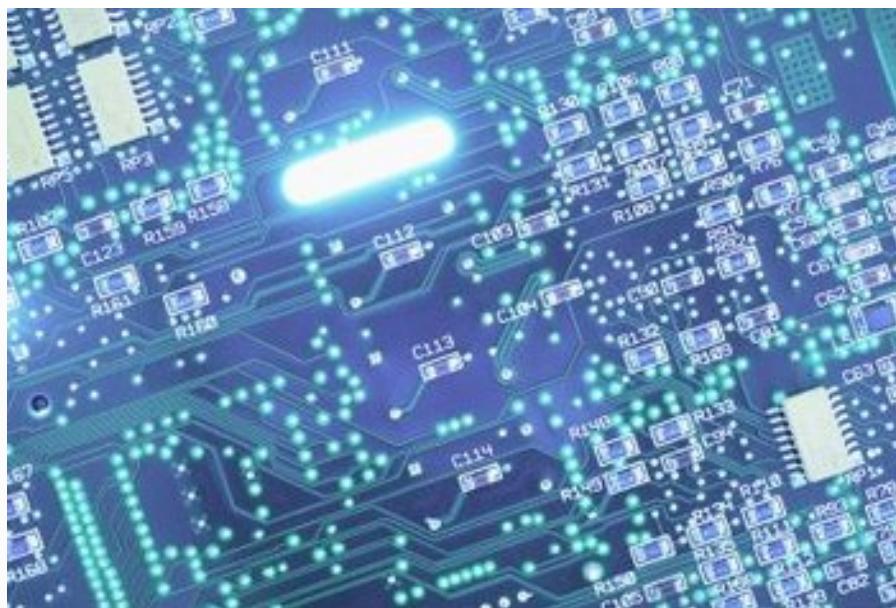


How Today's Technology Is Used in Business to Communicate

Small Business | Business Communications & Etiquette | Business Communication

By **Roger Golden**



Communication is essential to successful business operations, and the technology of the twenty-first century has become completely integrated in business interaction. Company networks are faster, the Internet has become a powerful force, and wireless communications have transformed the way business is performed. Even the latest technologies, such as cloud computing, are being used to allow businesses to operate globally without sacrificing security or limiting user access.

Networking

Networking allows users to communicate through traditional voice and video in a secure system. Networking also allows collaboration on reports, programming and other document production, taking communications beyond conversational interaction and into virtual partnerships. Networking is the backbone of modern technology, and forms the core of how most business communication is performed today. The concept of nodes linked together is essential, whether it means connecting to a Web page, cell tower or using cloud-based applications.

The Internet

The Internet allows communication in two ways: static communication through Web pages, and dynamic communication through information being exchanged. Data posted to a Web page, such as product specifications, allow instant access to the same data from anywhere in the world, a static form of communication that frees up company resources which would otherwise be engaged in constantly repeating the same information. Online product orders are a type of dynamic communication, and can be as complex as keeping a real-time inventory, alerting employees of changes in costs or real-time chat between a customer service agent and a customer or field representative.

Wireless Communications

Wireless devices are now capable of doing everything from making a phone or talking over a "walkie-talkie" to using the Internet or company network to run applications and send memos. Wireless technology is quickly evolving, with products like the iPad and Blackberry taking the place of paper and writing utensils, distributing information immediately from any location where a signal is available.

Cloud Computing

Cloud computing takes networking to a whole new level. Documents and programs can be stored in "virtual" drives or computers, and can be accessed by any authorized user through ordinary Internet connections. Cloud computing allows real-time communication and interaction exactly the way a network does, with access extended to global level. Cloud computing eliminates data lost through system crashes, avoids problems with network downtime as well as providing the ability for software upgrades to be performed network-wide by upgrading a single instance of an application. Google Docs is an example of cloud computing where multiple users can interact on document production in real-time.