

Enter the New Era of Digital Commerce with AWS

Reinventing the Future of Digital Commerce

Digital commerce is exploding in a world where consumers are demanding more—anytime and anywhere. And consumers are migrating to digital channels with online, mobile, and social commerce sales skyrocketing in 2021.

Retailers must adapt to these new realities, and that's where AWS can help. Born from retail, built for retailers, AWS is leveraging its experience in innovating with Amazon.com to redefine the future of digital commerce. With AWS and our global partners, retailers deliver a compelling experience that attracts more customers, drives more sales, and delivers flawless fulfillment—all on a fast, flexible cloud platform built for the future.

"The transition to a modern, flexible, cloud-native platform has already improved our customer experience and will allow us to step change our retail innovation capabilities going forward. The new website was key to the brand's financial success."

– Nick Wilkinson, CEO, Dunelm

Born from Retail, Built for Retailers

AWS was born from running one of the largest, most successful retailers in the world. With digital commerce solutions from AWS, you get the power to accelerate innovation, drive savings and efficiencies, and deliver incredible customer experiences on every channel.



Flex to Meet Customer Demand

Digital commerce activity is notoriously volatile. With AWS, retailers tap flexible, elastic cloud services that easily scale up or down depending on demand, so you only pay for what you use. You now have a platform that cost-effectively supports all of your digital channels and responds rapidly to deliver positive customer experiences.



Innovate Faster

Evolving technologies and customer preferences are rapidly transforming digital commerce. AWS gives you the ability to experiment with new ideas and quickly scale them to increase the effectiveness of your digital commerce initiatives. You can increase conversions and reach new customers with capabilities such as real-time streaming, artificial intelligence, conversational commerce, personalization, and other capabilities across channels.

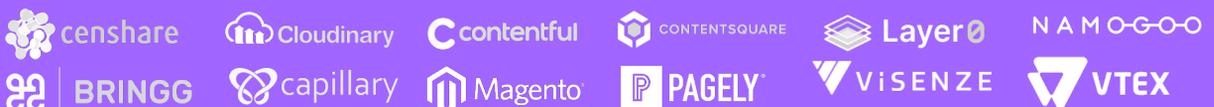


Deliver Consistent Experiences Across Digital Channels

Your customers are increasingly moving between your digital channels—e-commerce site, mobile app, and social commerce sites. With AWS, you can easily integrate your digital channels with each other and with your physical stores. This allows you to deliver a consistent brand experience across a range of customer touchpoints, including payment vehicles, shipping preferences, search options, and more.

The Industry's Largest Retail Ecosystem at Work

We know how important your partners are and the critical solutions they provide. That's why we've created the industry's largest ecosystem—thousands of partners who deploy, extend, and enhance those capabilities for even greater value. We believe a big part of our job is ensuring that your partners and solutions work better together.



Digital Commerce from AWS: Leading Your Customer's Journey

With AWS, you gain access to the technology, experience, and services of the world leader in cloud, ecommerce, and retailing innovation. We help you migrate your existing ecommerce systems to the cloud and take advantage of everything AWS has to offer: modern, cost-effective cloud services; agile ecommerce technologies; and innovative strategies for attracting new customers.



Build an Agile, Cost-Effective Cloud Platform Deploy your website in the AWS Cloud—and then modernize it.

- Handle spikes in visitors
- Secure transactions
- Deploy changes in hours vs. weeks/months
- Increase agility using microservices and containers
- Reduce costs using a serverless design
- Pay for what you use



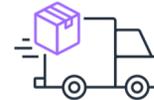
Increase Conversions Add compelling new experiences to drive sales and win more customers.

- Personalization and recommendations
- Better product search
- Advanced call centers and chatbots
- Product interactions (AR & livestreaming)
- Optimized websites for fast navigation, scalability, and security



Reach More Customers Explore new channels to interact with customers and remove friction from the buying experience.

- Reach customers where they spend time, including social channels
- Leverage marketplaces, like the [AWS Marketplace](#)
- Use the latest AI/ML services for meaningful marketing outreach, such as personalized emails, texts, and online ads
- Expand on experience successes



Deliver on Your Brand Promise Support all the ways your customers want to shop and provide the most efficient fulfilment of orders

- Omnichannel fulfillment (e.g., BOPIS, BOSFS, endless aisles)
- Last mile and reverse logistics (e.g., appointment scheduling, easy returns, returns via third party)

How Retailers Accelerate Digital Commerce Innovation with AWS

Pomelo.

Pomelo, a global fashion ecommerce service based in Southeast Asia, had been displaying items on its website in much the same way since it was founded in 2013. The setup had grown stale, and the algorithm for displaying items was outdated and error prone. Pomelo turned to AWS and used [Amazon Personalize](#) to help developers build real-time, personalized recommendations that boost customer engagement and convert it into sales. Read more [here](#).



Leading up to its peak season at the end of 2019, Morrisons, one of the UK's largest grocery chains, wanted to update its contact center to better serve its 11 million weekly customers. That's when it migrated to [Amazon Connect](#), a cloud-based omnichannel contact center tool capable of automated interactions. In just eight weeks, Morrisons designed and implemented an agile, scalable solution that enabled the company to deliver a new customer experience and become operationally self-sufficient. Read more [here](#).

Learn more, get started, and stay ahead.

Get started today with digital commerce solutions from AWS:

- Visit the AWS Retail page at <https://aws.amazon.com/retail/>.
- Learn about [implementing a digital commerce strategy for retail](#).
- Ask how AWS can support your retail transformation with digital commerce solutions. [Contact](#) your AWS account team to get started.
- Find out how our [global community of partners](#) can accelerate your modernization and innovation journey.