

# Cloud Computing at Amazon



TheCasesolutions.com

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[TheCasesolutions.com](http://TheCasesolutions.com)

# Company Overview

- A multinational electronic commerce company
- The world's largest online retailer
- Produces consumer electronics (Amazon Kindle)
- A major provider of cloud computing services

# Company History

- Founded as Cadabra by Jeff Bezos in 1994
- Went online as Amazon.com in 1995  
(Amazon River)
- Started as an online bookstore
- Revenue of US\$ 48.07 billion in 2011

# Current Position

- Competitors:



- 55.4% of sales in North America with the other 44.6% in the International market
- Provides low prices by increasing the competition between sellers
- NASA uses Amazon Web Services for Mars mission

# Amazon Web Services

- 2006: Began offering IT infrastructure services to businesses in the form of web services -- now commonly known as cloud computing.

- What is Cloud Computing?

The term "Cloud Computing" refers to the on-demand delivery of IT resources via the Internet with pay-as-you-go pricing.

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it its simplest...



*Afraid of  
loose your  
photo?*

