

APPLE, INC. CORPORATE PROFILE



Apple, Inc.

Corporate Profile

ABOUT US

Orion Market Research provides market research and consulting services. At OMR, we strive to deliver quality reports that are based on 360-degree analysis of the market factors. We provide qualitative and quantitative analysis of the market and serve clients from 16 different domains, which include healthcare, biotechnology, chemical, agriculture, and information technology. We work to add more to our array of clients, services, and products at the moment OMR provides 4 services-



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QUICK FIGURES

Vendor	Apple Inc.
Year Founded	1976
Industry	Consumer Electronics
Headquarter	Cupertino, California, US
Net Sales [2021]	\$365.8 Billion
Employee Size [2021]	154,000
Company Type	Public
Fiscal Year-End	September, 25
Website	https://www.apple.com/
Subsidiaries	Apple Asia Limited, Apple Asia LLC, Apple Canada Inc, Apple Distribution International Limited, Apple Pty Limited, Braeburn Capital, Inc., and Others.

Source: OMR Analysis

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1.1. COMPANY OVERVIEW

Apple Inc. is an American multinational technology company that specializes in consumer electronics, software, and online services. The company was established in 1976 and it is headquartered in Cupertino, California, US. As of September 25, 2021, the Company had approximately 154,000 full-time equivalent employees. In the financial year 2021, the company generated revenue of \$365.81 billion and a net income of \$94.7 billion. As of January 2021, there are 1.65 billion Apple products in active use.

The company is involved in designing, manufacturing, and marketing mobile communication and media devices, personal computers, and portable digital music players. In addition, the company sells related software, services, accessories, networking solutions, and third-party digital content and applications. Additionally, the company offers Apple TV that connects to consumers' TV and enables them to access digital content directly for streaming high-definition video, playing music and games, and viewing photos; Apple Watch, a personal electronic device; and iPod, a line of portable digital music and media players.

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1.2. APPLE LEADERSHIP

Executive Profiles



Tim Cook
CEO



Katherine Adams
Senior Vice President and
General Counsel



Eddy Cue
Senior Vice President
Services



Craig Federighi
Senior Vice President
Software Engineering



John Giannandrea
Senior Vice President
Machine Learning and
AI Strategy



Greg "Joz" Joswiak
Senior Vice President
Worldwide Marketing



Sabih Khan
Senior Vice President
Operations



Luca Maestri
Senior Vice President and
Chief Financial Officer



Deirdre O'Brien



Johny Srouji



John Ternus



Jeff Williams

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Lisa Jackson
Vice President
Environment, Policy and
Social Initiatives



Isabel Ge Mahe
Vice President and Managing
Director of Greater China



Tor Myhren
Vice President
Marketing Communications



Adrian Perica
Vice President
Corporate Development



Kristin Huguet Quayle
Vice President
Worldwide Communications



Phil Schiller
Apple Fellow

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1.3. PRODUCT PORTFOLIO

Its product portfolio includes- iPhone, Mac, iPad, Wearables, Home, and Accessories. As of the end of 2021, this broad line of products comprises about 11% of the company's revenues. Apple also offers a broad line of services that it earns revenue on, including advertising in the App Store and Apple News app, the AppleCare+ extended warranty plan, the iCloud+ cloud-based data storage service, payment services through the Apple Card credit card, and the Apple Pay processing platform, a digital content services including Apple Books, Apple Fitness+, Apple Music, Apple News+, Apple TV+, and the iTunes Store. As of the end of 2021, services comprise about 19% of the company's revenue.

TABLE 1. APPLE NET SALES BY CATEGORY, 2021

Product	Sales (\$ Million)	Change (%)
iPhone	191,973	39%
Mac	35,190	23%
iPad	31,862	34%
Wearables, Home and Accessories	38,367	25%
Services	68,425	27%
Total net sales	365,817	33%

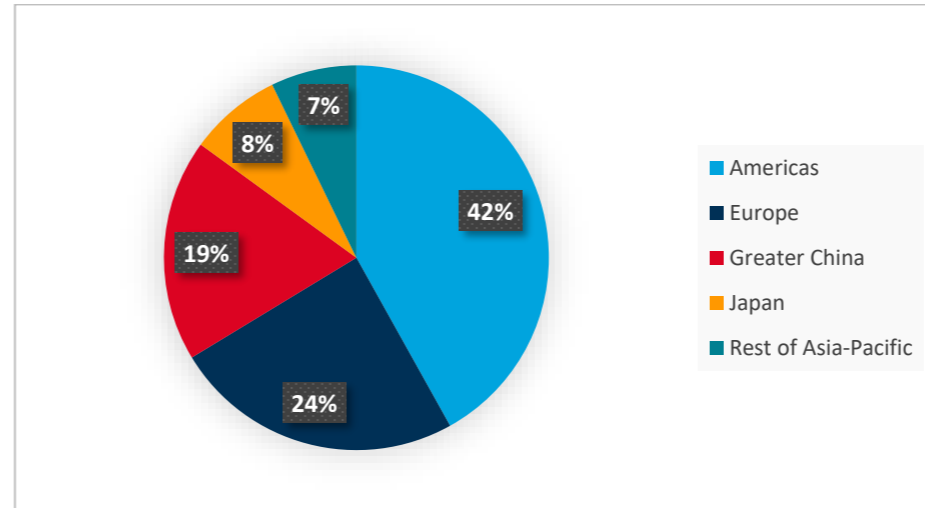
Source: Apple Inc. Annual Report

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1.4. GEOGRAPHICAL OVERVIEW

The Company’s geographical revenue consists of the Americas, Europe, Greater China, Japan, and the Rest of Asia-Pacific. Americas includes both North and South America. Europe includes European countries, as well as India, the Middle East, and Africa. Greater China includes China mainland, Hong Kong, and Taiwan. The rest of Asia-Pacific includes Australia and those Asian countries not included in the Company’s other reportable segments.

FIGURE 1. APPLE REGIONAL SHARE BY GEOGRAPHY, 2021 (%)



Source: Apple Inc. Annual Report

America's net sales increased during 2021 compared to 2020 due primarily to higher net sales of iPhone, Services, and Mac. In 2021, Europe's net sales increased compared to 2020 due primarily to higher net sales of iPhone, Services, and iPad. The movement of foreign currencies in Europe relative to the USD had a net favorable impact on Europe's net sales during 2021. Greater China's net sales increased in 2021 compared to 2020 due primarily to higher net sales of iPhones, iPad, and Services. The strength of the Chinese renminbi relative to the USD had a favorable impact on Greater China's net sales during 2021. Japan's net sales increased in 2021 compared to 2020 due primarily to higher net sales of iPhones and Services. The rest of Asia-Pacific net sales increased during 2021 compared to 2020 due primarily to higher net sales of iPhones, iPad, and Services.

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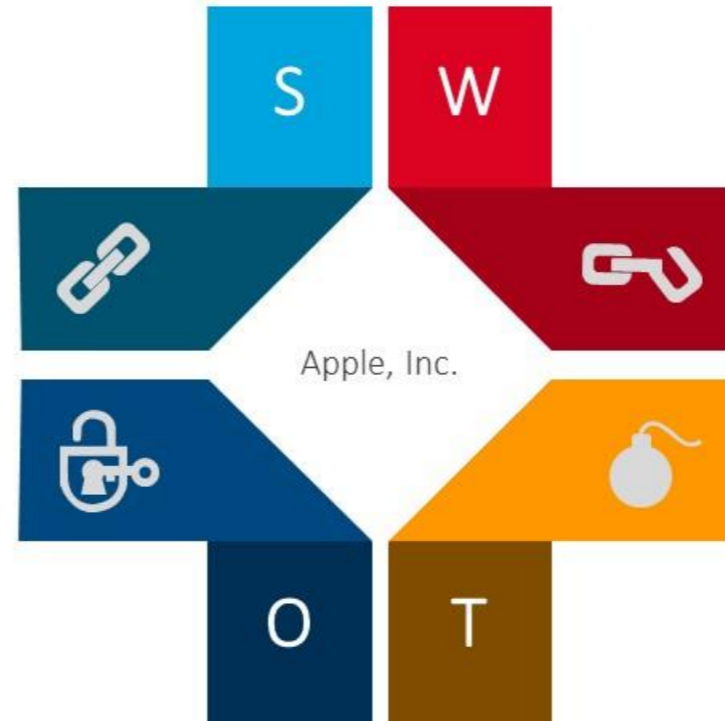
1.5. SWOT ANALYSIS

STRENGTHS

- International Presence
- Proficient Research & Development
- Expansion in services

OPPORTUNITIES

- Consistent Customer Growth
- Utilize Artificial Intelligence
- Expansive Distribution Network



WEAKNESS

- Incompatibility with Other Software
- High Priced Products
- Limited Advertisement & Promotions

THREATS

- Increasing Competition
- Trade Wars

Strength

International Presence

Apple is an international brand with high popularity in domestic as well as international markets. The company consistently focuses on innovation to enhance user experience. Americas are the major source of revenue for the company while China also generates a significant share in the overall revenue of the company. In 2021, the Americas accounted for 42% of the net sales of the company while Europe accounted for 24% and Greater China accounted for 19% of the total revenue of the brand. The company has managed its international presence through physical and online stores. In addition, the company uses third-party retailers, resellers, and wholesalers to sell its products in several corners of the globe.

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Weakness

Incompatibility with Other Software

When a customer buys an apple product, they enter the universe of Apple as the products do not support other software or technologies which makes them incompatible with other devices. To continue using apple products, customers have to exclusively purchase Apple apps or accessories.

Opportunity

Utilize Artificial Intelligence

For increasing profit margins and gain a strong position in the market, Apple can leverage advanced technologies such as artificial intelligence. The company has recently extended its portfolio with artificial technology. The company should emphasize the expansion of its AI portfolio for having a strong foothold shortly.

Threat

Trade Wars

The US-China trade wars resulted in higher pressure on the technology firms of both America and China. It is not just the Chinese firms such as Huawei that are on the receiving end. Other technology giants such as Apple have also found their operational costs increasing due to the growth in tariffs. The company has attributed the decline in revenue and sales during the first quarter of 2019 due to the trade war and rising tariffs which led to lower sales in China. Currently, China is the third-largest market for Apple products, accounting for close to 19% of the brand's revenue.

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1.6. TECH PARTNERS

- [24]7.ai, Inc. - Apple and [24]7.ai partnered to leverage Apple Business Chat and Digital Transformation. Apple Business Chat offers some key benefits for both consumers and businesses. Anyone using iPhone, iPad, Mac, or Apple Watch can search and discover businesses using native apps. In the same way, Apple apps offer an icon to connect users directly to the company's website or telephone number. Apple Business Chat enables companies to deliver direct, personal support in a single thread. Apple Business Chat could be integrated with an intelligent chatbot to facilitate a natural language conversation and provide customer service in the simplest form possible.
- IBM_ – In May 2020, Apple Inc. partnered with IBM to redefine how work gets done at enterprises across the world. Apple and IBM to help the workforce think together, and continuously learn. Integrating Core ML, Apple's machine learning framework, with IBM Watson® gives powerful insights that get richer with time and use. Combining these capabilities helps you deliver next-level AI to your mobile enterprise, including benefits like:
 - Apps that learn from user activity
 - Access to real-time insights, online or offline
 - Apps that quickly analyze images, accurately classify visual content, and train models using Watson.
- In February 2022, Apple Inc. acquired a startup called AI Music that uses AI to generate tailor-made music, Apple may use the technology to bolster its current audio offerings, such as Apple Music, HomePod mini, or even Apple Fitness+. Technology developed by AI Music can create soundtracks using royalty-free music and artificial intelligence.
- In January 2020, Apple acquired Xnor.ai. The company began as a process for making machine learning algorithms highly efficient — so efficient that they could run on even the lowest tier of hardware out there, things like embedded electronics in security cameras that use only a modicum of power. Yet using Xnor's algorithms they could accomplish tasks like object recognition, which in other circumstances might require a powerful processor or connection to the cloud.
- In April 2020, Apple has acquired Irish artificial intelligence startup Voysis for an undisclosed sum. Voysis' technology, including a platform that adds voice interactions to digital retailers, may be used to improve how well Apple's Siri voice assistant is.

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- In November 2018, Apple acquired Silk Labs, a little-known startup that focused on building on-device machine learning software. Apple has taken a similar approach in its development of AI, differentiating itself from rivals like Google, which collects substantial amounts of user data and processes it in the cloud.
- Cisco - In October 2021, Cisco Systems Inc. created a team dedicated to developing its Webex collaboration software for Apple Inc. products, the two companies said Tuesday as Cisco rolled out a new version of Webex for iPads.
- Marin Software - In June 2021, Apple partnered with Marin Software as an Apple Search Ads Partner specializing in campaign management. Apple Search Ads Advanced customers manage, measure, and optimize their campaigns. MarinOne platform has been helping advertisers manage and optimize their Apple Search Ads campaigns since 2019. In the first quarter of 2020, our client's Apple Search Ads spending grew by 200% year-over-year, a sign of their success with this advertising channel.
- Amazon - In December 2020, Amazon run Apple Inc's macOS on its cloud service for the first time, allowing app developers for Apple's devices to access the operating system on demand, the company's cloud unit Amazon Web Services. The service, called Amazon Elastic Compute Cloud (EC2) Mac instances, runs on Mac minicomputers and will support developers creating apps for iPhone, iPad, Mac, Apple Watch, Apple TV, and Safari.
- Verizon - In November 2020, Verizon partnered with Apple to launch 5G Fleet Swap, as the program is called, which allows businesses to trade in their entire fleet of smartphones — no matter whether they are currently a Verizon customer or not — and move to the iPhone 12 with no upfront cost and either zero cost (for the iPhone 12 mini) or a low monthly cost.
- Zendesk - In July 2020, Apple Business Chat was introduced in 2018 and it allows companies to offer chat support through iMessage. iPhone, iPad, and Mac users can interact with customer service. To set up Apple Business Chat, companies need to integrate it with a customer service platform, which includes Zendesk Support. With Zendesk Support, companies can connect to their customers from multiple platforms and manage all interactions in one place.
- Deloitte - In September 2019, Apple and Deloitte teamed up to accelerate business transformation on iPhone and iPad. Deloitte is creating a first-of-its-kind Apple practice with over 5,000 strategic advisors who are solely focused on helping businesses change the way they work across their entire enterprise, from customer-facing functions such as retail, field services, and recruiting, to R&D, inventory management, and back-office systems. Apple and Deloitte have also collaborated on the development of a new service offering from Deloitte Consulting

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called EnterpriseNext, designed to help clients fully take advantage of the iOS ecosystem of hardware, software, and services in the workplace.

- **Salesforce** - In September 2018, Apple and Salesforce partnered to bring together the number one customer relationship management platform and iOS, the world's most advanced mobile operating system, enabling powerful new mobile apps for business. Working with Apple, Salesforce is redesigning its app to embrace the native mobile platform with exclusive new features on iOS.
- **Accenture** - In August 2017, Apple & Accenture partnered to Create iOS business solutions. To help businesses transform how their people engage with customers through innovative business solutions for iOS. Accenture will create a dedicated iOS practice within Accenture Digital Studios in select locations around the world. Experts from Apple will be co-located with this team. Working together, the two companies will launch a new set of tools and services that help enterprise clients transform how they engage with customers using iPhone® and iPad®.
- **SAP** - In May 2016, Apple and SAP partnered to Revolutionise Work on iPhone & iPad. to revolutionize the mobile work experience for enterprise customers of all sizes, combining powerful native apps for iPhone® and iPad® with the cutting-edge capabilities of the SAP HANA platform. This joint effort will also deliver a new iOS software development kit (SDK) and the training academy so that developers, partners, and customers can easily build native iOS apps tailored to their business needs.
- **Genesys** - in May 2012, Apple and Genesys partnered to adopt USB 3.0 in addition to Thunderbolt on its MacBook lineup. Genesys Logic for USB 3.0 card reader controller chips for Apple's next-generation MacBook Air models. Genesys Logic manufactures the GL3220 Card Reader Controller, a USB 3.0 complaint chip that can support various types of memory cards.
- **Tenable Network Security, Inc** - in July 2012, Tenable Network Security, Inc. - Nessus® vulnerability scanner, the industry's most widely deployed vulnerability assessment solution, now integrates with Apple® Profile Manager and Microsoft® Exchange via Active Directory®.
- **Oracle** - In November 2010, Oracle and Apple have launched the OpenJDK project for Mac OS X. Apple will contribute most of the key components, tools, and technology required for a Java SE 7 implementation on Mac OS X, including a 32-bit and 64-bit HotSpot-based Java virtual machine, class libraries, a networking stack and the foundation for a new graphical client. OpenJDK will make Apple's Java technology available to open-source developers so they can access and contribute to the effort.
- **Cisco** - Apple, and Cisco have partnered to deliver the deepest level of visibility and control over network activity on iOS devices. This enables organizations to eliminate roadblocks due to audit concerns and provides ubiquitous control in case of a security incident. They have also

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collaborated for services and intuitive end-user experiences to greatly improve how people work together. In addition to developing an effortless mobile meeting experience, Cisco uses iOS APIs to directly integrate with iPhone for a native calling experience.

- Conquer – Conquer in association with Apple provides organizations with industry best-practice solutions that are aligned to different user communities. From pre-sales analysis to point of sale and post-sale assistance, Apple devices combined with Conquer on-site services enable organizations to achieve sustainable business growth.
- SAP - Apple and SAP teamed up to help clients develop their mobile business applications using Apple's machine-learning technology. This will make it possible, with the help of augmented reality, to use iPhones or iPads for a range of business tasks, such as accurately stocking store shelves or machinery repairs.
- Wipro - Apple Inc, partnered with Wipro as an Apple managed service provider, Wipro has the capabilities to deliver Apple platform expertise and services for our customers. Wipro Workspace Services for Apple helps companies integrate and secure iPhone®, iPad®, and Mac with existing infrastructure, automate deployment and management with modern best practices, and augment support with Wipro and AppleCare, all translating into improvements in productivity and total cost of ownership.
- World Wide Technology (WWT) - WWT is authorized as an Apple VAR Partner collaborating with Apple® on providing transformational digital solutions for our customers around the world. WWT's portfolio of application software and digital workspace solutions paired with Apple devices, software, and services help businesses change the way work gets done.
- CDW - Apple and CDW partnered to help organizations budget effectively, shifting IT expenditure from a CAPEX to an OPEX model. Device-as-a-Service (DaaS) for Apple is ideal for organizations that are looking to maximize their Apple investment by streamlining the deployment and day-to-day management of their macOS and iOS devices predictably and cost-effectively. As an Apple Authorized Enterprise Reseller, CDW is uniquely placed to deliver Apple into the workplace.
- DXC Technology Co., - Apple and DXC Technology Co. in collaboration give employees greater choice to select the Apple devices that suit their needs. Deployment readiness and service delivery excellence are ensured with DXC and Apple best practices and Apple Professional Services. Zero-touch deployment, security and compliance, and automated device management enabled by Apple Business Manager.
- Dent Reality - Apple and Dent Reality to boost the mobile giant's venture into immersive technologies. The collaboration will see Apple providing the underlying Indoor Mapping Data Format (IMDF) and internet-based indoor positioning technology. Meanwhile, Dent Reality is responsible for bringing their mapping AR navigation technology to complete the function.

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1.7. TECH STACK INFORMATION

Technology Category	Technology
Business Intelligence and Analytics	Hive AI, Alation, Tableau Software, MicroStrategy, Azure Machine Learning, Stibo Systems
IT Security	Azure Active Directory, SaltStack, Sophos, Cisco ASA, Global Models, Zabbix
IT Management	Azure SQL, Datadog, Jira Service Desk, JIRA Software, Oracle NoSQL, Greenplum DB,
DevOps and Development	FogBugz, Amazon EC2, Chef, Balsamiq, Spring Cloud, Review Board
Customer Management	Camtasia, Agile CRM, Zendesk Support, NetSuite, Bevy, Sitecore
Communications	Blackboard Collaborate, Truly, Bitrix24, WebRTC, Genesys, Rogers Communications
Computer Networks	SAS/Connect, HAProxy, vSphere vMotion, Cisco Meraki, Amazon Elastic Load Balancing, Barracuda Networks
Operations Software	Oracle Retail, FileMaker Go, ServiceChannel, Oracle Project Management
Operations Management	SAP Product Lifecycle Management, Quip, SAP Variant Configuration
E-commerce	Stibo PIM, FedEx Ship Manager, hybris, Demandware, SAP Commerce Cloud, IBM Order Management

Source: Slintel

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1.8. TECH PEOPLE AND THEIR LINKEDIN PROFILE

- [Reginald Henry](#)
Chief Technology Officer

- [Jeff Williams](#)
Chief Operating Officer

- [Thomas J. Garbarz, Jr.](#)
Chief Technology Advisor

- [Kyle Andeer](#)
Chief Compliance Officer & VP Corporate Law

- [Jenna Thibodeau](#)
Chief of Staff, Machine Learning and AI Strategy

- [Brett Bradshaw](#)
CISO

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1.9. IT JOB OPENINGS

Apple Inc. has posted the below jobs from their career page.

Machine Learning and AI

- Machine Learning Systems Engineer
- Senior Machine Learning Engineer
- Machine Learning Researcher AI/ML
- Machine Learning and Robotics Software Engineer - SPG
- AI/ML - Machine Learning Engineer - Personal and Private Learning
- AI/ML - Machine Learning Engineer, Machine Intelligence

Information Systems and Technology

- Lead DevOps Engineer
- Senior SAP S/4 HANA Developer
- ServiceNow Application Developer
- Data Center Mechanical Engineer
- SAP Project Manager - Supply Chain Operations

Cloud and Infrastructure

- Senior Biz Ops Manager
- Senior Software Engineer
- System Power and Performance Engineer
- Software Engineer, Apple Cloud Platform

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