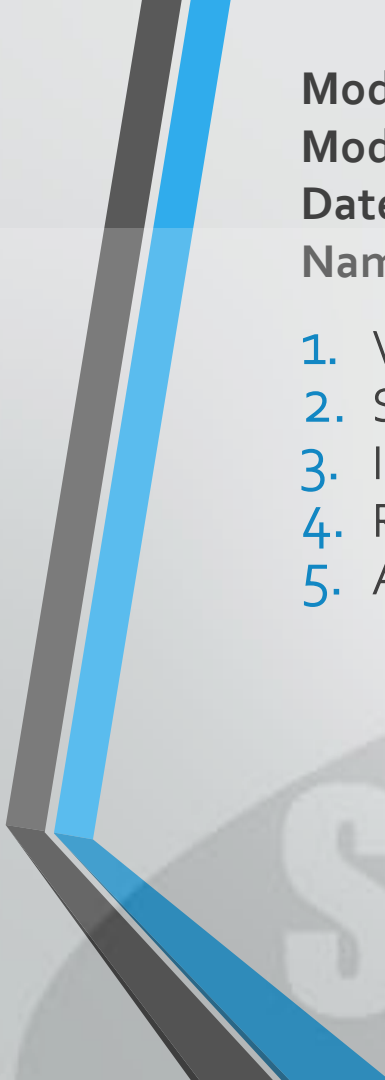




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Business Case Study



Module name: Digital Skills and Research Methods

Module code: BMSW4003

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Outcomes

- Background of the organisation
- The challenge(s) before the introduction of modern technology
- Insights to the modern technology introduced
- The impact of the technology introduced
- Lessons that can be drawn from the case study.

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Introduction

S A M S U N G

- The implementation of current technology aids in the enhancement of a corporate organization's efficiency and productivity.
- It may be used in a variety of corporate contexts, including financial data security, marketing, sales, and product creation.
- Technology lowers waste, increases the efficiency of industrial processes, and strengthens an organization's capacity to concentrate on innovation.

Technology history of Samsung

- Samsung is a major worldwide electronics firm that pioneered the OLED television industry with the introduction of the first OLED television.
- Additionally, has launched 3D LED television technology to the market.
- The smartphone business has been transformed
- Samsung invented and popularised the AMOLED display technology.

Background of the organization



- Samsung is a global electronics company headquartered in South Korea.
- Provides a broad range of consumer electronics products, including home appliances, smartphones, electronic devices, smart televisions, and integrated chips.
- Headquarters of the company are in Suwon-si
- It operates at 213 sites worldwide and employs more than 267,937 people.
- Globally, the largest conglomerate brands in terms of market value

The organization's mission

Samsung is dedicated to doing business ethically in its role as a global leader.

The organization's mission

- The organization's objective is to devote its technology and people to the development of outstanding goods and services that are beneficial to global society.
 - The corporation is completely devoted to being one of the world's top ethical businesses.
- 



The organisation makes use of cutting-edge technologies

- OLED technology is among the cutting-edge technologies that Samsung has offered to the market.
- When current travels over organic materials in this technique, they self-illuminate.
- Due to its self-illumination feature, OLED technology enables colour reproducibility.
- Additionally, the incorporation of this technology onto many devices enables consumers to view more detailed HDR and three-dimensional visuals.
- The firm has manufactured over 300 million Oled screens and is one of the world's biggest makers of OLED displays.

Devices that use OLED technology

- Samsung's ES9500 was first television to include OLED technology. Galaxy Fold
- S22+
- FLIP
- Laptops
- Tablets



A decorative graphic on the left side of the slide, consisting of a thick blue line and a thinner grey line that form the corner of a monitor frame.

Challenges faced by Samsung with LCD display

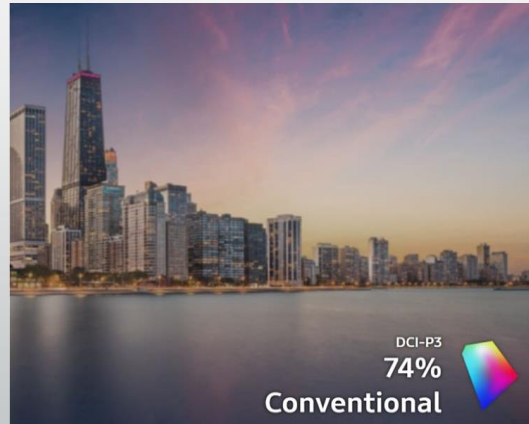
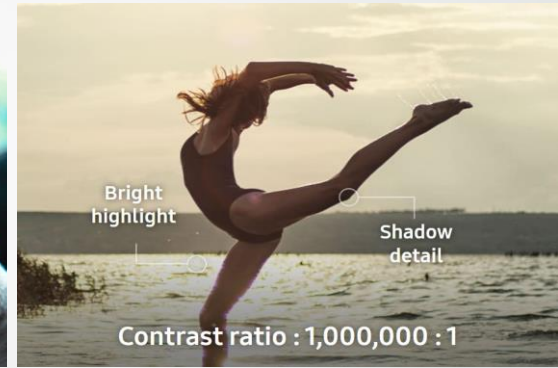
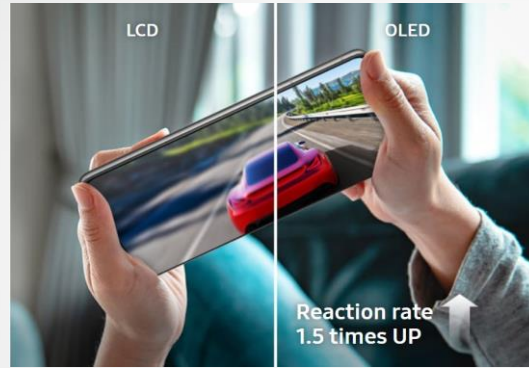
IURIE CHETRARI: 2120450

A large user base

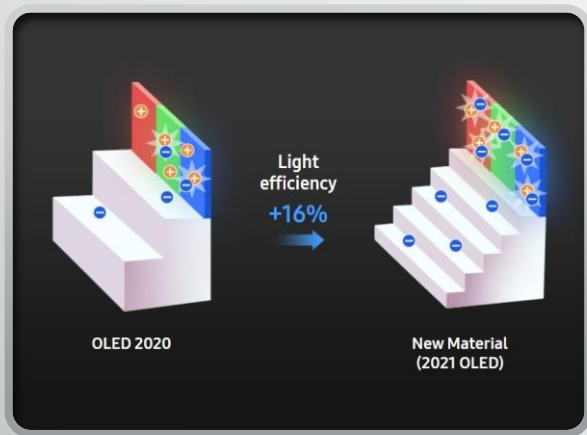
- Samsung's OLED displays are a market leader in the worldwide small- and medium-sized display industry due to its revolutionary features such as high picture quality, low power consumption and thin design.
- Top smartphone manufacturer
- Vendor of tablets and smartwatches with a significant market share
- Prominent position in the display and semiconductor markets

Overwhelming image quality

- Samsung OLED™ boasts excellent colour reproducibility
- The contrast ratio is close to infinity
- Fast response speed and clear image quality



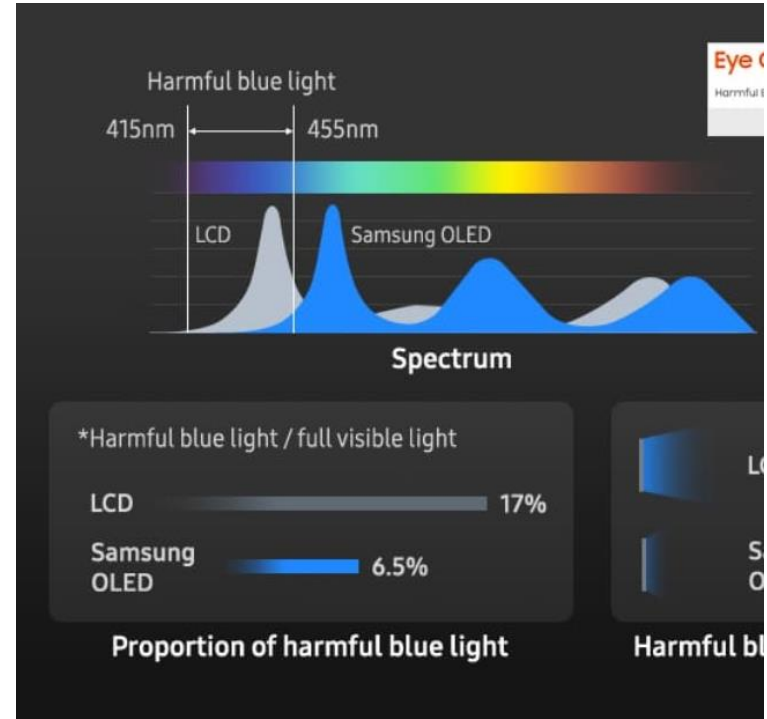
Low energy use, extended battery life



- Low-power OLED technology
- “Adaptive Frequency™”
- “Dark mode UI”

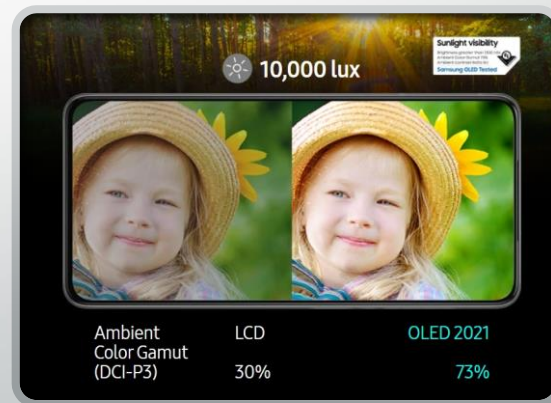
Human-Friendly display

- By emitting safe wavelengths, it reduces the dangerous blue light ratio and retains colour.
- GREENGUARD Gold'



Mobile

- Exceptional 'Sunlight Visibility' verification

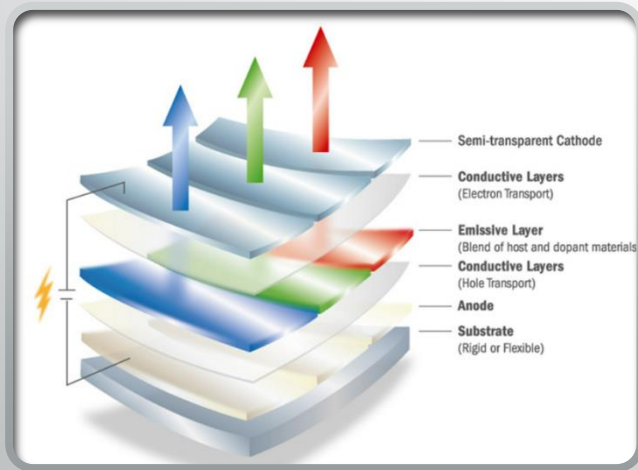


Insights to the modern technology



Valentin Scriosteanu: 2122219

Insights to the modern technology



- The organic light-emitting diode (OLED) technology makes use of **self-illuminating organic materials** that glow when an electric current passes through them.
- RGB light-emitting materials are utilised to convey colours in OLED panels.
- No backlight is required with OLED technology, since the **pixels emit their own light**.
- Additionally, the displays are capable of generating a **deeper black** since they have the **capacity to turn off the pixels**.

Insights to the modern technology

- Samsung televisions' picture quality has been enhanced and their power consumption has been reduced as a result of the use of this technology.
- OLED Displays, on the other hand, Have a Shorter Lifespan
- It will use between 60% and 80% of the power required by an LCD for the majority of pictures.
- Samsung TVs' picture quality has been **enhanced and their power consumption has been reduced** as a result of the use of this technology.

(Dewayne, 2021)



Benefits of the technology

Excellent image quality

- By using the self-luminous features of the OLED technology, it is capable of creating excellent image quality.
- Screens are more colourful and brighter than LED, and LCD screens and create crisp pictures in harsh sunlight.
- Samsung's OLED screens feature a broader colour range beyond sRGB.
- ***Power usage is minimal***
- The organic layer's electron flow is quicker and easier, which increases the luminous efficiency.
- The incorporation of this technology into screens reduces power usage by approximately 16%.
- Variable refresh rates are supported by displays.

Benefits of the technology

Devices with a minimalist design

The backlight's lighting is vital for the formation of an image.

- Due to the organic layer and self-emitting components used in OLED displays, they are 30% thinner and lighter than standard LCD displays.
- Samsung is able to create products that are slimmer due to the employment of this technology.

Display that is user-friendly

- Due to the self-luminous nature of OLED screens, they emit less blue light.
- Samsung has adjusted the colour of the OLED screens to ensure that viewers have a pleasant viewing experience.



Impact of the technology introduced

Sergiu-Viorel Chiran: 2121857

Impact of the technology introduced

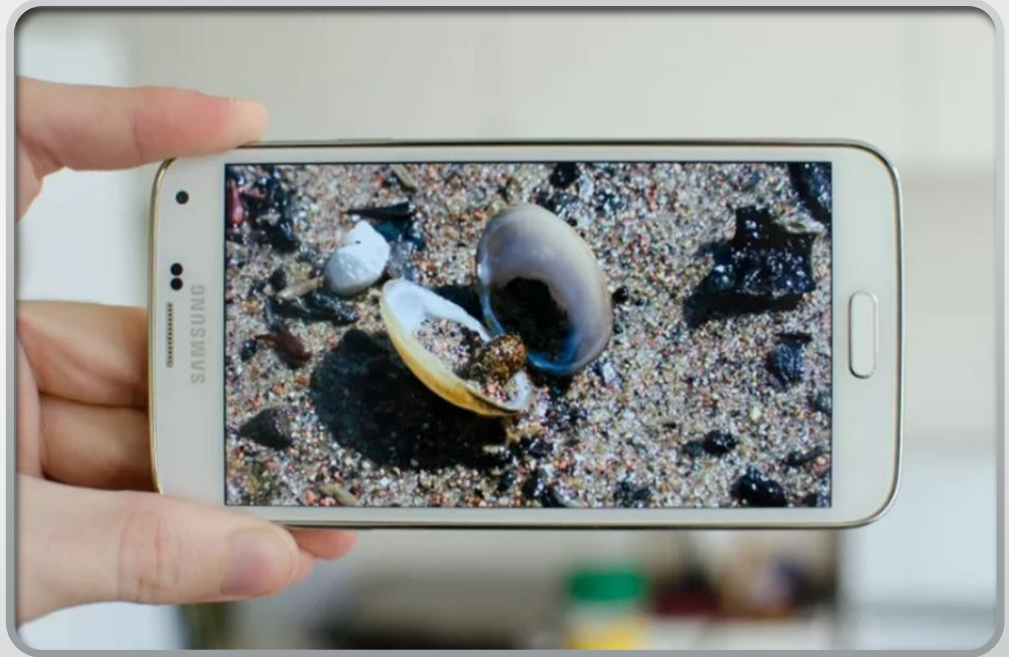
- Revenues of 3.81 billions GBP
- Sales of more than 20 million phones per year (2012)
- Supply OLED screens to other big companies
- One of the most important companies in the world



Positive impacts

For Consumer

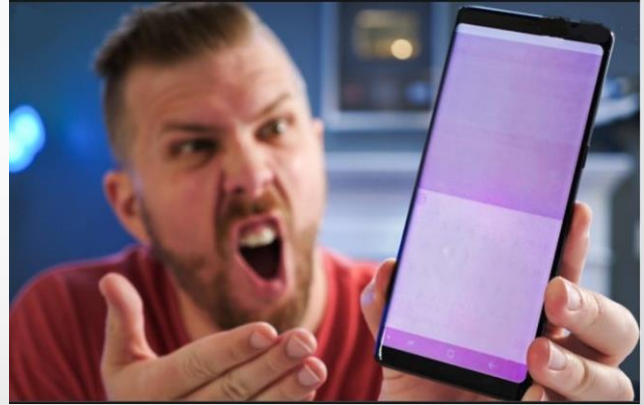
- Better quality of the display
- A more attractive phone concept
- Battery life is increased as a result of the decreased screen use
- Fast response time of the screen



Negative impacts

For Samsung

- Increased chance of burn-in
- Greater production costs
- Over time, brightness might diminish.
- The risk of damaging Samsung's reputation



Negative impacts



For Samsung

- There is a possibility that this may cause more headaches than an LCD screen (Lashbrook, 2019)
- OLED televisions cost more than LED televisions.
- Because of brightness loss after a while and burn-in, a mobile phone's lifespan is reduced.
- It is greatly harmed by water.



Lessons that can be drawn from the case study of OLED technology implementation by Samsung

Romina Mirela Holban Bicoi
ID 2123649

Lessons that can be drawn from the case study

- The OLED technology seems to be a more sophisticated form of the LED technology which creates images by using self-luminous organic components.
- Samsung is now the global leader in OLED screens.
- Provides displays to other electronics manufacturers in the market.
- The company's revenue is expected to exceed \$5 billion from the sale of OLED panels.

Lessons that can be drawn from the case study

- A company should stay dedicated to incorporating new technology into its goods in order to increase client happiness.
- Brands benefit from innovation and technology when it comes to gaining a competitive edge in the market.
- The creation of dark tones using OLED
- Reducing electricity consumption
- Screen flickering solution with OLED displays

Lessons that can be drawn from the case study

- One of the most important companies in the world
- Holding up on the OLED TV market
- Samsung is the main supplier of AMOLED displays for companies like Lenovo, Vivo, Hisense etc.
- Expensive production costs for AMOLED forced Samsung innovate in order to reduce the prices of the phones in the market

Lessons that can be drawn from the case study

- Companies that use LCD displays on their phones still are losing terrain in front of AMOLED, that makes other companies like Apple to adapt and buy AMOLED technology displays from Samsung
- Problems regarding burn in pixels on the OLED display
- These problems made companies innovate in order not to lose money and customers(LG and Samsung)
- What is next for Samsung?

Conclusion

- Innovation means progress and takes the company to another level
- Innovation should be one of the most important part of a company

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An illustration featuring two hands holding a bright orange banner with the words 'THANK YOU' in white, bold, sans-serif capital letters. The hands are positioned at the bottom corners of the banner, with the fingers wrapped around black vertical poles. The person holding the banner is wearing a dark suit jacket with white cuffs visible. The background is a solid light blue. The entire scene is framed by a grey border with blue and black diagonal stripes on the left side.

**THANK
YOU**