Technology integration to business

Technology

AT&T is a telecommunication company that offers a wide variety of products and services to Americans. The following factors has made the company's success in the integration of technology.

Constant Research and Development

AT&T Company is well known in contacting immense research at all times. This enables them to capture a broad range of customers which determines their profit at the end of the day. The company has an extremely qualified research team that embarks on constant research work and working close with the product designers, and they can come up with the latest products meeting the customer's needs (Yee and Oh, 2013). The company is working on the internet of things and bringing new technological gadgets beefed up with 3 & 4G networks which make the users download products from websites in a few seconds. These products are as a result of constant R&D, that the company has heavily invested.

Innovation

AT&T Company has the best innovative team that has ever been known in history. They constantly keep innovating so as to meet the rising needs and even goes to the extent of making products which make the life of the user even more comfortable. The company also achieves this through the issuance of patents which makes its team broader. From their official website, the company in the year 2014 issued at least one patent a day, and that has seen them have over 10000 patents issued in various parts of the world. In this case, the company will always have state-of-the-art technology at all times ensuring new and improved products to meet a broad range of customer needs (Iansiti, 1998).

It is very true when a company becomes very aggressive in the above-

discussed sectors of constant innovation and R&D, it will undoubtedly

succeed. AT&T Company not only utilizes the two aspects but also works out

with mergers and acquisition that makes the company widen its customer

base.