

L13: Enterprise Technology Integration Assignment

IST 110

Choose 3 companies from different industries and explore how the integration of information technology has advanced each company's operations, profits, and organization. For each company, provide a short description (1 - 2 sentences) of how technology has improved the company overall.

Domino's Pizza

- *Industry:*
 - Food Service
- *Technology Integration:*
 - Domino's launched their "Domino's Anywhere" service which allows customers to input their information into what they call a "pizza profile" and subsequently enables them to quickly place orders via many mobile applications such as apple carplay, Amazon's Alexa, SMS text messages, or an app on iPhone/apple watches.
- *Advancements in Operations:*
 - This automation of remote order placement has likely increased the accuracy of orders placed while also freeing staff from having to spend time taking orders themselves.
- *Profit Impact*
 - This service was in part launched due to the COVID pandemic causing a slump in sales. However it seems that it did help to increase sales both during and after the crisis' peak.
- *Organizational Improvement:*
 - I would presume that the success of this application will lead the company to put more of an emphasis on emerging technologies, such as artificial intelligence/machine learning to help in the development of new products.
- *Overall Benefit:*
 - Integrating technology has provided both a benefit to the customer and the company in this instance. The customer has been given a new way to place orders, one which many people likely find more convenient than traditional form or telephone-based means. The company on the other hand seems to have seen an increase in profits along with an increase in worker productivity due to the streamlining of the remote orders process.

Michelin

- *Industry:*
 - Automotive/Tire Manufacturing
- *Technology Integration:*
 - Artificial intelligence has been integrated into many staff services such as "smart wristbands" for operators and chatbots for streamlining office organization.
- *Advancements in Operations:*
 - The "smart wristbands" claim to be able to detect problems – presumably technical ones – for on-site operators. Meanwhile, the chatbot "SANCHO" helps book and organize conferences while "EDDY" is a more general virtual assistant for staff. (Michelin, 2019)

- *Profit Impact*
 - Other than increased profits from worker efficiency, the company also has their “ENGAGE” sales platform which allows easier communication with clients which undoubtedly has helped drive more sales and loyalty from customers. (Michelin, 2019)
- *Organizational Improvement:*
 - It seems that Michelin is putting an increased emphasis on integrating technology – specifically AI – into as many business aspects as possible to try and recreate the effects of current solutions.
- *Overall Benefit:*
 - Overall, it seems that technology has helped dramatically increase worker productivity in all sections of the business. Additionally, customer interactions have been made easier with the creation of their own in-house sales platform.

Netflix

- *Industry:*
 - Entertainment/Cloud Streaming
- *Technology Integration:*
 - Starting as a main-based movie provider, Netflix moved its strategy to providing content digitally over the internet.
- *Advancements in Operations:*
 - Managing a digital inventory – while still challenging at such a scale as Netflix – is likely a much more manageable task compared to a physical inventory which constantly needs to actually leave their facilities and places a hard limit on their product availability.
- *Profit Impact*
 - The switch to this on-demand internet-based delivery medium has undoubtedly been profitable, seeing as Netflix is now one of the most valuable companies in the United States.
- *Organizational Improvement:*
 - The staff composition of the company has likely shifted heavily in its percentage of IT/tech-based roles since the switch from physical to digital delivery.
- *Overall Benefit:*
 - Technology has enabled Netflix to meet increasing demands for the content they provide to an almost unlimited scale. This proved to be both a positive for the company and the consumer whilst also allowing Netflix to more easily manage what content/services they provide thanks to the side effect of easier data collection on their users.

References

Michelin. (2019, April 10). *Artificial Intelligence: A Strategic Priority for Michelin*. Retrieved from Michelin: <https://www.michelin.com/en/news/artificial-intelligence-a-strategic-priority-for-michelin/>

