

ASSESSMENT 1 ONLINE GROUP PRESENTATION



Table of Contents



- Background of the organisation
- The challenge(s) before the introduction of modern technology
- References

Background of the organisation

- Tesla is famous electric vehicle & clean energy based American organization which headquarter situated in the Palo Alto, California, US.
- Tesla is operating their business all around the world and also containing as the strong market position as an Automobile organization & also solar energy generation.



Background of the organisation



- Tesla is offering diversified range of products like electric cars, solar panels, solar roof tiles, battery energy storage, power wall , mega pack, power pack and many others.
- Tesla is providing numerous services like vehicle service, charging , insurance, premium connectivity, software update. .

Background of the organisation



- This organization founded established in 2003 and founded by the Martin Eberhard & Marc Tarpenning and named bas Tesla Motors and this organization name is mainly generated for tribute to Nikola Tesla (inventor & electrical engineer).
- This company is covering more than 598 retailing stores and galleries service center as per the 2021 analysis.

Background of the organisation



- There are more than 70759 employees are proving their best contribution in order to produce effective and innovative products and improve the market growth rate.
- Elon Musk in the CEO of this organization since 2008 and also show their active participation in various operations of the company. Elon Musk also contributed more in a financial term.

Background of the organisation



- In the point of view of Musk, the main motive of Tesla is to maintain the sustainable transport energy through electric vehicles and also solar energy.
- In 2020, company had highest sales in plug-in & battery electric passenger cars and company also capturing the 16% of the plug in hybrids market & 23% of battery purely electric market.

The challenge(s) before the introduction of modern technology

The explanation of challenges are as follows -

- ❑ ***Lack of adequate IT skills*** - Organization mainly experienced the challenge of lack of adequate information technology skills which affected the performance of the employees and they were take more time to finish the task. There time organization faced lacking expertise like cyber security, enterprise architecture, technological architecture and advanced data analytics.



CHALLENGE
technology

The challenges before the introduction of modern technology

- ***Ineffective data management*** - Before introduction of modern technology , organizations worked manually and followed traditional working methods. Few decades ago , when technologies are not taking place in daily operations then companies were facing ineffective data management issue and it was critical to manage all manpower data in an appropriate way.

The challenges before the introduction of modern technology

- ***Lack of changes management*** - Absence of modern technology, it was complicated for the employees to adopt the change and learn new knowledge and development latest skills as per the changing market trends.

The challenges before the introduction of modern technology

- ***Technology integration & up gradation*** - Before Digital transformation, organizations were not familiar with the technologies so business and working operations were not even smooth operate because that time , companies were not aware about the technology integration & also up gradation.

The challenges before the introduction of modern technology

- ***Information security*** - When organization were not awareness about the technologies then that time it was different to maintain safety and security on the information and confidential documents related with the business deal and also customers. In this situation, companies were in lots of pressure about the data and information security.

References

- Haseeb, M., Hussain, H.I., Ślusarczyk, B. and Jermsittiparsert, K., 2019. Industry 4.0: A solution towards technology challenges of sustainable business performance. *Social Sciences*, 8(5), p.154.
- Zhou, W., Jia, Y., Peng, A., Zhang, Y. and Liu, P., 2018. The effect of iot new features on security and privacy: New threats, existing solutions, and challenges yet to be solved. *IEEE Internet of Things Journal*, 6(2), pp.1606-1616.
- Li, J.Q., Yu, F.R., Deng, G., Luo, C., Ming, Z. and Yan, Q., 2017. Industrial internet: A survey on the enabling technologies, applications, and challenges. *IEEE Communications Surveys & Tutorials*, 19(3), pp.1504-1526.