

DSR Group Presentation

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Slide 02 – Group members details



Apple Inc.

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1917105- Giorgia Padure- Introduction and Background of Apple Inc.

Slide 04- Introduction- Apple Inc.

1) Introduction

In this report we will talk about the Apple company, about how this phenomenon that amazed a whole world came into existence, about what abilities it has its purpose and the current state which is quite good and beneficial, due to the numerous appearances of the devices that help a lot of people both at work and at school and in many other things.

Speaker Notes: In this slide I talk about what we will present in the report, ie some of the Abilities of this device created by Steve Jobs and Steve Wozniak.

Slide 05- Background of Apple Inc.

2) Background of the Apple Inc.

- **History of Apple Inc.**

Apple Inc. is a Silicon Valley California-based company with a core business called computer technology. Steve Jobs and Steve Wozniak and started making phones and computers in 1979 in their garage, starting from the bottom, they did very well this business producing these high quality technologies. They were hand-built by Wozniak and first shown to the public at the Homebrew Computer Club.

- **Aim and objectives of Apple**

These high quality phones have the ability to do with them things that not many phones can do such as fingerprints, pictures are very clear, how to listen to music is much faster and much more. it also gives you the chance to learn, to communicate to navigate much better and faster thanks to the many applications it has

Speaker Notes:

In this slide we talk about the history of Apple and aim and objectives . The history of this company being a bit typical because it was designed in a garage of the characters who made this device public, and during these Inventions they discovered one of the best model of phone, laptop tablets and so on. His goal is to fill the world with everything in it.

Slide 06

- **Scop/Purpose of Apple INC.**

- Its purpose is to make the population as happy as possible by its way of being able to connect to everything very easily, it is really very expensive because of this you cannot afford this phone or computers if you do not benefit from a salary how big.

- ***Mission and Vission of Apple***

Its mission has changed over time because it is highly demanded by customers, the manufacturers have added to each phone something extra and knew.

Apple's vision focuses on the future of the company, the leaders, the design and the excellence of the business to come.

- **Curent status and services of Apple**

The current state of the business is quite profitable, because all computers and phones are very expensive and good. the services are more and more improved with many applications and on some phones with more than one video camera, all the services are excellent and the customers are very satisfied.

Speaker Notes:

In the final slide we talk about scop/purpose ,mission and vission and curent status and services of this company . he proposes that in this world he be the best device which has managed to please the whole world by helping him in many ways. the mission is to advance more and more and the vision for choosing the future of the company. because the world is satisfied with the services offered this company is very beneficial and is used by most people, it is currently the best phone in the world.

1916146 - Ana Minzat – Challenge before Introducing Apple Inc. new Technologies ;

Slide 07 - Challenge before Introducing Apple Inc. New Technologies

3) Challenges before introducing Apple technologies:

A. In 2013, Apple added Touch ID to the iPhone 5s. Since then, Apple has introduced Touch ID to the iPhone SE, 6, 6 Plus, 6s, 6s Plus, 7, 7 Plus and iPhone 8 and 8 Plus also to iPad Air 2 iPad mini 3, iPad mini 4, iPad Pro and 5th generation iPad and MacBook Pro with Touch Bar also have a touch ID. Touch ID is a fingerprint identification characteristic that permit you to unlock your device and support your Apple Pay payments.

(Haslam, 2017)

In November 2017, Touch ID was replaced by Face ID which has the ability to unlock your iPhone or iPad with Face ID. You can use Face ID to confirm the acquisitions with Apple Pay and also to access iTunes Store, App Store, and Book Store in Apple Books.

(Use Face ID on your iPhone, 2020)



Speaker Notes:

A. Before introducing the new advanced technology (Face ID) on the iPhone X, 11-Pro-Max, all iPhones from 5s, used Touch ID. When the customer wanted to unlock the phone or make payments in Apple Pay, he used his fingerprint and the order was successful. In the fall of 2017, Touch ID was replaced by Face ID, which is a more advanced, faster and easier to use technology. This technology is very secure and does not allow anyone to use the given iPhone. To enter an application or to make a payment, you just have to attach your face in front of the phone and the order will be made very quickly.

Slide 08

B. Before the introduction of new technologies for the Apple Watch, it was not waterproof enough for swimming, without built-in GPS, not scratch-resistant or scratch-resistant, the battery does not have a charge as long as the series2.

C. Before introducing new technologies for Apple MacBook Pro computers, in the beginning there was Apple 1 that looked like a typewriter and had to be connected to a TV and weighed about 7 kg. Apple introduced in 1991 the PowerBook which settled the contemporary form of laptop computers. In the same year Apple add System 7, a considerable upgrade for the managing structure that introduced color to the graphical interface and introduced advanced capacity for network activity but had a poor memory, poor battery, not water resistant.

(Computer-question, 2012)



Speaker Notes:

B. The first Apple Watch 1 series was the simplest watch model, but considered the smartest watch. Compared to other watch models, the 1 series was not water and scratch resistant, it had a weak battery that discharged very quickly.

C. Before introducing all the technologies for upgrading smart computers, the first Apple 1 computer, looks like a typewriter. He weighed 7 kg and had only the function of writing. Later, the PowerBook was developed, and represents the shape we have today.

It had no colors and looks only black and white, after which this technology developed. Gradually, every year Apple computers have undergone a wide development, and now we have the most

advanced computers, water resistant, with touch id, powerful battery and many other aspects.

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D. Before introducing *AirPods*, Apple introduced the EarPods on Sept. 2012 with a modern aspect and new hardware with special shape for the ears.

Later, Apple Inc. Improve the headphones with the second innovation of the EarPods that abandon the 3.5mm headphone jack with a lightning adapter . Apple begin sending a lightning to 3.5mm converter adapter starting with the iPhone 7 models, to permit customers to associate other third-party earphones with the lightning port.

In 2016, Apple take over the wireless headphone world with its amazing new creation – the AirPods. AirPods are a true wireless, entirely wire-free earbuds designed by Apple and packed with high-quality audio and long battery life.

(Khillar, 2020)



Speaker Notes:

D. Before the existence of wireless headphones - AirPods, in the beginning were the usual wired EarPods headphones that connected with aux. Unlike the new Air Pods, EarPods do not have the ability to connect via Bluetooth and do not charge in charging cases. Wired headphones are the first and simplest model of headphones.

1916145 - Anton Roscovan – Insights of iCloud

Slide 10 – Insights of iCloud

4) Insights of iCloud

- **Definition:**

iCloud is a virtual storage that save and integrate all information (ex. Messages, e-Mail mailboxes, Pictures, Videos, iTunes Music, Calendar, Notes, File, Documents and other. This storage is come with 5 GB for free and can be upgraded at any time, choosing a storage plan.

- **Characteristics of iCloud:**

1. *Keep your photos up to date;*
2. *Keep all your files securely stored in iCloud Drive;*
3. *Keep Mail, Contacts, Calendar, Notes and Reminders up to date;*
4. *Collaborate with Pages, Numbers and Keynote;*
5. *Locate your devices or your friends;*

Speaker Notes:

- *Definition of iCloud:*

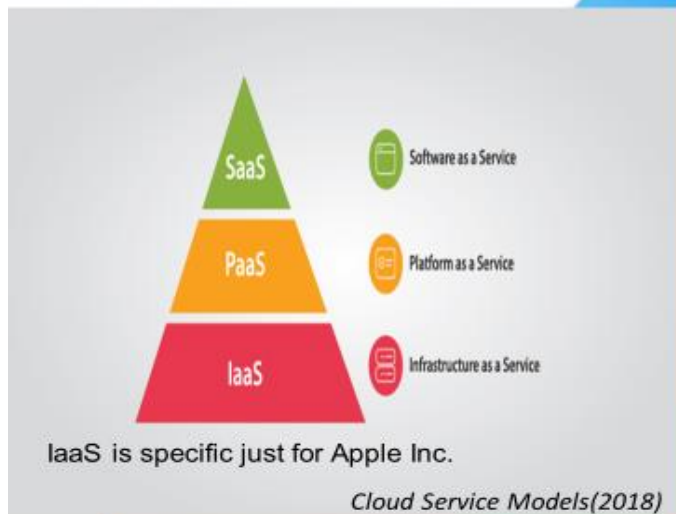
iCloud is a storage space that stores information from Messages, e-Mail mailboxes, Pictures, Videos, iTunes Music, Calendar, Notes, File, Documents and other. iCloud is available everywhere and is the most secure storage space currently existing.

- **Characteristics of iCloud:**

1. ***Keep your photos up to date-*** iCloud Photos automatically securely store all your photos and videos on iCloud.com. Original full-resolution photos are uploaded to iCloud while light versions are kept on your device.
2. ***Keep all your files securely stored in iCloud Drive-*** Securely store and organise the files in iCloud Drive. Customer can also add their Mac Desktop and Documents folders to iCloud Drive so they're available everywhere.
3. ***Keep Mail, Contacts, Calendar, Notes and Reminders up to date-*** When you make a change on one device, your information is updated everywhere. You can also use web versions of Mail, Contacts, Calendar, Notes and Reminders on iCloud.com.
4. ***Collaborate with Pages, Numbers and Keynote-*** The customer can create a document, presentation or spreadsheet and access it on all your devices with iCloud. You can even edit it on the web with iCloud.com.
5. ***Locate your devices or your friends-*** On iCloud.com, use Find My iPhone to locate devices and Find My Friends to locate people. Use Find My on your iPhone, iPad, iPod touch or Mac to locate a lost device, lock and track it, or remotely erase it. You can also share your location with friends and family and see their locations on a map.

Slide 11

• Models of iCloud:



• Advantages and disadvantages of iCloud

- Detect your gadget or your friends;
 - Use Find My on your iPhone, iPad, iPod touch or Mac to discover a lost gadget, block and it, or delete at the distance;
 - Cost Reduction;
 - Safety and Insurance;
 - Quality Control;
 - Self-regulating Software Refresh ;
-
- Not all files are included in iCloud backup;
 - Always is necessary an internet contact;
 - Slow transfer of big documents;
 - Security problems;
 - 5 GB storage;

Zujic, B.(2015)

Speaker Notes:

• Models of iCloud:

IaaS- *Infrastructure-as-a-Service*, referred to as simply “IaaS,” is a form of cloud computing that delivers fundamental compute, network, and storage resources to consumers on-demand, over the internet, and on a pay-as-you-go basis.

Paas- *Platform as a service*, PaaS provides a very simple way to test and prototype new applications. It can save money when developing new services and applications. Applications can be released more quickly than usual to get user feedback.

SaaS- *Software as a service*, SaaS models are used by many companies that want to benefit from the use of applications, without having to maintain and upgrade infrastructure and components.

- **Advantages and disadvantages of iCloud:**

1. Detect your gadget or your friends;
2. Use Find My on your iPhone, iPad, iPod touch or Mac to discover a lost gadget, block and it, or delete at the distance;
3. Cost Reduction;
4. Safety and Insurance;
5. Quality Control;
6. Self-regulating Software Refresh ;

-
1. Not all files are included in iCloud backup;
 2. Always is necessary an internet contact- It does not work without the network .
 3. Slow transfer of big documents;
 4. Security problems;
 5. GB storage- It has very little storage space and customers have to buy it.

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Importance of iCloud:

iCloud is very important to allow program register without installing our facilities, to establish and access multimedia information over the Internet, to create and test the program.

iCloud is also important for efficient business and facilitates access to applications and data from anywhere in the world and from any device with an internet connection. It is the best option for businesses that have various tasks and allows to select tools and functions to get solutions for their specific needs.

iCloud also offers private, public and hybrid solutions, each with different features. Organizations can choose these options depending on what they need

Cirrus, (2018)

Speaker Notes:

- ***Importance of iCloud:***

iCloud allow program register without installing the facilities, to establish and access multimedia information over the Internet, to create and test the program. iCloud is also important for efficient business and facilitates access to applications and data from anywhere in the world and from any device with an internet connection. It is the best option for businesses that have various tasks and allows to select tools and functions to get solutions for their specific needs. iCloud also offers private, public and hybrid solutions, each with different features. Organizations can choose these options depending on what they need.

1915295 - Maria-Georgiana Grigoran - Impacts of Apple Inc.

Slide 13 – Impacts of Apple Inc.

— 4) Impacts of Apple Inc:

• Positive impacts:

- Apple Inc. is a tech giant founded in 1976 by Steve Jobs, Steve Wozniak and Ronald Wayne that started its rising with Apple one. First known as Apple, then as Apple Inc. since 1977. Since the start of the business, Apple developing new and improved technologies in computing, mobile devices, and wearable.
- Their first line of selling being the iPhone, first launched ahead of his time, in 2007 by the late Jobs, and becoming number 1 selling item in their catalogues.
- The positive impact of Apple products being reliability, all their products receiving updates for 4-5 years. This motivating the prologue use of their devices, and the value of resale on the market.
- Another positive impact is their eco-system, based on customer experience, allowing data and files to be synchronised automatically, and to be easy to share information between family members or co-workers, becoming a necessity inside big businesses.



Speaker Notes:

Positive impacts:

-The modern technology has improved a lot of things in our life,

we can see and hear anyone, anytime, we can find places only by access the phone's GPS

-We can have healthier life with the different smart watches that tells you everything for example it can measure calories

-We can also pay our invoices without leaving the house

-We can take pictures for memories when we go on holidays and also we can share the location anytime

Apple company has created many electronic devices that help us through investigation and development and have the massive positive impact, here it's the list with some of them :

1: The Apple-1 (no more switches, no more lights.) – This was the first modern personal computer. Before this, computers were sold in kit form, not in assembled machines. They also used switches and lights instead of keyboards and monitors for their input and output.

2: iMac (chic, not geek) – The original iMac was important for three main reasons. First, it was the first legacy-free PC, killing off the floppy disk, and relied on USB connections instead of expansion cards.

3: iPhone (an iPod, a phone, an internet mobile communicator) – When the iPhone was first introduced in 2007, it was completely different than any other phone ever created. Before the iPhone, smartphones either looked like big bulky BlackBerries or an unattractive device from Nokia. After the iPhone, BlackBerries and Nokia soon had a similar look and function as the iPhone. The iPhone transformed the industry too, with BlackBerry and Nokia left behind and Microsoft binning its mobile platform altogether.

4: iPod and iTunes (1,000 songs in your pocket) – The iPod made digital music mainstream. The original 2001 iPod didn't have the impressive tech specs of the Creative Nomad MP3 player – but the Creative Nomad didn't have the iPod's stunning good looks

and ease of use, and neither did any other MP3 player. They didn't have Apple's clever marketing either.

5: The App Store (we're going to put it on every single iPhone) – The iPhone launched without apps a decision that was quickly reversed. Tim Cook says that “the average customer is now using over 100 apps.” iOS and its App Store is the same closed.

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• Negative impacts:

- Because of their fan base, and its status as a “fashion icon,” the products mainly iPhone are becoming more and more hard to repair because of the building quality and technologies that are put inside it.
- Eco-System, this advancement inside of Apple eco-system makes the user addicted to their products, and makes it nearly impossible to change the environment, and to accept other companies inside their mobile devices.
- Own branded accessories. Because of their exclusivity on the design and licenses, the accessories especially on old models are hard to replace, and they need to be apple certified, that thing giving total control on who is producing their parts and spares.
- Batteries and Software. Because of the updating on old devices to make them support longer, the devices were becoming slower by soft wise solutions straight from apple, the company stating that they made up this solution to save the usage of the phones, in reality being because of the old batteries that were supposed to be used more intense.
- Hard to repair. Since their introduction, Apple made their priority to make sure that their technology is maintained only by their services, making different software and hardware connected.
- Before their costumers started complaining about this solution and forcing the Company to remove this solution. Now only a few things being exclusive on their rights like the face -id system and the fingerprint sensor.
- Limited storage. Is well known that apple does not support for their mobile devices expanding memories, and from there forcing clients to pay more for the biggest memory devices



Speaker Notes:

-Negative Impacts :

-The substitution of the real world with the digital, produces changes in the brain in our personality .The modern technology

created addiction and makes people no longer present (let me give you an example: (Do you remember when you were the last time at the coffee with somebody? How often have you checked your notifications,email or personal messages ? We waste a lot of time in the social media,the fact that we are so much access to information make us waste the time sometimes with things that are worthless ..

-Apple Inc. is a creative corporation, not a production company. Although Apple has profited over \$400,000 dollars for each employee in 2011, it has provided few opportunities to work in America (Bello, 2012). For example, Apple mainly relied on foreign outsourcing in order to market the iPod (Lo, 2008). In 2006, Apple employed nearly twice as many people outside of America to produce iPod. The workers were 13,920 in the United States, and 27,250 abroad; 12,270 were in China and 4,750 were in the Philippines (Freeland, 2011). Apple has gradually become a visionary company that offers work to people outside of America. On the other hand, those 13,920 American workers earned nearly \$750 million, but the 27,250 employees outside of American Apple took less than \$320 million (Freeland, 2011) home. Thus, in this institution, the biggest winners are Apple and Apple's

-The Nobel economics laureate A. Michael Spence explains the same phenomenon: "Globalization hurts some subgroups within some countries, including the advanced economies. The disparities in income becomes much and employment has been reduced across the U.S. Highly educated workers enjoy more opportunities and workers with less education are facing declining employment prospects and stagnant incomes" (Freeland, 2011).

-Furthermore, with the globalization of culture, use of Apple products have caused a culture phenomenon-fetishism. More and more people think it is a trend and fashion to use Apple. They

overstate the meaning of Apple products. Some media often report people want to buy an Apple product for selling their body apparatuses, such as kidney. The brand effect causes consumers to blindly pursue for a certain product with an undeserved price. Sometimes, Apple would adopt restriction on purchases while the new products launched. Then, people will be willing to pay twice or triple the price for a new Apple product. For instance, the two pictures below (ZhongXin newspaper, 2012) shows Chinese market in Beijing on January 13, 2012 when the iPhone 4S came out for the first time. Apple officials had implemented restrictions on iPhone 4S before it started to sell, but there were still too many frenzied buyers, including Apple fans and scalpers, who snapped up the iPhone 4S with a smashed accident caused when Apple officials stopped offering products for sale. Out of frustration, consumers had to buy iPhone 4S from scalpers with a higher price.

Therefore, Apple changed our life in better by making it easier and more enjoyable. We get to stay in touch with our loved ones in an easy, fun way; we get to see the world and travel around the globe without any headaches and having all the information one “button” away, while listening to our own playlists and taking pictures, all this in just one gadget that changed our lives and technology. They made it easier for us and for our technological evolution, but on the other hand it changed a lot of people into materialistic, superficial human beings, they exploited poor people for the profit and for their perks and took advantage of the situation.

1916658 - Vlad Ionescu – Lesson drawn from the case study

Slide 15 - Lesson drawn from the case study

The slide features a dark grey rectangular area on the left with the text '5. Lessons drawn from the case study' in white. To the right of this area, there are three horizontal lines, each followed by a numbered point. The first line is orange, the second is blue, and the third is grey. The text for each point is in black.

5. Lessons drawn from the case study

1.Differences between traditional and modern technology

2.Why modern technology is important for the organization?

3.Consequences of not using modern technology in the organisation

Speaker Notes:

In this project I talk about the evolution between traditional technology and modern technology. For this project I take for subject the organisation named Apple who was formed in 1977 by Steve Jobs, Steve Wozniak, and Ronald Wayne.

Slide 16



Differences between traditional and modern technology in Apple INC.

- First difference between traditional and modern technology is the evolution, let's think about it a few years ago Apple release the "Apple II" a computer build from a sleek plastic case, a built-in keyboard who made the input a dream. It's logical because from this computer Apple have a evolution until the present, the world is in a continuous evolution and will be differences between all of times, for example what we like 2 years or three years ago, in present we say it's old or it's not for this times, everytime year by year a new device or a new thing will be the newest. In the past the Apple company was not so big like in the present, here we talk about evolution, to be best day by day, and now in the present the Apple company is one of the biggest companies in the world.

Speaker Notes:

In the first slide we talk about the differences between modern and traditional technology, everytime in this world will be a continuous evolution especially for the organisations, because thirty years ago was no mobile phones, no online, a lot of things don't exist, and this mean we as humans have a evolution year by year and what we have this year we will have next year too but in evolution, because the world means evolution.

Slide 17



Why modern technology is important for the organisation?

- The modern technology is important for the organisation because we live in 21 st century in 2020 , and the evolution is going so well , if you want your organisation to be better you need to adapt at the new technology.
- Apple is a company who changed the technology world , they made a lot of devices and application's for all the world.They revolutionised the modern technology and all the organisation make the same,because Apple made the best devices in the world , from phones , smart watches , headphones at laptops , tv's and a lot of devices.
- Modern technology is important for all the organisations,because all what we buy,sell and see , we make it online.

Speaker Notes:

In the second slide we talk about the modern technology and why it's important for the organisations, modern technology it's important for all the organisations because all the people use modern technology , let's think at online shopping , a lot of people buy online a lot of stuffs from devices at clothes , cars and all of these , the modern technology needs to be apart in all organisations , to be better and better.

Slide18

Consequences of not using modern technology in the organisation

- There are a lot of consequences if an organisation don't use the modern technology , they need to use this techonolgy because like that they can have more customers because humans from our days like to see all they want to buy , in online , so they can buy fromm their home whatever they want.
- If the organisations don't use the modern techonolgy will be bad for them because they will lose a lot of possibly customers.In the end I want to tell that the modern technology needs to be used at all organisations , because we are in a continous evolution,and organisations needs to be better and better day by day , year by year.



Speaker Notes:

In the final slide we talk about the consequences if organisations don't use modern technology. First consequence is customers , you will not have a lot of customers who will want to buy your device , in this case we talk about Apple , if they don't use modern technology , will be a disaster because all the devices that they sell are from modern technology. Second consequence will be another organisations who use the modern technology and they can "steal" your customers so easy, because the modern technology attract many peoples.

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