Adrian Glasmyre

Dr. Kline

DCOM 263

20 January 2020

Case Study #1

Amazon has begun planning on creating checkout terminals that will allow consumers to link their credit card information to their hands. Although Amazon is still in the early stages, they are planning on pitching these terminals to physical shops, such as coffee shops, fast food restaurants, and other merchant shops. However, some stores are wary of this, since an Amazon checkout terminal might cause more customers to start shopping at Amazon instead of their stores. In addition, Amazon is preparing to try to sway customers skeptical of connecting their personal information. Amazon also has yet to determine the details, such as how terminals will detect fraud and how they will restrict consumers who commit fraud.

Biometrics is the use of distinguishing biological traits, such as fingerprints, eyes, or DNA, to identify a person. Amazon plans to use this to link customers' credit card information to their handprint to provide simplicity and convenience for their customers. However, Amazon is also planning to use the customer's information to understand more about where and when these customers shop, so they can integrate this data with the customer's spending habits on Amazon's website, showing how Amazon can use biometrics information to their advantage. Amazon is also planning to place checkout terminals at physical stores; however, many of these stores wonder if Amazon will be their collaborator or competitor. In the Business Model Canvas, key partnerships encompass the relationships that a business has between themselves and their

competitors, their suppliers, and non-competitors. For instance, Amazon is trying to achieve

"coopetition" with these stores by working with their competitors.

Ultimately, although I believe many customers will be wary of connecting their financial

information to their hand, I think consumers end up using this service for the convenience.

Similarly, many stores wonder if Amazon is collaborating or competing with their business;

however, Amazon is using them to their advantage either way. Amazon's "coopetition" with

these stores will ultimately lead to Amazon reminding consumers of their website or finding out

new data about them. Once stores begin integrating these terminals, Amazon will surpass mobile

wallets in convenience and be able to gather enough data from these interactions to enlarge their

customer base.