

**AMAZON CLOUD STORAGES**

**Prokopovich V. N., Tratsevskaya A. A.**, students  
Scientific supervisor – Slesarenok E. V., senior lecturer  
Belarusian National Technical University  
Minsk, Republic of Belarus

The current stage of society's development is characterized by significant rates and scales of changes taking place in the economic, social, and environmental spheres. The new economy, characterized by the processes of globalization and turbulence, increasing competition and the development of business internationalization processes, puts on the agenda of the heads of organizations, regardless of their size and belonging to the industry, the problems of continuous updating and improvement of goods delivery systems [1, p. 27].

Amazon is the world's largest online retailer. It is one of the list of leading innovative companies, according to the publication Fast Company, as it does not stop after reaching incredible heights. Amazon offers companies and individuals a range of "cloud" services. The company's specialists estimated that customers in the cloud need only 16 % of the energy consumed by the local infrastructure. Switching to the cloud reduces the total amount of energy consumption of the company by 84 %. It turns out that if a company moves to the cloud, it reduces its impact on the planet's climate, because the lower the energy consumption, the lower the carbon dioxide emissions. Amazon data centers are designed according to international standards and use advanced cooling systems that reduce resource consumption. At the same time, the company sets itself the task of completely switching to renewable energy sources [2].

**References**

1. Baranchev, V. P. Innovation management: textbook / V. P. Baranchev, O. I. Ganchenko, E. V. Petrova. – M. : Yurayt, 2015. – 388 p.
2. Green corporation: 13 Amazon ecological initiatives [electronic resource]. – Access mode : <https://recyclemag.ru/article/zelenaya-korporaciya-13-ekologicheskikh-iniciativ-amazon>. – Access date : 10.09.2021.