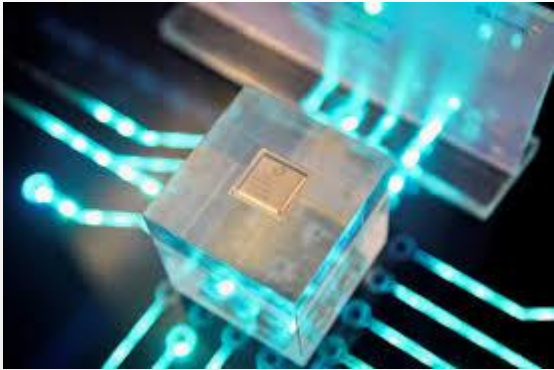


GROUP 3



Presenters:

- Jessica Teixeira, 1920566
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Introduction

- Today we will be talking about Huawei .
- We will be explain the background of the organisation , the challenges this organisation faced before the introduction of the modern technology. The insights to the modern technology that has been introduced to the Huawei organisation. What was the impact of the organisation that was accrued of the technology that was introduced and what was the lessons that can be drawn from this organisation.
- At the end we will be answering any questions you may have.



Background of the organisation

-JESSICA (1920566)



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Who made all of this happen and when and how did it start?



He was a ex-military officer who founded the Huawei origination in 1987 in China at the age of 44.



N.A (2020) "it was merely formed as a private company." Huawei started as a sales agent where they where only producing a private branch exchange switches in an apartment.

Ren Zhengfei mission on all of this was to be able to provide consulting and operations services all over china and to other countries.

What were the risks that they took for them to become the company who they are today ?

His supplier stopped supplying for them as soon as their business started to grow so they had to start developing in producing their products and they had no financial support from the government. Ren founded ¥21,000yen (£150.55) in 1987.

In 2000 China wasn't sure about what wireless technology they wanted to use that's when Ren Zhengfei lost to the market and was on the edge of collapsing as he went through a lot. But he never gave up his hunger in wanting the Huawei organisation to grow. So they started abroad and in the exact same year they started growing and selling equipment's. Steve. P a former CTO Vodafone group member said "Huawei consistently listened to us on our challenges to the growth" by Huawei doing this they were building and taking the risks all on them.

"In 2002 Huawei survived the only revenue decline in its history" and in 2005 half of Huawei's contracts came from the international market, and this was their organisation growth.



What did they do to become one of the most popular technology company in the world ?

Huawei kept listening and doing what their clients wanted in restoring systems. They didn't just wanted to earn money but also serve to humanity in supplying systems. By introducing the 5G all over the world it will enable underprivileged children or living in rural areas to have access to the internet allowing them to improve on their education.



The challenges before the introduction of modern technology

In this part of the presentation I will be talking about the approach of the different challenges that this Big worldwide company (Huawei) Have been dealing with, this will show you what different difficulty's there was and how they never gave up .



EARLY YEARS

During the 1980s, the Chinese government tried to modernize the country's underdeveloped telecommunications infrastructure. A core component of the telecommunications network was telephone exchange switches. In the late 1980s, several Chinese research groups endeavoured to acquire and develop the technology, usually through joint ventures with foreign companies such as Motorola, Nokia and Sony Ericsson.



- At a time when all of China's telecommunications technology was imported from abroad .Ren hoped to build a domestic Chinese telecommunication company that could compete with, and ultimately replace, foreign competitors.
- Ren sought to reverse engineer foreign technologies with local researchers. During its first several years the company's business model consisted mainly of reselling private branch exchange (PBX) switches imported from Hong Kong. Meanwhile, it was reverse-engineering imported switches and investing heavily in research and development to manufacture its own technologies.
- By 1990 the company had approximately 600 R&D staff and began its own independent commercialization of PBX switches targeting hotels and small enterprises



The company's first major breakthrough came in 1993 when it launched its C&C08 program controlled telephone switch. It was by far the most powerful switch available in China at the time. By initially deploying in small cities and rural areas and placing emphasis on service and customizability, the company gained market share and made its way into the mainstream market.

In 1994 won a key contract to build the first national telecommunications network for the People's Liberation Army, a deal one employee described as "small in terms of our overall business, but large in terms of our relationships "



Until today, Huawei has been deeply denounced and harmed by the government. In this issue the question of the quality, security and transparency of the company, as for example at this moment a process is taking place where the USA and UK intend to ban 5G telecoms because the name of the company has been mentioned a lot due to the problems of the 5G network (much has been said to be associated with a risk to human health)

Let's watch what Ren Zhengfei, founder and CEO of Chinese telecom giant Huawei, has to say about U.S. actions against his company, the security of Huawei's product, his daughter and Huawei CFO's arrest, President Donald Trump and 5G technology.

Times - <https://www.youtube.com/watch?v=NI2jCWDwE8w>

Insights to the modern technology and affects in the health and social environment Telecommunications.

Technology made significant difference in the way people communicate. Modern technology and it's variety of growth of forms of communication (iPad, handphones, laptops etc.) The accessibility of technology does not discriminate against ages and disabilities. Function designs can be tailored to each person specific needs. Platform such as, WhatsApp, snapchat, Instagram, Facebook and skype. Connection from any distance. Huawei have been able to consistently move forward over the years pursuing higher levels of technological improvements to level of technology that we use today.

Huawei as a company has developed it products (that has allowed them to stay ahead of competitors for over three decades).

Products by Huawei constructed in responses to the needs of the consumers. I hopes of building a domestic telecommunication company in China. Telecommunication is a distance communication through cable. (Example of telecommunication telephone and broadcasting. This company objective is to first compete and then ultimately replace it's foreign competitors. Within the first several years of operation, the business model consistent mainly of reselling private brand exchange switches; sourced from Hong Kong. Along side Huawei reserve engineering imported switches and investing heavily in research to achieve development.

Huawei development in the 1990s

The first major break through (1993) Huawei landed it's C&CO8 program controlled telephone switch; What is C&CO8? The C&CO8 is a basic voice switching function. C&CO8 commonly, can be referred to VOCA, Siri, Alexa, etc.

1996 the government of Beijing adopted a policy of supporting domestic. Telecommuting manufactures and restricting access to it's foreign competitors Huawei was further promoted by both the government and the military as a national champion and established new research and development offices.

In 1997 the company won a contract to provide fixed -line network product to Hong Kong company Hutchison Whampoa. Huawei eventually launched it's wireless GSM- based products and a later expansion.

In 1999 the company opened a research and development centre in Bangalore , India to develop a wide range of telecom software.

Huawei development in the 2000s

In May 2003 signed a Glo, Huawei partnered up with 3 com on a joint venture known as H3C was focused on enterprise networking equipment 3 com bought out Huawei share of the venture in 2006 for 882 million US Dollar. Huawei then went on to sign a \$10 billion credit line with china development bank in 2004.

2005, Huawei foreign contract orders exceeded its domestic sales for the first time. The company signed a global framework agreement with Vodafone and then went on to sign a contract with BT for the deployment of its multi-service access network and transmission equipment.

In May of 2008, Australian carrier Optus announced that it would establish a technology research facility with Huawei in Sydney. In September 2017 Huawei created a narrow band IOI city a ware network. It also aims to be one of the worlds five largest cloud players in the near future.

By the end of 2018 Huawei sold 200 million smart phones and in April 2019 the company. Established Huawei Malaysia Global Training Centre.

Technology assisting communication

Huawei have a current operation to “Innovation of humanity”. Their focus is innovate engineering, products and technology. They are trying to address and resolve customer needs, problems and challenges that may obstacles their growth.

Huawei main objective is to help and provide a level of service to their consumers; becoming more competitive against other providers. Large amounts of innovations have come from commercials and social platforms.

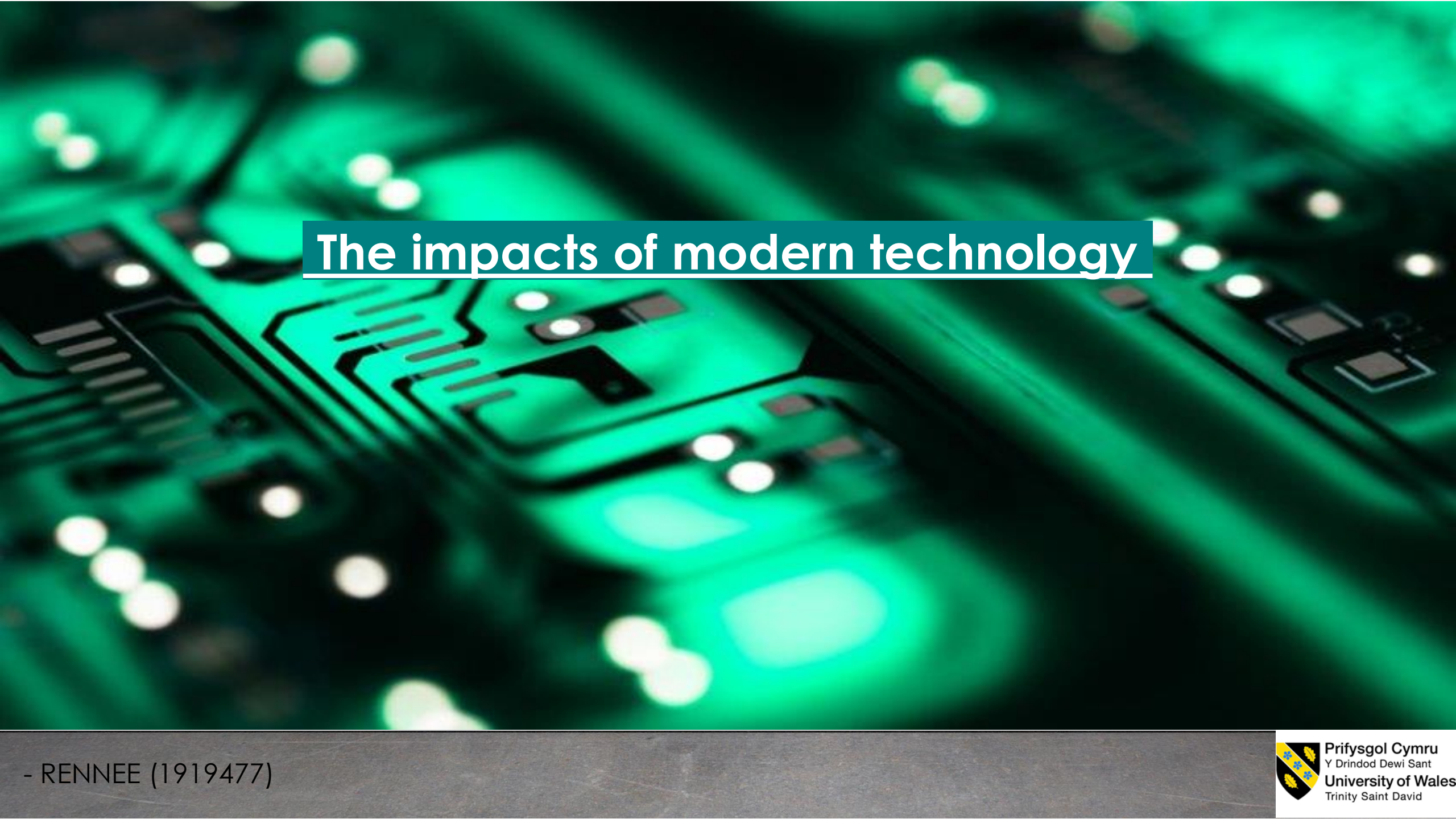
Their vision for the future, will face many challenges. Huawei will have to use experience and prior knowledge. Exploring the future technology can be difficult dependent on technological elements.

Huawei are trying to adopt several approaches to exceed technology level. Huawei collaborate with universities (research programs), investing with technological paths and business, will increase results that can be applied to real life scenarios, and commercial usage.



The expatriation rate, that Huawei is reaching for is innovate and challenging technology knowledge, usage and results. Technology within homes, mobile and portable technology have expanded through the years and Huawei have challenge and pursue these innovative challenges. Providing access to a divers range of people to have access to all types of communication.





The impacts of modern technology

***'we are committed to
bring digital to every
person, home and
organisation for a fully
connected, intellectual
world'***

(Huawei Technologies, 2020)

Modern technology and the individual

- According to Turner (2013) modern technology plays a big role in our lives, and we as individuals manipulate it according to our personal needs. It can lead to an addiction if constantly used (e.g personal devices such as tablets and mobile phones) which could affects / influences cognitive & physical behaviour which later impacts on a personal overall health.
- Holmes (2016) argues that constant use of modern technology is interfering with people's ability to make their only choices consciously which is leading to mass social control within todays society.



Modern technology and the individual

- Mark (2005) argues modern technology can cause communication barriers, social and economic exclusion if a person is not technology cultured
- Being fully connected digitally could lead to cyber attack, and the misuse of personal data causing national security risks.



Technology and the workplace

- The Data Protection Act 2018:
data should be managed and stored with the appropriate security to remove risks of unlawful or unauthorised processing, access, loss, destruction or damage
- The increased use of modern technology could be used to enhance cognitive awareness amongst patients within a social setting. It could also lead to mass job losses within the social care sector (Salman, 2014).

Lessons that can be drawn from the case study



Lack of Market research

- Huawei failed to understand the culture of the US as they thought that the Chinese culture was the same as the US culture.
- Huawei should have understood early on that there would be certain concessions that they would have to make in order to ensure confidence in their brand, not only from the citizens of the west but the governments too.
- Huawei failing to understand this led to Donald trump banning their smartphones in the US

What have Huawei tried to do



Huawei was originally a company shrouded in mystery, this mystery regarding its structure on gave rise to Conspiracy Theories of it being owned by the Chinese State and that was enough for many to mistrust its agenda. However once Huawei decided to become transparent and savvy regarding customer relations, trust was built between the brand and consumers. This led to Huawei becoming one of the leaders in the phone tech market and they have continued to thrive.

What Huawei should've done

However Huawei should've researched more into how the USA are socially. For example Huawei should've researched how countries like the U.K. and USA pride them self on being “liberal societies” where citizens enjoy freedom from government oversight and infringement.



Security problems Huawei had



- Security has always been a problem of Huawei. Huawei has been accused with conducting espionage.
- What this means is that they are spying to gain information which may be military information or political information.
- It is said that it may be possible for this to be done through the network or even through disrupting communication.
- This has led to numerous countries with relaxed monitoring from the state to stop dealing with Huawei. Examples of these countries are the United States, United Kingdom, New Zealand, Canada, Japan, India and more

In conclusion

Huawei's challenges stemmed from the perception of China in the west.

China being an authoritarian country with little freedom for its citizen in direct contrast to the democracy and freedoms enjoyed in the west.

In order to challenge these perceptions they must remain transparent and open with the public.





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Questions:

