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Writing Assignment Part 2 - Research a Company

Apple

Apple's motto is: "We bring amazing people together to make amazing things happen. We're a diverse collective of thinkers and doers, continuously reimagining our products and practices to help people do what they love in new ways. That innovation is inspired by a shared commitment to great work — and to each other. Because learning from the people here means we're learning from the best."

Quoted from Apple's website, their software engineering team are all innovators. "Everyone here is an innovator, or an innovator-to-be. That's how we create the kinds of products and experiences that few ever imagine. For example, engineers here developed frameworks that have transformed the speed and accuracy of medical research. Others figured out how people in wheelchairs can track their activity with Apple Watch to promote their fitness. Our retail teams revolutionized the industry by reinventing the entire customer experience. And each day at lunch, the environmentally friendly pizza box patented by a chef in our café reminds us that innovation comes from everyone in every role at Apple." According to Apple, they have 800+ Engineers and specialists collaborating solely on camera technologies. The incredibly advanced camera features in every new iPhone are not the result of a few dozen people. They're the product of hundreds of optical technology experts who complement each other's thinking. Multiply that effort across every feature in every Apple product, and you'll get an idea of how important collaboration is here.

Products that make up Apple's tech stack include: Amazon Route 53, Apache Web Server, Git, Sublime Text, Heroku, Elasticsearch, DigiCert, Couchbase, Chef, Centercode. Additionally, Apple also uses other software products internally for their different departments. For Marketing: Campaign Monitor, Factual, Mandrill, Sprinklr. For Sales and Support: Salesforce Sales Cloud, Conga, Satmetrix, Zoho Survey. For Analytics: Domo, Google Analytics, Optimizely, Tableau Software. For HR: AngelList Jobs, Mindflash LMS, Oracle PeopleSoft, Working Not Working, and for Productivity: Active Collab, ClickMeeting, Do, Jive.

Recent news about Apple's infrastructure includes its supply chains in China. Apple extends its store closures in China due to the coronavirus and Apple supply chain threatened by coronavirus quarantines. Earlier this month, Apple said it planned to shut down all stores in mainland China through Feb. 9 "out of an abundance of caution. Their first priority is the well-being of our teams, supplier partners and customers across China. Our thoughts continue to be with those affected by the Coronavirus and those working around the clock to treat, study and contain its spread.

Mainly, I used Apple's own website which provided many information regarding their company, their policies, and their goals. For topics such as finding Apple's techstack, I personally found Quora useful, and Google as well because they both provided relevant sources and reliable information. For recent news, I had to be very specific. On Google, I typed in Apple news 2020.

Resources Used:

<https://www.similartech.com/websites/apple.com>

<https://www.apple.com/jobs/us/about.html>

<https://www.quora.com/What-is-Apple-coms-technology-stack>

<https://www.latimes.com/business/technology/story/2020-02-07/apple-supply-chain-threatened-by-coronavirus-quarantines>