Management information technology in Apple Company (Essay format)

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EXECUTIVE SUMMARY

In current centuries there is a type of distant system for business, nowadays enterprise demand designed strategies and systems to persist, and the ultimate of a business is growing due to differentiation and globalization, this essay aims to determine. This essay seeks to organize the system of Apple Company and how the company implements the system of information. Technology has an important value in organizations. Nowadays it is impossible or challenging for an organization to attain its goals, information technology is the jet box for the company whenever the business needs the information in the strategy the company will use. Technology has driven businesses very easier that procreate the profit of the company due to globalization, all these causes noted have affected companies to be better competitive, apple company is of them and it will be described shortly how technology impacted them and how it has been executed. This essay concentrates especially gives a short explanation of the apple company and secondly, declares the kinds of systems that it is being used, secondly it, thirdly it discusses how apple company can attain competitive advantages over other companies, thereafter it argues how the information system can assemble costumers pleased. And it notes the factors affecting the company through using a management information system. Also, it demonstrates the connection between the management information technology and Apple company, and its products it tells the role of IT at the company. Lastly, it briefs the initial activities and responsibilities of the company.

INTRODUCTION

It is launched and founded by (Steve Jobs, Steve woziak, and Ronald Wayne) in 1976, Apple Company has met defeats and sensations until now, and it is one of the largest companies that have an abundant profit while it operates information technology exclusively. Apple has got the most accustomed technology via it is hardware, software, laptop, iPod, and many other devices. Apple's company market product all almost the world with a huge numeral of buyers that is eager to taste their latest products. Apple has the ability to profit from its, consumers, and to flourish in competitive advantages. Apple Company operates with the newest and modernized technology to be profitable.

Apple is estimated as the second company in the globe to have the most significant information technology company. Apple company to maintain an eligible management information system ought to consider the fundamental issues of MIS and examine a properly. Therese is some significance to follow for apple company that must be taken into regard to pinpoint the issues of the company: information technology should be set and to be identified that drive it easier for the company to think, learn, and evaluate the financial invoice, and attain working worth witch apple has accomplished this since cook obeyed the company in 1998, discovering tracks how to succeed in competitive benefit over additional, it could have a website to save the data of the company (privacy policy) to improve the decision making, finally, it ought to have an engaged supply chain management it to transform the materials into finished good on a proficient way and recognize it is issued and decode the solution. Apple's benefits are remarkable and infinite; (mac, iPhone, iPad, iPod, air pods, watch, and television) also apple's services are profitable in many characteristics, for firms will be able to cause customers to know the products effortlessly, also it is useful for resilience, education, and management.

MAINBODY

Information systems in Apple Company
Business work is rapidly transforming and waiting for no one in those companies who like to be the authority need to go with the transformations otherwise they will remain behind and nobody can visit it, apple company is general as an innovative company, which tries to employ the resources in the most suitable way that moves with technology that drove the apple company remain at the top. Apple business uses the information system as the legend to sensation because they use it wisely and pay the least cost to reproduce the profit. According to (Alsalloum,2011) management information system is characterized by gathering data and information beyond the organization(environment) after examining it make public for departments to employ for different purposes.

The key success of apple business is to deliver information at the right times, this means time is an important aspect for apple as time is money as well as to provide facts for the right person, also apple business identifies weaknesses and hangs them into strengths to beat the competitive advantage via having strong communication between the associates and virtualizing. Apple has an effective structure that permits the company to achieve its objectives and goals with efficiency. There are many kinds of information systems that Apple Company employed in the procedure that ought to be mentioned:
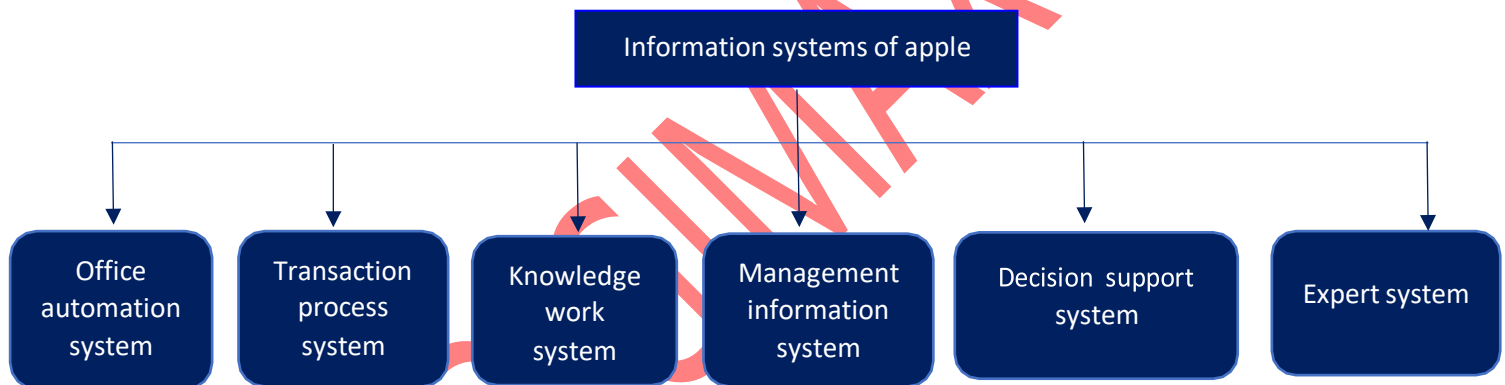

Figure 1: Information system in Apple Company

- ✓ **The Office automation system** delivers information for all the departments of apple connected to the head quarter verified information for all of them equally at a right time for the right person that is a hybrid of hardware and software. Apple transfer information via locations that are geographically disconnected.
- ✓ **Transaction process system** it fits the procedure of transaction that summarizes the data into a database, TPS is valuable for Apple Company to market their product via the internet.
- ✓ **Knowledge work system** is an experience that the employee has known via formal education to implement hypothetical and investigative learning. Also, it helps the alliance organize them.
- ✓ **Management information system** MIS is the procedure of examining information and holding them in storage, it discovers disputes, and problems and finds a key to crack them. And it is the key to make consumer satisfaction.

- ✓ **Decision support system:** facilitates the procedure of decision-making by accumulating and analyzing data and transforming them into information that will be useful for directors of all departments and groups of management to fix for the future of the company.
- ✓ **Expert system** is by professionals to give beneficial recommendations.

Buyer's satisfaction with the information system of Apple Company

The buyer of apple company are devoted to Apple's creative and innovative products, also the company has helped their customer by fitting the best technology of all terms and fulfilling their requirements, there are two other perspectives about apple company, some individuals think that apple is a reason, not a company and others think the opposing, apple company get both ideas. Manually Apple Company does surveys about knowing the swiftness of customer satisfaction. According to survey of American fulfillment in 2016 was 86 over 100; this can also enable apple business to earn competitive advantages as mentioned earlier. It is obvious that the information system made a magnificent impact on today's world; Apple Company safeguards its secrets and expends a lot of money on information technology as a soul of its success.

The factors affect the apple company to use of information system

It is the legend of the sensation of apple if it is utilized efficiently and it is practical to achieve the objective goals. Many factors affect the company to utilize IT and how it will be profitable: first of all, employees should be alright educated to utilize information technology and must be qualified properly to instruct them on how to utilize it. For example, when Apple Company set up new software employees ought to be mindful of how it operates and know how to function on it effectively which improves implementation and productivity. Employees ought to be well-trained to improve their attention to using IT at a high level of consciousness. Strategy, configuration, and planning are useful factors in employing information technology. The strategy of the company affects its use of it and the different kinds of construction affect the IT differently it is required to have a flexible system due to the fast-changing of IT and complexity that will make competition. Management planning is essential to plan for operating IT in every department, additionally, ought to be capable to respond the different standpoints of alliances. (TechTarget, 2017) declarations that strategic planning is ideal for producing workers using IT. Altering in management is another factor in motivating the organization to use IT, changing in management may be difficult for an employee to understand, when a company wants to renovate the management system from a traditional one to modernize system need to use a management information system when the company makes the change in an effective way it permits the organization to attain their plans efficiently that it means in the lower cost, minor time, more elevated profit, according to (Gibson, 1997) when constructing transitions excellently it expands the use of it.

The role of information systems in Apple Company

MIS assists the company in covering boundaries and has a more significant influence on broadening the company all around the world to market the products in different locations, MIS created it adaptable and leisurely to deliver the services immediately without panel, it keeps getting a structure to be flexible with employees and stipulate information when it is required it before relinquishing it is value to the proper individual. Information technology has enabled the company to reproduce it is profit also and gain competitive advantages that will direct to improved customer satisfaction. It is a procedure to assemble sure to rev the competitions that the company may meet and drive the company position maintainable.

Apple's six strategic business objectives

1. Operational excellence: companies constantly seek to have a more elevated implementation of accomplishing missions to increase efficiency and do it virtually by using advanced technology. Apple's big stability is operating operational technology expertly, and this all repays to the cook's plans as a CEO of Apple Company who joined in 1998 when the company grows it is activities it will face many challenges because the number of suppliers and distributors will expand as well.

2. New products, offerings, and business model: it is constructing and offering products and helping to attain the organization's goal at the lower cost and highest profit.in 2017 apple's creations become the most suitable seller, which included 60% of the company's income. Apple looks at both sides of the business, revenue, and income. It was totally Risky, but it worked with a good strategy and it diversified. It is a by-product from all around the world.

3. Customer and supplier familiarity: customer familiarity means providing high-quality products and standing sincerely with them generating interaction with more suppliers with keeping a strong association between them. Apple has been using supply chain management and has profited from it. Apple has argued that with a supply chain management system, you can gain and mandate anything that you want.

4. Improved decision-making: information system technology has constructed it possible for a company to use data and make a forecast about the future; Steve Jobs completed it clear that before driving a decision authority must not be confident that they know everything, leaders can assume Apple Company by operating a management information system.

5. Competitive benefits: achieving competitive benefits over other competitors is workable when projecting better ways of obtaining the procedure at a lower cost than the others do. In the end, it will earn more profit than the others. Companies like Apple pay huge money on forming themselves to be innovative and to drive the customer to feel and notice the differentiation between the products and impact the software and hardware and even the strategy of the company. Until now, they could survive and rescue the competitive edges because of hiring skillful people with different standpoints and new visions. Apple Company has achieved competitive advantages by organizing and innovating software and hardware equally to be creative and innovative. The success of Apple Company is related to the linkage between the software and hardware system. iTunes has an excellent service to offer customers such as apple music, apple, TV, apple news, apple card, and iCloud.

6. Survival: businesses thrive in the information system to remain and to stay, yet it does not insure the management information system is valuable in every business. On the opposite, it is the heart of the hit of some other companies. The survival of Apple Company is certified.

CONCLUSION

Apple Company the largest refined company in the United States of America, via information technology apple, has achieved a competitive advantage. And on the numerous loyal buyers due to being pioneering at innovation and various structures that deliver unique products. Apple Company has founded many profitable outcomes that are valid with a premier design and structure that does not exist in other competitors. And their creations become the best-selling ones sometimes causing them to reproduce. Current days it established three more models of iPhone with an extremely rational price, the customers of the company are examining forward to tasting distant more products of apple to see the enormous changes because the customers enjoy this technology it offered them to adore from it. Every year apple undertakes new products and they succeeded the reason behind this, they operate technology at event step effectively and in an efficient way. This way it can be said there is a strong connection or linkage between the apple company and information technology.

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