
AWS
re:Invent

RET201

Building the future of retail on AWS

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AWS re:Invent

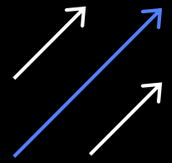
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AWS: Born from retail, built for retailers



Scale

16.4 Trillion



Elasticity

450 Billion



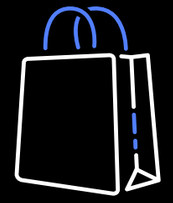
Security

563
Petabytes / day



Availability

74% at 100%



Retail

From 190+
services

Changes in shopper behaviors








The expectation

Personalized

Frictionless

Digital

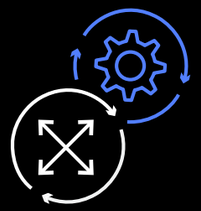
Secure

Integrated

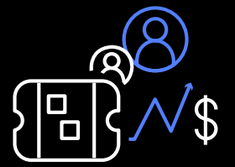
Supporting retail transformation



Transform your engagement



Optimize your operations



Increase your insights

More retail customers on AWS than anywhere else

Thousands of AWS retail customers | Across every retail segment















































































Phil Jordan

Group CIO J Sainsbury's plc

2,400 Sainsbury's, local and Argos stores

172K Colleagues

~$41B Sales

1st Till-less store (UK)

3rd Most visited ecommerce site (UK)

5M Digital Nectar loyalty collectors

COVID-19

CLEAR ACCELERATION OF SOME TRENDS; OTHERS TOO SOON TO CALL

Near term COVID-19 (to pass)



Temporary ‘pantry loading’ for essentials



Steep falloff in non-essentials with variable recovery paths



Adapted in-store safety measures

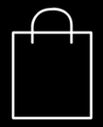
Acceleration



Flight to value
Increasing importance of value in downturn



Shift to digital
Step change in online



Source local, buy local



Health and sustainability

Too soon to call



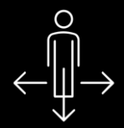
Shopping around less
Big shop vs. top-ups



De-urbanisation
Decline in city-center traffic and food spend



Eating at home
Reversal in out-of-home spend



Low contact shopping

COVID-19 and customers



+130%

250 GB
per day



+50%

30 Million
events / day



+100

1,000 NRT
events / second

COVID-19 and customers

+1M
customers contacted

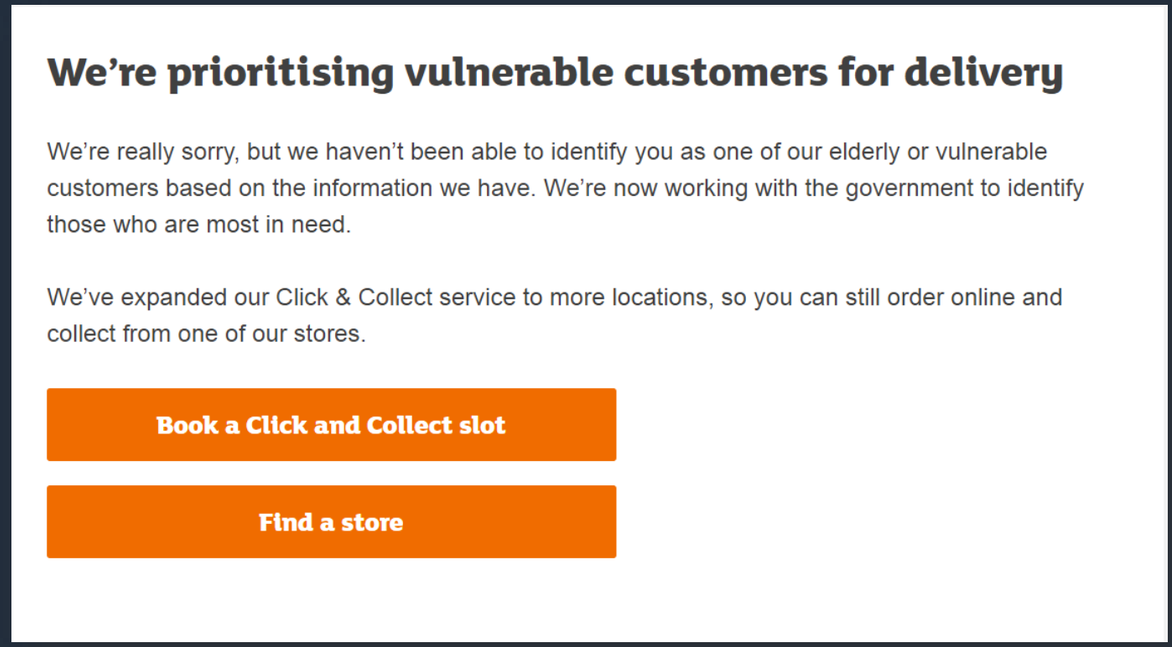
+600K
calls

+164K
in one day

+1.6PB
in the lake

+500TB
modeled data

+23M
jobs PCM



COVID-19 and cloud

COVID-19 and customers

+59%
Argos visits

+40%
Digital orders

+28%
Digital sales

+49%
Platform growth

+34%
Microservices

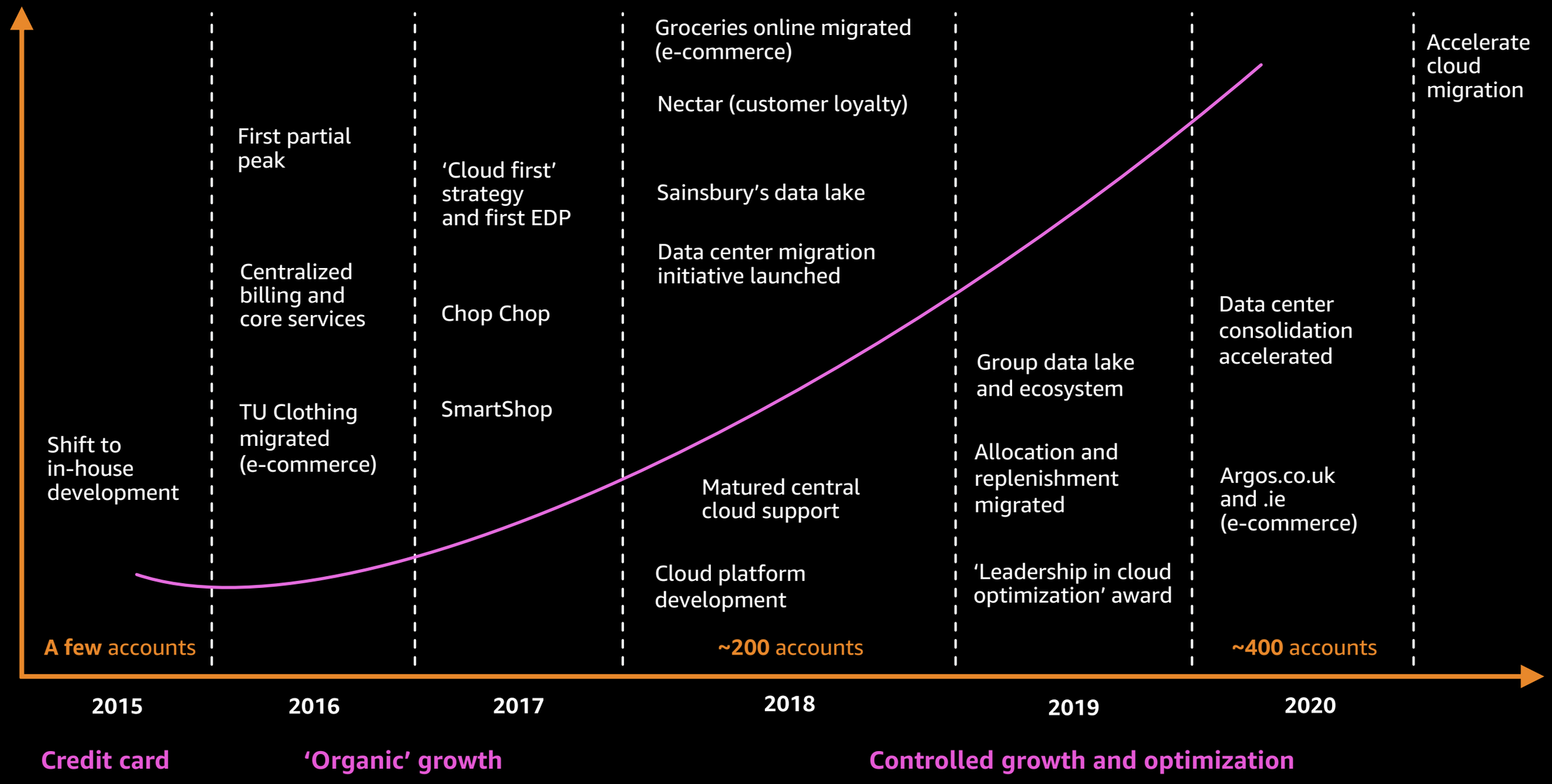
0.0009%
Service errors on Black Friday



Magical gifts in our Book of Dreams

COVID-19 and cloud

Our cloud journey



Cloud = Better business outcomes

Key business products that we have recently built or migrated to the cloud, supported by our own long-lived engineering teams

Accurate information about our stores, the services they offer and the products they offer

All grocery price changes are now available to be consumed by other systems in real time

Within-day stock adjustment functionality to improve availability and reduce waste in our stores

A set of business critical services that bridge between our on-premises and cloud platforms

A single place for all of our suppliers to collaborate and share information with Sainsbury's

Using data and algorithms to determine an optimal store selection layout

An ecosystem of in-store colleague apps to support their activities and help customers better

Helping our colleagues and contractors to sign-in consistently across our store estate

Sainsbury's

DIGITAL | TECH | DATA

Our tech powers the UK's number 1 multi-channel, multi-brand retailer

~1,700 brilliant people

Delivering great customer experiences

Leveraging data

150 years of scale meets experimental curiosity

nectar Tu Sainsbury's Bank Sainsbury's Argos habitat

65%
of AWS services

5,300 Amazon EC2
4,600 AWS Lambda
60 RDS / day

+80% Performance
+100% Throughput

Sainsbury's + aws

Action first, contract later

Embedded engineering

Understanding and
serving our customers

Sustainability

Investment in colleagues

Modernization

Data-driven strategy

For more information:
https://aws.amazon.com/retail

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