

# Tech Investment Valuation (TIV) Report — Apple (AAPL)

October 2, 2025

## Section Scores

Section	% Score	Category
Part 1 — Business & Strategy	80.0%	Leader
Part 2 — Applications & Data	90.0%	Leader
Part 3 — Infrastructure	86.7%	Leader
Overall	85.6%	Leader

## Executive Summary

Apple is classified as a Leader. It combines strong AI and silicon leadership, a privacy-first culture, and seamless omnichannel experiences through Apple ID.

### Strengths

- John Giannandrea and Craig Federighi provide strong AI/engineering leadership.
- Apple ID and ecosystem integrate CDP, personalization, and omnichannel journeys.
- Privacy-first governance and Responsible AI by design.
- Custom silicon (M-series, Neural Engine) and hybrid cloud/DC strategy.

### Weaknesses

- Lack of formal CDO/CIO positions.
- Limited public transparency on internal data architectures.

## Business & Strategy

AI-first narrative with John Giannandrea leading ML/AI efforts.

R&D and CapEx heavy, with silicon and services as strategic pillars.

## Applications & Data

Apple ID, App Store, and personalization engines provide CDP-like capabilities.

Privacy controls and governance frameworks embedded in all services.

## Infrastructure

Hybrid strategy using own DCs + hyperscaler support.

Custom silicon and device-cloud orchestration confirm infra leadership.

## Conclusion

On public evidence, Apple scores 385/450 (85.6%) — Leader.

## Sources

- Apple 10-K 2025
- Apple Privacy Pages
- WWDC engineering sessions
- Apple ML/AI publications