

ICT

- ICT refers to the infrastructure and components that provide access to information through telecommunication.
- It is similar to IT but ICT focuses primarily on communication technologies. This include: the internet, wireless networks, cell phones, and other communication media.
- ICT can also be defined as the use of computers and telecommunication equipments to store, retrieve, transmit and manipulate data.

Use of ICT in Organization

An organization is a group of people working together towards the same goal.

Organizations use ICT in various ways:

- **Data management**
With the help of database software, an organization stores all its relevant data on a database. The data stored includes employee and customer details, stock and payroll information.
- **Communication**
Services like electronic mail make communication within and outside the organization easy and first. Now days email communication is a default communication technology used by every organization. Communication is a great tool in business develops, with advanced communication tools, employees and managers can easily make beneficial decisions in the organization.
- **Workgroup support**
Since information technology facilitates in the creating an information sharing environment, workers can easily consult each other across different department without any interruption. They can use emails, text chatting services to inquire some thing related to a given task at work. With work group support systems, group decision making becomes easier.
- **Decision support**
Organizations use a Decision Support System to assist in decisions making within the organization.
A decision support system is a highly flexible and interactive system system designed to support decision making in an organization.
- **Flow of information**
Information is a key resource in any organization. ICT simplifies the flow of information in an organization through the use of centralized data centers where all the information can be retrieved.
- **Transaction processing**
ICT simplifies the transaction process of an organization. A transaction processing system (TPS), is a system that processes the transactions that occur within an organization.
- **Marketing**
ICT assists in content creation in an organization. Advertising content can be created using word processing software. Beautiful graphical ads can be created using powerful computers with graphics capabilities.

Online advertisement is made possible by ICT. Organizations market through social media platforms.

- Ecommerce

ICT has made it possible to conduct business online. Organizations use ICT to sell goods and services to customers over the internet. Through ICT, customers can order for goods and services at their comfort: from anywhere, anytime. This eliminates the constraints of time and place in business.

- Research

With the rise of search engines, it is now possible to conduct research online about consumer trends and the most profitable opportunities. ICT makes this possible.

- Security

Although the use of ICT can bring its own security issues, see next section, it can also solve or reduce some security problems, e.g. Encryption methods can keep data safe from unauthorized people, both while it is being stored or while it is being sent electronically. This is important for reasons such as data protection legislation or commercial secrecy. ICT enables physical security systems such as fingerprint, iris or facial recognition.