

# Assisting management to assess the strategic potential of it

[Technology](#), [Information Technology](#)



## Body

Information technology affects the lives of everyone in society. The growth of technology support networks and these networks support the needs of people. There are many types of information technology used. The electronic business helps people conduct and communicate business transactions. It creates new opportunities, productivity, reduces cost and fasts.

For efficiency purposes, electronic business has its enablers. The interchange of electronic data enables a company's computer to transfer information to another's computer. This reduces paperwork, improves customer services, fast access to information and good tracing of order. Electronic commerce uses the internet, such as the website for communication and information, and transactions of delivering services and products.

Internet is the most significant in the supply of information. It has a web which offers opportunities for members to share information. Intranets are networks based on the web, which allows workers to intercommunicate. Extranets enable an organization to interact with external organizations. It uses systems of public telecommunication and internet protocols to work with external dealers, customers among others.

Management of customer relationship collects and interprets data based on the customer in order to improve its services according to the needs of the customers. Resource planning of enterprise facilitates communication over the internet.

## Conclusion

The growth of information technology, the internet, and computers, has come with new methods of processing activities in a business. Were it not for

technology, people would take a lot of time and specialization in the routine tasks. Advance in technology creates a lot of business opportunities.