

Rewards to Staff

(2.5 - Impact of Digital Technologies)



Rewards of a business using ICT to staff -

1. Advertise Jobs (Vide Conference)
2. E-mail (Communicate with staff)
3. Online training (Compute software)
4. Work from home (Tele Working)

1

Rewards to Marketing

(2.5 - Impact of Digital Technologies)



Rewards of a business using ICT to Marketing -

1. Collect info, on consumers (Loyalty)
2. Field research (Survey Monkey)
3. Sell to a larger market (Website)
4. Advertise their product (Facebook)
5. Promotion of products (Text Message)

2

Rewards to Production

(2.5 - Impact of Digital Technologies)



Rewards of a business using ICT to Production -

1. Research the cheapest products (Desk)
2. Re-order easily (EDI)
3. Speed up production process (CAD)

3

Rewards to Finance

(2.5 - Impact of Digital Technologies)



Rewards of a business using ICT to Finance -

1. Prepare accounts (Spreadsheets)
2. Formula use for calculations
3. Presentation (PowerPoint)
4. Graphs and charts (Visual)

4

Rewards to Administration

(2.5 - Impact of Digital Technologies)



Rewards of a business using ICT to Administration -

1. Decision making is faster (email)
2. Communication is faster (Mail Merge)

5

Cost of ICT

(2.5 - Impact of Digital Technologies)



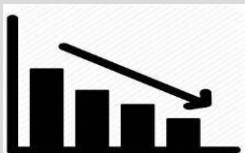
Increase cost of ICT to a business

1. Capital Expenditure
2. Training staff
3. Security (keep hackers out)
4. Maintaining website
5. If technology breaks down

6

Cost of ICT

(2.5 - Impact of Digital Technologies)



Decrease cost of ICT to a business

1. Less advertng due to website
2. Less wages paid
3. Tele work = less office space
4. Save on postage - due to e-mail

7

Digital Technologies

(2.5 - Impact of Digital Technologies)



Digital technologies used by A business

Word processing
Spreadsheets Databases
Desktop publishing
Presentation packages
EPOS
Email
Video Conferencing
Social Media

8

Business Opportunities

(2.5 - Impact of Digital Technologies)



Business opportunities

1. It allows for standardise and mass production of a product
2. 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 employees needed in a business

9

How Business use ICT
(2.5 - Impact of Digital Technologies)

USE

How business 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)

10

ICT
(2.5 - Impact of Digital Technologies)

Define

Information and Communication Technology

This means ICT and is used to send, receive, gather, store, analyse, distribute and communicate information

11

Digital Technology
(2.5 - Impact of Digital Technologies)

Define

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

12