

# Accelerating Innovation in Retail with AWS

## Retail Transformation with Market-tested Solutions

Consumer behaviors and expectations have fundamentally changed. To stay competitive, retailers need to think and act in new ways. Driven by a relentless customer obsession, AWS enables retailers to accelerate digital transformations across the entire enterprise—from digital commerce and stores to supply chain, merchandising, and customer support.

Born from the most innovative retailer in the world, AWS is the foremost pioneer in cloud services with industry-leading solutions to meet today's consumer expectations, optimize operations, and improve business insights. Our technologies empower retailers to create exceptional customer experiences—from unparalleled personalized recommendations to same-day delivery services to checkout-free shopping—that drive market differentiation and growth. With solutions that are purpose-built for retail and market tested by Amazon.com, retailers can innovate faster and scale growth.

## Born from Retail, Built for Retailers

AWS was born from running one of the largest, most successful retailers in the world. With our market-tested solutions, you get the power to accelerate your innovations to meet consumer expectations.



### Improve Insights

Differentiate your brand, influence customer actions, and increase revenue with industry-leading machine learning capabilities from AWS. Centralize all your business data to take advantage of next-generation intelligence and insights. By leveraging two decades of experience developing retail-specific data solutions, AWS can help you put analytics to work faster and see a return on your insights sooner.



### Optimize Operations

Improve IT efficiency, boost store productivity, automate supply chains, and drive continuous innovation with robotics and machine learning technologies. Connect your fulfillment centers, stores, and digital platforms for complete inventory visibility and move your decisioning from reactive to predictive. With AWS, you can build intelligent retail solutions for end-to-end visibility into all your operations, so you can lower costs and pass along those savings to your customers.



### Transform Customer Experience

Deliver personalized customer experiences across a range of touchpoints and stay engaged with your customers as they move between your digital channels and physical stores. Built from an unparalleled legacy of customer obsession, AWS enables retailers to create the best possible experiences across the entire customer lifecycle.

## Some of Our Retail Customers



## The Industry's Largest Retail Ecosystem at Work

We know how important your partners are and the critical solutions they provide. That's why our [AWS Retail Competency Partners](#) have been validated for demonstrating technical proficiency and proven retail customer success in one or more specialized areas. These AWS Partners can help you accelerate digital transformations across your entire enterprise.

## Born and Proven in Retail

AWS is uniquely positioned to accelerate digital transformations with purpose-built offerings for retailers. Building on more than 25 years of innovation in retail and consumer services, our industry-leading solutions enable retailers to transform their entire value chain.



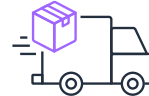
### Smart Store

AWS can form the backbone of your smart store, helping drive personalized customer experiences, boost efficiency, and enhance IT agility.



### Digital Commerce

With AWS, retailers can take advantage of modern, cost-effective cloud services and strategies to accelerate innovation, drive savings and efficiencies, and deliver incredible customer experiences across all your digital channels—e-commerce sites, mobile apps, and social commerce sites.



### Intelligent Supply Chain

With AWS, retailers gain real-time insights into product and inventory data to dramatically improve demand forecasting and automate logistics operations with dynamic fulfillment and delivery options built with your customers in mind.



### Customer Engagement

AWS can help retailers unify and analyze vast amounts of siloed customer data, enabling a 360-view of customers to improve customer predictions and enable dynamic, personalized experiences from awareness to purchase and support.



### Merchandising & Planning

AWS provides data-driven insights to better understand customer behaviors and preferences, customize assortments, optimize demand forecasting and planning, and—ultimately—lift sales.



### IT Transformation

With AWS, retailers can leverage mission-critical, resilient, low-latency computing at the edge; rapidly develop innovative new solutions; and easily manage and optimize applications in the cloud.

## Leading Retailers Use AWS

*Neiman Marcus*

During the 2020 pandemic, luxury brand Neiman Marcus was forced to move sales exclusively online. To continue providing its hallmark customer experience, Neiman Marcus wanted to quickly launch a new app to enable associates to perform digital selling. The company partnered with AWS to develop and launch its app much faster than originally planned, greatly reducing app-building costs and providing developers with the agility needed to deploy updates quickly. Read more [here](#).

**Morrisons**  
Since 1899

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 retail solutions from AWS:

- Visit our [AWS Retail Overview](#) page.
- Learn how [technology will lead ethical commerce](#) in retail.
- Ask how AWS can support your business transformation. [Contact](#) your AWS account team today to get started.
- Find out how our [AWS Partners](#) can help you build retail solutions.