Technology in Business. Harvard Business School Publishing Link: https://hbsp.harvard.edu/import/699827 Amazon Web Services Questions The Amazon Web Services case fits well with the content about competitive advantage that you are reading in chapter 3. Please feel free to use that chapter’s content as you answer the questions from the case study. The questions are based on the content of the case study. You should approach the analysis of the case by reading through the case and answering the questions that I provide below. Please do not include material about Amazon beyond the case study dates – the case ends in 2008. Feel free to use chapter 3 to help frame your answers about competitive advantage but you do not need to consult any other literature to respond to the questions: What is Amazon Web Services (AWS)? What needs did Amazon fulfill for their customers when AWS was launched? Draw a timeline for the company (AWS) from 2003 to 2008 and identify how their services grew over that time period. Why is AWS so important to Amazon as a company? During the 2003 – 2008 period, did they make a profit? What is the projected value of the cloud services market that is cited in the case study? Who are the main competitors to AWS and which of these competitors are also customers of AWS? How did they use traffic and other data from Associate sites to drive sales? Do you believe their low price for services to AWS customers helped or hindered the company? How did Amazon use AWS for competitive advantage (please consult chapter 3 to respond to this question) and comment on the relationship they established with: Customers Suppliers Competitors Please answer the questions as an individual assignment.