

April 12, 2018

Dear GBCC Teams,

Enclosed you will find the case for the 2018 Global Business Case Competition, **"Amazon Web Services: Searching for Global Growth,"** by Suresh Kotha and Debra Glassman, University of Washington Foster School of Business, April 2018.

AWS has already announced the next three Regions for commercial customers: Bahrain; Hong Kong SAR, China; Sweden. Where should they expand after that?

Assume that you are a group of AWS managers. Jeff Bezos, Amazon's CEO, has asked you to prepare a strategic plan for AWS's global data center expansion. He wants the plan to be presented in two parts:

*First, he wants you to identify the top three criteria that AWS should apply in its Region location decisions. These criteria could be ones mentioned in this case or others that you identify. He wants you to carefully explain your choices.*

*Second, he wants you to recommend and justify three new Regions where AWS should expand over the next two years. These Regions should be outside the US and should not include Regions that AWS has already announced to the public.*

Note: Although Bezos does not like PowerPoint, you are welcome to use it.

**Competition Guidelines & Rules**

Obviously, you will need to do outside research in order to prepare your presentation. However, you may not conduct any personal interviews as part of that research. For example, do not call, visit, or e-mail anyone at the case company. The only sources that you may use are publicly available ones (print or electronic). Please note that you are allowed to ask librarians where reference materials are located, but not for help on your research strategy.

Do not discuss the case, your research, or your presentation with anyone outside your team (this includes your advisor, your ambassador, and GBCC managers) before Saturday's competition.

If you have a question about the competition, the rules, these instructions or the case, contact Angela Shelley (angelajs@uw.edu or 307-996-7418).

I look forward to seeing your presentations on Saturday. Have fun!

Sincerely,



Debra Glassman, Faculty Director, Global Business Center