

Company 1: Tesla

- Industry:
 - Automotive
- Technology Integration:
 - Tesla integrates technology such as AI based autopilot driving, digital manufacturing systems, and advanced software updating their vehicles.
- Advancements in Operations:
 - The advanced software allows Tesla to remotely update their vehicles instead of physically recalling their vehicles for any malfunctions, reducing any time wasted. Their automated manufacturing increases production speed and efficiency.
- Profit Impact:
 - Remote software updates create additional revenue with minimal costs by not needing to physically recall their vehicles.
- Organizational Improvement:
 - The influence of technology shaped the company to center around innovation and inspired cross functional teams to work closely by using technology.
- Overall Benefit:
 - Technology integration in Tesla allows them to operate as a car manufacturing company as well as a software/energy technology company. The result of this allows for faster innovation, lower production costs, and improvement of their products.

Company 2: Starbucks

- Industry:
 - Food & Beverage
- Technology Integration:
 - Online ordering, customer loyalty apps
- Advancements in Operations:
 - Online ordering integration into Starbucks allows for increased efficiency of food service, as there is no time wasted to take an order physically.
- Profit Impact:
 - Online ordering integration into Starbucks reduces costs as there is no need for a human to take a customer's order. The customer loyalty app also increases profit by making sure the customer stays with the company, instead of the competition.

- Organizational Improvement:
 - Employees are supported with digital tools which simplify their tasks. The companies culture emphasizes learning, digital literacy and customer centered service which are all enhanced by technology
- Overall Benefit:
 - Technology integration in Starbucks allows them to operate more efficiently, reduce their costs, provide a better customer experience which all strengthens their competitive advantage, and improves their long-term profitability.

Company 3: Walmart

- Industry:
 - Retail
- Technology Integration:
 - Technology is integrated in Walmart by using RFID tracking, self checkout, and automation
- Advancements in Operations:
 - Self checkout in Walmart improves efficiency by having more checkout areas, automation in warehouses speeds up their operations, and RFID tracking enables tracking for their products improving their inventory accuracy
- Profit Impact:
 - Automation such as self checkout and in warehouses reduces labor costs, and accurate inventory management can forecast overstocking, which can cause lower losses.
- Organizational Improvement:
 - Technology allowed Walmart to shift towards a more data driven company, where they are heavily relying on analytics for their pricing strategies, promotions, and supply chain decisions.
- Overall Benefit:
 - Technology allowed Walmart to operate more efficiently, cut their costs, while improving customer services