Born from Retail, Built for Retailers.

aws retail

AWS is the world's most comprehensive and broadly adopted cloud platform.

We work with the industry's leading retailers – innovators and pioneers – who expect more from their technology partners. Build your foundation to lead customer journeys with AWS.

AWS is how.

We are tested, proven retail innovation from Amazon that is greater than the sum of its parts – a head start 20 years in the making to lead customer journeys.

Transform your engagement

Deliver in-store and digital capabilities that personalize and differentiate shopping experiences through voice, vision, and edge services.

Optimize your operations

Modernize supply chain and operational systems with IoT, AWS Data Lakes, Amazon ML, and Forecast services.

Improve your insights

Understand and target customers with advanced data, personalization, and communication services.

Lululemon uses AWS to launch new projects in minutes.

"Using AWS, we can push out new features and applications much faster. Instead of taking two days to build a new production account, we can do it in minutes."

— Sam Keen
Director Product Architecture, Lululemon

Under Armour uses AWS for their Connected Fitness platform.

"With AWS, we have access to multiple Regions and Availability Zones, which ensures high availability for our millions of global users. That means we can enhance our brand by giving our digital community a fantastic experience."

— Jesse Demmel
VP Platform Engineering, Under Armour

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Learn more at aws.amazon.com/retail

Learn more about the exciting ways these companies are leading their customer journeys with Amazon Web Services.