

## What is the role of IT in BUSINESS??!!!

Information technology creates electronic storage systems to protect your company's valuable records. According to the Graziadio Business Report, published by Pepperdine University, secure maintenance of customer and patient files is vital to business integrity. Storage systems, such as virtual vaults, keep information safe by only allowing certain users within your company to access, withdraw, add or change the documents. According to an article in Science Daily, IT security engineering systems protect your electronic information from being hacked, or wiped out during a technological disaster.

Business technology has revolutionized the way companies conduct business. Small businesses can implement business technology and level the playing field with larger organizations. Small businesses use computers, servers, websites and personal digital products to develop competitive advantages in the economic marketplace. Small business owners should consider implementing technology in their planning process. This allows owners to create operations using the best technology available.

### Automated Processes

In business, people look for ways to do more work in a shorter amount of time. A November 2000 newsletter published by the Federal Reserve Bank of San Francisco explains that information technology improves your company's efficiency by developing automated processes to take burden off your staff. In turn, your employees are free to work on other things while the computer runs their reports, creates queries, tracks projects and monitors financials.

## ACHIEVERS OF THE YEAR

USN	NAME	SEMESTER	EVENTS	COLLEGE	PRIZE
1NH10CS088	Sai Pravesh	VII	Hackathon code	PESIT,Bangalore	I
1NH10CS115	Vignesha	VII	Source Code Contest	CBIT, Gandipet	I
1NH10CS122	Akash Lakshman	VII	Source Code Contest	BMSIT,Bangalore	III
1NH10CS122	Akash Lakshman	VII	Tech Quiz	TJIT,Bangalore	II



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# NEW HORIZON COLLEGE OF ENGINEERING



## BUSINESS AND INFORMATION TECHNOLOGY



DEPARTMENT OF COMPUTER SCIENCE ENGINEERING

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**B**usiness technology can help small businesses improve their communication processes. Emails, texting, websites and personal digital products applications, known as "apps," can help companies improve communication with consumers. Using several types of information technology communication methods allow companies to saturate the economic market with their message. Companies may also receive more consumer feedback through these electronic communication methods. These methods also allow companies to reach consumers through mobile

- **I**nformation technology is an essential partner in management of your business, regardless of the kind of enterprise you operate. Whether you need computers for storage, transfer, retrieval or transmission of information, you can manage your business with greater accuracy and efficiency with the assistance of information technology and computer applications. The U.S. Small Business Administration suggests it's time to get connected.



**Y**ou may already use a computer for data storage for your business. Inventory, sales, receivables and payables stored in Excel, Open Office or a similar program keeps these figures at your fingertips. Accounting software stores your payroll information, tax records and specialized data for your business know how you are.



## Work Remotely

IT systems give you remote access to your company's electronic network, so that you can work from home or on the road. This accessibility allows you to increase your productivity because you can still get work done, even when you aren't physically in the office.

## Communication

Communication is essential to the business world, and information technology gives your company the resources it needs to communicate quickly and effectively. Your IT department can hook your employees up with email, video conferencing equipment and internal chat rooms, so that they always have an efficient way to conduct business and communicate.