

Modern technology in organisation

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Background of the Organisation

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Who is Apple ?

- ▶ A multinational technology company, Apple Inc. specializes in consumer electronics, software, and online services.
- ▶ Apple Inc. is an American multinational technology company that specializes in consumer electronics, software and online services.
- ▶ Apple company was first developed by Steve Jobs, Steve Wozniak and Ronald Wayne in the year 1976 on the 1st of April.
- ▶ Their first product is Apple – 1 desktop computer released by the Apple Computer Company (now Apple Inc.) in 1976

Aim of the organisation



- ▶ The apple company aims to manufacture such types of products that people can utilise in their daily lives.
- ▶ Attractive quality and design attract the customers to purchase the products.
- ▶ Apple has developed innovative futuristic technology.
- ▶ A different type of operating system makes the consumers biased to buy this company's products.

Scope and purpose



- ▶ The Apple company used to deliver the best products regarding the electronic gadgets like smartphones, laptops and so on.
- ▶ Apple has been successful in competing with other companies with a value of \$2.08 trillion in the market.



Challenges before the modern technology

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Challenges before the modern technology

- ▶ Apple company has faced many challenges before modern technology. One of the main challenges that may be faced by the company is that the iPhones are not accessible to the 5G network.
- ▶ The lack of chip availability can be another challenge for the company.
- ▶ Another important challenge is understanding problems at the market level.

Vision and mission

- ▶ The mission of the company Apple is to deliver the best experience to its customers.
- ▶ Another mission lies in the innovative creation of the company based on modern technology.
- ▶ The vision of Apple is to contribute high technology to the minds of every person.
- ▶ Another vision of the company is to be an outstanding brand of technology.

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INSIGHTS OF MODERN TECHNOLOGY

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Brief description

- ▶ Modern technology has developed day by day. New equipment, electronic gadgets, and machinery have been invented to make the work of the people smoother and easier to do.
- ▶ Modern technology has made the world more digitalised where manual working has turned into automatic working.
- ▶ The company Apple has been successful in applying modern technology.



Components

- ▶ The Apple company uses the components of technology like LC, LED-backlit, and OLED.
- ▶ Mainly LCD and OLED are used in this company.
- ▶ In the case of the iPhone with 5G network access, the use of TSMC's 5 nm chip is used by the company.
- ▶ The 4 nm technology has also been given importance by this company.



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IMPACT OF MODERN TECHNOLOGY

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Positive impacts

- ▶ Technology has helped to make travelling easier as well as communication.
- ▶ The education system has got digitalised with the invention of technology.
- ▶ Technology has helped in linking the whole world through small devices.



Negative impacts

- ▶ Technology also has bad impacts such as lack of sleep, and disturbance in the regular lifestyle due to the influence of social media.
- ▶ It affects the health of the students.
- ▶ Students get distracted from their studies and spend more time on social media.
- ▶ People are getting unsocial with the influence of technology.

Patterns and benefits of technology

- ▶ Technology has benefited to make communication easier and faster.
- ▶ The technology has also helped to increase production at a faster rate in many companies.
- ▶ Technological improvement has made manual work transformed into automatic work.
- ▶ The high technology is less time consuming as it helps to do the work in a faster and easier way



LESSONS THAT ARE DRAWN FROM THE CASE STUDY

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Huge difference between old and modern technology

The differences between the old and the modern technology are:

- ▶ The old technology consists of a limited amount of products as well as services. Similarly in modern technology, there is no limitation.
- ▶ There is an absence of Smartphones, laptops, media and so on, but modern technology contains all of these.
- ▶ Technology was more time consuming, while the modern one is less time consuming.

Importance of modern technology

- ▶ Modern technology has helped to make the inventions of new ideas.
- ▶ It has played an important role in transforming manual work into automatic work.
- ▶ Modern technology has made the modern world easier.
Communication has become possible from one place to another in the world.
- ▶ Social media has played a vital role in connecting people staying at a long distance.



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Conclusion

- ▶ Hence it could be concluded that modern technology is much influence on the modern world.
- ▶ The company Apple has achieved much success with the influence of modern technology and it is proceeding towards a bright future.
- ▶ So it can be said that the modern world is dependent upon modern technology.

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