

1. Amazon Just Walk Out Technology

2. Apple Technology

Mona Alexandra David –student ID 2111962- The challenges/ Insights of the modern technology

Oliver Tabala- student ID 2111307- Background of the organization

Crenguta Elena Vamesu student ID 2112120- Impact of the modern technology

Elena Ciorici student ID 2112410- Lessons that can be drawn from the case study

Ela Duka student ID 2112408 Apple Technology



amazon

prime

aws

alexa

amazonfresh

- ▶ Amazon is a company founded by Jeff Bezos on 5th of July 1994
- ▶ Amazon covers many area of business, including deliveries, business trades and they invest in the stock market.
- ▶ It's mainly entrepreneurs who use Amazon as source for their business.



amazon

prime

aws

alexa

amazonfresh

Amazon it's mostly known for their delivery services. Millions of people use it daily to buy particular items.

It's the world largest online shopping platform

Live streaming platform

Cloud computing platform



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- ▶ Amazon is argued to be one of the most reliable company in the present day because they have a good quality delivery service which received a 3.5 star rating
- ▶ On March 2011 the company introduced the Amazon app on mobile phones.
- ▶ The app has made life much easier for many people, allowing us to order items whenever they want.



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Among the many innovations that Amazon did to change our world we can enumerate:

Prime

Alexa

Appstore

Kindle

Fire Tv

Echo

Amazon Web Services

Just walk out



Challenges

Long queues



Cash only or card only at self checkout



Embarrassment at the exit when the alarm goes of

What is Just walk out?

It's a mix of different technologies used for

- Amazon Go (in US) or Amazon Fresh in UK



WHAT IS IT

Just Walk out technology is a combination of:

- Artificial intelligence
- Computer Vision
- Deep learning algorithms
- Sensor fusion technologies



HOW IT WORKS

This is
possible with
the help of

Multiple cameras in the ceiling of the stores

Weight sensors on the shelves

RFID technology

Biometrics- face recognition, details about height and weight



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WHAT HAPPENS

- AI technology identifies you when you enter the store
- You can add family members to your account
- While in store the cameras follow you from different angles, identifying every move
- The AI process all the data given by the weight sensors, the cameras and all of the other sensors placed across the store



Enter with a credit card or an app



Shop



You are good to go



amazon

prime

aws

alexa

amazonfresh



Saves time



Saves money



More accurate



Innovative



Proven



Flexible

►Future- it is already used successfully by:

►Hudson

►Sainsbury

►Starbucks

Sainsbury's





Competitors

Tesco- it developed a similar technology for some of its stores.



LESSON 1: THE INOVATION OF THE FUTURE



LESSON 2: BALANCE BETWEEN INNOVATION AND FAMILIARITY



LESSON 3: ANTICIPATE
CUSTOMER NEEDS IN
ADVANCE



LESSON 4: BY RISK YOU
SUCCEED



LESSON 5: NEVER STOP
EXPERIMENTING

- LESSON 6:
INOVATION IS NOT
REPLACE A
HUMAN TOUCH
- LESSON 7: MORE
OPPORTUNITIES
FOR CUSTOMER
- LESSON 8: SAVE
YOUR MONEY AND
YOUR TIME



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Next – Ela Duka- Apple Technology

APPLE TECHNOLOGY

DIGITAL SKILLS AND RESEARCH
METHODS (BMSW4003_LON)

PROF: ASIM SATTI



TOPICS

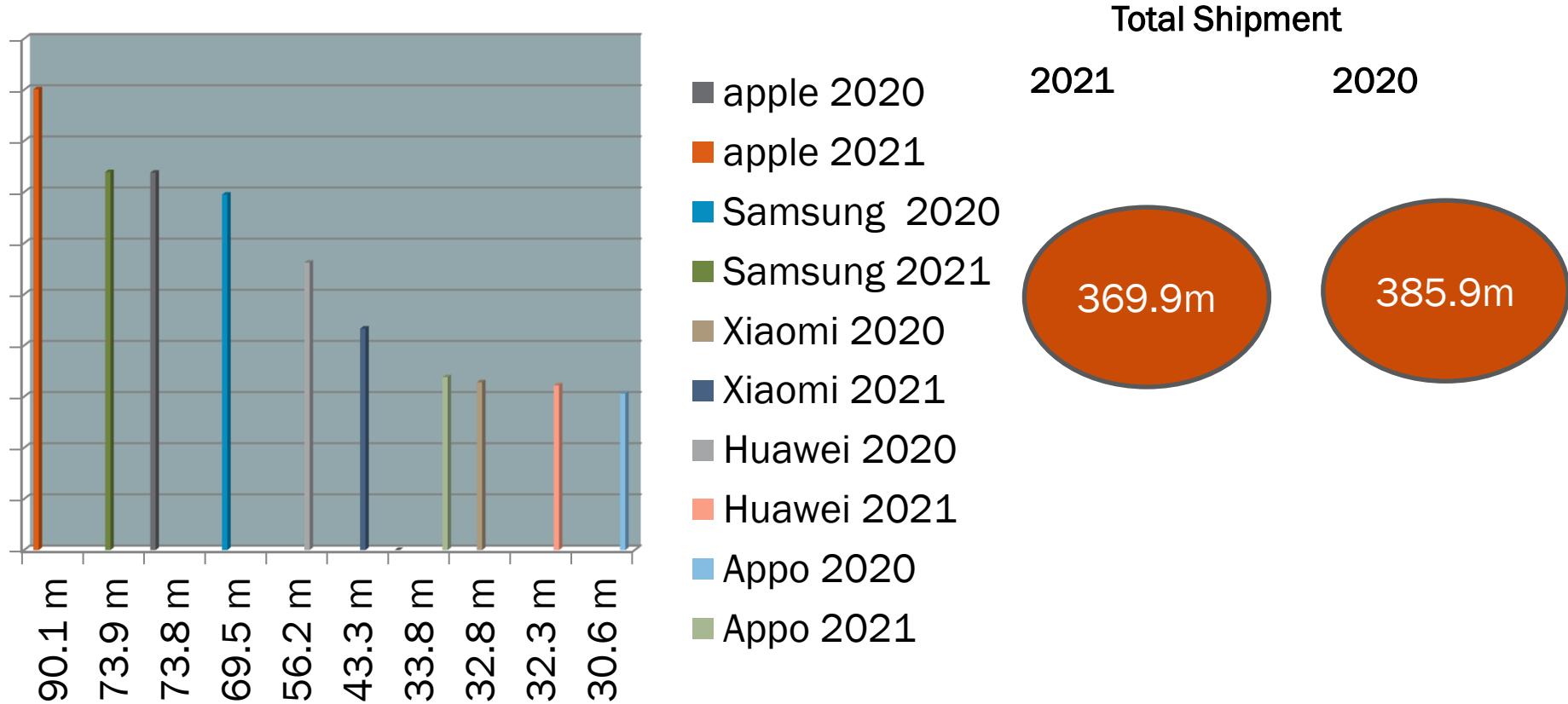
- **What is apple technology**
 - **Apple Background**
 - **Apple or Other Competitors Statistic**
 - **Users of Apple**
 - **Products of apple**
 - **Why should use apple (youtube)**
 - **Revenue**
 - **Benefits of Apple**
 - **Conclusion**
 - **References**
- 

WHAT IS APPLE TECHNOLOGY?

- **Apple is an American technology company**
 - **Apple is a company specialized on computers, programs, software's and technology products now days.**
 - **Apple was founded from business partnership between Steve Jobs , Steve Wozniak and Ronald Wayane.**
 - **The first biggest company in the mobile phone with an industry having around 115,500 employees.**
- 

Present CEO	The CEO of Apple is Timothy Donald.
Products	Some of the products are: IOS, Ipad, Iphone, MacBook, Icloud, Itunes, App Store, Apple Watch, Apple Tv etc.
Industry	Favourites of Apple are consumer electronic, software, online services and hardware.
Competitors	Competitors of Apple are Samsung Electronics and than comes Lenovo Group Limited, Sony Corporation, Google Inc.
Headquarter	Headquarter of Apple, U.S.A

APPLE OR OTHER COMPETITORS (STATISTICS 2021)



USERS OF APPLE

The most users of apple are the younger age that understand the importance of using a good technology and helps them a lot with their studies, work because of the best hardware and software that apple provides.

Apple includes range of different ages.

From the statistics 72% of people are of younger age (from 18-44 years old)



PRODUCTS OF APPLE

1- Iphone



2-Macbook



3-Apple Watch



4-Ipad



5-Earpod



6- Apple Tv



7-Apple PC



8-Icloud



9-App Store



10-Itunes



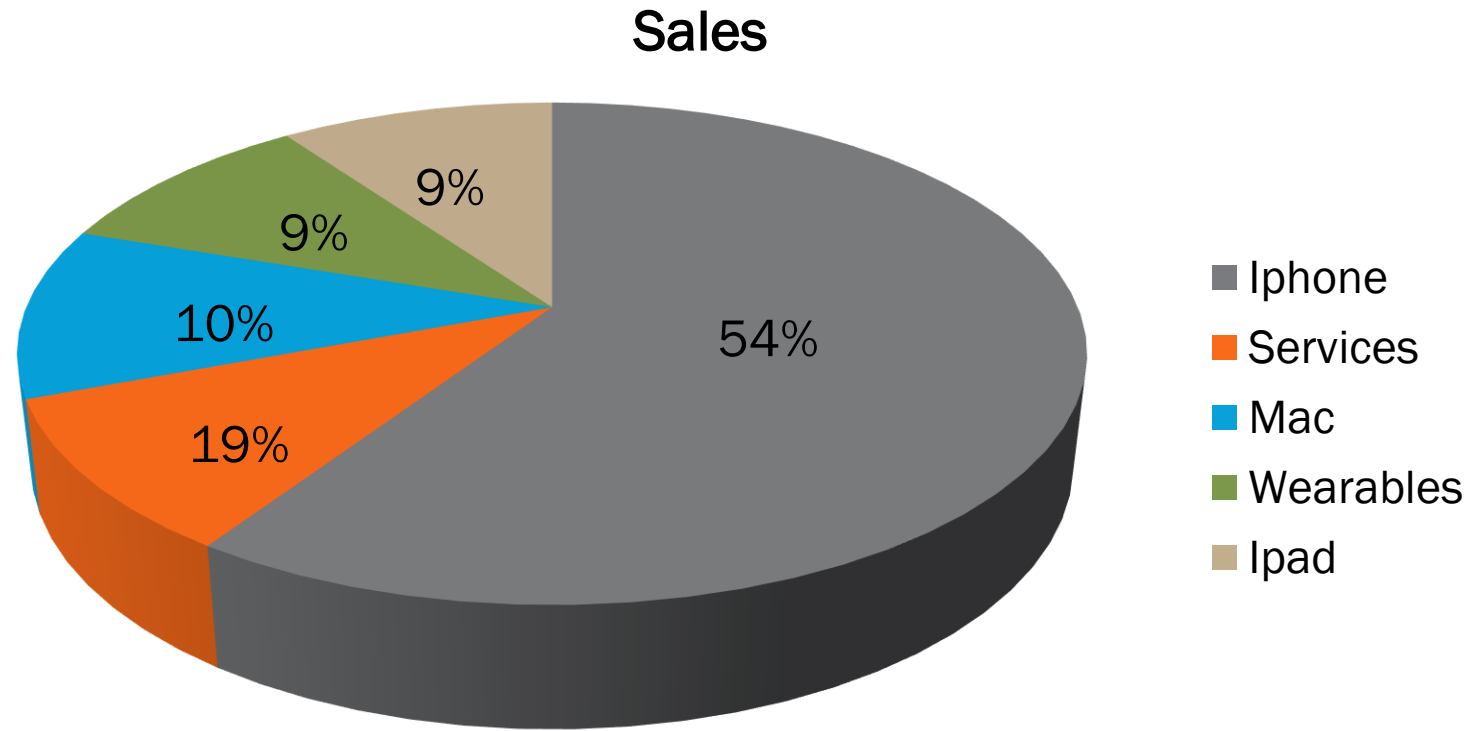
WHY YOU SHOULD USE APPLE PRODUCTS ?



WHY YOUR BUSINESS SHOULD USE MACS INSTEAD OF PCS ?

1. Macs are more secure and very good system antivirus.
 2. Mac is easy to use than PC.
 3. Macs can be integrated with both Apple devices and Microsoft different from PC
 4. Macs have very good quality in build (High performance device, last a long time , has rear faults and issues, resell for higher price than a PC)
 5. Macs can easily be managed (Great software on helping how to manage the Macs)
- 

CATEGORY REVENUE (SALES 2021)



APPLE SUCCESS FORMULA

- Apple philosophy for success have combined technology with simplicity creativity and design so Steve Jobs found a successful formula.
- From 7 years old – 70 years old use apple device in the same way quickly and without any difficulty. Also security makes this device safer to use from any age.



Younger age using
apple products



Older age using
apple

HOW HAS APPLE IMPACT ENVIRONMENT?

- 1-Apple is carbon neutral
- 2-Iphone has recycled guts
- 3- Apple products use less power
- 4-Siri runs on clean energy
- 5- Apple products has 100% recycled aluminium



“We don’t pretend to have all the answers. What we do have are goals to strive for, and a global community of businesses committed to doing the right thing by people and the planet”.

Lisa Jackson, Vice President Environment, Policy and Social Initiatives

HISTORIC OF PRODUCT (IPHONE)



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CONCLUSION

- Apple products offers security
- Apple products are easier to use
- Apple are made by recycle products
- Employers of Apple are good on maintaining costumer Loyalty
- Apple are always on continued innovations



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