To: Mart Doyle; CIO

From: Joon-Yong Kim

Date: 19 Nov 2013

Subject: Amazon Kindle

Our company can increase revenues by implementing the Auto-Memo application for Amazon Kindle users. Kindle users can use Auto-Memo to store sentences that they highlight from e-books. It also suggests to users a related books from Amazon based on the sentences that the user highlights and allows users to edit sentences within Auto-Memo. This helps users to save time because they do not have to go back to the pages that they highlighted and can easily research what they want to find. The primary revenue from this application is a download fee paid by users.

    The Auto-Memo application can be accessed online or offline when users start to read books or any type of article through Amazon. If the users want to highlight sentences from their book, they can just click the sentences and it automatically saves to the Auto-Memo. Users can also research the sentences by looking up a list of suggested books from Amazon. Auto-Memo provides a service of Microsoft Word tools to edit sentences, and users can start their own work like writing a paper without using a computer word processor. The Auto-Memo application is convenient for users who like to read books often and also for users who frequently work on digital documents. It gives users increased capabilities in their work availability by allowing them to use their smartphone or any kind of tablet without working on the computer.

         The primary revenue streams for this application would come from a download fee paid by users. Another way to increase our company’s revenues can be to purchase books that Auto-Memo suggests to users, because the application only displays books from Amazon. The major investment for this application is that we must expect to pay Microsoft Word base on the amount of users we receive and advertising. This application must engage fully with Amazon and Microsoft Word in order to provide users with optimal services. By implementing the Auto-Memo application, users can increase their work availability and our company can increase revenues by a wider user-base.