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DSR Assessment

The impact of the technology



Introduction

- Technology is playing important role in today's business world which helps in enhancing overall efficiency of business operations, products and services and system.
- Technology is not only enabling business organization to satisfy customers in more effective manner but also providing benefit to companies to manage their processes data flow and employees efficiently to assure more growth.
- This presentation is conducted on the impact of technology on Mercedes.



Background of the organization

Beginning of Mercedes



Mercedes-Benz

- Mercedes Benz is also termed as Mercedes.
- Mercedes is operating its business services in automotive industry.
- This ² is a German luxury automotive brand and was founded in the year 28 June 1926.
- Organization was founded by Karl Benz, Wilhelm Maybach and Gottlieb Daimler and headquartered in Stuttgart, Germany.
- Company offer their products and services worldwide.
- ³ The first Mercedes Benz branded vehicle was produced in the year 1926.

The challenge(s) before the introduction of modern technology



- ▶ Before the introduction of the modern technology artificial intelligence in automotive sector there were number of challenges that has been faced by companies like Mercedes. In this the major challenges was associated to determining the right data set, having effective data security and storage complex algorithm and training of AI model.
- ▶ Before the introduction of this technology business organization face challenges in terms of utilizing large volume of data and further store them. This was the major issues which affected decision making introduction of artificial intelligence simplified business organization to excess ml and AI data for project.
- ▶ In addition to this business organization like Mercedes before the introduction of artificial intelligence are facing the challenge of complex algorithms which lead them to face different type of issues in decision making.

Insights to the modern technology introduced

- ▶ The modern technology that has been introduced by Mercedes artificial intelligence these technologies are inclusive of deep learning, machine learning and computer vision.
- ▶ With the application in robotic automation in the automotive industry they duly guide, manage fleets self driving car and assist drivers to make improvement in safety as well as services such as insurance and vehicle inspection.
- ▶ With the introduction of this technology into practice Mercedes accelerate the rate of production and reduces cost and also have application in automotive manufacturing.



The impact of the technology introduced

- With the help of artificial intelligence software Mercedes Benz offers insight into running vitals speed and health information.
- In this ¹ voice based virtual assistant provide help to drivers to keep track on the information they need and the onboard speed recorder limits the speed to duly dangerous driving behaviour
- This technology also enhances satisfaction level of consumers which helps in enhancing overall sales of company.
- It have positive impact on overall growth.
- This modern technologies introduced have significant impact in terms of improving user experience.



Lessons that can be drawn from the case study

- The lesson that can be drawn from this case study the technology is crucial and vital for business organization to enhance competitiveness in business environment.
- In addition to this it has been underlined that nowadays business organisations with the help of taking advantage of technology is providing reliable robust and effective consumer services.
- Furthermore it has been underlined that now a days there are different type of organizations who are taking advantage of technology in order to enhance their overall growth and success in industry.



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