



Operational and Strategic Performance Review

OVERVIEW AND SEGMENTS

COMPANY SNAPSHOT



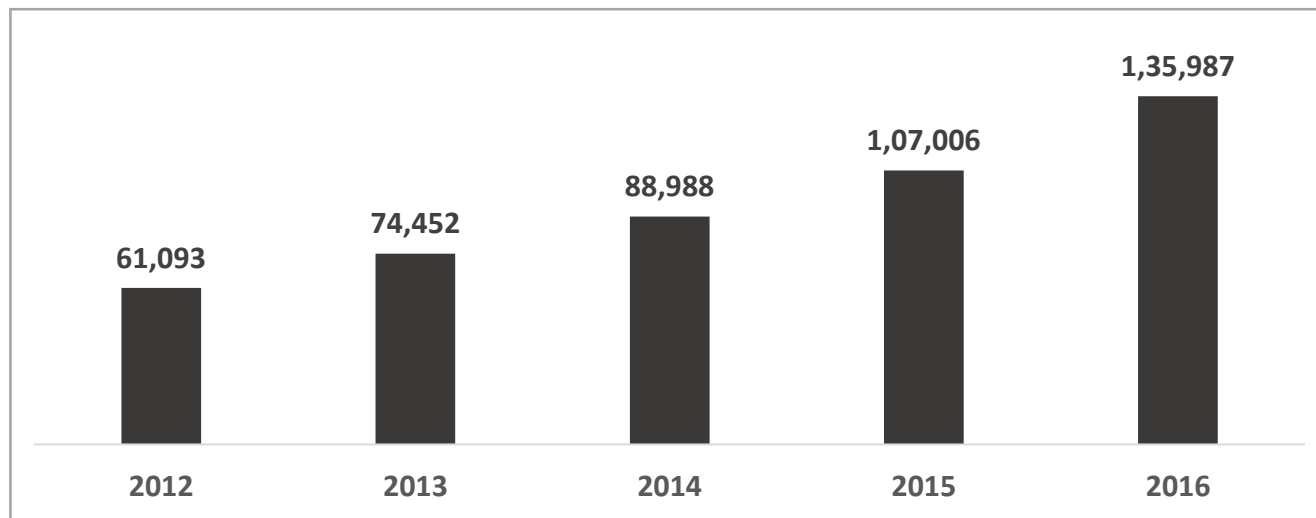
Quick Facts

Headquarters	Seattle, Washington
CEO	Jeff Bezos
Founded	1995
Revenue (2016)	\$135.98 billion
Employees	341,400

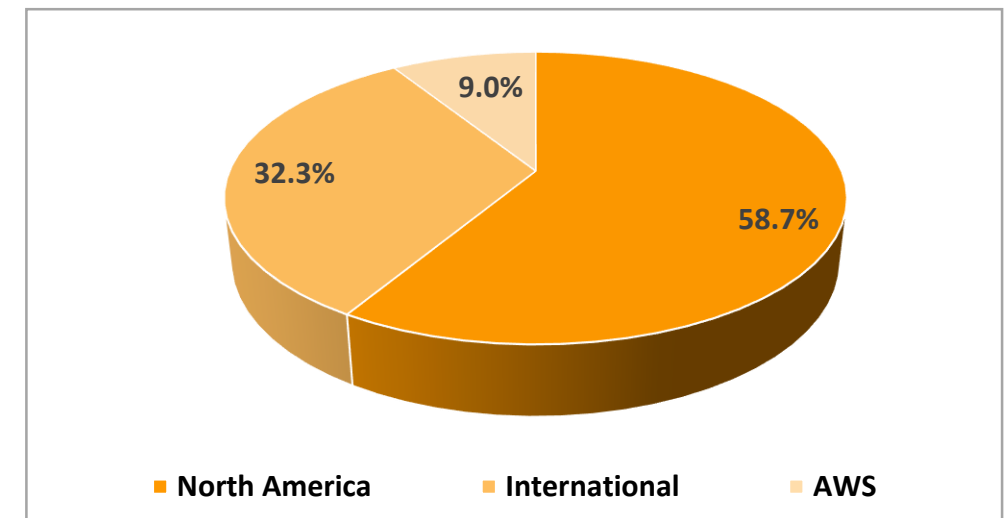
Company Overview

- Amazon.com, Inc. is one of the leading online retailer in the world.
- It started its operation as a Seattle-based online bookstore in 1995, and have growth significantly since inception to spread its operation to five areas, namely retail, logistics, consumer technology, cloud computing, and most recently, media and entertainment.
- The company accounts for nearly 5% of the total online retail spend in the US.
- Amazon operates through three segments, North America, International and AWS
- The company offers its products and services to consumers, sellers, developers and enterprises and content creators
- The company encompasses competition from wide range of industry players including online retailers, publishers, logistics services providers, consumer electronics manufacturers, IT services providers etc.

Amazon Sales in \$million (2012-2016)



Segment Revenue Split



PRODUCTS AND BRANDS (1 / 2)



Amazon sells over 500 million products to ...

Amazon Brands (1 / 2)

	The largest Internet-based retailer in the world by total sales and market capitalization.		Get unlimited online storage to backup, protect and share photos, videos and files from any device.
	Connect your brand to Amazon customers wherever they share, read, listen, purchase, research and download online, across devices.		Amazon Echo is a hands-free speaker you control with your voice. Echo connects to the Alexa Voice Service to play music, provide information, news, sports scores, weather, and more—instantly. All you have to do is ask.
	Amazon's voice control system.		An Android-based operating system by Amazon for its Fire Phone and Kindle Fire range of devices.
	Everything you love about Amazon. For work.		A 3D-enabled smartphone designed and developed by Amazon.
	Amazon Dash is a consumer goods ordering service which uses a proprietary device for ordering goods over the Internet.		A tablet designed and developed by Amazon.
			Amazon Fire TV is a tiny box connected with HDTV. It offers access to over 250,000 TV episodes and movies on Netflix, Amazon Instant Video, and HBO NOW, plus games, music, and more.

PRODUCTS AND BRANDS (2/2)



... over 300 million users

Amazon Brands (2/2)

	Amazon Kindle is a series of e-readers by Amazon.com that enable users to browse, buy, download and read e-books, newspapers, magazines and other digital media via wireless networking to the Kindle Store.		A portable Bluetooth and Wi-Fi enabled speaker that gives you rich, full-range sound.
	Amazon Prime is a paid service that gives Amazon shoppers a few distinct advantages. Members of Amazon Prime are eligible for free one- or two-day shipping on most items, among several other perks		Helping content creators and visual storytellers reach millions of Amazon customers across hundreds of devices with the same distribution options and delivery quality available to major motion picture and television studios.
	Amazon Prime Air is a future service that will deliver packages up to five pounds in 30 minutes or less using small drones.		Amazon Web Services offers a suite of cloud-computing services that make up an on-demand computing platform.
	Prime Now offers household items and essentials you need every day plus the best of Amazon, with FREE 2-hour delivery.		Amazon WorkDocs is a fully managed, secure enterprise storage and sharing service with strong administrative controls and feedback capabilities that improve user productivity.
	Amazon Storywriter is a cloud-based screenwriting app.		Amazon WorkSpaces is a fully managed, secure desktop computing service which runs on the AWS cloud.
			An Amazon company that provides commercial web traffic data and analytics.

Amazon is significantly investing in technologies such as Robotics and Drones



We've changed, again, the automation, the size, the scale many times, and we continue to learn and grow there

Brian Olsavsky, CFO



Amazon is currently using more than 45,000 robots in its warehouses

- In 2012, Amazon invested **\$775 million** and acquired Kiva Systems which is specialized in designing robots for picking and packing process in a large warehouse.
- In 2014, the company started with 14,000 robots across 10 warehouses. In 2015, the company increased the number by more than 50% to 30,000 robots. In 2017, the company has 45,000 robots across 20 warehouses.
- In order to improve the robotic platform in their fulfillment centers, Amazon is organizing Robotic Challenge where different universities and institutions are participating across the globe. In the third annual Robotic Challenge 2017, Amazon is offering \$250,000 to teams who will invent next-generation robots for their fulfillment centers.

Amazon filed patent to initiate its drone delivery

- Besides selling products, Amazon is looking to develop the product delivery system through drones. In Britain, Amazon already running pilot projects on its drone service named as Amazon Prime Air Service.
- Recently, the US Federal Government has approved drone pilot program for package delivery in the US.
- Amazon has recently filed numerous patents, such as package delivery through drones beehives in cities, drone delivery through package parachutes and floating airship warehouse for its drone delivery.
- Recently, Amazon received a patent for a new method to charge electric vehicles (EV) through drones. In this process, the drone will dock with the vehicle and transfer power to the car. During the power transfer, the car does not require to stop.

OPERATING SEGMENTS



Segments Overview

The segment includes amounts earned from retail sales of consumer products (including from sellers) and subscriptions through North America-focused websites

	North America	International	AWS
Segments	<p>The segment includes amounts earned from retail sales of consumer products (including from sellers) and subscriptions through North America-focused websites</p>	<p>International segment includes of amounts earned from retail sales of consumer products and subscriptions through internationally-focused websites.</p>	<p>The AWS segment consists of amounts earned from global sales of compute, storage, database, and other service offerings for start-ups, enterprises, government agencies, and academic institutions.</p>
Competitors			

SEGMENT PERFORMANCE – NORTH AMERICA



Amazon's North America segment registered significantly strong operating performance during FY 2016

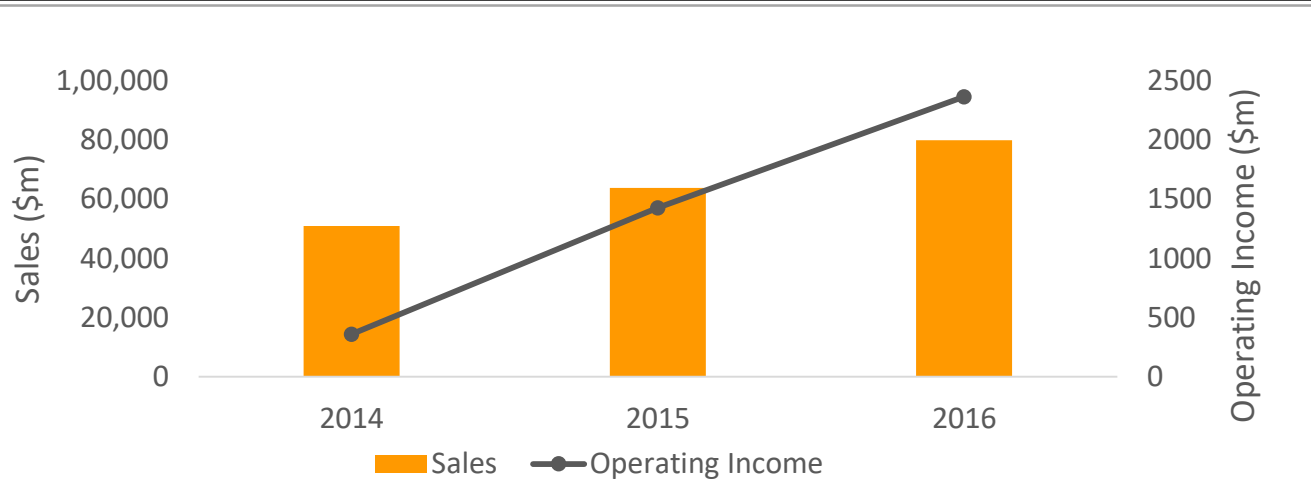
Overall Top-line and Bottom-line performance

- North America sales increased 23%, 25%, and 25% in 2014, 2015, and 2016, compared to the comparable prior year periods.
 - ✓ The sales growth in each year primarily due to increased unit sales, including sales by marketplace sellers. Unit sales increased due to price reduction and offers in faster growing categories such as electronics and other general merchandise. Additionally increased in-stock inventory availability, and increased selection of product offerings boosted the unit sales.
- North America segment reported operating income of \$2,361 million, an increase of 65.7% Y-o-Y. The growth is attributable to unit sales increase across all the sub-segments

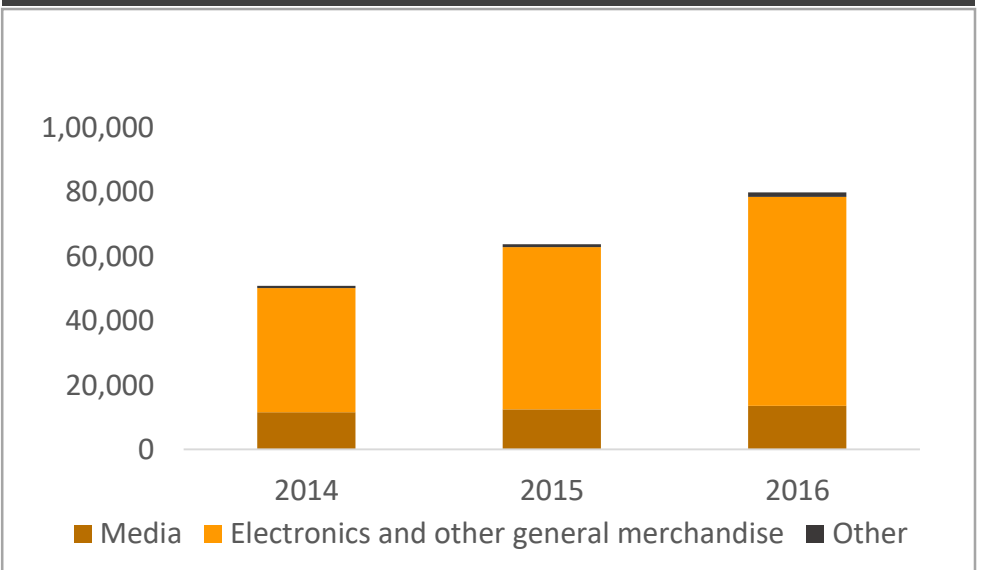
North America – Sub Segments

- ✓ North America has three **sub-segments namely Media, Electronics and other general merchandise and Other**
- ✓ Electronics and other general merchandise represents the highest share of the sales in North America

North America – Revenue and Operating Income



North America – Revenue by Sub-segment



SEGMENT PERFORMANCE – INTERNATIONAL



Adverse impact on bottom-line due to incremental expenses towards infrastructure and marketing

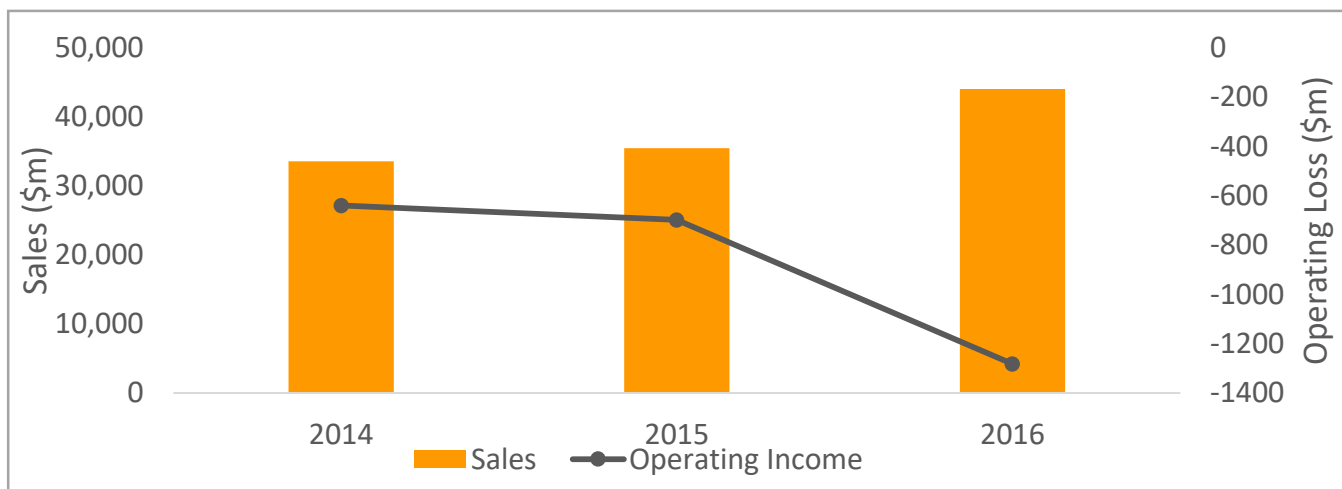
Overall Top-line and Bottom-line performance

- International sales increased 12%, 6%, and 24% in 2014, 2015, and 2016, compared to the comparable prior year periods.
 - ✓ The sales growth was due to increased unit sales, including sales by marketplace sellers. Changes in foreign currency exchange rates impacted International net sales by \$(580) million, \$(5.0) billion, and \$(489) million in 2014, 2015, and 2016. Increased unit sales were driven largely by our continued efforts to reduce prices
- The increase in International operating losses was primarily due to increased levels of operating expenses towards capacity expansion and spending on technology infrastructure and marketing efforts

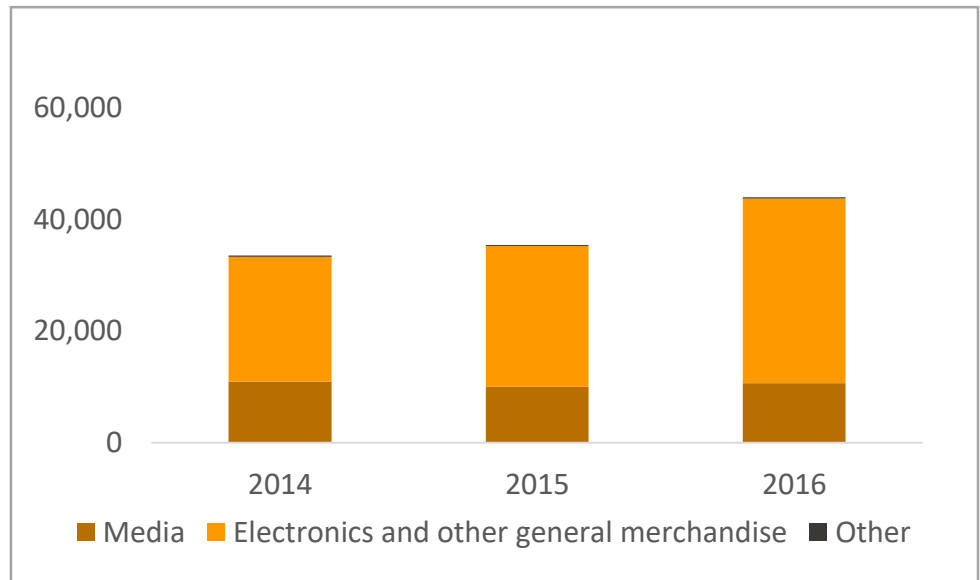
International – Sub Segments

- ✓ International segment has three sub-segments namely Media, Electronics and other general merchandise and Other
- ✓ Electronics and other general merchandise represents the highest share of the sales in International segment

North America – Revenue and Operating Losses



International– Revenue by Sub-segment

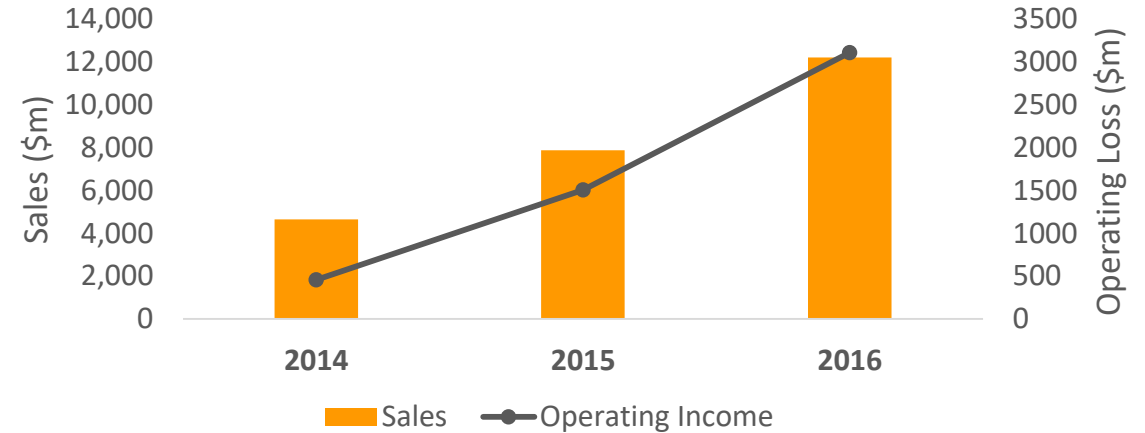


AWS is the most rapidly growing segment of Amazon

Overall Top-line and Bottom-line performance

- AWS sales increased 49%, 70%, and 55% in 2014, 2015, and 2016, compared to the comparable prior year periods.
 - ✓ The sales growth primarily reflects increased customer usage, partially offset by pricing changes. Pricing changes were driven largely by our continued efforts to reduce prices for our customers.
- The increase in AWS operating income in absolute dollars in 2014, 2015, and 2016, compared to the comparable prior year periods
 - ✓ Growth was primarily due to increased customer usage and cost structure productivity, partially offset by pricing changes and increased spending on technology infrastructure, which was primarily driven by additional investments to support the business growth. Changes in foreign exchange rates impacted operating income by \$41 million, \$264 million, and \$(5) million for 2014, 2015, and 2016.

North America – Revenue and Operating Losses



In FY16, AWS' operating margins dwarf the e-commerce business' -- 25% vs. 3% -- which allowed the segment to contribute 74% of Amazon's operating income compared to just 9% of total revenue.

FINANCIALS

AWS is the most rapidly growing segment of Amazon

Amazon had consistent revenue growth in last decade

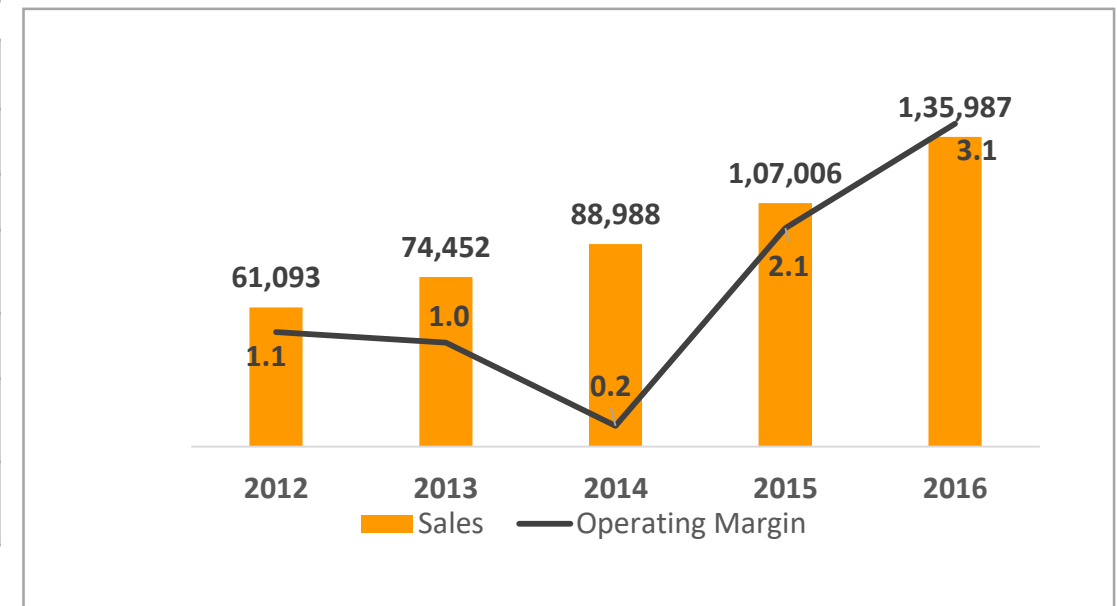
- Amazon's sales more than doubled during the last five years. The consistent growth in sales was attributable to increase in unit sales across several geographies.
- All the segments of the company reported consistent sales growth during the last five years. AWS segment reported highest growth in FY 2016, reflecting increased customer usage.

	2012	2013	2014	2015	2016
Revenue (\$m)	61,093	74,452	88,988	1,07,006	1,35,987
Gross Margin %	24.8	27.2	29.5	33	35.1
Operating Income (\$m)	676	745	178	2,233	4,186
Operating Margin %	1.1	1	0.2	2.1	3.1
Net Income (\$m)	-39	274	-241	596	2,371
Earnings Per Share (\$)	-0.09	0.59	-0.52	1.25	4.9

Increasing Operating Margin

- Operating margin of the company improved during the last five years. This was attributable to increase in sales which was partially offset by high capital expenditure in the international segment

Revenue (\$m) and Operating margin



AWS is the most rapidly growing segment of Amazon



Trading information

Beta	1.31
52-week change	17.47%
S&P500 52-week change	19.89%
52-week high	1,083.31
52-week low	710.1
50-day moving average	976.53
200-day moving average	972.88

Share statistics

Avg vol (3-month)	3.32M
Avg vol (10-day)	2.64M
Shares outstanding	480.38M
Float	400.09M
% held by insiders	16.77%
% held by institutions	62.30%
Shares short	4.72M
Short ratio	1.21
Short % of float	1.19%
Shares short (prior month)	5.06M

STRATEGIC REVIEW

Amazon is focusing on inorganic strategic expansion

More aggressive M&A Strategy

- ✓ The company has significantly increased its M&A activities in the recent years to expand internationally.
- ✓ It has also made acquisitions to strengthen its technology services offered through AWS segment

Investment in technology and content (AWS)

- ✓ The company's spending on technology and content increased significantly during the first two quarters of 2017
- ✓ Areas of investment include AI, cloud apps and media

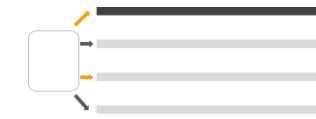
Enhancing Logistics capabilities

- ✓ The company has significantly increased its R&D activities in logistics management. Many of its recent patents is in the area of logistics.
- ✓ The company is also investing heavily in its fulfilment capacity. In 2016 added about 30% more square footage to its distribution centre network, and it plans to add a similar percentage this year.

Working on new business areas and big push in the emerging markets

- ✓ Amazon is experimenting with Fintech. Amazon is also expanding its financial reach by launching Amazon Cash, which allows users to add to their Amazon.com balance by showing barcodes at brick-and-mortar checkout locations.
- ✓ In addition to fintech, Amazon might have its eyes on augmented and virtual reality (AR/VR). Amazon's Lumberyard, a game development engine on AWS, could play a greater role in the development of VR content.

Amazon's
strategic pillars



Amazon changed its conservative M&A strategy with eight transactions in first two quarters of 2017

- Amazon, which is traditionally a conservative player when comes to inorganic expansion, has significantly increased its M&A activity in 2017
- During the last two quarters, Amazon has made multiple acquisitions to strengthen its core operations of e-commerce.
- Additionally, it has also invested in technology companies such as Harvest.ai, a cybersecurity player; and Do.com, a meeting productivity software
- During the first two quarter of 2017, the company closed eight deals.

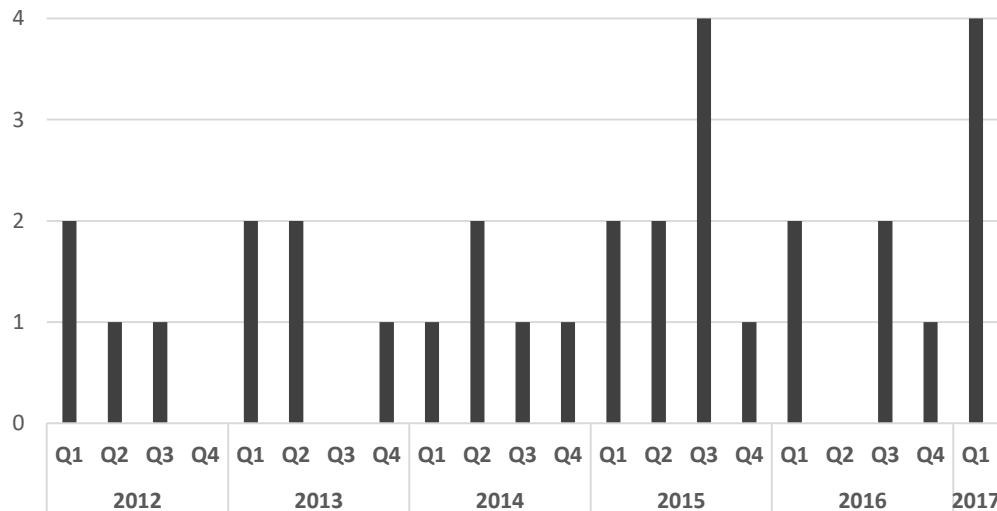
Significant Acquisitions in 2017

Amazon announced to acquire Whole Foods

- In June 2017, Amazon announced its bid to buy Whole Foods for \$13.7 billion. It was the company's biggest acquisition since inception.
- Buying Whole Foods showcases Amazon's goal of strengthening its grocery e-commerce segment



Amazon acquisitions (Q1 2012-Q1 2017)



Amazon expanded in Middle East with Souq acquisition

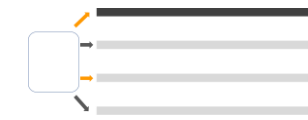
- In March 2017, Amazon acquired Dubai-based online retailer Souq.com
- Primary reason for the acquisition was to tap the growing e-commerce market in the region



Other companies acquired



MERGERS AND ACQUISITIONS (2/2)

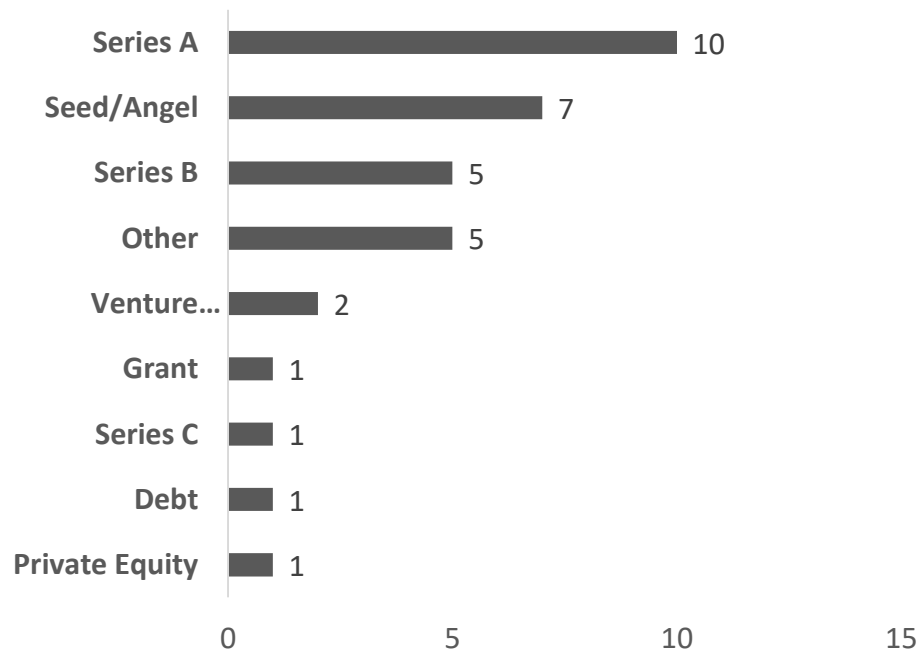


Amazon mostly spent on early stage companies in last five years

Amazon acquisitions by Stage

Since 2010, Amazon has favoured buying early, acquiring 10 Series A stage companies, followed by seed/angel stage companies

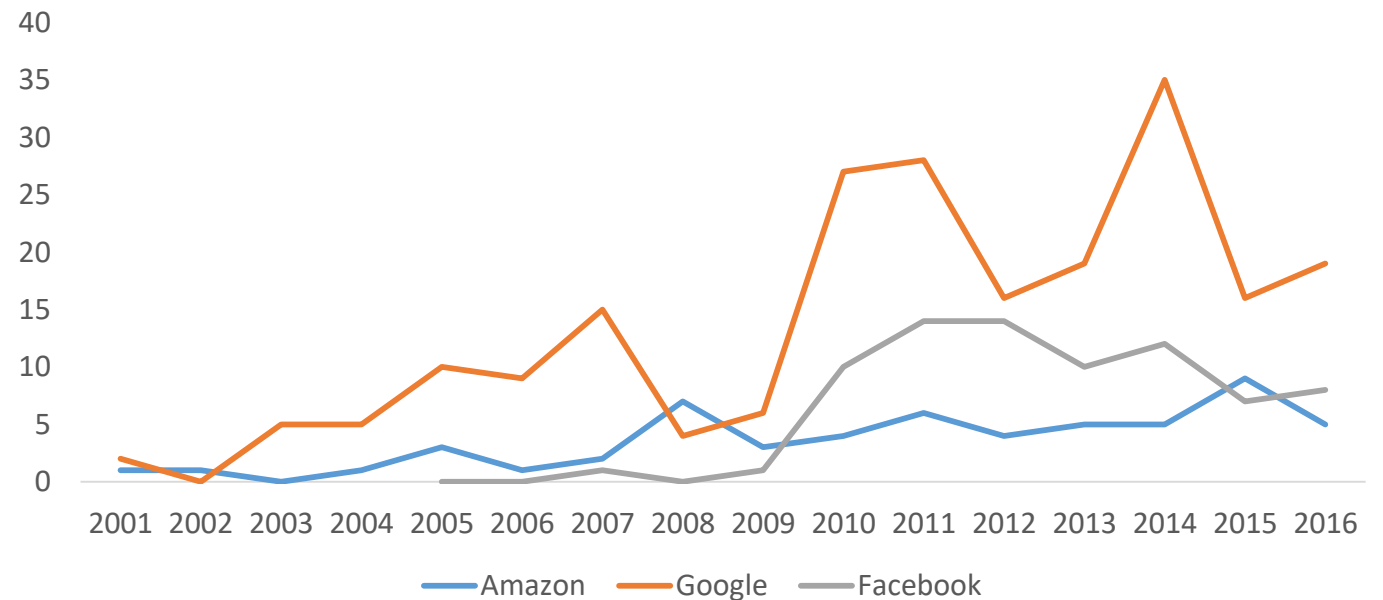
Amazon acquisitions (Q1 2010-Q1 2017)



Amazon vs. Google

Compare that level of activity to its tech competitors and Amazon falls somewhere in the middle. Google has made loads of bets, where Facebook and Apple hardly invest, opting instead to purchase companies outright or not invest at all.

Amazon Vs. Google Vs. Facebook





Amazon is significantly investing in Artificial Intelligence

Amazon focusing on AI and Machine learning to enhance customer experience

- Amazon is focusing to strengthen its AWS segment and its venture Alexa through multiple investments in the area of AI.
- In October 2017, the company announced new research centre in Germany focused on **developing AI to improve the customer experience**
- During the same month the company and Microsoft partnered to roll out new tools that will make it easier for developers to use open-source artificial intelligence software. Developers can use Gluon, a Python-based application programming interface, to more easily work with MXNet, the AI framework backed by public cloud market leader Amazon Web Services.

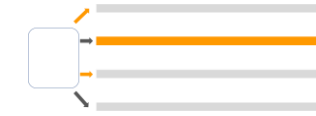
“Alexa Everywhere” - Strategy

- Amazon announced its Alexa Everywhere strategy in 2017.
- Alexa, **Amazon’s AI-infused voice assistant**, was first released with the original Amazon Echo smart speaker in November 2014.
- In 2017, Amazon announced to installed Alexa (AI) in every echo devices and launched number of new products
- **Amazon also announced two major Alexa integrations for non-Echo devices:**
 - ✓ Amazon revealed that its voice assistant will be supported in BMW’s cars beginning next year
 - ✓ The Fire TV set-top box was launched with microphones embedded in the device so consumers can shout Alexa commands across their homes.

The outside world can push you into Day 2 if you won't or can't embrace powerful trends quickly. If you fight them, you're probably fighting the future. Embrace them and you have a tailwind.

*These big trends are not that hard to spot (they get talked and written about a lot), but they can be strangely hard for large organizations to embrace. We're in the middle of an obvious one right now: **machine learning and artificial intelligence.***

Jeff Bezos, CEO Amazon in letter to the shareholders



Amazon is significantly investing in Cloud Technology

Increasing Investment in Cloud Technology

- Amazon has recently acquired companies in cloud computing space and invested on businesses based on cloud.
- In Early 2017, the company acquired a number of companies to strengthen its AWS Cloud business. Some of these include **GameSparks, Thinkbox Software, and Harvest.ai**
- Additionally, the company **invested in Grail** which is a potential future customer of Amazon cloud services

Partnerships

- Amazon and Microsoft recently went into a partnership where Microsoft's Cortana and Amazon's Alexa will communicate with each other and will offer voice assistant to the users.
- In order to increase the usage of cloud technology, Amazon web Services (AWS) is investing to open data centers in Britain and France.
- In 2016, Amazon's cloud segment, AWS accounted about 56% of company's overall operating profit. During the first half of 2016, Amazon invested in AWS and added 422 new features and services.

Ensuring Cortana is available for our customers everywhere and across any device is a key priority for us. Bringing Cortana's knowledge, Office 365 integration, commitments, and reminders to Alexa is a great step toward that goal.

Satya Nadella, CEO Microsoft



Amazon is investing heavily on original content

- Amazon is on a massive content binge. It's been rapidly acquiring movies, TV shows and documentaries in recent months as it looks to compete with streaming rivals Netflix and Apple, both of which are also increasingly developing original TV shows and movies.
- Most of Amazon's original content is streamed for Amazon Prime members as well as for members of the subscription service's newly launched video-only plan, which costs \$8.99 per month.
 - ✓ Amazon CFO Brian Olsavsky said Amazon planned to triple the amount of original content over the rest of the year, and it's probably safe to assume that its torrid investment pace will continue into 2017.

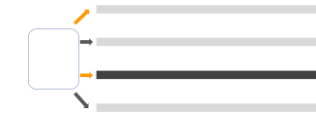
Higher Spend on Prime

Amazon is investing heavily in Prime Video. The company doubled its content budget in the second half of 2016, as it prepared to expand globally, and it produced three times as many original titles compared to the year before.

Amazon has an estimated 80 million Prime members in the U.S.; Netflix has just over 50 million subscribers. But Comscore says less than 17 million Prime households actively stream content from Prime Video.

Pushing Prime in Europe

- After the great success of Prime in the U.S., Amazon is pushing the same playbook in Europe.
- Amazon plansto start by stocking small warehouses in urban centers to support Prime Now and Amazon Fresh, its grocery delivery service.
 - ✓ Analysts expect Germany to see a rapid expansion in online grocery delivery, according to a report from eMarketer. Amazon's warehouse purchase plans include taking advantage of that market opportunity.



Amazon is focusing on enhancing its logistics capabilities



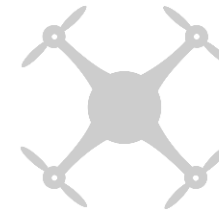
Amazon announced increase in number of fulfilment centres

- Amazon opened **23 new fulfilment centers** in the second half of 2016 , as compared to only three new fulfillment centers opened in the first half of the year.
- New fulfillment centers helped drive Amazon's **total square footage at its warehouses up by 30% for the year, versus a 20% increase in square footage in 2015.**
- The company plans to continue investing heavily in expanding fulfillment centers and other logistics capabilities.
- Driving further growth in the number of sellers and packages going through FBA is a key focus. Amazon is expected to invest in further warehouse and logistics capacity to handle that volume, with that investment being more balanced between North America and other geographies.

Investing in Logistics App

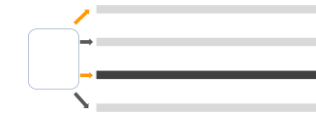


- To strengthen logistics and delivery network, **Amazon announced to develop an Uber-like app to match truck drivers with cargo.**
- Amazon hired aggressively for the project and announced to launch it in 2017. The trucking software would integrate pricing, driving directions, and trucker-specific data like truck stop options.



Drone Delivery

- In March 2017, Amazon has conducted public demo of its Prime Air delivery drones in the US
- Initially the concept has multiple regulatory barriers. However, the situation might get better as in October 2017, the Trump Government issued an order giving local governments more authority to conduct tests of such new technologies.



Amazon Testing Own Delivery Service

- Amazon.com Inc. is experimenting with a new delivery service intended to make more products available for free two-day delivery and relieve overcrowding in its warehouses.
- The service began two years ago in India, and Amazon has been slowly marketing it to U.S. merchants in preparation for a national expansion
 - ✓ Amazon named the project **Seller Flex**. The service began on a trial basis this year in West Coast states with a broader rollout planned in 2018
 - ✓ Amazon will oversee pickup of packages from warehouses of third-party merchants selling goods on Amazon.com and their delivery to customers' homes
- Handling more deliveries is expected to provide Amazon a greater flexibility and control over the last mile to shoppers' doorsteps

Logistics Partnership

- Amazon is also focusing on logistics partnership to strengthen its network
 - ✓ In October 2017, French supermarket operator Leclerc was approached by Amazon for a possible logistics partnerships
 - ✓ This probable collaboration shows Amazon's intentions to expand in the supermarket sector.



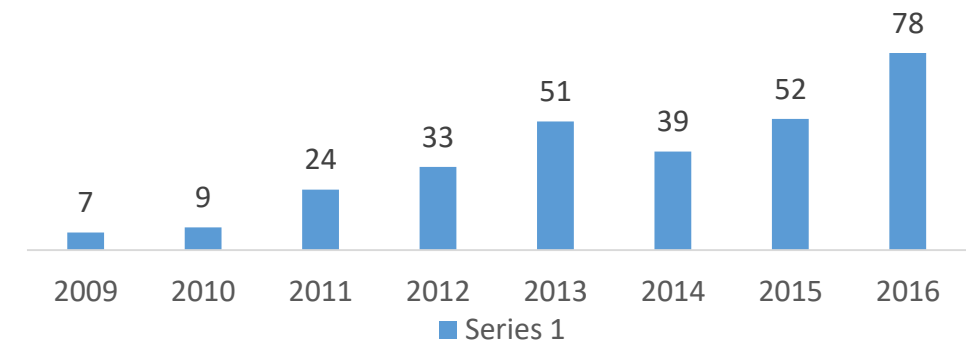
Immediate Impact on UPS and FedEx share prices

- **UPS shares fell as much as 2.1% to \$116.52, and were trading down 1.3% at 10:32 A.M. in New York on October 4th, 2017.**
- **FedEx dipped as much as 1.6% to \$217.77 before recovering somewhat to \$220.09 on October 4th, 2017.**

78 patents on Logistics in 2016

78 of Amazon's 2016 patents were focused on developing its logistics network, which is already far more than just a few years ago.

Patents per year 2009-2016





Amazon is working on new business areas and big push in the emerging markets

New Business Areas

- Amazon is experimenting with fintech initiatives and intends to become a prominent player in the fintech segment.
 - ✓ Amazon nearly lent out \$1 billion in small loans in 2016.
 - ✓ In India, the company is offering thousands of loans to e-sellers so suppliers can expand their operations and manage seasonal spikes
 - ✓ Amazon is also expanding its financial reach by launching Amazon Cash, which allows users to add to their Amazon.com balance by showing barcodes at brick-and-mortar checkout locations.

“Amazon is the most formidable. If Amazon can get you lower-debt payments or give you a bank account, you’ll buy more stuff on Amazon.”

Alex Rampell, Partner, Andreessen Horowitz

Push in the Emerging E-commerce Markets

- Amazon is making big moves in the emerging market. One of the key international market targeted by Amazon is India, which is perceived to become one of the fastest growing e-commerce market globally in the near future
 - ✓ In Late 2016, the company’s CEO Jeff Bezos announced an additional investment of **\$3 billion in India, taking its net investment to over \$5 billion in the country.** This is more than the company’s total capital expenditure of \$4.5 billion in 2016
- In October 2017, **Amazon announced to expand in Brazil.** The company announced to enter the electronics and appliances marketplace in Brazil.
- Amazon also expanded its operations in Middle East, one of the fastest growing e-commerce market in the world. **It acquired Souq in UAE** to serve the local market. In September, **Amazon-owned Souq acquired Wing.ae**, a startup that is building out a network for Prime-style same-day and next-day deliveries for various e-commerce marketplaces

INVESTMENT LANDSCAPE

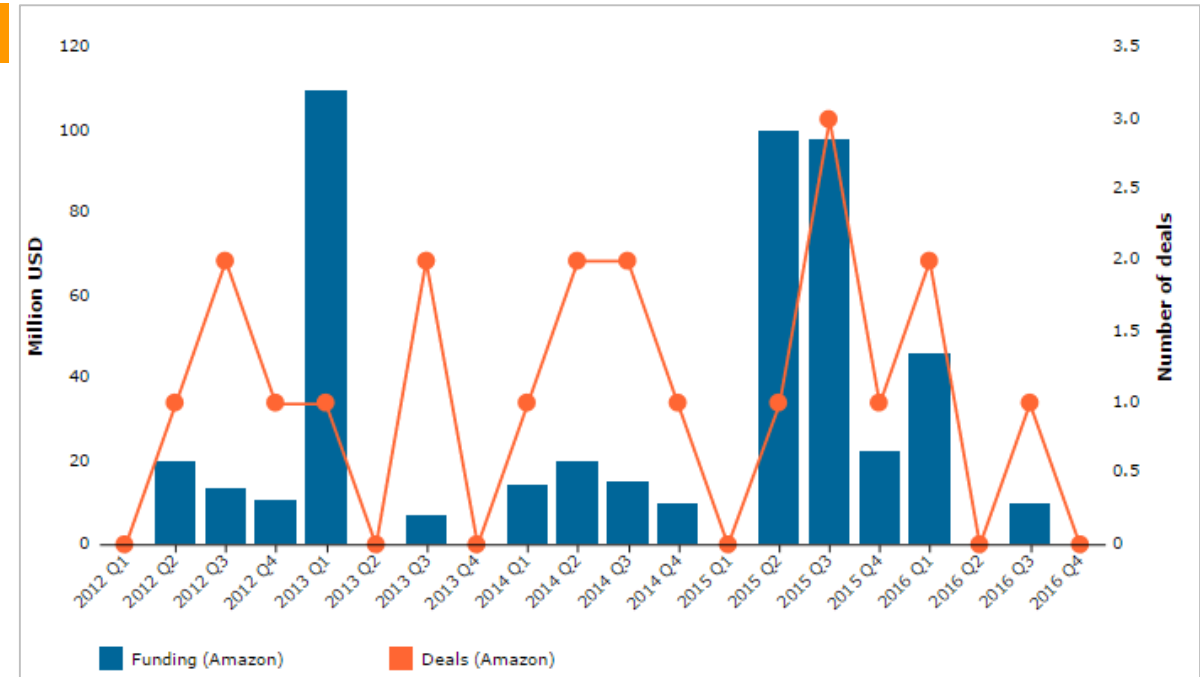
INVESTMENT – AMAZON CORPORATE INVESTMENT



Amazon is investing behind a wider variety of industries

Investment Overview

- In the recent past years, Amazon faced slow down in the financial activity, however, during the time company invested in a variety of industries. During the period 2011-2013, the company mostly invested in the internet companies.
- During 2014-2016, the company changed its investment strategies and started to invest in other industries, such as Media, Auto & Transport, and Mobile.
- Amazon also made few other big investments,
 - ✓ Amazon invested in UK-based Yodel Delivery Network to expand its logistics network in the UK.
 - ✓ In 2016, Amazon partnered with Twilio to strengthen its communication platform through text and voice messaging.
- In 2017, Amazon made an investment in a healthcare start-up, Grail which is specialize in genomics for cancer diagnostics. This is Amazon's first investment in the life-science segment.
- In the last few years, Amazon has significantly focused on late-stage deals where most of the investment amount fallen into \$10M-\$20M range.



	Seed/ Angel	Series A	Series B	Series C	Series D	Series E+
% of deals	7.14%	14.29%	14.29%	21.43%	14.29%	28.57%
Avg. deal size	\$1.4M	\$3.48M	\$15.25M	\$27.62M	\$30M	\$65M
Median deal size	\$1.4M	\$3.48M	\$15.25M	\$12M	\$30M	\$65M
Deal growth (yoy)	-100%	N/A	N/A	-100%	N/A	-100%

INVESTMENT – ALEXA FUNDING



In two years till 2017, Alexa Fund done 25 deals

In majority cases, the Alexa Fund does early-stage funding (seed and Series A), however, the company has funded to some top consumer IoT providers in Series B round.

Alexa Fund invested into multiple home-based voice control platforms which is one the strategic move to bring those products into Alexa ecosystem.

Company Name	Website	Fund Amount	Fund Type	Year
Ecobee	www.ecobee.com	\$35M	Series C	2016
Thalmic Labs	www.thalmic.com	\$120M	Series B	2016
Owlet Baby Care	www.owletcare.com	\$15M	Series B	2016
Ring	www.ring.com	\$61.2M	Series C	2016

Company Name	Website	Fund Amount	Fund Type	Year
TrackR	www.thetrackr.com	\$50M	Series B	2017
Nucleus	www.nucleuslife.com	\$5.6M	Series A	2016
Rachio	www.rachio.com	-	-	2015
Petnet	www.petnet.io	-	-	2015

PARTNERSHIPS AND COLLABORATIONS (1 / 2)



Amazon's cloud service AWS has made significant partnership

Amazon and Microsoft partnered to integrate Alexa and Cortana



Amazon and Microsoft entered into a partnership for better integration of their Alexa and Cortana digital assistants. This cross-platform integration will allow Alexa users to access some unique aspects of Cortana. It appears that both companies have simply created skills on each other's platforms to enable the basic integration.

Amazon and Ford partnered to access cars from a distance



Ford and Amazon team up to offer consumers the ability to access their car from a distance. This is done by bringing Amazon Echo into Ford's cars. By the help of Alexa – Amazon's cloud-based voice service, the car provides ability to command internet-enabled functions, such as lighting, security systems, garage doors and other Alexa smart home devices.

Dish Network and Amazon wireless collaboration



Dish is looking to use e-commerce platform, streaming service, home assistant (Amazon Echo) and proposed drone delivery services, in collaboration with Amazon and T-Mobile USA. In the deal, Dish will utilize their spectrum for a wireless service, in collaboration with Amazon and T-Mobile USA.

Cognizant is a Premier Consulting partner for AWS



Cognizant with AWS merged for migration competency, big data, work spaces, healthcare and life sciences, financial services, and SharePoint. The AWS Cognizant Team (ACT) delivers the differentiating integration strategy and create the industry-specific and horizontal solutions for their mutual customers.

PARTNERSHIPS AND COLLABORATIONS (2/2)



Amazon's cloud service AWS has made significant partnership

Amazon and Accenture united



Amazon and Accenture combined to produce a real innovation by combining AI tools into a contact center running from the cloud. Amazon offering Amazon Connect, a fully hosted, customizable, cloud-based contact center service and Accenture helping its clients to rapidly deploy Amazon Connect at scale and build vertical industry applications that use AWS's AI services. The partnership will focus on delivering cloud transformation projects.

Nokia announces strategic collaboration with Amazon Web Services



Nokia and Amazon Web Services (AWS) collaborated because of the need for "tighter integration" between networking and IT infrastructure. The partnership will improve the cloud migration and software-defined wide-area networking (SD-WAN) services for enterprises, along with working across the development of 5G and Internet of Things (IoT) use cases.

2nd Watch Named AWS Management Tools Service Delivery Launch Partner



2nd Watch has achieved AWS Service Delivery Launch Partner status for three Amazon Web Services (AWS) Management Tools in the AWS Service Delivery Program. The Partner Program is designed for those who are skilled at cloud infrastructure and application migration, and deliver value to customers by offering proactive monitoring, automation, and management of their customer's environment.