CLOUD COMPUTING IN DIRECT SELLING INDUSTRY

THE CASE OF AMWAY CORPORATION

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INTRODUCTION

- Importance of the issue
- Aim of research
- Questions about topic
- Contribution of the study
- Structure of project

LITERATURE REVIEW

- Preliminary study – Methodology (Keywords - Database - Articles)
- Direct selling industry (motivations for entrance)
- Cloud service models (SaaS, IaaS, PaaS, XaaS) - (Singh et al, 2016)
- Cloud deployment models (Public, Private, Community, Hybrid, Virtual Private) - (Singh et al, 2016)

LITERATURE REVIEW

CLOUD

BENEFITS (Avram, 2014)

a) Cost of entrance
b) Open access
c) Part of business
d) Scales services
e) New classes of apps/services

BARRIERS (Wang 2017, James & Chung, 2015)

a) Security – Privacy
b) Reliability
c) Open access/Connectivity
d) Interoperability
e) Economic value
f) IT issues

LITERATURE REVIEW

Key Performance Indicators (Lindberg et al, 2015)

- ✓ Finance
- ✓ Sales
- ✓ Marketing
- ✓ IT

RESEARCH METHODOLOGY

- Interpretive research philosophy (Saunders et al, 2003)
- Inductive approach
- Single case study strategy
- Primary data (Semi structured interviews)
- Secondary data (Documents and statistics)
- Analysis of the empirical data

CASE STUDY

- Amway Corporation

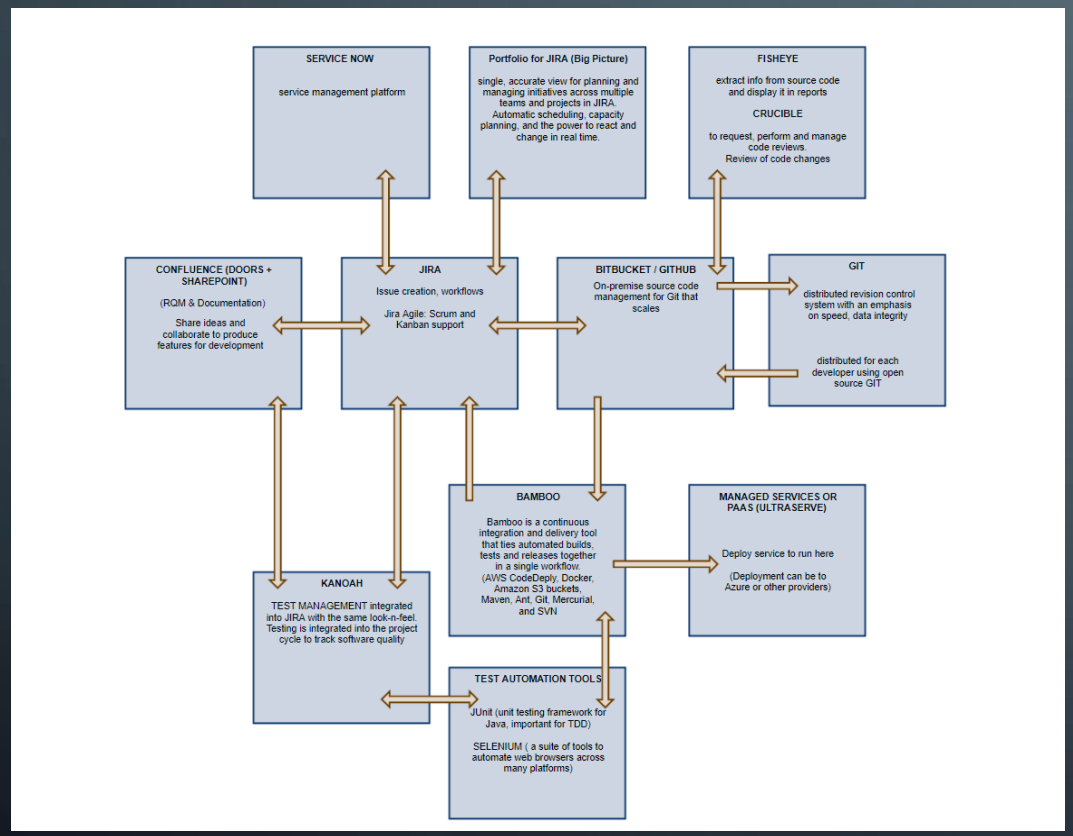
Portfolio - Assets - Digital transformation

- Cloud for Amway
- Hybris e-Commerce Platform (SAP)

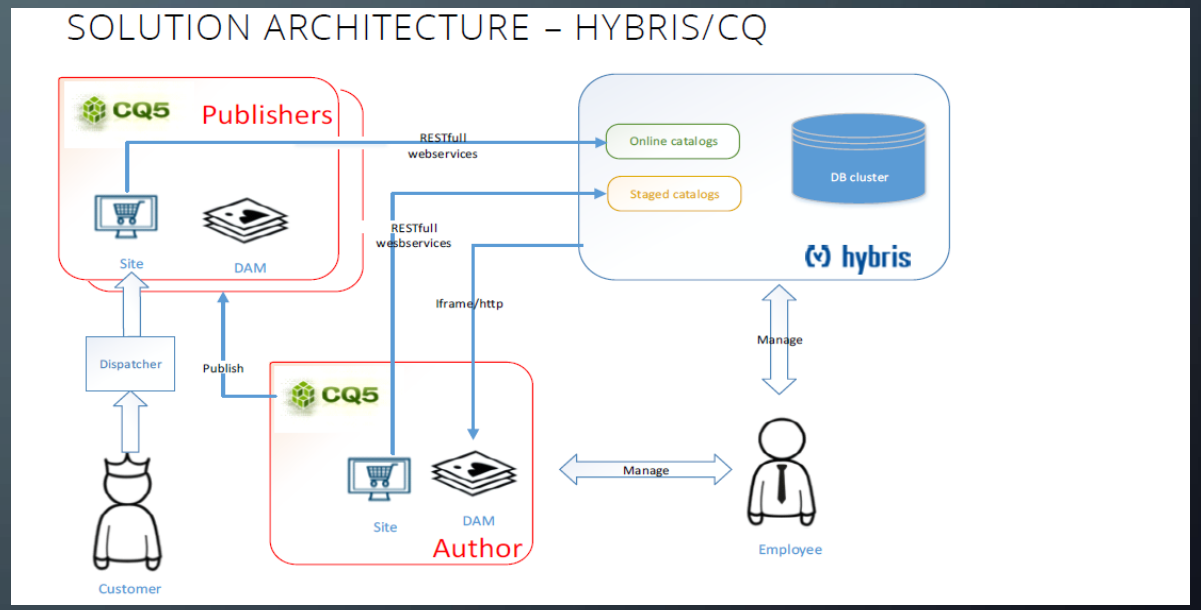
Commerce - Marketing - Revenue - Sales - Service

- SWAT Analysis for Hybris

CASE STUDY



Systems Unification



Hybris Architecture

CONCLUSIONS

- Findings

Cloud & Business

Strategy & Potentials of IT tools (Cloud)

Cloud & IT → Digital advancement

KPIs on Hybris

- Discussion/Conclusions
- Limitations
- Future research

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APPENDICES

- Appendix 1

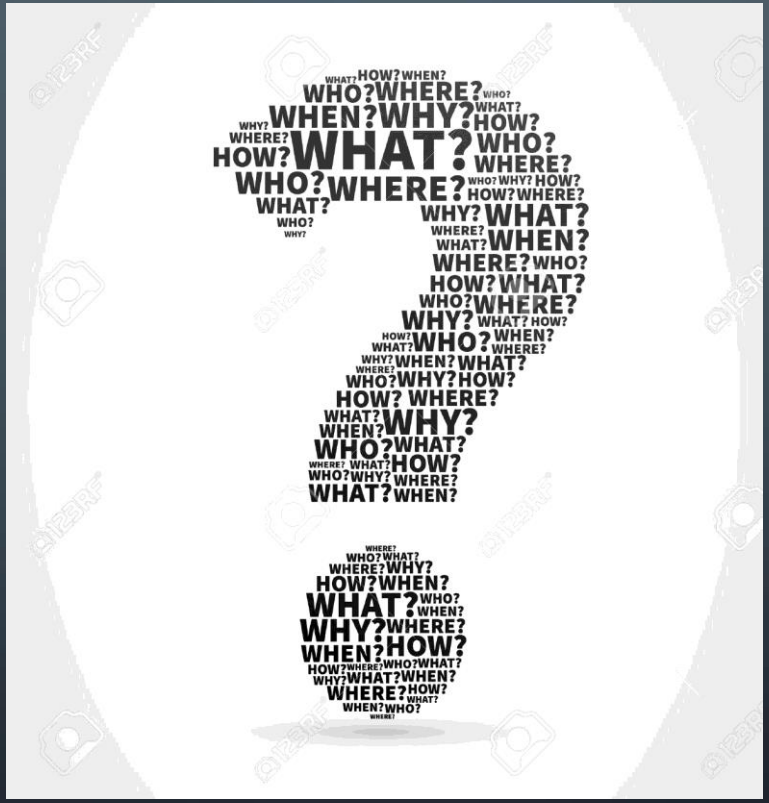
Three Interviews with Digital service Manager, Infrastructure design solutions Manager and Business center Manager

- Appendix 2

KPIs internal document from February 2018

KPIs internal document from October 2018

QUESTIONS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