

Digital Skills – Group Presentation

Vodafone Group PLC

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- Challenges before the introduction of modern technology – Mariana Cristina Axente Student no: 2024470 (slides 7 to 11)
- Insights to the modern technology introduced – Izabella Iliusi Student no:2024055 (slides 12 to 19)
- The impact of the technology introduced – Adina Ionela Buta Student no 2024934 (slides 20 to 21)
- Lessons that can be drawn from the case study – Ketrin Simona Szasz Student no:: 2024892 (slides 22 to 27)

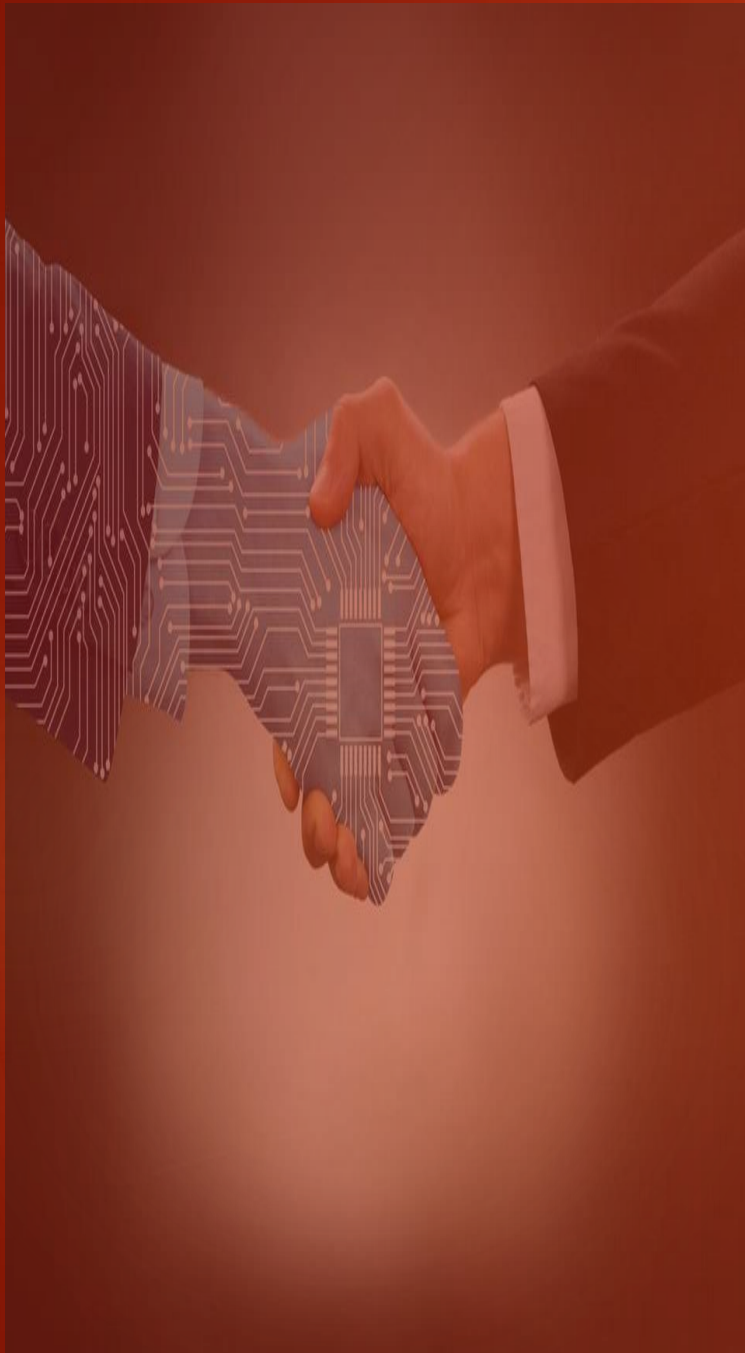
1. *Introduction and background of the organization*

How does technology influence work efficiency and employability in modern days?

The answer to this question is very complex. For example :

- ↓ Technology has increased the pace of work.
- ↓ Technology has given a common virtual platform for distributive works (Tørstena et al. 2020).
- ↓ Technology has diminished the rift between employer and employees.





- ↓ Office culture has changed, thus leadership has changed due to technology.
- ↓ Now, large organizations can take the gig economy (Abe et al. 2020).
- ↓ Even employees at remote locations can work.
- ↓ Implementation of IoT, LAN and other advanced networks have diminished social contacts.
- ↓ Some organizations practice a healthy environment using technology to ensure better health for their employees.

About Vodafone:



Vodafone is a British telecommunication company.

At present, it is operating in 25 countries across seven continents (About. 2021).

For years, the company is growing its business along with new technologies.

Here, the influence of technology on work efficiency in Vodafone shall be analysed.

They use their local technology to change their work dimension.

We manage our business across 21 operating countries, and two geographic regions – Europe, and Rest of the World.

Worldwide service reach

49

Partner markets

To extend our reach beyond the companies we own, we have partnership agreements with local operators in 49 countries

74

Countries with IP-VPN

We are among the top five internet providers globally and one of the largest operators of submarine cables

168

Countries with 4G roaming

Our leading global 4G roaming footprint serves twice as many destinations as the next best local competitor in most of our markets

At present, Vodafone holds the key to six unique future technologies. These technologies are implemented in their workplace for beta testing.

- 5G technology has allowed Vodafone to design smart factories.
- 5G has enabled Vodafone to connect with 1 million users in a square kilometre (About. 2021).
- Last year, Vodafone claimed that they have introduced a super-fi technology.
- In 2020-21 it collected 4.457 billion pounds as its global revenue (About. 2021).

2 . *Challenges before the introduction of modern technology*

1980`s

- 1982 - Parent company RACAL ELECTRONICS GROUP is awarded the first UK cellular telephone license.
- 1984 - RACAL announces VODAFONE name .
- 1985 - Vodafone UK network launches . We make the first ever mobile call on a UK network from Parliament .
- 1990 `s
- 1991 - Vodafone launches its digital mobile phone service the first in the UK.
- 1992 - World`s first SMS text message is sent on 3 December by software engineer Neil Papworth to Vodafone director Richard Jarvis received on an Orbital -

1TB-993

- Million customers

- 1993
- 1 Million customers
- 1999
- 5 Million customers
- 2000`s
- Vodafone become Manchester United`s new principal sponsor.
- Vodafone pays 5,9 £ billion to obtain 3G licences for the UK
- 2001
- Vodafone become the sponsor for Benetton F1.
- 2005
- Vodafone Passport, Vodafone Simply and Stop the Clock pay as you go plans. .
- 2006
- 10 Million customer
- 2007
- Make the most of now campaign.
- 2008
- Her Majesty The Queen and the Duke of Edinburgh visit the Vodafone.



- 2010`s
- 1 Million customers
- Vodafone launches One Net Express
- 2012
- Vodafone acquires Cable & Wireless Worldwide in a deal valued at just over £ 1 billion
- 2013
- Red 4G content partnerships launch with Spotify Premium and SKY Sports Mobile TV.
- 4G goes live in LONDON with 80 towns.
- 2014
- £ 100 Million investment in High Street shops.
- HD (HIGH DEFINITION) Voice rolls out across the UK, providing crystal clear audio quality on calls.
- 2015
- Vodafone launches home broadband and WI- FI calling. Vodafone buys Talkmobile from Carphone Warehouse.
- 2016
- Vodafone is named “ UK `s #1 “ for voice and London`s #1 network.

Vodafone was the only large company in the high-tech market to launch the BIS guide to HMRC in corporate taxation in the UK. Bis aims to reduce tax costs by 8%. On the 10th anniversary of Vodafone's launch, CTO Scott Petty confidently said that as it evolves, Vodafone is not just a phone company but rather a whole modern technology! In all these years since its launch, Vodafone has continued to develop technology, putting into practice inventions, innovations and discoveries for the creation of new services and products.



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3. Modern Technology

What is IOT?

The Internet of Things (**IoT**) is a system of interrelated computing devices, that provide people with unique identifiers and the ability to transfer data over a network without requiring human-to-human or human-to-computer interaction.

5G



5G represents the 5th generation of broadband cellular networks

As the name suggests 5G is a massive improvement especially for Vodafone whom advertise “5G has significantly lower latency of <20 milliseconds ” and that “5G is expected to support up to 1 million connected devices per 1 square kilometre, compared to around 2,000 connected devices per 1 square kilometre with 4G”

Also 5G is 10 times more cost effective than 4G allowing Vodafone to offer better deals to their customers.

Super Wi-Fi by Vodafone

Vodafone described Super Wi-Fi as a better version of normal Wi-Fi reducing the number spots in customers houses where they don't have any Wi-Fi signal.



Gigabit Society by Vodafone



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They plan to make Gigabit Society happen through all of their innovations mentioned previously to create a pleasant experience for their customers. Vodafone aims to create a collective led by reliable WIFI, fast speeds and low latency.

Aims for Vodafone's Security

“Vodafone is committed to protect our customers’ cyber security, privacy and identity. We believe in a connected world with frictionless user experience, whilst ensuring the highest levels of integrity.” They also welcome people to help and improve their security methods if anyone has an ideas on how they could go



4. The impact of the technology introduced

- At the moment , Vodafone is still making progress in developing new technologies to create a better future for people. Because of this modern society today technology has a huge social , cultural and economic impact. The Vodafone company has made a great progress in recent years given the new 5G network that is 100 times faster than the 4G network.



The technology of this Vodafone company, more precisely from the year 2020, transformed the business into having the largest Gigabit network, digitalization and clouding, this means that the technology had a beneficial impact from all points of view.

The profitable impact due to well-developed strategic priorities so far has demonstrated the growth of customers due to their loyalty, the growth of our fixed broadband base, the stimulation of digitalization, the capture of saving and the well-organized of the 5G network.

Benefits of the 5G network:

- fast and hassle-free
- downloads movies in seconds
- never late(you can watch, play and call without interruption).



The company's cable partnerships and investments in cables, fibers and mobile networks allow them to perform better and better.

The Gigabit 4G networks is already incorporated in all markets, 4G+ exists in 21 countries and 5G is already in 10 countries.

Opportunities:

-When a customer is connects to the 5G network ,they actualy mix a 4G and 5G together. This is the first phase to benefit and add more network capacity, which means higher speed and reliable connection.

-The second phase of 5G is completely independent of 4G and the name of that is ,Standalone". This means opening up more possibilities for how to revolutionize the way consumers and bussineses.



5.Lessons that can be drawn from the case study

Advantages of new technology

Advantages:

- The modern technology they use allow them to provide faster services in the network section, that way we can access everything quicker .
- We can easily get in touch with our family members , friends, make video calls, text and a lot other.

A pan-African technology leader

Vodafone has been in Africa for almost 30 years now.

Now they are operating a locally-rooted businesses in eight African countries.



A pan-African technology leader

They are a mobile data and payment leaders in Africa, developing the digital infrastructure that will help businesses, individuals and economies to reach their potential to significant development.



Conclusion

In conclusion in 1985 Vodafone UK network launches and we made the first mobile call on a UK network from Parliament, world first SMS text message was sent in 3rd of December 1992.

In all this year's science is launched, Vodafone has continued to develop technology, inventions, innovations and discoveries to create new services like: IOT, 5G, Super Wi-fi, Gigabit Society, Vodafone's Security.

They are also a Pan-African technology leader helping individuals and businesses to develop over the last 30 years.



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