



Apple Inc.

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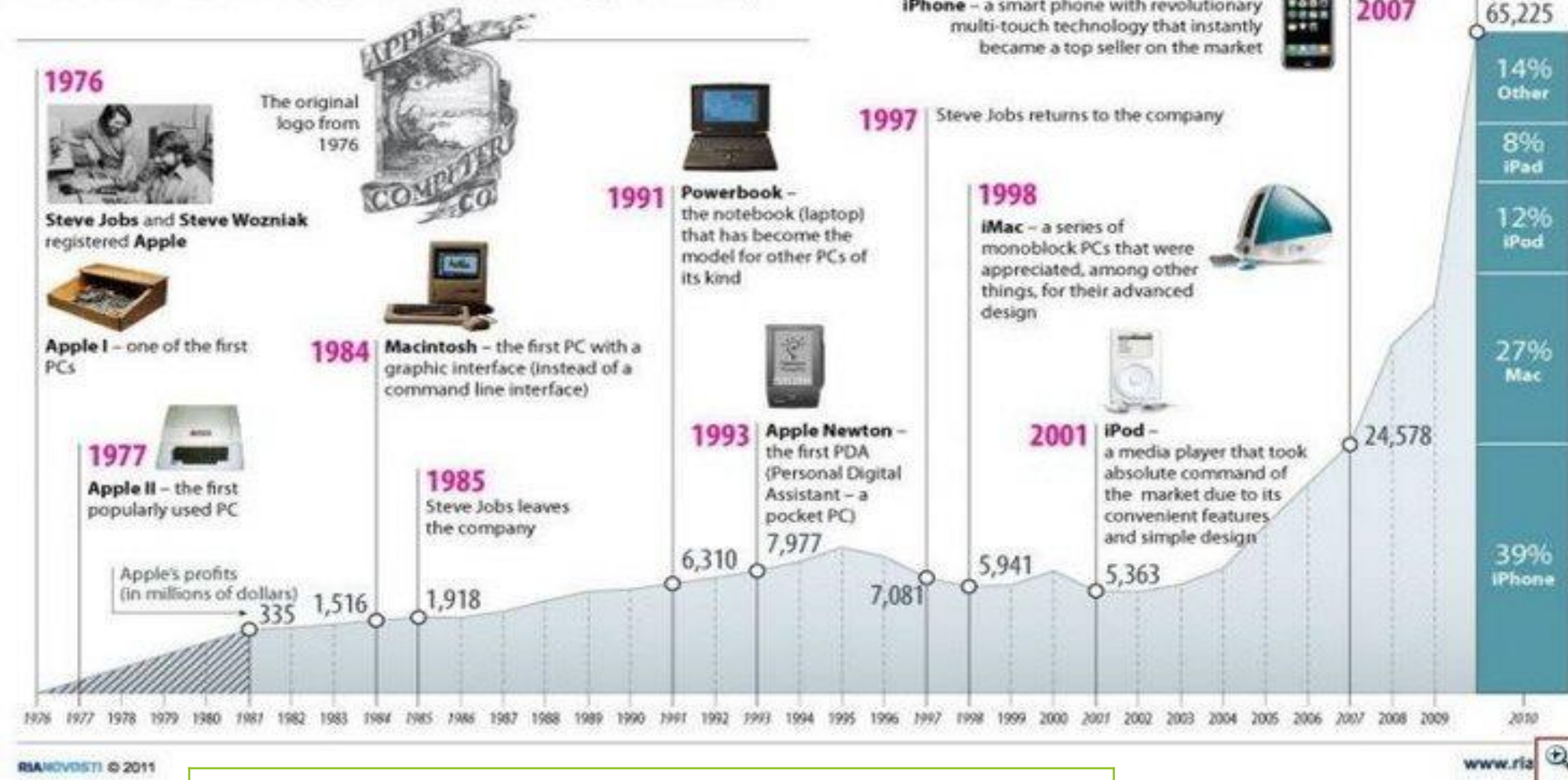
Introduction



Student Name	Student ID	Topic
Leonardo Alanzo Branca	2020978	Introduction & Background
Adriana Birsan	2022001	Challenges
Imene Lyna Dahmani	2022641	Insights
Andreea Dudeanu	2023145	Impact
Emeline Nádia Carvalho Fragoso	2022844	Lessons & Conclusion

35 years of Apple history

Apple, one of the pioneers on the personal computer market, has retained its technological and designer edge to this day



RSA Movdsti, 2021

Background Of Organisation

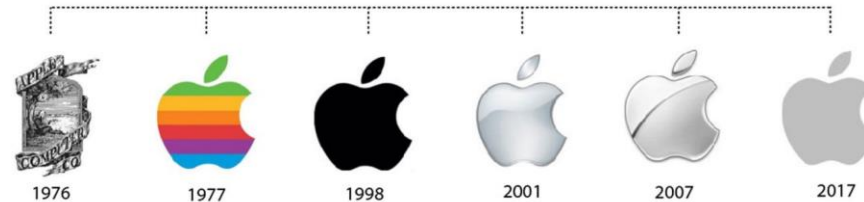
Apple Inc. was established in 1977 in California.

Apple is one of the largest IT company in the world and share original ideas and products annually.

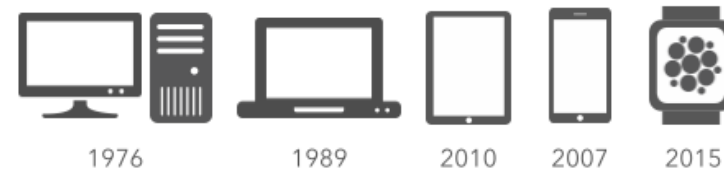
It is a global designer and manufacturer for personal mobile use and communication, computers and other useful portable devices.

The organisation sells a variety of devices, software, accessories etc. and continues to expand.

The revenue of Apple Inc. has increased by 6% since 2019 and will continue to grow over the years.

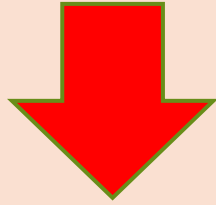


Apple Logo History

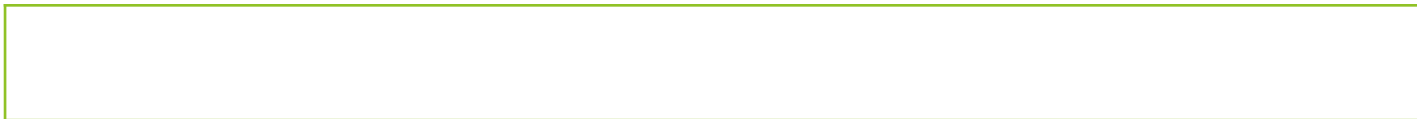


Increasingly mobile and personal computers

Few of the major technologies that are expected with every new Apple product are following:

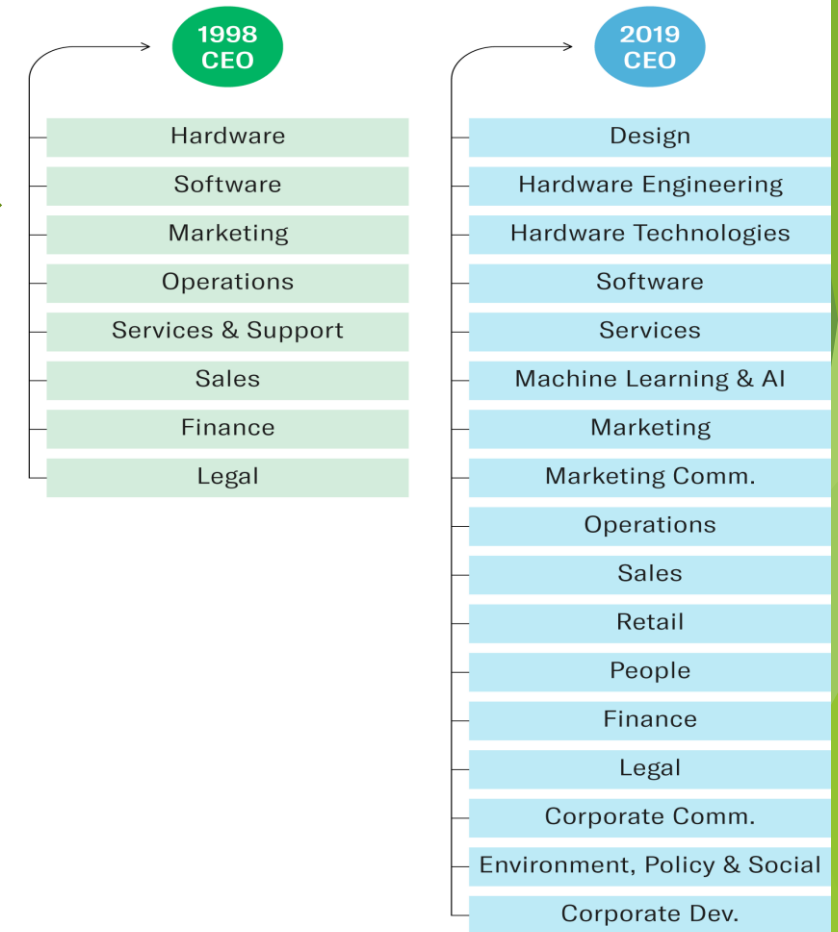
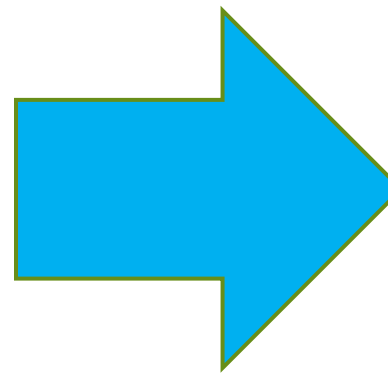


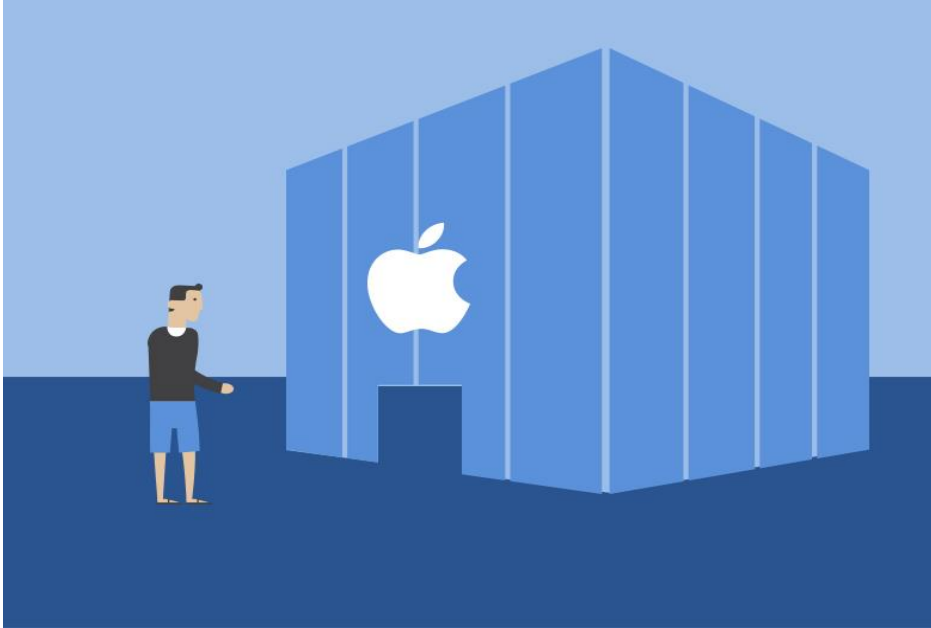
- Facial Recognition
- Augmented Reality
- High-definition Video Quality
- Processor (currently A14)
- 5G network



Apple's Functional Organization

In 1997, when Steve Jobs returned to Apple, it had a conventional structure for its size and scope. It was divided into business units, each with its own P&L responsibilities. After retaking the helm, Jobs put the entire company under one P&L and combined the disparate departments of the business units into one functional organization that aligns expertise with decision rights—a structure Apple retains to this day.



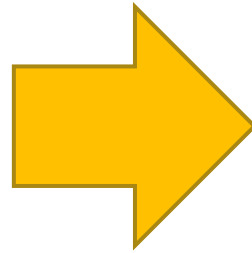


Challenges before
introduction modern
technology

iCloud



iCloud



iCloud is an online storage and back-up service by Apple.

iCloud lets users store information including e-mail, contact and calendar.

They can also synchronize this information between multiple supported devices and computers.

IDG Communication, 2021



There have many Problems in Icloud,among them...



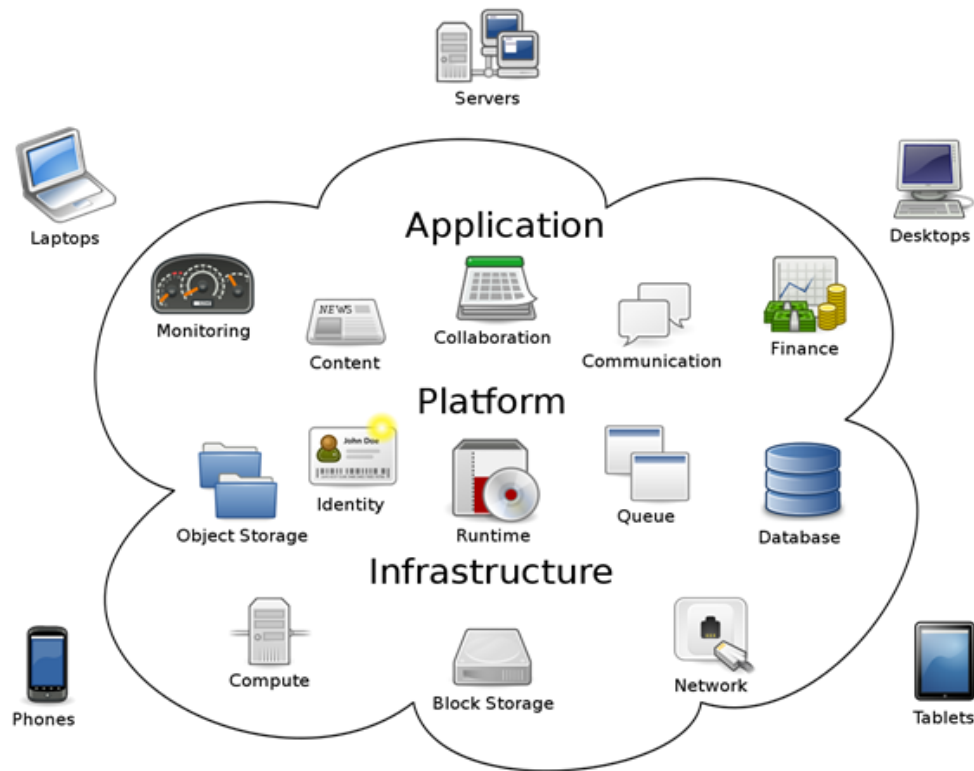
1. Lagging and cant connect to icloud
2. Icloud data is not syncing
3. Application is not saving in icloud
4. Stuck on icloud sign-in or updating icloud settings
5. „Validation Error” when signing into icloud
6. Come to or Exceeds icloud storage limit
7. Can't log in or out of icloud: „Check failed”.
8. „Unsupported apple ID” when signing into icloud

Theme Fressia, icloud Bypass online, 2021

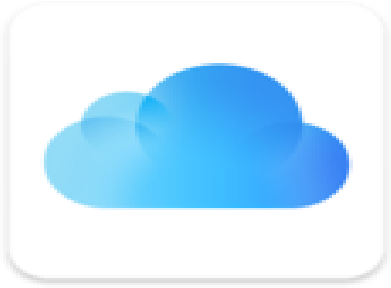


iCloud

Insights of modern
technology introduced



- ▶ Cloud computing has become popular in the past few years whilst cloud computing is not a new technology.
- ▶ At the same time more companies started to rely on cloud computing for their storage needs, software and hardware.
- ▶ Moreover, there are three formats available in cloud computing such as: software-as-a-service (SaaS), platform-as-a-service and infrastructure-as-a-service (Stergiou et al., 2018).



iCloud

1. iCloud is a cloud storage and cloud computing service from Apple



2. Apple has 11 company owned and operates data centres supporting iCloud services



3. The company has 6 data centres in the United States, 2 in Denmark and 3 in Asia



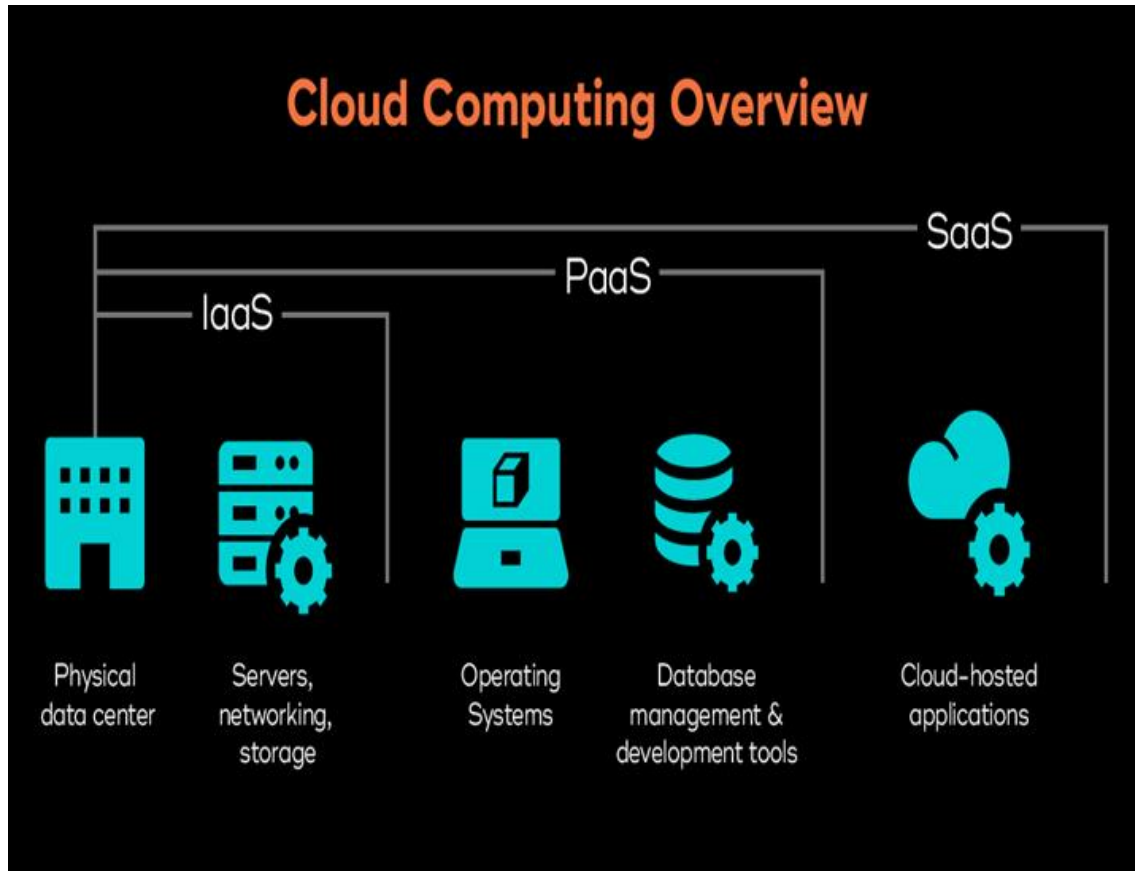
4. One of Apple's original iCloud data centres is located in Maidenhead



5. The first official mention of iCloud from Apple came on May 31, 2011

Wikimedia Foundation, 14 April 2021

TYPES OF CLOUD COMPUTING



► Infrastructure-as-a-service helps in providing the access to the server's bandwidth, storage and hardware.

► Whilst the Platform-as-a-service helps in providing into simple services and with basic operating software database access, application servers, message queues and user interface.

► Software-as-a-service (SaaS) helps in providing the customers through giving the access in completing the software applications that often integrates with greater functionality.

► It allows the company to use the services according to their needs and it gives the power in deeming on hourly basis (Varghese and Buyya, 2018).

Impact modern technology of Apple

Cloud also **enables organizations to scale down.**

This promotes efficient utilization of existing resources.

This opens up a plethora of opportunities for both small and large firms.

Toyota, for example, is using cloud technology to convert its cars into a connected platform.



Impact modern technology of Apple

iCloud

POSITIVE

iCloud stores and syncs my photos, documents, music, etc... allowing me to access them from any of my Apple devices.

iCloud gives the user the ability to locate lost equipment if need be.

iCloud is incredibly secure and backs up all of my files, which is great in case of a cyber security attack.

NEGATIVE

You have to buy additional storage if you run out of space, which can be somewhat frustrating.

Remote use - Managing or accessing information from iCloud while not on one of your logged-in apple devices can sometimes be an issue. From a work computer for example. It doable, but the experience is much less user-friendly.

Lessons learned/ conclusion

Apple Inc. It is a global designer and manufacturer for personal mobile use and communication, computers and other useful portable devices. The organisation sells a variety of devices, software, accessories etc.

The revenue of Apple Inc. In the last 10 years, Apple's iPhone has transformed from a niche product for early adopters to a dominant economic force. The last 10 years could be viewed as the iPhone decade – when smartphones went mainstream, created billion-dollar corporations, and rearranged existing industries and changed the world.

In generation where technology has become a lifestyle, Apple has maintained its position as one of the most impactful corporations in the world. The iPod, iPhone, iPad and iMac are all products that most of us are familiar with and they are constantly reinvented to satisfy consumers.

CONCLUSION

- ✓ I wanted to present Apple Inc. because this company and Steve Jobs created a kind of fashion in Technology Industry.
- ✓ Steve Jobs created first computer in his garage. Now, Apple Inc. is the most valuable company in the world.
- ✓ If we think different like Steve Jobs, we can create whatever we want.

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Question/Answer...

