



amazon business

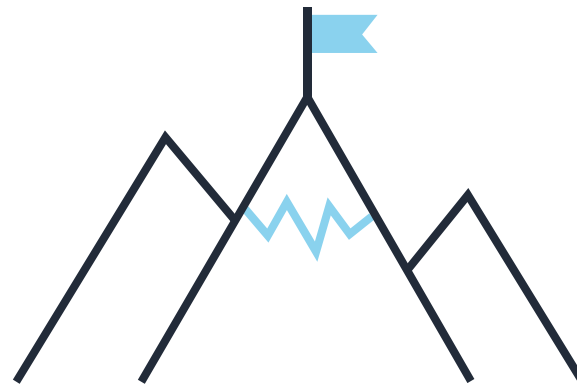
A man with a beard and glasses is looking thoughtfully to the right. He is wearing a blue shirt. The background is a blurred office setting with colorful sticky notes (yellow, red, blue) on a wall. A large black circle is overlaid on the left side of the image, containing the text.

Our secret to
innovation is ...

The customer gets a seat at **every** table.



Leadership Principle #1:



Customer **OBSESSION**

Everything
you love
about Amazon.
For public sector.

The screenshot displays the Amazon Business homepage. At the top, the 'amazonbusiness' logo is on the left, and navigation links for 'Departments', 'Sell on Amazon Business', and 'Help' are in the center. On the right, there's a 'Go' button, a user account link 'rfi-aspro@RT's Account for Business', and a 'Wish List' link. A 'BUSINESS SOLUTIONS' banner is also visible in the top right.

The main content area features a large banner for 'POWERFUL BUSINESS COMPUTERS' with an image of a tablet and a laptop. Below this is a section titled 'Featured General Business Categories' with a grid of product categories, each with a representative image and a 'Shop All' link:

- Office Products:** Office Supplies, Paper, Printers & Ink, Shipping Supplies, Writing Supplies.
- Books:** Business & Money, Computers & Technology, Law, Management, Reference.
- Safety:** Emergency Response, Facility Safety, Hazard Handling, Protective Equipment.
- Electronics & Computers:** Computers, Networking, Office Electronics, Security & Surveillance, Television & Video.
- Industrial:** Hydraulics & Plumbing, Industrial Electrical, Material Handling, Metalworking, Test, Measure & Inspect.
- Tools & Home Improvement:** Building Supplies, Electrical, Hardware, Painting Supplies.
- Software:** Antivirus & Security, Business & Office, Networking & Servers, Tax Preparation, Utilities.
- Janitorial Supplies:** Cleaning Chemicals, Cleaning Tools, Floor Care, Trash Cans & Liners, Paper Products.
- Lab & Scientific:** Glassware & Labware, Lab Consumables, Lab Furniture, Lab Instruments.

On the right side of the page, there are two promotional banners. The top one is titled 'Onboard your team to Amazon Business' and shows a group of people. The bottom one is titled 'Power Your Business' and promotes 'The Enhanced Business Gold Rewards Card' and 'The Plan Card', with buttons for 'CHOOSE YOUR CARD' and 'OPEN'.



Working
backward

Know your customer today —
and imagine what could be.



You can test **anything**.
Make it safe to experiment.

The Earth's most customer-centric organisation



amazon business

Thank You