

IST110

Enterprise Technology Integration Assignment

Company 1: Amazon

Industry

E-commerce

Technology Integration

Amazon has integrated innovative algorithms and machine learning into its operations. The company has done so with personalized recommendations. Another important advantage of technology integration can be identified by efficient inventory management.

Advancements in Operations

Technology has hugely improved Amazon's operations. It has streamlined order processing and reduced delivery times with the help of predictive analytics. Automation can be observed in warehouses.

Profit Impact

The integration of technology has increased profits for Amazon because of more customer satisfaction. It has happened because technology integration has reduced operational costs.

Organizational Improvement

Technology has brought a “culture of innovation” to the company. For example, data-driven decision-making has been promoting continuous improvement (Hanley & Hubbard, 2020).

Overall Benefit

The benefit of integrating technology into Amazon can be identified in its capability to revolutionize “the retail industry.” It allows customers to have a seamless shopping experience.

Company 2: Tesla

Industry

Automotive

Technology Integration

Tesla has integrated innovative technology into the benefits of its vehicles. The success of “electric propulsion systems,” “autonomous driving features,” etc. highlight the same (Lang et al., 2021).

Advancements in Operations

Technology has significantly improved Tesla's operations. The company achieved this because of its improved vehicle performance and energy efficiency.

Profit Impact

The integration of technology has helped the company to increase its profits. The company has achieved reduced costs through innovative products and reduced manufacturing costs because of automation.

Organizational Improvement

Technology has influenced Tesla's organizational structure. It has happened because of the promotion of a “culture of innovation,” collaboration, and sustainability. Tesla focuses a lot on research and development.

Overall Benefit

The benefit of integrating technology into Tesla is its ability to disrupt “the automotive industry.” It has accelerated the transition to sustainable transportation and changed the “future of mobility.”

Company 3: Pfizer

Industry

Pharmaceuticals

Technology Integration

Pfizer has integrated innovative technologies. For example, artificial intelligence and "big data analytics" have been integrated into drug discovery and manufacturing processes.

Advancements in Operations

Technology has improved Pfizer's operations with its “drug discovery process.” The company has optimized clinical trials with the help of predictive modeling (Winch et al., 2021).

Profit Impact

The integration of technology has increased profits for Pfizer. It has been achieved because of a reduced time-to-market for new drugs. It has lowered research and development costs. As a result, the effectiveness of pharmaceutical production has improved a lot.

Organizational Improvement

Technology has enhanced Pfizer's organizational structure. Collaboration between scientists, engineers, and data analysts has become more prominent. As a result, it promotes a "culture of innovation".

Overall Benefit

The benefits of integrating technology into Pfizer are many. For example, the company's ability to bring medical breakthroughs and improve patient outcomes are two highlighting factors.

References

Hanley, D. A., & Hubbard, S. (2020). Eyes Everywhere: Amazon's Surveillance Infrastructure and Revitalizing Worker Power. Open Markets Institute.

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Winch, G. M., Cao, D., Maytorena-Sanchez, E., Pinto, J., Sergeeva, N., & Zhang, S. (2021). Operation Warp Speed: Projects responding to the COVID-19 pandemic. *Project leadership and society*, 2, 100019.