

## **Role of Information Technology in Business**

Information technology plays an essential role in your small business's daily operations and success. The role of IT in business is seen in how it can help your company become more productive, increase performance, save money, improve the customer experience, streamline communications and enhance managerial decision-making. It also plays a role in helping companies expand globally and in providing staff access to company information wherever and whenever they need it.

### **Better Business communication**

The internet has particularly impacted how businesses communicate with their staff, customers, vendors and other parties. You can use tools like Skype, Google Meet, to share information with employees, hold video meetings with clients around the world and share documents and presentations.

Online chatbots and social media websites can be used to help customers around the clock, and translation plug-ins and services can remove communication barriers. Email has provided easy communication with any type of business party, and even telephone calls have become less expensive with the use of internet telephony.

### **More Efficient Daily Operations**

Companies can use fully featured enterprise resource planning software to complete daily operations, inventory management, accounting tasks, manage human resources, monitor the supply chain, generate invoices and make supply purchases.

### **Better Customer Experience**

IT also makes it easier to provide a good customer experience through improved customer service, easier customized marketing and e-commerce. Rather than only being able to reach the company during business hours, customers can conveniently interact with the company on its website and through social media, email and custom instant messaging services.

### **Accounting and Financial Management**

Modern cloud-based accounting software like QuickBooks and Wave Accounting helps companies to handle transactions in real time, back up important data, easily check for errors and automate routine tasks to save money. Running reports and analyzing financial data has become easier, and you also have less paperwork.

### **Use of E-commerce Platforms**

Whether your business wants to expand or just get started without a physical storefront, the internet has brought many e-commerce platforms like Shopify and BigCommerce

that allow companies to set up online stores. Using these tools, you can easily upload information about products, set your pricing and begin advertising to customers around the world. Online store can be integrated with payment and shipping services.

### **Marketing and Advertising**

Your business can use online customer relationship management software like Salesforce to collect customer information, automate communications, monitor the success of marketing campaigns, provide customer support and gain the best leads.

### **Supply Chain Management**

IT- enabled SCM can manage the flow of information with key business processes starting with procurement of the raw material from the manufacturer / producer and ending with delivery of the end-product to the consumer. It increases the accuracy and reduces the transaction cost and risks.

### **Human Resource Management**

Thanks to job websites like LinkedIn and Monster and online hiring systems, your company can use the internet to advertise open positions, handle applications, automate interview scheduling and conduct interviews remotely.

### **Staff Performance Management**

Managers can manage employees more efficiently, handle staff and monitor performance. Online applications like Workday and SAP SuccessFactors can be used. You can also use online project management tools to assign tasks to your work teams and keep a close eye on the progress.

### **Business Research and Analysis and Decision Making**

Decision support and business intelligence platforms can show you real-time performance information and key statistics for each department and help you to stay on top of industry trends and manage complex data.

### **Cloud storage**

Online services like Google Drive, Dropbox, Amazon Web Services, Microsoft OneDrive can be used to store and protect the company's important data.

### **Role of IT in Public Sector**

Here we will discuss the role of IT in Government, public education, public transport and police department

E-governance is the application of information technology and communication for the purpose of governance. The main thrust for e-governance was provided by the launching of NICNET in 1987 – the national satellite-based computer network. Some Digital India initiatives are National Portal of India, Prime Minister of India portal, Aadhar, filing and payment of taxes online, digital land management systems, Common Entrance Test, Umang (Unified Mobile Application), Digital Locker (store important documents digitally), PayGov, Mobile Seva, Aarogya setu app, etc.

**e-Kranti:** myGov.in is a national citizen engagement platform where people can share ideas on and be involved with matters of policy and governance.

Thrust areas of e-kranti are e-Education, PMGDISHA: Pradhan Mantri Gramin Digital Saksharta Abhiyaan, SWAYAM, which includes Massive Online Open Courses (MOOCs) for leveraging e-Education, e-Healthcare, applications for farmers, Mobile-based emergency services and disaster-related services, e-Courts, e-Police, e-Jails, and e-Prosecution. GIS-based decision making for project planning, conceptualization, design, and development and Cyber Security

## **Role of IT in Police and Public transport**

### **Electronic Identification**

Through IT, identification of a person becomes very easy. Police can use number of methods to trace a person to control the crime and maintain the law and order, such as Digital signature of a person, Bank account number, Telephone/mobile number, Driving license number, Passport number, Permanent Account Number (PAN), etc.

### **Electronic Transport (E-Transport)**

It covers number of activities such as: registration of all types of motor vehicles, Issue of driving licenses, Issue of Permits for the light and heavy vehicles, Tax and fee collection through cash and bank challans and control of pollution through checking etc. Electronically saved data is useful for the effective traffic management.

### **Online Verification and Fingerprints Reader**

Biometric technology provides accurate information of the suspected person and provides a scope for quick decision-making on related security issues.

### **RFID (Radio Frequency Identification)**

Transportation systems can be verified to prevent movement of unauthorized materials which can affect the public safety.

### **CCTV (Closed Circuit Television)**

CCTV can be placed at public places. Police can control every situation and arrest the suspected persons from locations of large population gatherings.

### **Human Resource Management (HRM)**

ICT has the full potential to bring economy in the police recruitment, selection, training, promotions and to make the records of personnel, their salaries and allowances.

### **Police-Public Interface**

Public can view information regarding status of their complaints and the police will be able to provide feedback on the same.

### **Real-time Information Access**

Global Positioning System (GPS) and Geographical Information System (GIS) are used to track the information about a particular area and movement of suspected and terrorists etc. with the available data and video.

### **Intelligent Sensors**

Intelligent sensors provide realtime information for better traffic management. Camera system in cars has become an important instrument to record video of events which is improving and becoming more cost effective to control the crimes.