



Amazon and Vodafone partner to deliver great customer experience

Amazon is a Ready Business

Vodafone
Power to you



Simplifying the customer experience, straight out of the box

The consumer electronics market has evolved to such an extent that consumers are now equally concerned about user experience as they are product features. How soon can I get started? And how quickly can I access my online content? For Amazon this means developing devices that are simple and ready to use, straight out of the box.

The challenge

Global business, high expectations

Amazon revolutionised the book world forever changing the way we can buy books. For many consumers it is now the place to purchase whether it's the latest hardback, paperback, digital or Audio book release. And as we know it has since turned its attention to music, film, clothing and much more.

But this isn't the height of Amazon's ambitions. Its goal is to be 'the Earth's most customer-centric company for four primary customer sets: consumers, sellers, enterprises, and content creators'.

To that end it needs to deliver what consumers expect today, and also anticipate what they may need tomorrow. It is arguably the epitome of a Ready Business.

Operating 24/7 in five continents, to customers who expect an always-on experience, there is no downtime. The business has a relentless focus on the customer experience, on streamlining process and costs, on reimagining the possibilities.

The solution

Moving into hardware

Amazon wanted to revolutionise the eReader market, tapping into the potential for book lovers to buy, download and read digitised content from a device even when they were on the go. To deliver a better user experience, to create the perfect integrated ecosystem of hardware, content and service, Amazon designed and built its own eReader.

Amazon wanted to drive innovation in this segment. In doing so the plan would be to allow users ease of access to their content, anytime, anywhere*. It would also simplify the experience in the extreme. For this to work, the device would need connectivity. Book lovers should be able to buy and download books on the go, in a smooth and elegant manner - with no contracts and no extra payments.

Corporate contacts and joint go-to-market

The first Kindle with 3G connectivity launched in the US in 2010 going global through 2011. To ensure the smooth launch Amazon needed a connectivity partner capable of delivering a consistent, global user experience. Today Kindle Paperwhite 3G users have the ability to download a book in more than 150 countries.

The success of the Kindle has paved the way for more ambitious hardware. It was also the platform upon which the Amazon & Vodafone relationship grew from a simple supplier conversation into a more connected partnership.

In 2012, Amazon launched its first fully-connected, multimedia tablet device, the Kindle Fire HD, a competitor to devices from more established tablet suppliers. This was swiftly followed by the Kindle Fire HDX. With this release Amazon wanted the same out-of-the-box simplicity for users that exists with the Kindle, but acknowledged users would have very different data demands and they would therefore need to be catered to accordingly.

The Vodafone solution is based on its Simple Out-of-Box Experience SIM. A 4G-enabled SIM is installed in all Kindle Fire HDX tablets in the UK and Germany. Once activated, the Vodafone SIM becomes 'local'. Picking up the local network* means users can quickly sign up to local data packages with access to top up services and support.

From a business perspective, the Vodafone Simple Out-of-Box Experience meant Amazon was able to manage the global launch from a single SIM across multiple markets and thereafter the supply chain with minimal effort - a huge benefit in terms of both cost and management.

The bottom line

Rolling innovation, continuous improvement

The business points to the consumer and media response to the Kindle project as evidence of its success. The Kindle Paperwhite 3G scores 4.4 out of 5 on Amazon's own site; the latest Kindle Fire HDX 8.9", scores 4.1.

Amazon acknowledges that establishing a presence across the hardware market may take time. It is here for the long run and remains focused on the customer experience. It promises continuous innovation and its' partnership with Vodafone is something it sees as going from strength to strength.

Benefits

- Simplifies the process launching hardware in multiple markets around the world, with one global SIM capable of converting to local requirements ensuring local customers get local tariffs and Amazon have a single SIM management experience
- Improves user experience with straight out the box connectivity and 1-Click registration
- Reduces operational costs with single connectivity contract covering multiple markets

About the customer:

- Industry: Online retailing
- Headquarters: Seattle, USA
- Employees: 117,300
- Web: amazon.com
- LinkedIn: [linkedin.com/company/amazon](https://www.linkedin.com/company/amazon)





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