

## **Chapter 1**

### **`INTRODUCTION**

#### **Background of the Study**

Data exchange or data communication is a key process of providing accurate and timely information to senior leaders, top management, and decision makers. It involves the use of email, instant messaging, video conference, chat, online forums, and other applications that transmit data from sender to receiver. Many organizations and modern companies prefer to use instant messaging rather than email for simpler and more user-friendly collaboration among staff and management. It also exchanges data almost at an instant, allowing two-way communication in near real-time.

Instant messaging applications like Facebook messenger, SKYPE, and Yahoo Messenger provide easy, fast, and cost-effective means of text, voice, and video communication. It has become the most preferred application to communicate with peers, families, and among professionals from various industries and sectors. Businesses are now beginning to embrace IM for their office communication. Although it is less formal than a face to face meeting, it can bridge the gap of needing to collaborate and communicate with each other. Private companies, schools, organizations, and government agencies use IM to support or provide redundancy with their other existing mode of communication.

The military recognizes the necessity to develop or acquire a secure, reliable, and near real-time data communication tool for effective exchange of information and to provide the high-command a means to collate information needed for decision-making. In