**National Football League:**

* Industry: Sports
* Technology Integration: Utilizing the social media aspects of the world.
* Advancements in Operations: In the past, the NFL had to rely on sports pages and television to promote their product after the games have been played. Through being able to use social media, they are likely able to expand visibility and gain new fans or potential money spenders.
* Profit Impact: A pinpointed example of profit is the NFL would have needed to invest $7.5 million to equal the amount of impression in dollars that Taylor Swift has added (How much earned media revenue the NFL received from Taylor Swift on Super Bowl Sunday, 2024).
* Organizational Improvement: Social media has a significant positive impact on the NFL's profits by allowing for increased fan engagement, broader reach, and more opportunities for sponsorships
* Overall Benefit: The teams owned within the league have benefited massively from being able to continuously post content related to their organizations in between games.

**Netflix:**

* Industry: Streaming Platform
* Technology Integration: Infrastructure as a serve
* Advancements in Operations: The shift from sending out disks that have movies on them to now providing an inclusive website and applications that can stream a number of movies.
* Profit Impact: Netflix added 5 million subscribers and reported a revenue of $9.83 billion in 2024 (Weprin, 2024).
* Organizational Improvement: Netflix’s new structure has invited nearly every source of media entertainment to follow and have some type of web streaming service subscription. Is this a good thing?
* Overall Benefit: The benefit does bring down electronic waste from producing and discarding the CD’s and provides everyone an easier access to their electronic entertainment.

**Domino’s Pizza:**

* Industry: Food
* Technology Integration: The company shifted from doing mostly phone call orders to ordering and operating mostly online.
* Advancements in Operations: Domino’s has used the internet of things (IOT) and web services like Amazon Web Services (AWS) to provide customers an easier online ordering experience.
* Profit Impact: Promoting some online only discounts allowed Domino’s to have a quarterly jump of 20% or $126 million in 2024 when comparison to 2023 (Haddon, 2024).
* Organizational Improvement: While I am not sure who the leading pizza operator is, Domino’s is able to hire more direct labor for food and delivery rather than order taking because of online success.
* Overall Benefit: The overall benefit of this technological integration is that Dominos has, like all other listed companies, brought record profits by advertising online ordering and discounts. The record profits in return should allow the company to bring employee wages up.

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