

Impact of the modern technology on Apple

Digital Skills and Research methods: Module code: BMSW4003_LON



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Brief history of Apple



- In 1976, Apple was founded by three men: Steve Jobs, Steve Wozniak and Ronald Wayne with the aim of selling Wozniak's hand-built Personal Computer named Apple 1.
- In July 1976, the Apple 1 went on sale and was sold for \$666.66. Steve Wozniak took a special taste for repeated numbers and therefore the fancy number as the price.
- The Apple Computer Inc. was incorporated on January 3rd, 1977.
- By 1978, Apple had a real office with several employees and an Apple II production line. Apple introduced its PowerBook laptop and system 7 operating system in 1991. The system 7 was behind giving colour to the Macintosh OS and was used until 2001 when OS X was released.
- In 2006, Apple finally decided to switch to an Intel-based system architecture. The MacBook Pro was the Apple's first laptop with an intel core processor.
- The iPhone was announced at the Macworld Expo on January 9, 2007.
- Steve Jobs resigned from his position as CEO due to health factors on August 24, 2011 and was replaced by Tim Cook. Jobs passed away on October 5, 2011, which marked the end of an incredible era for Apple and brought a big diversion in Apple's history.
- However, Apple continues to influence the markets with ground-breaking technological wonders to date.

What type of technologies used during the early ages of the company?

- Macintosh, commonly known as Mac, is Apple's line of personal computers that use the company's proprietary macOS operating system. Personal computers were Apple's original business line, but as of the end of 2021 they account for only about 10 percent of the company's revenue.[3]
 - The company is in the process of switching Mac computers from Intel processors to Apple silicon, a custom-designed system on a chip platform.
 - Apple also sells a variety of accessories for Macs, including the Pro Display XDR, Apple Studio Display, Magic Mouse, Magic Trackpad, and Magic Keyboard.
 - The company also develops several pieces of software that are included in the purchase price of a Mac, including the Safari web browser, the iMovie video editor, the GarageBand audio editor and the iWork productivity suite.
 - Additionally, the company sells several professional software applications including the Final Cut Pro video editor, Motion for video animations, the Logic Pro audio editor, Mainstage for live audio production, and Compressor for media compression and encoding.
- As of March 2022, there are six Macintosh computer families in production:
- iMac: Consumer all-in-one desktop computer, introduced in 1998.
- Mac Mini: Consumer sub-desktop computer, introduced in 2005.
 - MacBook Pro: Professional notebook, introduced in 2006.
 - Mac Pro: Professional workstation, introduced in 2006.
 - MacBook Air: Consumer ultra-thin notebook, introduced in 2008.
 - Mac Studio: Professional small form-factor workstation, introduced in 2022.



LOGO

- Apple's first logo, designed by Ron Way – depicts Sir Issac Newton sitting under an apple tree (1976 – 1977)
- Apple's first official logo by Jonoff – “rainbow Apple” with bite taken out of it (1977 – 1998)
- On August 27 1999 – monochrome logo (1998 – 2003)
- Glass – themed version (2007 – 2013)



ADVERTISING

- Apple has slogans for specific product lines – for example “ Say hello to iPhone “ has been used in iPhone advertisements
- Apple’s product advertisements gained a lot of attention as a result of their eye – popping graphics and catchy tunes
- Songs included on Apple advertisements – Feist with the song “ 1234” and Yael Naim with the song “ New Soul “



APPLE STORES

- Open spaces and re – branded rooms
- Consumers can get advice and help from “ Creative Pros “
- Product support in a tree – lined Genius Grove
- Sessions, conferences and community events



BRAND LOYALTY

Apple customers gained a reputation for devotion and loyalty early in the company's history.

“ The scenes I witnessed at the opening of the new Apple store in London Covent Garden were more like an evangelical prayer meeting than a chance to buy a phone or a laptop” - Alex Riley, writing for the BBC

Insights of Modern Technology by Apple

Apple's approach to innovation is driven by this constant focus on making things easier and more convenient for people.

Two modern technologies introduced by Apple -

- MacOS Big Sur
- App Clips



MacOS Big Sur

- This is macOS's seventeenth major release, codenamed "macOS Big Sur."
- Provides major Safari improvements.
- Buttons and controls appears when users need only.
- Based on the iOS Messages app, it provides features as iOS 14, including pinned conversations, @mentions and inline replies.



App Clips

- Crafted to be found when needed, to quickly load a portion of an app experience to perform a task.
- App clips can be discovered Safari, Maps or Messages; or through NFC tags, QR codes, App Clip codes.
- Provides users a seamless way to use any app.



The impact of the modern technology

1. How the customers are benefited by the technology? (Slide 10)

- **Save Time**
 - There are a huge of benefited, if you starting from how everyone able to buy a some device from online no need to go to shopping center. No need to wait to pay you monthly bills on a queue, just with one click you are ready. This is a great opportunity for customers.
- **Hight convenience for customer**
 - The next one it is to pay by phone just you need to sing up all Debit card or Credit and you are ready to pay by phone.
- **Fast than real time**
 - Online assistance, Online chat quickly and easy for us.
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2. How the employees are benefited by the technology?

- Employees benefit given higher important to track routine talent today. Apple support them employees how use the cycle.
- Employees and Apple get a discount of the products for themselves and theirs families and also get discount of purchases options.
- Opportunity to work from home, If the job can be done from their computer, then maybe he should able
- to work in this way.
- (Science, 2021)



3. How the suppliers are benefited by the technology? (Slide 11)

- People in the Apple supply, chain covered by our health and safety standards.
- The Apple Supply chain stays top ranked in the world
- Apple supplier list it is the top 200 suppliers in the list make 98% of the business products.
- The company has 3 important things
 - -STRONG RELATIONSHIP
 - - STRATEGIC INVENTORY MANAGMANT
 - -ORGANIZATION
- 170+ member control Alliance Business set entry to the Covid tools.
- 21.5 million people are experts of the technology and they support the chain of the company, 24 human right and get support from Apple in 2020
- In 2020 more than 2M people help the important point of Health and Safety

(Inc, 2022)

The last two I
have great
opportunities to
present my
SWOT Analysis of
Apple (Slide 12)

• Opportunities

- Eco Friendly products virus
- Smart Wearable thechnology Mechanism
- Consistent customer growth Insight
- Music Streaming Survice
- Smart Speakers Tariffs

Qualified professionals

Threats

- Corona
- Backdoor
- Market
- Lawsuits
- China

(Hub, 2022)

Lessons learned from this case study

☐ Research skills

- ✓ Learnt how to find a reliable and quality sources of information
- ✓ Learnt how to search for the most accurate and true data
- ✓ Learnt how to keep ourselves organized
- ✓ Being opened to different answers or outcomes

☐ Technical skills

- ✓ Learnt how to use Microsoft office, especially Power point
- ✓ Learnt how to work and communicate in a team
- ✓ Learnt how to share responsibilities within the group
- ✓ Learnt how to plan our time to meet the deadline

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