

TECHNOLOGY

What is technology ?

- ☐ Technology is the result of using our knowledge to tool, products and processes for human purposes.

Huczynski & Buchanan

- ☐ Technology and its impact on business
 - ☐ Apparatus
 - ☐ machines & tools
 - ☐ Technique
 - ☐ skills & procedures
 - ☐ Organisation
 - ☐ manipulation of society to foster production

So...

- ☐ Types of Products and Services
- ☐ Production Methods
- ☐ Equipment
- ☐ Provision of Services
- ☐ Information
- ☐ Market Identification
- ☐ Procedures
- ☐ Employee Flexibility

Products and Services

- ☐ Consumer and Industrial markets have seen major innovations:
 - ☐ electronics
 - ☐ microchips
 - ☐ digital
 - ☐ MIS
 - ☐ the PC

Production Methods

- 📁 **Production Quality**
- 📁 **J.I.T. production**
- 📁 **Managing the Human Resource**
- 📁 **Internal Customers**
- 📁 **Responding to the Customer**
- 📁 **Relationship Marketing**

Equipment

- 📁 **CIM ~ Computer Integrated Manufacturing**
- 📁 **CAD ~ Computer Aided Design**
- 📁 **CAM ~ Computer Aided Manufacturing**
- 📁 **PC ~ Personal Computer**

Provision of Services

- 📁 **telephone**
- 📁 **tv**
- 📁 **call centres**
- 📁 **internet**
 - 📁 **access**
 - 📁 **the portal**
 - 📁 **dot.com companies**
 - 📁 **e-commerce**
- 📁 **individualisation**

- 📁 **Banking**
- 📁 **Insurance**
- 📁 **Financial Services**
- 📁 **Books**
- 📁 **Music**
- 📁 **DVDs**
- 📁 **Cars**

Information

- 📁 **Information about customers, their buying habits, their personal details, allow companies to create individual products, tailored services, directed marketing and they can also sell the information to other companies.**
- 📁 **Computerisation makes this quicker and easier.**

Market Identification

- ☐ database systems can be used to identify new opportunities with new or existing customers
- ☐ financial services
- ☐ insurance
- ☐ cars and servicing

Procedures

- ☐ what we do
- ☐ the way we do it
- ☐ the order in which we do it
- ☐ where we do it
- ☐ the way in which we act with customers

Employee Flexibility

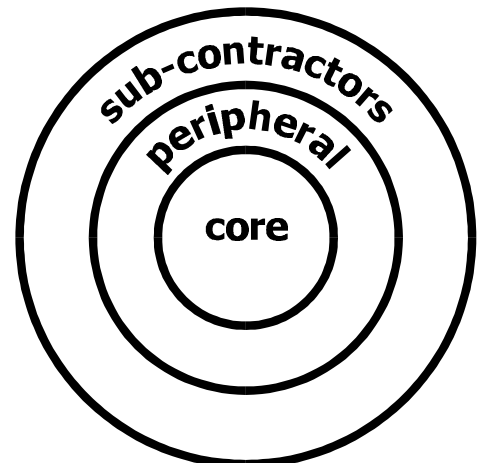
- ☐ automation and computerisation can dispense with some staff
 - ☐ job roles
 - ☐ multi-skilling
 - ☐ employee organisation
 - ☐ employee involvement
 - ☐ empowerment

J.I.T.

- ☐ is a technique that focuses on organisation of work flows to provide a production method which minimises waste and keeps stock levels to a minimum
- ☐ a car is not built until a customer orders it
- ☐ sometimes referred to as: just too late

How we work

- ☐ **Core Workers**
 - ☐ essential, skilled, qualified, full-time and provide functional flexibility
- ☐ **Peripheral Workers**
 - ☐ temporary, part-time, provides numerical flexibility
- ☐ **sub-contractors**
 - ☐ hire other companies or people provide services rather than doing them in-house



Internet

- information
- world wide web
- e-mail
- chat
- newsgroups
- e-commerce
- unlimited access
- ADSL
- streaming

DIGITAL

- What is digital?
 - converting analogue information into binary information
IOIOII000IIIIIOOI
 - CD, MiniDisc
 - DVD
 - Digital Cameras
 - Digital TV
 - Digital Radio

Impact on Business

- It changes products and services
- It changes the production process
- It changes access to customers
- Business needs to respond

Music

- Compact Disc
- mp3
- MiniDisc
- ATRAC
- DVD Audio
- Digital Radio

mp3

- How will mp3 impact on those businesses involved in the music industry?
- How should those organisations respond?
- What strategies could they use?