

To identify an Organization and analyze how this organization uses modern technology to improve efficiency

Module code: BMSW4003

Veronica-Daniela Floria -2115140, Background of the Organization

Diana Elena Calin-2113991, The challenge before the introduction of modern technology

Maria Mahu-2115144, Insight to the modern technology introduced

Roxana-Ioana Ciubotariu-2115139, The impact of the modern technology introduced

Estera Iordan- 2114000, Lessons that can be drawn from the case study

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Background of the Organisation

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Apple Background



- One of the largest information technology company in the world
- Established April 1976 and founded in Cupertino, California, USA
- Apple crossed the US \$1 Trillion mark and after roughly two years the company has crossed the US \$2Trillion mark in market capitalization
- Apple's core value is to make the best products in the market and focus on selected products



The Founders



- Apple was founded by Steve Jobs, Steve Wozniak and Ronald Wayne on April 1, 1976
- It was incorporated as Apple Computer, Inc. on January 3, 1977
- It was renamed as Apple Inc. on January 9, 2007



Managers at Apple

- The IT Manager of Apple is KY Hoang
- The Marketing Manager of Apple is Varun Puri who looks after the Brand Marketing of the company.
- Apple reports a gap in the PayScale of the male employees and female employees each year.
- The company is bringing more and more opportunities for women into the company.



Interesting Background Facts

- Apple name comes from founder Steve Jobs "like of the fruit"
- The logo was designed by Ronald Wayne
- The Bitten Apple logo did Rob Janoff



Logo History:
Evolution of the Apple Logo



Products of Apple



- ✓ Currently, Apple has iPhone, iPad, MacBook, Macintosh, Apple Watch, Apple Home pod, Air pods and Apple TV as their product line-up (Li, 2021).
- ✓ Apple has a big list of software also, iOS, Mac os, final cut pro, watch os, tv os, iPad os, I Life, Siri, Shazam and so on.



Products of Apple

In the history of Apple Macintosh computers, MacBooks and iPhones are the three most important and influential products that they have made (Ng et al., 2018).

There are three other products, iPad, Apple Watch and Siri which have revolutionized the whole game of smart products.



Apple's last 5 years financial records

	2021	2020	2019	2018	2017
Profit	152,836	104,007	97,704	101,983	86,870
Net income	94,680	57,411	55,256	59,531	48,351



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The challenge before the introduction of modern technology

Diana Elena Calin-2113991



Why Apple introduced the watch

- The purpose of the Apple Watch was to complement an iPhone, to free people from their phones and to have a healthy life
- Apple watch was introducing in April 2015 after long time of exploring and studying
- It is the World's number 1 selling personal and wearable technology
- Health and wellbeing are the centre of what Apple Watch is all about



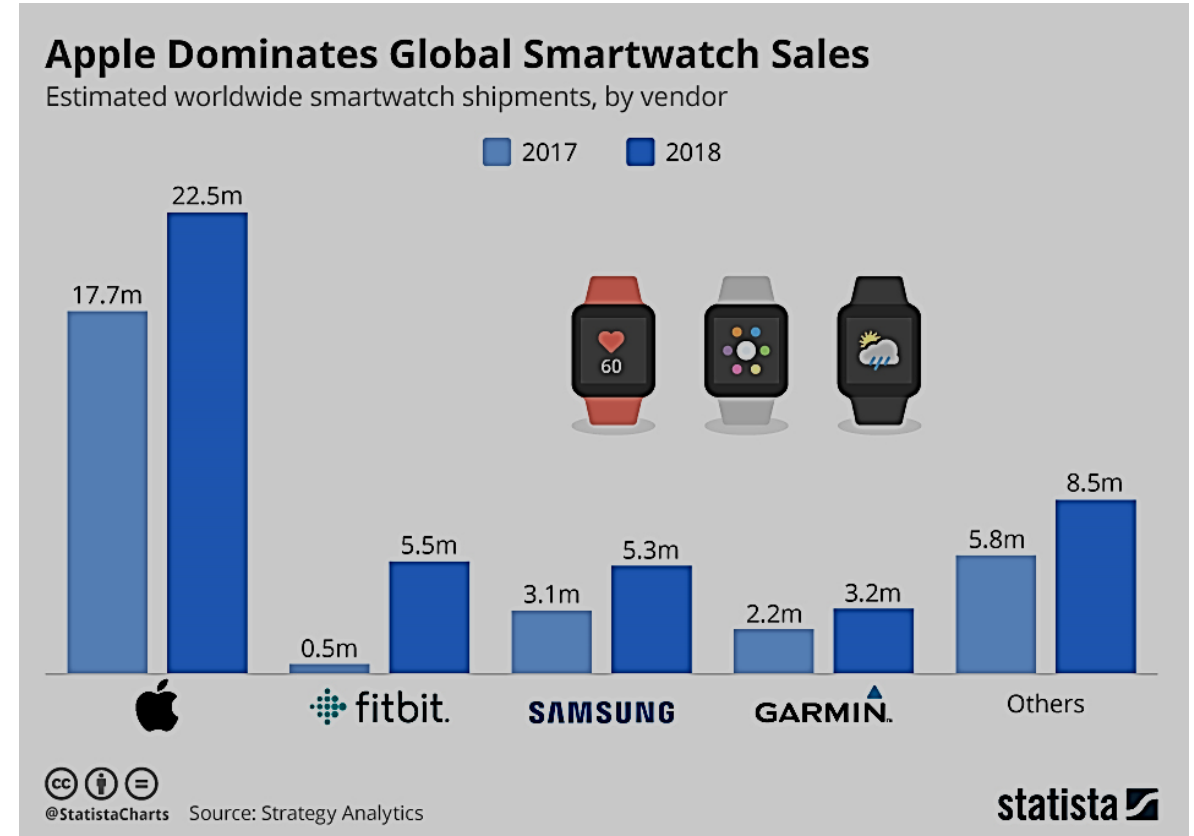
The biggest challenges to the success of Apple Watch

- To make a good experience for the customers of navigate on the Watch, Apple create a mechanism on the watch called Digital Crown.
- Battery limitations - Apple Watch need to be charged every couple of days, because to the need of send and receive data
- Apple team came up with a robot called Quick board, that reads messages and suggest a handful of possible response



Competition

On the market there are more recent smartwatches which will be competing with the Apple Watch but Apple Watch has managed to stay in first place until now.



Challenge in health

- Apple wanted to make customer life easier and healthier, so they came up with some application and sensors that can be detect before we can do
- So problems like: respiratory issues (SpO2 sensor), atrial fibrillation (ECG function), stress (Fitbit Sense), diabetes.



Improvements

- Based on my research I found that Apple want to improve battery life by adding at least 90 minutes more with screen image, processor speed or camera quality
- Storage space – Apple has improved the storage watch by adding 128GB.

EXTENDING BATTERY LIFE



SERIES 7



SERIES 6



SERIES 3



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Insight to the modern technology introduced

Maria Mahu-2115144



What is Artificial Intelligence?

- ✓ The fastest development in the World
- ✓ The simulation of the intelligence created by machines
- ✓ The capability to solve problems
- ✓ The ability to take action rationally
- ✓ The power to function like humans



Goals:

- ✓ To develop algorithms that humans use
- ✓ To create a machine with the capacity of making human work.



ARTIFICIAL INTELLIGENCE

Programs with the ability to learn and reason like humans

MACHINE LEARNING

Algorithms with the ability to learn without being explicitly programmed

DEEP LEARNING

Subset of machine learning in which artificial neural networks adapt and learn from vast amounts of data

- ✓ **AI Components:**
- ✓ Learning
- ✓ Reasoning
- ✓ Problem solving
- ✓ Perceptions
- ✓ Language understanding



AI in Apple Watch

- ✓ From the iPhone to the Mac, iPad and Watch, Apple, continues development in hardware and software innovation.
- ✓ Apple adopted AI as its essential part and is using it as its pitch to clients.
- ✓ AI is a key component of Apple's broader healthcare initiatives
- ✓ AI increased ability for HealthCare to understand better needs of the people and how to support them
- ✓ Apple watch using AI can achieve fast and accurate diagnostics, reduce the human errors and the cost of treatment



How Apple Watch implement AI in Healthcare

- ✓ Apple Watch uses AI to monitor individual health
- ✓ The watch collects data such as heart rate, sleep cycle, blood pressure, etc. and keeps a records
- ✓ The collected data then is processed and analyzed by using ML and Deep learning algorithms to build a model
- ✓ The Health apps is built to keep your data secure and protect your privacy
- ✓ AI in healthcare helps to deliver faster and accurate results

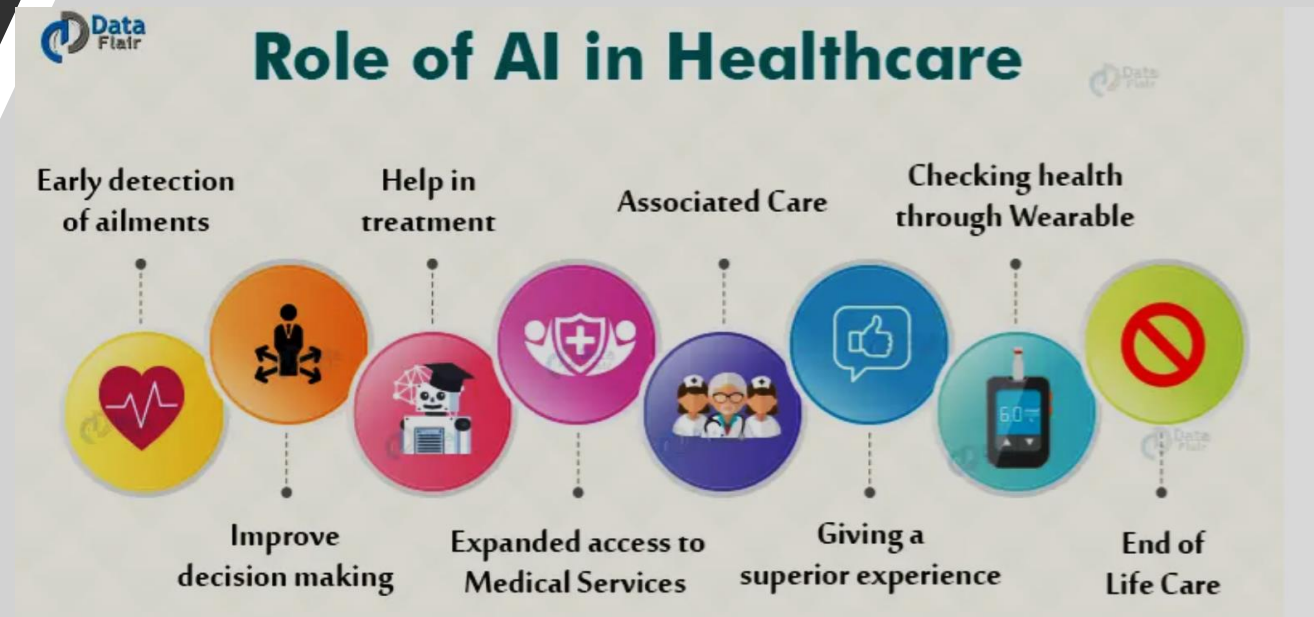


Image source: [role of ai in healthcare - Bing images](#)



Apple Watch benefits in HealthCare

- ✓ Using AI, Apple watch can detect the signs of atrial fibrillation and give a notification, introducing an ECG sensor.
- ✓ Also, can be used to detect the early signs of diabetes using an AI network called Deep Heart developed by Cardiogram
- ✓ Hello Heart's with AI technology allows users to track and understand heart health via app, allowing them to catch serious heart issues before they become a catastrophic event
- ✓ AI and personal coach Lark helps to track your diet, exercise, sleep, medication, and weight.
- ✓ The new AI features Apple is hand washing detection for the Apple Watch.



Apple and AI acquisitions

- ✓ Apple is a major buyer of global artificial intelligence companies
- ✓ The aim is to improve the machine learning system and AI capabilities of its products and services.
- ✓ From 2010 until now, Apple has 29 AI acquisitions in total and 15 acquisitions are only in the Apple Watch.

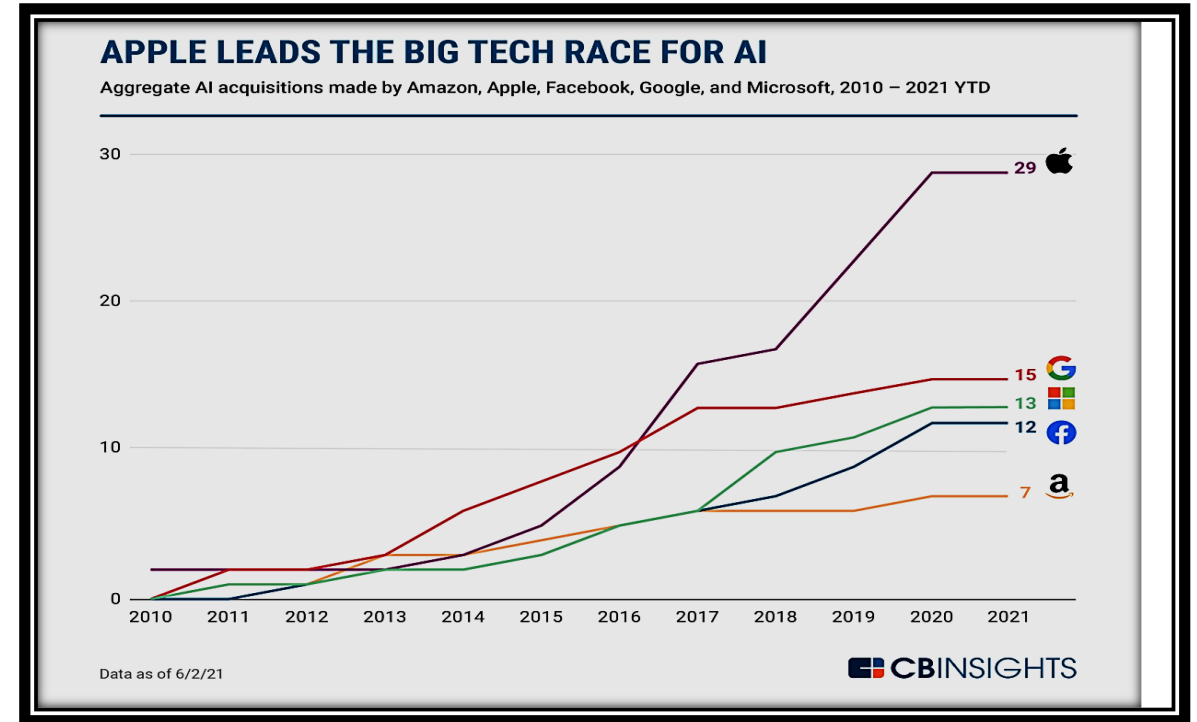


Image Source: [Race-for-AI-2021-Q2-FAMGA-Acquisitions-V4-e1623082098459.png \(1200x947\) \(cbinsights.com\)](#)

In conclusion I can say that the combination of AI and smart watches is another win for Apple because continue to explore the real digital health.



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The impact of the modern technology introduced



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Roxana-Ioana Ciubotariu-2115139

The impact of the technology introduced

- The impact of the Apple Watch far outweighs the success of a device - marking the first ever connected tabletop marketplace, personal technology
- Apple has also turned the mobile phone into a device that could do two good things, voice calls and text messages, to a multi-function, application-based iPhone device, as well as the clock for a device that says time and date in a sensor-controlled, application-powered device.
- Tracking apps introduce 24/7 awareness of action or inaction, do not need to be turned on or off, and ultimately provide a faster amount of relevant information that changes behavior, from personal health to communication and interaction. These are things that were not possible with other personal devices, even the venerable smartphone with the best applications.
- The Apple Watch may also help users learn to adopt new features over time, driven by short-term, task-based features. The purchase driver for the watch could have initially been linked to a single function, but more capabilities, driven by applications, have created value through the added function over time.
- Apple introduced in the simple watch that before only shows the time, they introduced the artificial intelligence that the ability to inform you about health.



The Apple watch

- It was launched in April 2015 and quickly became the best-selling portable device
- Each watch has been sold in several variants defined by series or material, the color and size of the watch case
- The Apple Watch only works with the iPhone to set up the clock and sync iPhone apps
- The Apple Watch runs watch OS, whose interface is based on a home screen with circular icons for applications.
- The operating system can be navigated using the screen or the crown on the side of the watch



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Why Apple Watch

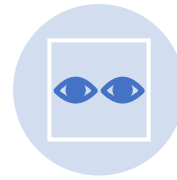
it's the ultimate device for a healthy life



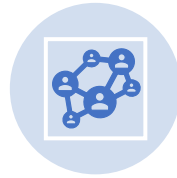
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It's the fitness partner that fits on your wrist.



It's always looking out for you.



It keeps you connected to the people and things you care about most.



It can help keep the family closer.



It's well-acquainted with all you Apple devices.



Advantage Apple Watch

A healthy number of workouts that help you live a healthier life and track your progress in your daily workouts measure your steps every day.

Apple Watch can send you a notification when your heart rate is low or high when you work too much in your daily life, or you may have a heart problem.

Wallet store your credit debit to paid easy

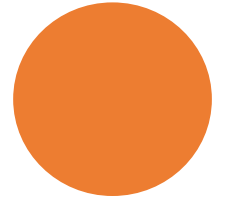
With the Apple Watch, it's easier for you to pay when you go shopping without having your credit card in hand or to always take out your phone to pay with it

Map for the driver, walking or cycling

Apple Watch has a mapping app that will make it easier for you when you drive or ride a bike or if you want to go somewhere new

Water resistance

The Apple Watch is water resistant and can help you with your swimming workouts. It can show you how many laps you did without you counting.



Disadvantage Apple smartwatch

It's expensive

It is expensive for a watch that changes every year and increases its price according to the version or according to the material the customer wants

Battery life

The battery lasts between 17-18 hours without being connected to the phone, but when connected to the phone via Bluetooth both devices discharge very quickly

Compatible only to iPhone

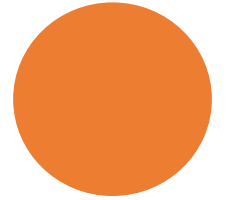
Apple Watch only works with iPhone, it does not connect to any other Apple device

Highly distractive

The Apple Watch is a device that distracts people a lot compared to the local watch

Design

The Apple Watch has the same design as all versions of the watch
You can recognize the Apple Watch from a distance by having only on design



Reference

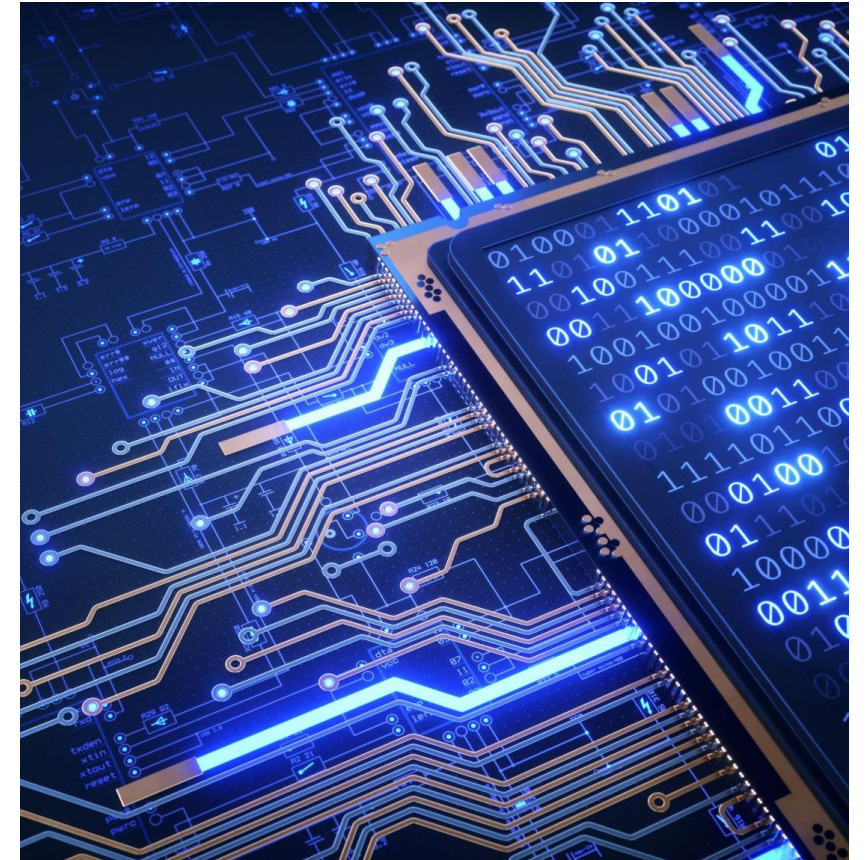
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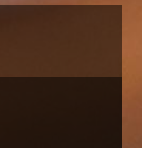
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Lessons that can be drawn from case study

Estera Iordan- 2114000



Case study

Working as a group to prepare our presentation, we learn an important lesson: how to work as a team

Our main purpose was to find a qualitative type of information

To use academic skills such, us: reflection, note taking, paraphrasing as a tools in our presentation

To discuss about our organisation and what modern technology are using to became more efficient for people

To improve our public speaking

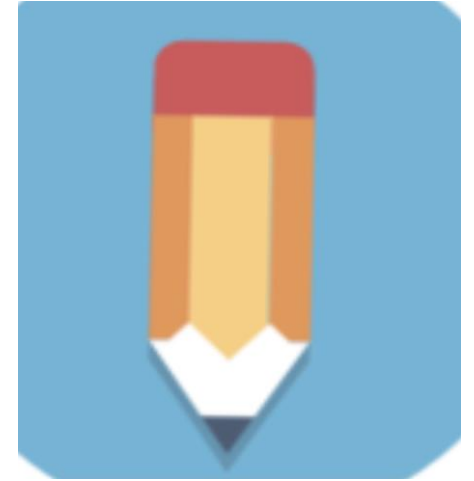


Type of Communication used:

- Verbal



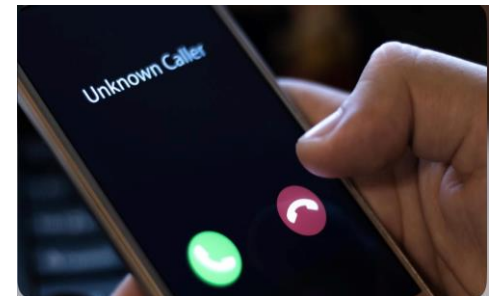
- Written



- Nonverbal



- Phone calls





Types of skills and capabilities



Learning how to use and adapt the right digital devices, application, software and system.



Finding, reviewing, organising and sharing information effectively.



Being able to communicate and collaborate in a digital setting.



Problem Solving

What are problem solving skills

- Listening skills
- Creative thinking skills
- Communication skills
- Decision-making skills

Why are problem solving skills important?

- Ability to organize our time intelligently
- Ability to think outside the box
- Ability to prioritize, plan, and execute strategies.



Conclusion

Our Aim was to find the most interesting aspects about Apple, Apple Watch:

- ✓ History, background, products. etc.
- ✓ Benefits
- ✓ Positive and negative impacts
- ✓ Apple watch is a better device for our healthy life

Based on our research, I can say that Apple with their products make our life easier and more interesting.



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