1. **Hilton Hotels & Resorts:**
   * Industry: Hospitality
   * Technology Integration: Guests can check in or out remotely, use their phones as keys, request a ride via lyft, all from the app
   * Advancements in Operations: Easier to book/modify/cancel reservations without speaking with a person. Guests can easily look up hotel accommodation.
   * Profit Impact: Less money spent on room key cards. Less time spent at reception for check in and check out, or just skipped entirely. Easier to modify reservations.
   * Organizational Improvement: more staff can focus on room service and maintenance, while software handles mild customer issues and requests.
   * Overall Benefit: Less staff needed to book a hotel and more resources can be used for maintenance
2. **FedEx:**
   * Industry: Shipping
   * Technology Integration: Mobile apps to assist with customer orders, tech in sortation warehouses,
   * Advancements in Operations: software can locate packages not just based on the label, but on size, shape, color, weight, and boxes.
   * Profit Impact: Less lost packages, more accurate tracking information, delivery vehicles can be filled quicker, maximizing use of cargo space
   * Organizational Improvement: much larger tech and development teams, more use of cloud infrastructure
   * Overall Benefit: Easier to field concerns up the chain, less manpower required for running warehouses. Also allow mapping of rural areas to expand delivery network
3. **Chipotle:**
   * Industry: Fast casual dining
   * Technology Integration: mobile app, rewards, online ordering
   * Advancements in Operations: allow users to customize orders as they see fit to suit taste, dietary requirements, religious restrictions.
   * Profit Impact: much greater capacity for mobile orders, easy to retrieve nutritional information
   * Organizational Improvement: Chipotle now has mobile order racks at most locations. Mobile orders can be placed before the restaurant opens.
   * Overall Benefit: Ordering is easier than ever, for 1 person or 100. It caters to an increasing number of young tech savvy customers.