

TOPIC:

Identify an organisation and analyse how this organisation uses modern technology to improve workplace efficiency and employability

Module: BMSW4003

Team leader:

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- Andreea Lespezianu (2022642)
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Background of the organisation

➤ Alexandra Ilie (2022000)

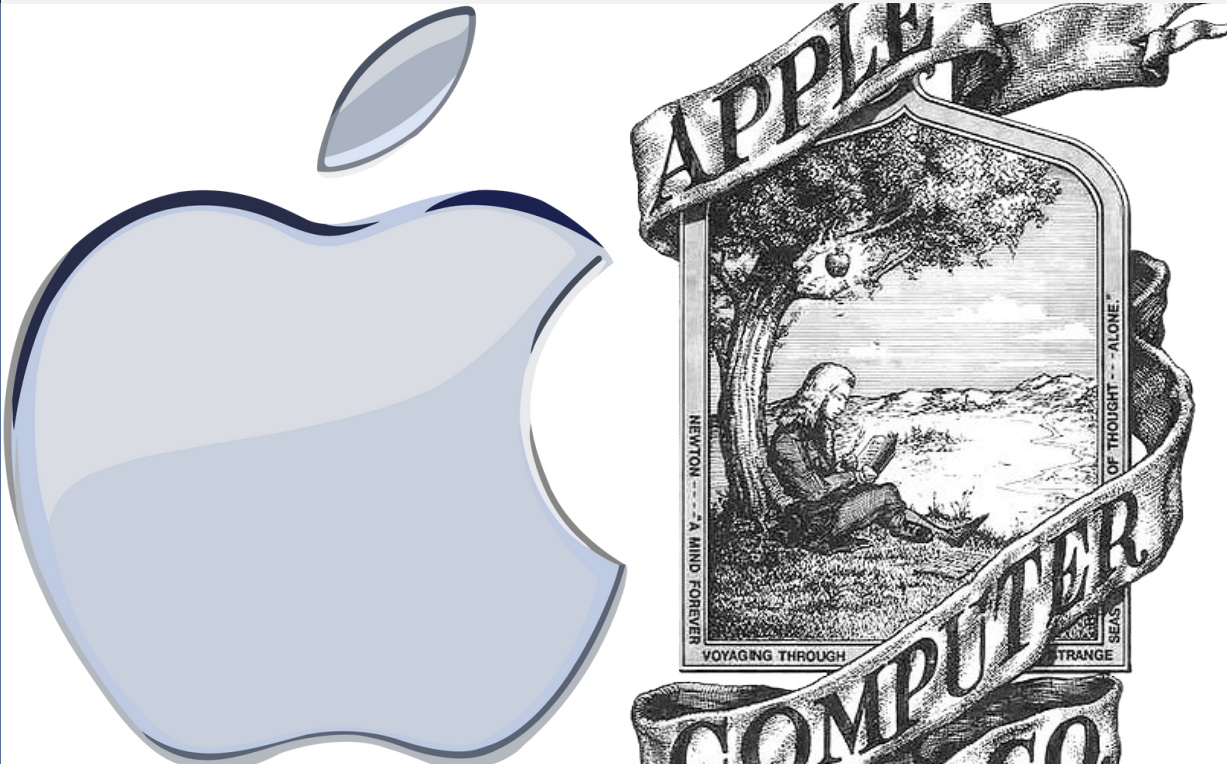
Who is Apple ?

- Was established in April 1976 with its headquarters in Cupertino, California.
- World's biggest tech organisation
- Values: making a positive difference in society while building products they believe in
- Over 1.4 billion users globally



Background facts

- **Apple's** first logo idea came from the founder Steve Jobs who liked apples
- The first image to represent the computer company was Isaac Newton
- Start up in Jobs parents garage
- Steve Jobs was fired in 1985
- Between 1985 and 1996 had three different CEO
- In 1997, Jobs came back and was named interim CEO
- Apple started the era of touch screen smartphone in 2007
- Apple is so successful, it has twice the amount of money than the U.S. Treasury



The challenges before the introduction of modern technology

➤ Catalin Robert (2022552)



ICloud and Potential Risks

- Cyber criminals – hackers
- Phishing scams
- Increased fraud
- Invasion of privacy
- Unauthorized system access
- Trafficking passwords





How is a hacker stealing money?

- Phishing emails
- Fake websites
- Fake messages
- Hacking
- Brute-force attack

Insights to the modern technology introduced

➤ Andreea Lespezianu (2022642)





What is iCloud technology?

- iCloud stores content securely and keeps apps up to date across all devices
- Secure tokens for **authentication** or two-factor authentication
- Convenient way of storing up data
- Secures information by encrypting it
- Allows tracking device



iCloud stores your content and wirelessly pushes it to your devices.
[Learn more about iCloud...](#)



How does iCloud work ?

- Backs up and syncs all devices
- Allows switching between different devices
- Remote access to track and erase device if lost
- Access to data from anywhere



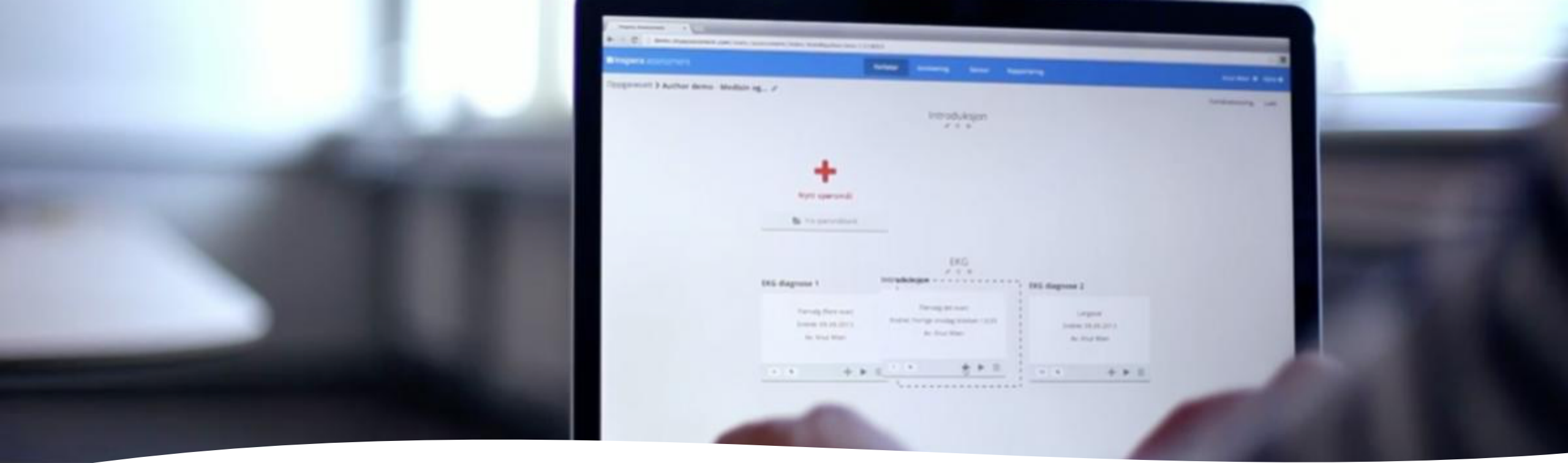
What are the features of iCloud ?

- Icloud drive
- Icloud storage plan
- Family sharing
- Icloud keychain services
- Safari keychain services

Who can use iCloud?

- People owning Apple devices
- Managers
- Teams
- Business owners
- Personal assistants





What is online support ?



Web - based
form of
customer
service



Available 24h
a day



Easy access



Multiple
options to
choose from



Troubleshooting

How does it work?

- Book an appointment
- Multiple topics
- Call, chat, schedule a call back or in-store
- Available worldwide
- 24h access via website or app

Contact Support

Get support by phone or chat, set up a repair, or make a Genius Bar reservation for iPhone, iPad, Mac, and more.



We're here to help.



Get help from us

Get help from experts online or have us call you right away. You can also schedule a time for us to call you when you're ready.



Get a repair

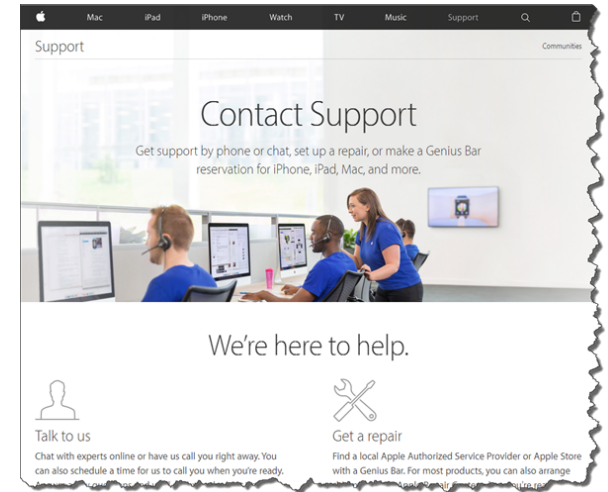
Find a local Apple Authorized Service Provider or Apple Store with a Genius Bar. For most products, you can also arrange a repair through the Apple Repair app when you're ready.

The impact of the technology introduced

➤ Ana-Maria Trusca (2019595)

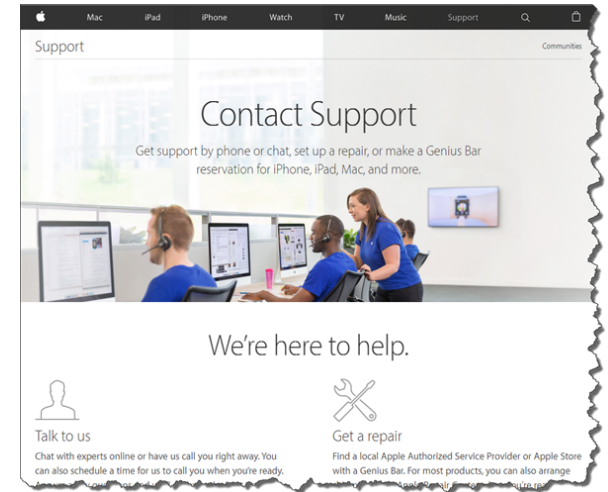
Disadvantages

- Accessibility issues for those who lack of technology knowledge, elderly or dyslexic
- No face to face interaction
- Risk of accessing fake websites
- Risk of poor internet connection



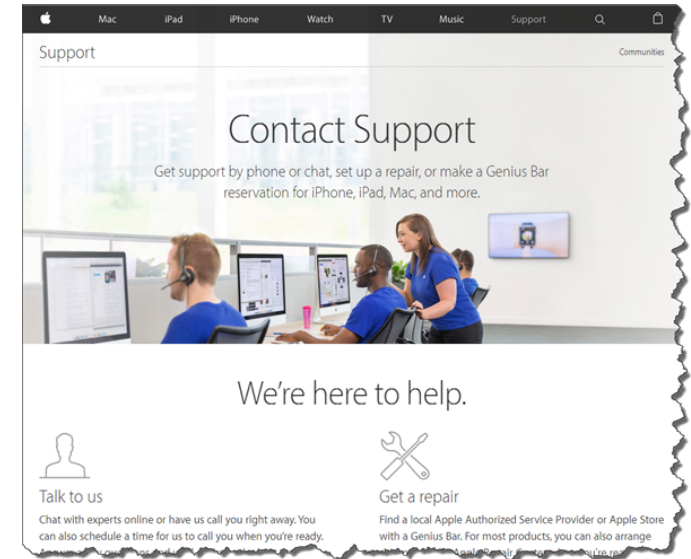
Advantages

- A more secure way of storing personal data
- Easier to transfer data from one device to another
- Cut down on risk of losing data because of malware
- Reduced time to resolve any queries
- Free service
- Accessibility support



Purpose of iCloud and Online Support

- Minimizing risk of fraud from hackers
- Verify and identify the accounts owners
- Safeguarding customers personal information and security of their data
- Safe transfer of data between devices
- Minimizing the rush hour in retail stores
- Available help 24h worldwide
- Helping also who cannot visit a store



How do customers feel about these technologies introduced ?



Concerns about centralized storage of data



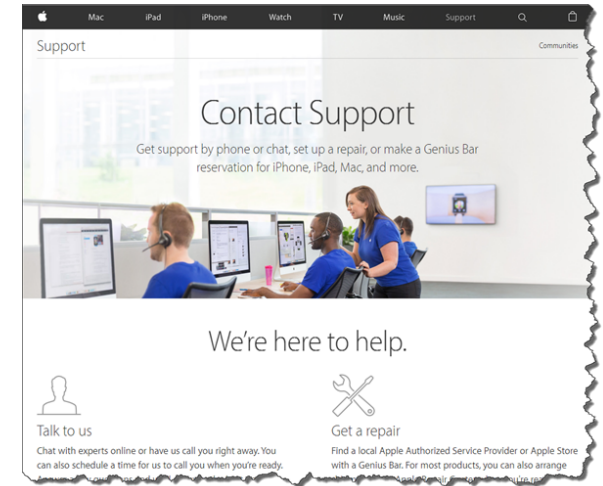
Reluctancy to new technologies



Raising questions about privacy



Ranked 82/100

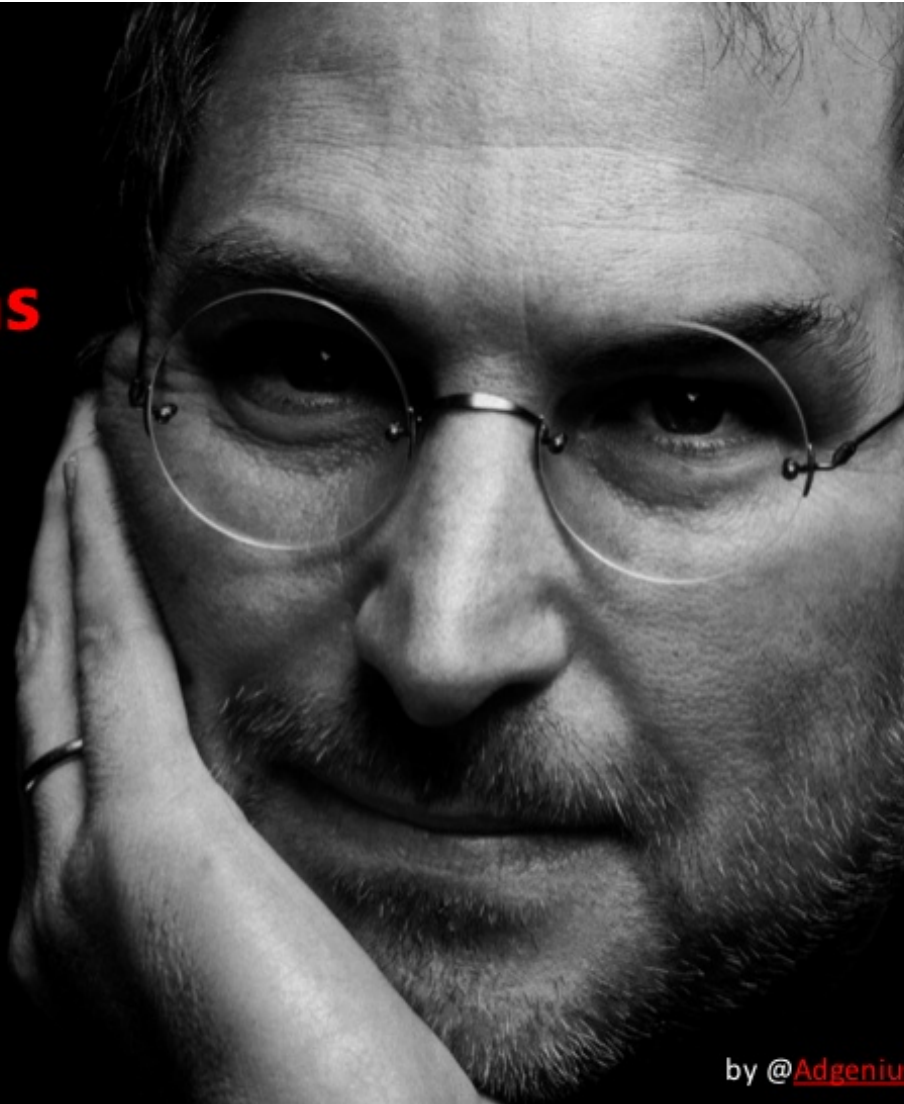


Lessons drawn from the case

➤ Elena Deprez (2021159)

Steve Jobs

20 life lessons



by @Adgenius

- Apple has introduced a new kind of personal computer
- Changed the smartphone era
- Values customers, build products they believe in
- Makes a difference in society
- Environmental sustainable

Steve Jobs

20 life lessons



by @Adgenius

- Shows that taking risks can make you powerful
- It teaches that it can be difficult to maintain the world's leader position in any industry
- Improve product testing prior to launch
- Having a vision isn't enough

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