

***INTEGRATION OF INFORMATION TECHNOLOGY INTO BUSINESS***

**By Shweta Satao**

Technology also makes it easy to store more information while maintaining the integrity of that information. We are better able to store sensitive and confidential information in a way that makes it less vulnerable to a data breach. The information can be retrieved instantly when needed, and it can be analyzed not only to study past trends but also to forecast the future. In turn, this can help with the decision-making process. Technology has made it possible for businesses to have a wider reach in the world. The best example of this is the internet and the World Wide Web. The internet is now a crucial part of any businesses' marketing campaign, as it enables the business to attract customers world wide. Technology, when well-integrated with business, has made life itself worth living. It would be foolish to deny, however, that there are also threats to business brought about by technology. These include malicious activities by activities and organizations, such as hacking. Because of this, it is important for businesses to exercise responsibility when using technology to conduct business. With the good that technology brings, there is some bad that must also be dealt with. All the same, it is something that's worth all of the baggage, and we must acknowledge and responsibly utilize it to make our businesses better.

The Industrial Revolution changed things in the business world, making a lot of processes more efficient and increasing productivity a hundred-fold. However, the business world remained somewhat stagnant for a century after. With the technological revolution, and the use of technology in business, however, things changed even more disruptively than during the Industrial Revolution and it would be safe to say that things will never be the same again. The rate at which technology is evolving and adapting is exponential to the point where all businesses are being swept by the wave, whether they are ready for it or not. It might not seem like we've made that much progress, but even just 5 years ago, social media did not have any consumerism,

mobile phones weren't used for business, cloud-based solutions did not exist, the App Generation was not born yet, and omni-channel marketing was taking its baby steps. Technology has just about changed every aspect of business in a big way and this has never happened this fast before in history. To be more specific, here are a few ways in which information technology has affected business:

**Mobility** is seen by many as the next great frontier for businesses. Google's algorithms reflect this, as they make mobile websites a priority. Your business, and every aspect of it can be handled, using nothing more than a tablet or smartphone. From content marketing to customer relations, to sales, the back-end stuff like invoicing and shipping, all of that power is in your hands. But mobile solutions aren't just about businesses; they are also about consumers. The millennial generation uses their phones to do everything from buying and selling to sharing their experiences with their friends and finding local businesses.

**Cloud computing** has made it possible for businesses to outsource many of their functions to third parties using the internet. It makes it possible for variable data packages to be handled but also makes it possible for businesses to expand rapidly and embrace mobility without having to worry about such things as crashes, downtime, and lost data. This has enabled small and medium-sized businesses to gain access to resources that would have cost them a fortune only a few years ago. In effect, the playing field has been leveled. Since more and more data is flowing, it is now much easier to analyze and gain deep insight into the things that customers are looking for. Analytics services are expanding by the day and are allowing businesses to segment their prospects into more and more specific groups, making it much easier to target them and get more value for their advertising money. Something as simple as having a Google account can let a business know where a user is from, the kind of browser they're using, how they stumbled upon a website, What they do on that website, how long they are likely to stay and at what point they decide to leave. There are even more advanced analytics services that allow businesses to become even more refined with this segmentation in order to improve their conversions drastically. Technology has made it easier for people to stay in touch. Whether

you're looking to communicate with your employees and colleagues via video chat or sending email blasts to leads, mobile technology and the constant innovation that takes place within the space has made it possible for communication to take on a new level of hyper-realism.

This is actually a negative effect of technology. With increased connectivity, individuals have less and less time to themselves now. Vacation seems to have all but become a thing of the past, with most people working even when they're on vacation. Since we can always access our emails, texts, and social media through our phones and laptops, it is harder and harder to just disconnect and wind down.

### **Information Technology Important to an Organization for following reasons**

#### **Business**

The business world changed forever when computers were introduced onto the scene. Businesses can utilize information technology through the use of computers and different software to run their operations in a smoother fashion. They use it in different departments, including finance, manufacturing, human resources, and security.

#### **Education**

Education is one of the frontiers of technology and is growing with technology every day. It's important that education be able to keep up with the progress happening in technology by reaching students in a way that adequately helps them to prepare for the future. The students in our classrooms today are meant to be the thought leaders, business people, teachers, and investors of tomorrow, so technology should be used to prepare them. This includes the use of gadgets in teaching, such as computers, mobile phones, and tablets, as well as the use of the internet as a medium of learning.

#### **Finance**

With an increasing number of transactions happening online, it is important that financial and security institutions work together to make the internet a safe place. As more transactions are

done on the internet, there will be a need for more networks and greater security, making it possible for banks to keep purchases and sales secure.

### **Health**

With improvements in information technology, it is becoming easier to reform the health sector. Medical offices are now able to share medical information with each other, and they can get your health data from your previous doctors. This makes it possible for timely care to be delivered, as well as for costs to be reduced.

### **Security**

With an increasing number of transactions being done online, there is an ever-increasing need for safety. Information technology is what makes it possible to keep your data and information safe and only accessible by you. Through the use of encryption and passwords, your digital data is safely hidden away and can only be accessed by those who have your permission.

As computer processing speeds and storage capabilities continue to increase, new communication technologies will arise. Emerging virtual presence technologies will make it easier and more effective for executives, speakers, coaches and technologists of every kind to make virtual presentations anywhere around the globe, with all the advantages of physical presence but without the limitations. These same communication technologies are already changing and eventually will radically restructure how we work. Today, a single operator can deploy various military resources all over the globe. Tomorrow, a single operator will be able to control and supervise fleets of unmanned transport vehicles at lower cost, with higher reliability and lower accident rates.

Similarly, experts can be virtually deployed almost instantly to solve production and other problems anywhere in the world. Amazon's much-touted drone program not only has regulatory and legal issues to face, but also the practical, every day problem of pets, children, and -- most importantly, getting them to stay in the air long enough to fly long distances, according to a 2016

Gartner report published in The New York Times. But The Times also stated that a future of autonomous drones is much closer than a future of self-driving cars.

### **Labor Savings**

The most significant emerging technologies already changing the way we work are in automation and automated learning. Tesla's production plant for its new Model 3 electric passenger vehicle has very few workers, and they're largely there to observe and -- when necessary -- correct or modify a production process. Most of the work is done via machines that communicate directly with one another. In recent years, one of the most promising fields for young workers has been in computer programming and coding. In 2019, at least 25 million programmers are working globally. It's nearly certain that in the near future, programming and coding jobs will increase, but gradually, computers will begin to program other computers or they will reprogram themselves. Futurists predict that eventually most humans will not work for a living.

### **Safety Advantages**

One of the more remarkable increases in worker safety during the past 50 years has been in the inherently risky business of automobile racing. In the 1950s, there were five Formula One fatalities. Although there were many more Formula One events in the 1990s, there were only two fatalities during the entire decade. The technological innovations that drove down the fatality rate in Formula One racing made automobiles safer, generally. The advent of the driver-less automobile will surely reduce fatality rates further -- computers don't get drunk and drive, they have no interest in showing off and they exist only to concentrate on their primary task. The increased safety of highway travel globally -- beyond lowering fatality rates and making traveling safer, will also lower insurance rates and will generally reduce the cost of business-related transport.

**Bio**

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