](#) from \$549.99 **Need Help Deciding Which Computer to Buy?**

# Amazon.com Service Oriented Application



# The AWS Cloud Platform



**Platform that provides **foundational****  
to build innovation solutions on top

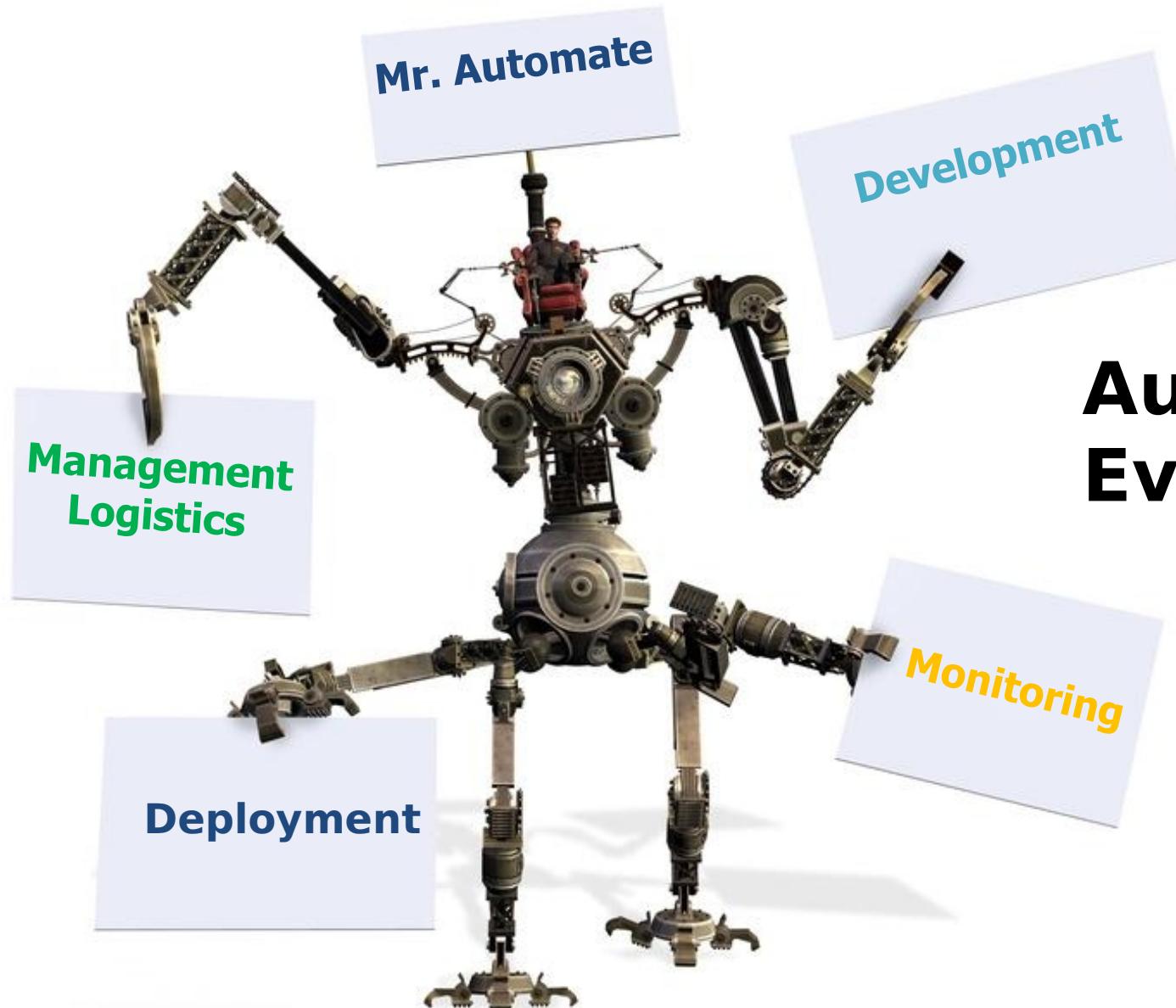
**Platform that provides **abstraction****  
to hide underlying layers (hardware and

**Platform that is **self-service****

**The Cloud  
is a Platform  
*for Platform***



# Automate Everything



# Cloud provides APIs

On-demand provisioning through  
Web Services

```
package com.amazonaws.sdb.xml;

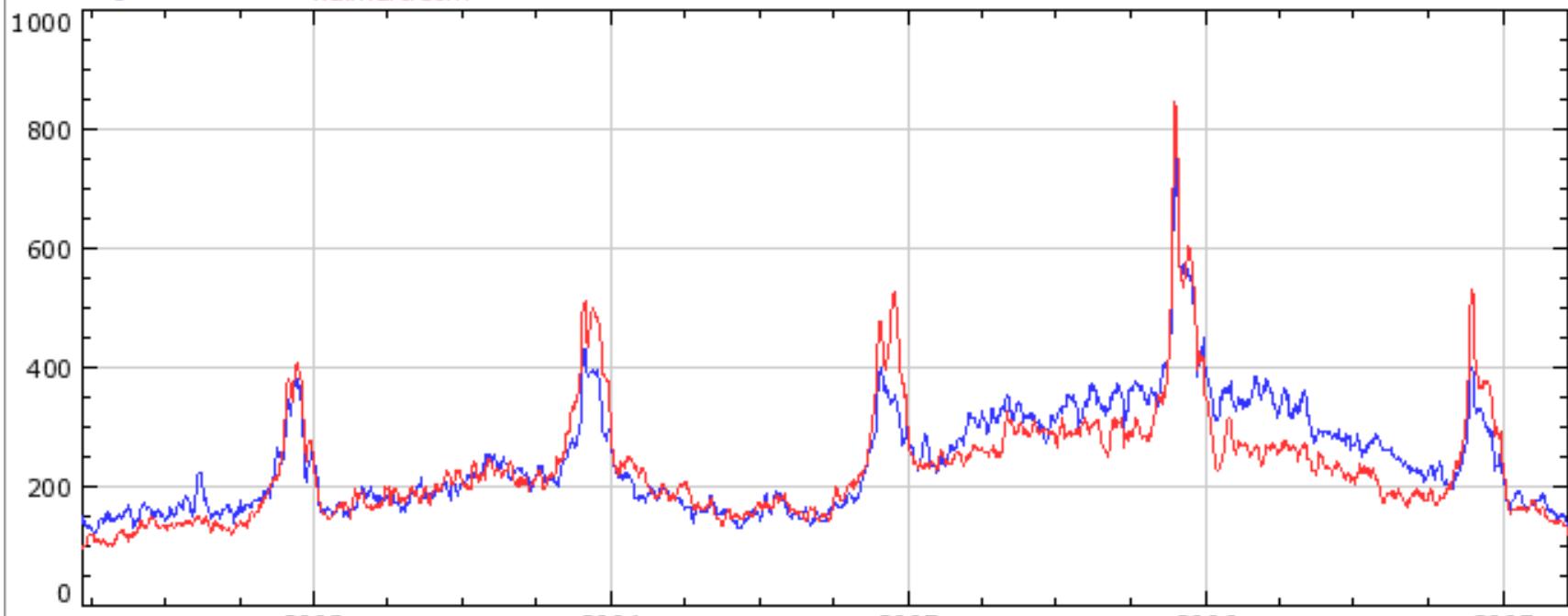
public class HardwareMagic {

    public static void CreateHardware(String[] args) throws
    {
        if (args.length != 6)
        {
            System.err.println("Error: Please provide 6
            System.exit(-1);
        }
    }
}
```

### Daily Pageviews (per million)

target.com

walmart.com



©2007 Alexa

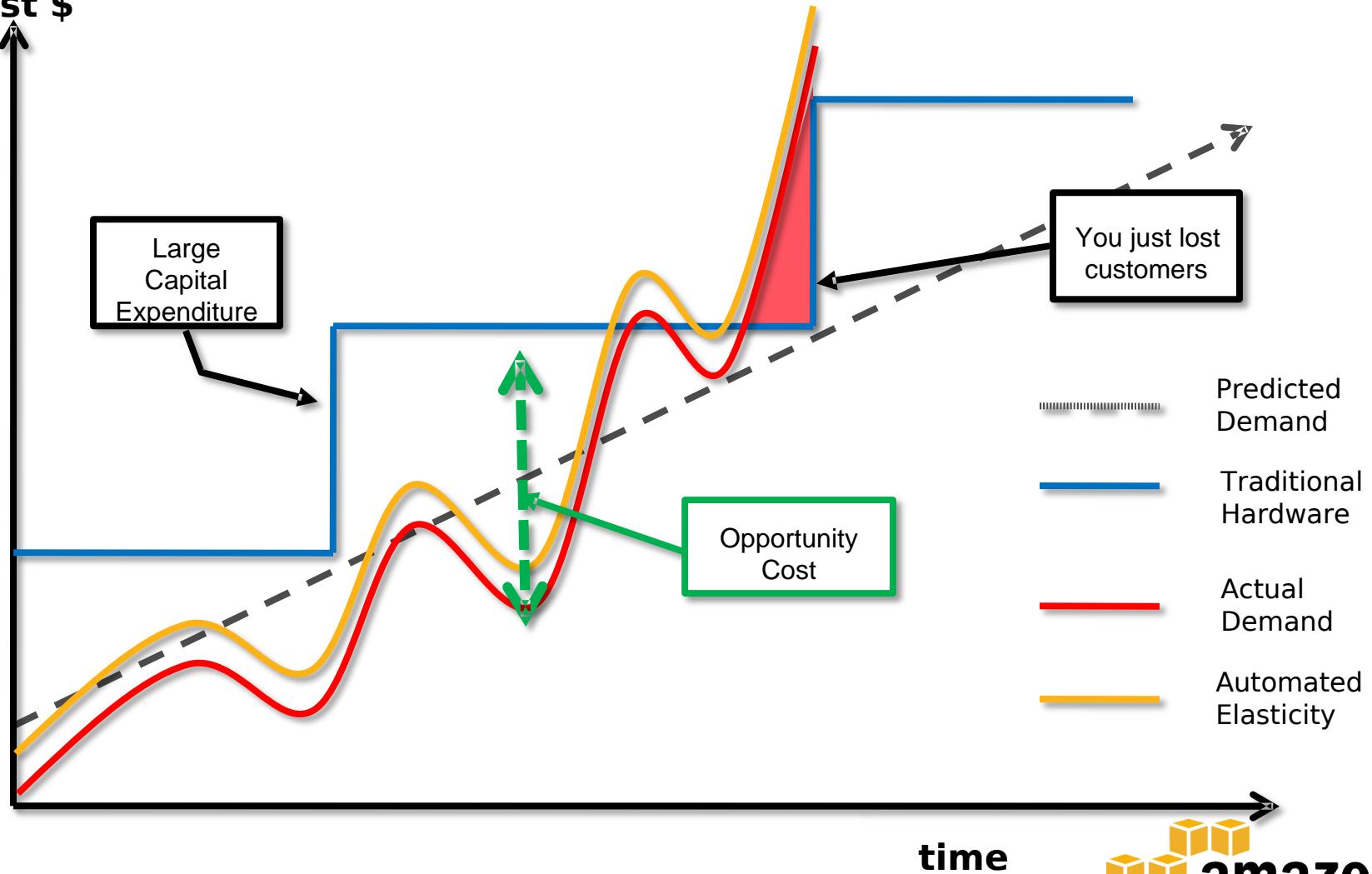
2007 Mar 22

©2007 Alexa



# Predicting Infrastructure costs is not easy

Infrastructure  
Cost \$



A close-up photograph of a person's hand holding an open black leather wallet. The wallet is filled with several credit cards, including one with 'AMEX' visible. The background is a warm, out-of-focus orange-brown color.

No CapEx  
(Capital Expenditure)



Pay as you go

**USE ONLY  
WHAT YOU  
NEED.**

DENVER WATER

# Cloud Security



**Implement Security in every layer**

With Cloud, you get physical security for free

Network security is easy to automate

Application security will be your responsibility

**Have a security strategy**



**Listen to customers, not  
the HiPPO**

**(Highest Paid Person in the  
Organization)**

## Lessons Learned

**Build for Scale**  
**Build E-commerce**  
**Design for Automation**  
**Leverage Elasticity**  
**Design with Security**  
**Experiment Often**

## Leverage the Cloud

**Scalability**  
**Self-Service**  
**API-driven**  
**PayAsYouGo**  
**Secure**  
**Your Idea**

# Every e-commerce application will/should have



**Rich media experience**  
**Real-time presence driven**  
**User generated content**  
**Multi-device access**  
**Social graph based**  
**Reviews and**  
**Recommendations**  
**Integration with social**  
**networks**

**Innovative ways to make payments**

## Connect Amazon and Facebook

[Close](#)


### Improve your Amazon shopping experience by tapping into your Facebook network.

- Discover Amazon recommendations for movies, music, and more based on your Facebook profile.
- See upcoming birthdays and find Amazon Wish Lists for your friends on Facebook more easily.
- Get gift suggestions for your friends based on their Facebook profiles.
- Explore your friends' profiles and see who has similar interests.

 [Connect with Facebook](#)

(You will be asked to approve this connection)

### Your personal Amazon data will not be shared with Facebook.

- Amazon *will not* share Your Account information with Facebook.
- Amazon *will not* share your purchase history with Facebook.
- Amazon *will not* attempt to contact your friends on Facebook.

[Your Reminders](#)

[Your Profile](#)

[Items You've Tagged](#)

[Your Images](#)

# Review and Ratings

## Customer Reviews *Portuguese For Dummies*



Search Customer Reviews

GO!

Only search this product's reviews

### The most helpful favorable review

64 of 66 people found the following review helpful:

#### ★★★★★ Fantastic as a supplement

I was very excited to see a book for Portuguese in the "Dummies" series, and I was thrilled once I received it. Written in the usual comedic style of this series, "Portuguese for Dummies" is entertaining, very well-organized and has tons of useful information. You should know that this book concentrates only on Brazilian Portuguese.

However, I should say...

[Read the full review >](#)

Published on May 9, 2006 by Carol

› See more [5 star](#), [4 star](#) reviews

Vs.

### The most helpful critical review

10 of 10 people found the following review helpful:

#### ★★★★★ Too many mistakes

Learning a language in the informal and fun way proposed by the book is always good, but unfortunately this book has too many mistakes, mostly concerning pronunciation. For example, the letter X in Portuguese does not have only two sounds like they say, but four. The difference between "closed E" and "open E" is never pointed out, so that the letter E in words like "dedo" ...

[Read the full review >](#)

Published on September 23, 2007 by Rosangela Lawrence

› See more [3 star](#), [2 star](#), [1 star](#) reviews





[See larger image](#)



[Share your own customer images](#)

## I Heart Brazil Soccer T-Shirt

Other products by [hidden](#)

No customer reviews yet. [Be the first.](#) | [More about this product](#)

Price: **\$9.89 - \$17.81**

### Select Size

Size:

[See sizing information](#)

Select Size to view availability (or, see the complete [pricing and availability chart](#).)

### Customers Who Viewed This Item Also Viewed



[Brazil Soccer Urban Women's Cap Sleeve T-Shirt](#)  
\$22.00 - \$25.00



[Brazil Retro Soccer Jersey T-Shirt](#)  
 (4)  
\$23.95



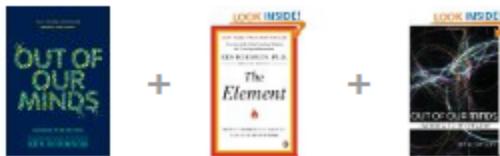
[Brazil 2010 Mask Soccer T-Shirt](#)  
\$17.81



[adidas Brazil World Cup Country Tee](#)  
\$14.00 - \$19.95



## Frequently Bought Together



Price For All Three: \$51.72

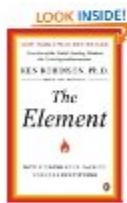
Add all three to Cart

Add all three to Wish List

Some of these items ship sooner than the others. [Show details](#)

- This item:** Out Of Our Minds: Learning to be Creative by Sir Ken Robinson Hardcover \$18.45
- [The Element: How Finding Your Passion Changes Everything](#) by Ken Robinson Paperback \$10.20
- [Out of Our Minds: Learning to be Creative](#) by Ken Robinson Paperback \$23.07

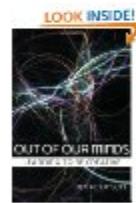
## Customers Who Bought This Item Also Bought



[The Element: How Finding Your Passion Changes Eve...](#) by Ken Robinson

(82)

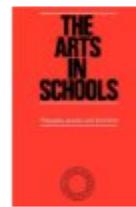
\$10.20



[Out of Our Minds: Learning to be Creative](#) by Ken Robinson

(20)

\$23.07



[The Arts in Schools: Principles, Practice and Pro...](#) by Ken Robinson

(2)

\$15.54



[The Creative Epiphany: Gifted Minds, Grand...](#) by Jo Ann Brown-Scott

(3)

\$16.99

# Every e-commerce application will/should have



- Rich media experience**
- Real-time presence driven**
- User generated content**
- Multi-device access**
- Social graph based**
- Reviews and Recommendations**
- Geo-diversity**
- Integration with social networks**
- Innovative ways to make payments**



## **Powered by the Cloud**