How Technology is changing the Face of Business at Coca-Cola

Abstract

Technology affects all aspect of company processes. The internet has provided almost everything an organization might need in the knowledge about the world. Businesses have shown that whenever a person is, using modern technology, someone can shop online, have fun and look up everything somebody might need. This must have effects on the way companies do their business. The businesses must take advantage of the emergent trends in technology to maximize their profit margin

Introduction

Coca-Cola is one of the most advanced businesses today. According to Littlepinkbook.com, (2015). The company has continued to gain momentum over the years and has had its capital base increasing rapidly. Today, Coca-Cola is ranked the largest beverage drink manufacturer in the world operating in over 200 countries in the world. Since the uptake of technology, the company has been in rapid expansion of its strategy including online marketing in you tube and other social media networks (McGrath, 2008). The following are key areas the company has developed in order to gain a cutting edge in the market competition.

Discussion

The job of research at Coca-Cola is to provide development that is why the Coca-Cola started the cokes ETA department. This department has no known boundaries in the areas of research. . The members focus on the research outside the box, with the aim of looking for new solutions that can benefit the company. They appreciate the fact that the world is changing fast and the innovation is driven by the changing world. This make it very important for the company to change with the ever changing world. Keeping up with the new technology trends and innovations helps in keeping the company's competitiveness and lack of it will lead to obsolescence. The following are the technology breakthroughs by the current ETA innovations at Coca-Cola.

3M Technologies Light Tube Technology

The company is using these technology for creating improved lighting systems for coolers for the Coca-Cola Company. This use of technology will enable the company to double its chilled space and increasing the carbon capacity. The goal of this technology will be to increase the customer base by selling more beverages from 6%-10%

"Consumer research and market trials have repeatedly demonstrated that brighter, uniform lighting sells more beverages, typically 5-9 percent more per cooler.

The Light Tube when totally integrated will reduce the total energy consumption by as much as 10%.

Lumense Nano Sensing Technology

This technology was founded in conjunction with Georgia Technology. The technology is to be used to trace the number of molecules present in the air for security and antiterrorism purposes. When a tiny amount of special polymer is used with glass plate, the polymer bonds with molecules allowing the user to identify the contaminants in the air. This technology is used by Coca-Cola to detect the amount of contaminants in the CO2 used in carbonating soda (Schrage, 2015). The technology is to improve the cost and efficiency of CO2 quality control.

This technology has potential to significantly reduce the cost and improve the efficiency of CO2 quality control for our system.

Merlin Mobility Augmented Reality Technology

This technology was developed by ETA with the partnership with Georgia Tech. the augmented interactive Using this technology, the company will help to sort time wasting tasks such as assembling pieces of furniture, fixing a broken vending machine or a bathing machine the company benefits of this project is such that it can be used as a training tool.

Conclusion

Technology can contribute a lot to the success of a company. Even though there are considerable costs associated with adopting the technology, the benefits outweigh the costs. The trend in uptake of information technology continues Christiansen, et al, (2013). This uptake has increased efficiency and efficiency of a company.