ETI Assignment

IST 110

JPMorgan Chase

Industry: Banking/Finance

Technology Integration: JPMorgan Chase heavily uses AI, machine learning, and cloud infrastructure to automate many of their processes.

Advancements in Operations: Cut manual exceptions by over 50%, automates compliance checks, and performs real-time fraud detection.

Profit Impact: The company has spent over $18 billion in 2025 tech focused on products and platforms. This has helped them improve their productivity, customer experience, and revenue.

Organizational Improvement: The culture of JPMorgan Chase has shifted to a innovation and data-driven decision-making approach.

Overall Benefit: Their digital transformation has made JPMorgan Chase more resilient with efficient systems that enhance customer engagement and profitability.

Delta Airlines

Industry: Aviation/Transportation

Technology Integration: Uses AI for pricing, scheduling, and predictive maintenance with machine learning models.

Advancements in Operations: VR accelerates pilot training, AI optimizes flight routes to find most optimal.

Profit Impact: Delta had a record $54 billion in revenue last year thanks to AI by reducing downtime costs.

Organizational Improvement: By adopting more technology, Delta has greatly increased their training potential, allowing pilots to learn faster and receive better feedback.

Overall Benefit: IT integration has strengthened deltas operational ability by predicting any maintenance failures ahead of time. It has also driven revenue growth by allowing customers to rely on Delta flights more than ever.

Walmart

Industry: Retail

Technology Integration: Walmart uses AI and machine learning in order to evaluate customer trends and push out promotions to maximize customer value. They also utilize data analytics for inventory management.

Advancements in Operations: ML models allow for predictions in demand of products, which helps Walmart optimize inventory based on customer needs.

Profit Impact: By using AI, they have cut logistics cost and boosted sales through personalized promotions.

Organizational Improvement: Has improved their influence on the tech-driven world by fostering a data-centric culture through hiring data analysts and machine learning engineers.

Overall Benefit: Walmart's entire retail model has been revolutionized by machine learning. It has enabled them to use predictive supply chains and scale much easier.