

The Other Amazon Web Services

(the eCommerce ones)

Prepared by Ken Giffen

ken.giffen@kwga.com

Amazon Web Services (AWS)

- Cloud Computing Service
 - As per Wikipedia...

Amazon Web Services (AWS) is a subsidiary of Amazon.com that offers on-demand cloud computing platforms. These services operate from 16 geographical regions across the world. They include Amazon Elastic Compute Cloud, also known as "EC2", and Amazon Simple Storage Service, also known as "S3". As of 2016 AWS has more than 70 services, spanning a wide range, including compute, storage, networking, database, analytics, application services, deployment, management, mobile, developer tools and tools for the Internet of things. Amazon markets AWS as a service to provide large computing capacity quicker and cheaper than a client company building an actual physical server farm



But what about Amazon the store?

- It's where we buy things online...
 - Amazon.com (/ˈæməzɒn/ or /ˈæməzən/), also called Amazon, is an American electronic commerce and cloud computing company that was founded on July 5, 1994, by Jeff Bezos and is based in Seattle, Washington. It is the largest Internet-based retailer in the world by total sales and market capitalization. Amazon.com started as an online bookstore, later diversifying to...
-
-
- AWS is not about selling stuff...

Amazon Web Services (AWS)

- Cloud Computing Service

- As per Wikipedia...

Amazon Web Services (AWS) is a subsidiary of Amazon.com that offers on-demand cloud computing platforms. These services operate in 16 geographical regions across the world. They include Amazon Elastic Compute Cloud, also known as "EC2", and Amazon Simple Storage Service, also known as S3. In 2016 AWS has more than 70 services, spanning a wide range, including compute, storage, networking, database, analytics, application services, deployment, management, monitoring, developer tools and tools for the Internet of things. Amazon markets AWS services as providing large computing capacity quicker and cheaper than a client could build by building an actual physical server farm.



Back to search results for "dimpled sphere enterprises"

Pinnacle Gold Golf Balls 3 Pack by Pinnacle

Be the first to review this item

Price: **CDN\$ 75.00**

Only 1 left in stock.

Ships from and sold by Dimpled Sphere Enterprises.

Vous voulez voir cette page en français ? Cliquez ici.

Share    



Click to open expanded view

CDN\$ 75.00 + CDN\$ 5.54 shipping
Only 1 left in stock. Sold by **Dimpled Sphere Enterprises**

 Add to Cart

[Turn on 1-Click ordering](#)

Ship to:
 mississauga, on l4t ▾

 Add to Wish List



Have one to sell? 

Product information

Technical Details	Additional Information
Manufacturer reference NA	ASIN

eCommerce Primer

- Virtual store – not brick & mortar, no street address
- Types:
 - Brand (manufacturer) specific
 - Wolford, Timex, Merrell
 - Vendor specific
 - Hudsons Bay
 - Marketplace (eyeball advantage!)
 - Amazon, eBay, Alibaba, Hotels.com
- **Multi-Channel Sellers**
 - Branded & Amazon & eBay & Alibris

24-May-2017

6

- demo <http://www.wolfordshop.com/> <http://www.thebay.com/>

Marketplace Functions: Buyer

- Find a product
 - Random frustrating search...
- Buy a product
 - Credit card or PayPal or ...
- Wait
- Receive product
- Give feedback, maybe...

Marketplace Functions: Seller

- List a product for sale (eBay != Amazon)
- Attract eyeballs
- Make a sale
- Get your money
- Fulfil the sale
 - FBA: Fulfilled by Amazon
- Hope for good feedback?
- Ignoring:
 - Product catalog maintenance, Procurement, Inventory management, CSRs, ...

Amazon vs eBay

- eBay:
 - Everyone is a buyer and seller
 - Content is a random free for all
 - Listings are related to appropriate Category(s)
- Amazon:
 - Buyer by default, seller by special signup
 - Content is structured
 - ASIN: Amazon Standard Identification Number
 - All vendors grouped together (mostly)
- How do you compete for eyeballs?
 - Amazon == lowest price?
 - eBay == its all in the title...

24-May-2017

9

- Demo eBay ys50 <http://www.ebay.ca/> ys d2 <https://www.amazon.com/>

Amazon Marketplace APIs

- Painful discovery
 - Much like unix man pages...
 - More than 1 answer
 - Too much confusion
 - Lack of information (blog posts, tutorials,...)
 - Wrong information
 - Keyword “Marketplace”
- My world required 2 distinct Amazon services
 - Amazon Product Advertising API
 - Amazon Marketplace Web Service

Product Advertising API

- Provides access to Amazon's product catalog
- What is it intended to do?
 - Help sell existing stuff on Amazon
- Currently branded under AWS (== confusion) AKA:
 - Amazon Associates Web Services (A2S)
 - Amazon E-Commerce Services (ECS)
- Wikipedia content is incorrect (overstates capability)

- Demo doc pages <https://affiliate-program.amazon.com/gp/advertising/api/detail/main.html>

- http://docs.aws.amazon.com/AWSECommerceService/latest/DG/CHAP_OperationListAlphabetical.html

24-May-2017

Marketplace Web Service

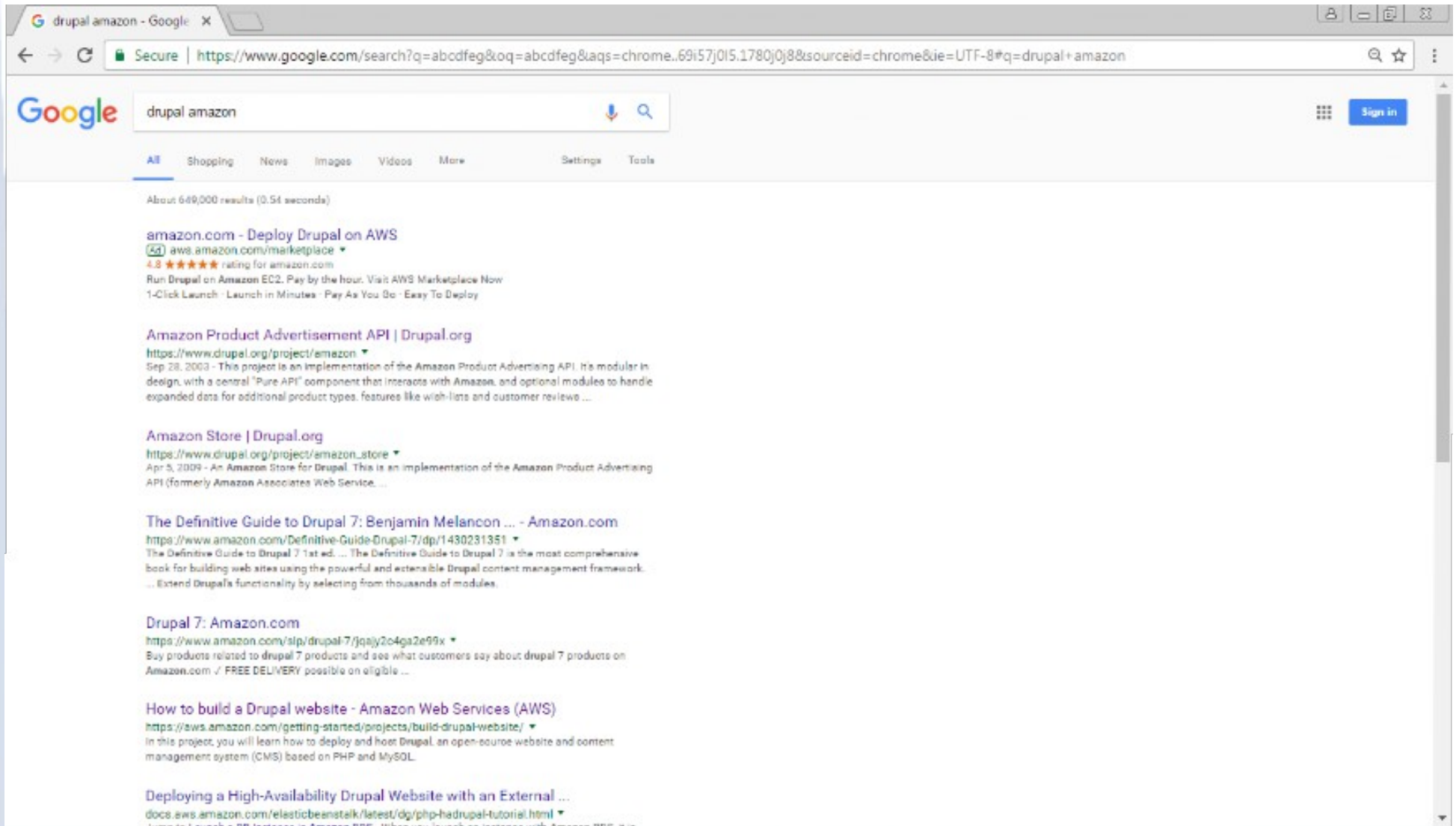
- Allows a merchant to list & sell stuff on Amazon
- Merchant interface to a single marketplace
 - USA, Canada, Japan, Mexico, France, China, ...
 - Marketplace capabilities / responses are not all uniform...
- Multiple different sets of APIs
 - Feeds, Reports, Finances, Orders, Products, ...(13 total)
 - Versions are not synchronized
- Not branded as AWS (yet?)
 - Separate set of credentials
 -

24-May-2017

12

- Demo doc pages https://developer.amazonservices.ca/http://docs.developer.amazonservices.com/en_CA/feeds/index.html

Drupal & Amazon == Modules?



24-May-2017

13

- Demo Google search <https://www.google.ca/>

Drupal Amazon Modules

- Amazon: 1623 sites
- Amazon Store: 339 sites
 - Depends on Amazon module
- Amazon MWS (Marketplace Web Service)
- Others...
 - Amazon Ads
 - Commerce Login and Pay with Amazon
 - Amazon WYSIWYG
 - Pay with Amazon
 - Commerce Amazon Fulfilment

Drupal & Amazon Market Place

- Amazon
 - <https://www.drupal.org/project/amazon>
 - This project is an implementation of the Amazon Product Advertising API.
 - D7, D8 joke
- Amazon MWS
 - <https://www.acromediainc.com/drupal-modules>
 - <https://www.drupal.org/sandbox/splendidles/2629252>
 - Implements Products, Feeds & Reports (3 of 13...)
 - D7 sandbox

Amazon: Overview

- Self contained, no dependencies
- Does nothing by itself
- Search integration
- Views integration
- Multiple theme templates
- Cron hook for amazon_item table
-

Amazon: Sub modules

- API: Provides integration with the Amazon Product Advertising API.
- Field (ASIN): Provides a field for Amazon products.
- Filter: Lets writers use the [amazon] tag to embed Amazon product information in text.
- Media: Stores extended Amazon product information for books, music, DVDs, and software.
- Search: Provides an API for searching Amazon product information, and integration with the Drupal search system.

Amazon

- Generic amazon_http_request
 - ItemSearch (3 calls)
 - ItemLookup (2 calls)
- Returns details about a product on a marketplace
 - Title, image, ASIN, url, ...
- Single market support
 - Single Associate ID
 - Single AWS Access Key

24-May-2017

18

- Demo: look at code

Amazon MWS: Overview

- Incomplete Sandbox
- Integrates with Commerce (very complex!)
- Depends upon
 - commerce_stock (undocumented)
 - Entity tokens
 - Elysia cron
- Requires 3rd party library
 - Nanopod: lifted from sample amazon code?
 - Duplicated 3 times (with different Model)

Amazon MWS: Amazon support

- 3 sets of Amazon calls (of 13)
- Nanopod supports all api calls (of the 3 implemented)
- Feeds:
 - Product feed: upload products
 - Pricing feed: set product price
- Products:
 - Not used by rest of module
- Reports:
 - List of “sales” (not orders)

Demo

- Book Demo
 - Barcode Scan
 - Free text search
 - Debugger view results
-
- Commerce demo
 - Show product
 - Show mapping file
 - Show report