Digital Centralization

Gone were the days when life without Internet was actually possible for all of us. There was a time when my parents questioned the credibility of Internet. But today one can’t even imagine his/her life without a 5.5 inch rectangular case which we call a smartphone and probably they should not. Wherever we go, we found ourselves to be surrounded by a vast number of gadgets. From a smartphone with a digital assistant to a smart TV with digital streaming platforms like Netflix or Amazon Prime, smart devices have taken over almost every aspect of our lives.

Now the question that has been arising in the minds of tech giants in recent year: What now? The answer is a newly born term: **Digital Centralization**. It is a way of developing a smarter living by a feature of connecting all the devices so that it works in sync, so you can have access to all the functionalities even when you have few devices available.

Imagine yourself going out somewhere visiting an old friend. On the way, a thought continuously haunts you that whether you have switched off the lights or locked all the doors and windows of your house or not. But you fear not, for the power to control your destiny lies in your hands. You pull out your smartphone, open your smart lock app and check the status of your door only to find that your worst fear has come true. But still you are calm and composed for you remotely lock your doors and go back to your day as usual.

Digital Centralization doesn’t stop at home. It is used to supplement business activities daily. Employees are able to work from home and increase productivity through the use of smartphones and tablets. This capability provides the ability to speak on the telephone wirelessly, video conference, host virtual meetings and do virtually everything that can be done in the office without any interruption.

Overall, Data Centralization facilitates coordination. Everyone who is authorized will have access; information will not be duplicated and made easily and readily available for the individual who wants to access it. It makes the whole collaboration process seamless. Seamlessness leads to greater return, happier customers, and increase in revenue.  Any organization that wants a smooth-running data centre, fewer headaches and more time to achieve other goals should consider Data Centralization. It’s worth the time and investment.

-Satyam Shivankur

MCA 1st Year