**KEYWORDS**

**Information and Communication Technology -** This means ICT

and is used to send, receive, gather, store, analyse, distribute

and communicate information

**Digital Technology -** This the uses of tools and resources to

create, store manage and share information. This can be done by

using computers, tablets and App

**SELF TEST QUESTIONS**

1. Define the term digital technologies

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2. Explain the different technologies used by business

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3. Identify the ICT skills needed by employees

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**REWARDS OF USING DIGITAL TECHNOLOGIES TO A BUSINESS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Staff** | **Marketing** | **Production** | **Finance** | **Administration** |
| Advertise Jobs (Video Conference) | Collect info, on consumers (Loyalty) | Research cheapest products (Desk) | Prepare accounts (Spreadsheets) | Decision making is faster (email) |
| E-mail (Communicate with staff) | Field research (Survey Monkey) | Re-order easily (EDI) | Formula use for calculations | Communication is faster (Mail Merge) |
| Online training (Computer software) | Sell to a larger market (Website) | Speed up production process (CAD) | Presentation (PowerPoint) |  |
| Work form home (Tele Working) | Advertise their product (Facebook) |  | Graphs and charts (Visual) |  |
|  | Promotion of products (Text Message) |  |  |  |

**COSTS OF USING DIGITAL TECHNOLOGIES TO A BUSINESS**

|  |  |
| --- | --- |
| **Increase** | **Decrease** |
| Capital Expenditure | Less adverting due to website |
| Training staff | Less wages paid |
| Security (keep hackers out) | Tele work = less office space |
| Maintaining website | Save on postage – due to e-mail |
| If technology breaks down |  |

**BUSINESS OPPORTUNITIES**

1. It allows for standardise and mass production of a product

2. TI give an opportunity to see what the consumer is buying and what the business should focus on

3. Customer Relation Management (CRM) – IT can help the company manage the interaction with customers.

4. Email and video conferencing can reduce the cost of travel and meetings

5. IT can reduce the number of employee needed in a business

**HOW BUSIENSS USE DIGITAL TECHNOLOGY**

1. To design and produce product (CAD and CAM)

2. To conduct market research (Field – Survey and Desk – websites)

3. To prepare financial budgets (Spread sheet – The big Red Book)

4. To train staff (Online courses)

5. To write Reports (Word)

6. To communicate with suppliers (Email, EDI, EPOS)

7. To promote and sell their product (E-commerce – Website)

**DIGITAL TECHNOLOGIES USED BY BUSINESS**

Word processing Spreadsheets Databases

Desktop publishing Presentation packages EPOS

Email Internet Cloud Computing

WiFi Video Conferencing Social Media

Apps