Business @ the speed of thought

I.

2.

Nouns: thinking, working, answering, understanding, selling, trading, manufacturing, building, modeling, marketing,

Adjectives: advanced, detailed, developed, industrialized, informed

Verbs: based, building on, creating, using, moving, looking, flowing, getting, staying

II.

1.

The digital nervous system is a system that should deliver information immediately to anyone who can use it. The digital nervous system is an analogy for a biological nervous system. The biological nervous system lets us hear, see, and take input. It lets us think, analyze and plan. Every company essentially has that. Companies take input, they think, they plan. The point of a digital nervous system is basically to get and use information that’s valuable for the people who need to know about it. A digital nervous system can unite all of an organization's systems and processes, allowing businesses to make huge leaps in efficiency, growth and profits. It’s a way to separate your company from competitors. There is a lot more information available worldwide, especially on the Internet. The way to separate yourself is to develop a really good digital nervous system so that information can flow freely through your company. The digital nervous system isn’t perfect, of course. It can help in many ways, but originally it can’t answer all of your questions within the company. Even though it can’t provide answers to all of your desires, it can still do a better job than the old paper processes.

As technology progresses, the companies should have a good flow of information to compete with other companies. They should have some sort of system that is efficient and productive so that they can expand more easily.

III.

4. The potential ICT solutions for global warming

What role can ICTs play in combating global warming? In my opinion, a powerful one. Chips, computers, software and high-speed networks are the tools to help us build a low-level carbon society. Of course, there are downsides to using ICTs because they consume energy also. In this case, the good outweighs the bad. In my opinion, there are two areas where ICTs can help reduce carbon in our environment.

Firstly, it can help in transportation and logistics. Many industries already rely on software systems to optimize transportation to reap big energy savings. Kraft Foods introduced the 2007 smart transportation and logistics management system. It helped them better plan their delivery and supply chain routes which resulted in gas emissions. That system provided a plan to cut unnecessary driving and took 1500 trucks off the road. Nowadays, companies are getting more creative with ICTs. The forestry industry in northern Europe is using information technology to eliminate the 10 percent of timber it wastes every year by better matching customers with the right size logs.

Secondly, digital technology gives us the ability to monitor the environment and reduce energy use in real-time. High-speed broadband networks nowadays enable a two-way flow of information between utilities and customers. Buildings account for 40 percent of energy use in the EU. The one solution is to connect smart energy meters to the network and remote adjustment systems and that will put energy-hungry buildings on a crash diet. On the technical side, it is easily done. That small electricity grid would allow consumers to store electricity in small appliances, like the battery, when prices are low. The smart grid would also let millions of consumers inject electricity back into the grid because of its smart two-way exchange. The potential for savings from smart grids is even more dramatic in developing countries, where electricity generation is highly inefficient. Smart grids have another big advantage: They allow renewable energies to feed into national power systems. Both practices help manage peak demand and reduce the need for extra power plants.

To conclude, there is a lot of promising potentials that could be transformed into reality. The real question is: “Are we ready for this?”. Because everybody knows that we are responsible for what is happening to our planet. Are we ready to get out of our comfort zone and do something like this? Also, governments should take the lead on these ICT projects. We can’t afford to experiment and hope that these projects are going to develop themselves. Of course, that is also a valid concern. Are our governments ready for that move? It may inconvenience them a bit, but this is for the greater good. I guess we will find out.