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The Role of Digital Tools: Strategies of Successful Companies

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Abstract: Digital tools are software and technological solutions that help automate business processes, improve customer interactions, and make data-driven decisions

Keywords: digital tools, business processes, automation, data analytics, artificial intelligence

Digital tools are software and technological solutions that help automate business processes, improve customer interactions, and make informed, data-driven decisions.

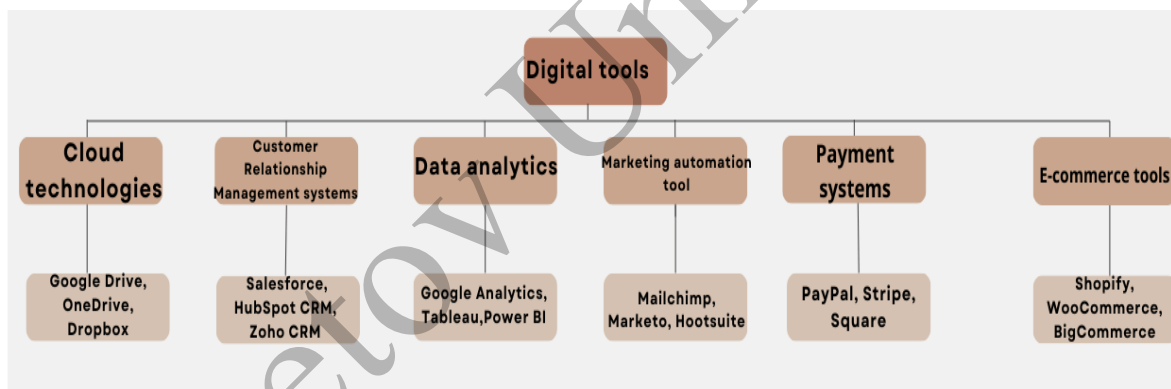


Figure 1. Types of Digital Tools

Note: Created by the author [1]

The Emergence of Digital Tools. Digital tools began to develop at the end of the 20th century when the internet became widely accessible. In the 1990s, the first online platforms and web applications appeared, allowing for information exchange and data management. In the early 2000s, cloud technologies and mobile devices accelerated the adoption of digital solutions in business. By this time, countries such as the USA, Germany, and Japan had become leaders in digital innovation. In recent decades, technologies such as artificial intelligence and big data analytics have made digital tools more complex and integrated.

Successful Companies. Amazon, founded by Jeff Bezos in 1994, has been using digital tools from the very beginning to achieve success. In its early stages, the company sold books online, but in 2006, it launched Amazon Web Services (AWS), a cloud platform providing computational resources for other businesses. This became an important revenue source. Amazon actively uses data analytics for personalized recommendations, employing machine learning algorithms to predict customer purchases and optimize product offerings. The company also implemented warehouse automation, which significantly accelerates order processing and reduces logistics costs. Delivery route

optimization algorithms and robotic systems in warehouses helped Amazon become one of the largest global retailers with minimal personnel costs. Using digital tools, Amazon has created not only a giant shopping platform but also a whole business ecosystem, offering cloud services, analytics tools, and e-commerce solutions for other companies. Amazon manages several successful marketplaces that help sellers and buyers interact through a single platform. Amazon Marketplace allows independent sellers to offer products alongside Amazon's own offerings. This provides small and medium-sized businesses with access to a vast global audience, reducing costs for building their own infrastructure. Another important example is Amazon Handmade, a specialized marketplace for selling unique handmade goods. These platforms allow Amazon to expand its assortment, offering customers a wider range of products, while providing sellers with ease of execution and access to a large market.

Netflix was founded in 1997 by Reed Hastings and Marc Randolph as a DVD rental service by mail. In 2007, the company began its digital transformation by launching a streaming platform that allows users to watch movies and TV shows online. With the development of technology and changing viewer preferences, Netflix became a leader in the online streaming industry.

Use of Digital Tools. Data Analytics and Machine Learning: Netflix actively uses data to create personalized content recommendations. This has become one of the key factors in customer retention, as algorithms analyze viewer preferences and suggest movies and TV shows they may enjoy. **Streaming Technology:** Netflix uses cloud services and powerful server capacities to provide high-quality streaming across different countries. It is important to note that the company optimizes video quality based on internet connection speed, improving the user experience. **Original Content Production:** In recent years, Netflix has been investing heavily in its own original shows and films, using data on viewer preferences to create in-demand projects. Examples include the success of shows like "Stranger Things" and "The Crown." **Interface and Mobile Apps:** The company has developed a user-friendly interface for various devices, including TVs, smartphones, tablets, and computers. This has made Netflix accessible to users worldwide, regardless of the device they use. As of 2024, Netflix has about 230 million paid subscribers worldwide. The platform is available in 120 countries, with the largest markets being the United States and Canada, accounting for around 84.8 million subscribers. Europe, the Middle East, and Africa make up the largest group of users with 96.13 million subscribers, followed by Latin America (52.6 million) and the Asia-Pacific region (49.18 million). These figures highlight Netflix's continued global leadership in the streaming industry.

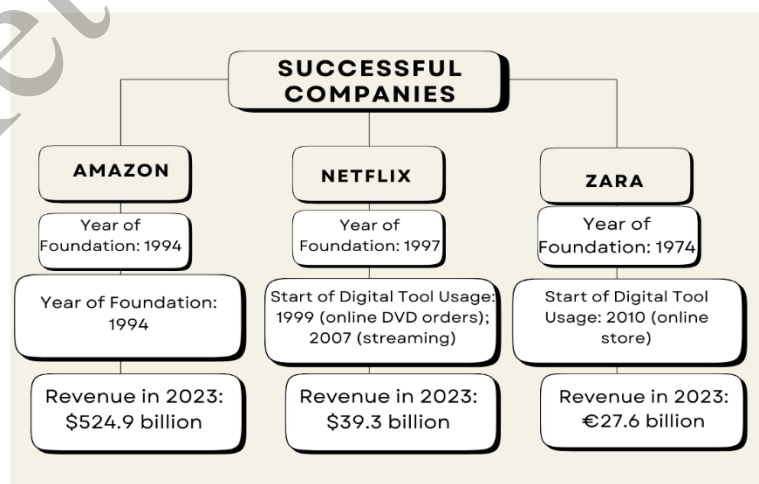


Figure 2. Successful Companies

Note: Created by the author [2]

Zara. Zara is an international clothing retail chain owned by Inditex (Industria de Diseño Textil Sociedad Anónima), founded in 1975 by Amancio Ortega and Rosalía Mera in Spain. Since then, the

company has become one of the most successful clothing retailers in the world. Zara uses digital tools to respond quickly to changes in consumer preferences and maintain competitiveness in the fast-changing fashion world.

Digital Tools Used by Zara. **Integration with Digital Platforms:** Zara actively uses digital technologies to improve customer interaction. In 2010, the company launched its online store, which allowed it to expand its audience and offer customers a more convenient shopping experience. **Use of Big Data:** To improve demand forecasting and optimize inventory, Zara uses analytical tools and big data. This helps the brand reduce the time needed to produce new collections that can quickly hit stores. **Supply Chain Automation:** Zara is known for its unique production and delivery model, where the digitalization of the supply chain plays a key role. Thanks to an automated warehouse system and analytical tools, the company can quickly respond to changes in fashion trends and deliver products to stores within two weeks, much faster than most competitors. **Mobile Apps:** Zara also develops its mobile apps, which allow customers to easily find, order, and pay for products directly from their mobile devices.

Growth and Development. Since its inception, Zara has used innovative methods to improve business processes. In the 1990s, the company began actively implementing digital technologies to optimize supply management and inventory control. In the 2000s, with the rise of the internet, the company created its first online store and expanded its digital presence. As of 2024, Zara continues to use digital technologies to strengthen its market position and improve the customer experience. The use of automation, analytics, and mobile solutions has become an integral part of the company's business strategy, ensuring sustainable growth on the international stage.

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