Why organisations need to keep pace with IT developments

**Identify IT developments  
Discuss the benefits &drawbacks  
production, marketing and sales, administration, HR and purchasing/warehousing**

It would be beneficial if businesses keep pace with IT developments such as Skype. Businesses benefit from using Skype as it means that they can set up meetings from exactly where they are without travelling to far locations just to carry out these meetings. Managers in the business use Skype for video conferencing. As it is free, any user can use it at any time any place, whether it is on their mobile phones, laptops, computers, or tablets. It is an application that is easy to use and install, this is one reason that it is a benefit, as it is easy to use the managers won’t have any problems using it to set up video calls. It is also high quality, benefitting the fact that managers can do presentations through Skype due to high quality; the other person on the call will be able to view it clearly with no problems. Overall staff can use Skype flexibly; they can use it on any device, from a laptop to a mobile phone, deliver high quality conference calls and also use the instant messaging. There are only some minor drawbacks for the use of Skype which is that you will always need the internet to connect, and use Skype, and that the connection of your Wi-Fi affects the quality of your call and signal. Skype can affect marketing as it is advertised on the web for users to download, and although advertised on the web, people who view the advertisement would download it, and then recommend it to a friend increasing Skype’s profit.

Some organisations decide to keep up with social media in order to keep up with their customers and promote their business, for example a company like Tesco Mobile would use twitter to communicate with customers online, and to promote the latest update with the phones that they are selling. They can get twitter to advertise their business by promoting it and getting that promotion to show up on their customers’ timelines. Benefits of having a twitter account for Tesco mobile would be that apart from actually communicating with customers, they can actually inform them for any updates such as new mobiles they are selling, or to simply answer any queries a customer would have about Tesco mobile. Having an online presence through twitter allows Tesco mobile to be known virally and to be recognised by many people who could be interested in searching them up and accessing their website to actually buy their mobile phones or visit their stores to buy the phones. Drawbacks could be that not everyone who uses Twitter could be interested if they see their business promoted onto their timelines, they could just continue to scroll down their page and read other tweets, and although the Twitter account may draw in quite some customers, not every single customer would continue onto their e-commerce website or go to their store to purchase their mobile phones.