

AMAZON – FULFILLMENT BY AMAZON MWS

LET APIs AUTOMATE YOUR WORLD!

Student Team:

Kritika Rastogi – Master of Business Administration

Mian Wei – Master of Supply Chain Management

Project Sponsors:

Jeff Moore – Director, Product Management, FBA Inbound Supply Chain

Venkat Srinivasan – Senior Product Manager

Faculty Advisors:

Robert Hampshire – College of Engineering

Mohamed Mostagir – Ross School of Business

Amazon is a \$130B company and strives to be Earth's most customer-centric organization, where people can find anything they want and buy it online. Fulfillment by Amazon (FBA) is a service for third-party Sellers on Amazon. FBA Sellers inbound shipments to Amazon warehouses, and Amazon stores, picks, packs, fulfills a customer order, provides customer support, and handles reverse logistics. FBA helps Sellers access Prime customers while improving product selection on Amazon.com. Amazon provides an integrated web service API (Application Programming Interface) that allows Sellers to programmatically exchange data with Amazon on listings, orders, shipments, payments, reports, etc., without having to go to the Seller Central Web application. In the long run, this scale of data integration ensures lower costs to customers by reducing the overall cost of the supply chain and increasing automation for Sellers and Amazon through adoption of MWS FBA Inbound APIs.

But over the years, APIs used by Sellers to inbound products have not been adopted extensively. The FBA Inbound Supply Chain team tasked the Tauber intern team to find out why.

The team identified the segments of Sellers currently using APIs globally based on specific attributes to explain the adoption and then extrapolated these attributes, quantitatively and qualitatively, to predict Seller behavior indicative of adopting Inbound APIs in the future. They then used value stream mapping on inbound processes and brainstormed a future state map. Due to the explosive growth of Amazon, some of the feature sets available via Seller Central were not available via APIs, creating parity gaps between the two services. The team launched new product features to fix the major gaps responsible for a suboptimal Seller experience. They also established a long-term adoption strategy by clearly defining target Sellers and how to communicate their value proposition.

The new feature launch will directly benefit a sizable number of Sellers with significant savings. Additionally, the adoption plan will reach out to large-scale FBA Sellers and is expected to result in substantial savings in overall supply chain costs directly to Sellers and lead to an outstanding Seller experience.