**9.1: Explain the impact that developments in hardware and software have had on an organisation. (P1 – Task 2)**

Explain in your own words the meaning of the phrase; *Maintaining a competitive edge.*

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| Keeping ahead of other businesses in the same field that may want to overtake you in terms of influence and power, money etc. |

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| Development | **Description of the development.** | **How this development can help a company maintain a competitive edge, including an example.** |
| **Using targeted email application like mailchimp** | It helps manage your business, emails, clients and potential business partners. | It helps you maintain your business and market it; it also helps getting your business online |
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| **A supermarket using self-checkouts instead of human operated checkouts** | It removes the need for human employees and allows the customer to checkout themselves by scanning their own items and weighing them before putting them into a bag. | It would be faster to checkout, thus increasing customer satisfaction. It would also leave no room for human error or foul play where a cashier could give their friends a discount. |
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| **Using an online AI chatbot instead of a human to resolve customer service issues** | It removes the need for human employees and will give the same answer to anyone who asks the same question, there is no room for discrepancies. | This can help with more accurate replies and customer service, increasing people's views and opinions on the company. |
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| **A company using targeted ads (for example on facebook) to attract customers** | Using ads that are targeted to people who are assumed to be interested in the product, for example a beauty / makeup enthusiast getting lipstick ads. | It gives companies more publicity. |
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Summarise how Bury College uses IT to maintain a competitive edge:

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| Using Turnitin to hand it coursework, staff training through VLE, using Promonitor to store student data, using Microsoft teams for lessons swipe in security gates. |