

INDIAN SCHOOL AL WADI AL KABIR
CLASS IX -INFORMATION TECHNOLOGY (SUB. CODE – 402)

PART B UNIT 1:
INTRODUCTION TO IT–ITeS INDUSTRY

Information Technology

- Information Technology (IT) means creating, managing, storing and exchanging information.
- IT includes all types of technology used to deal with information, such as computer hardware and software technology used for creating, storing, and transferring information.
- Computer takes data as input, processes it and produces the results as output. **The information is the result of data processing.**
- **Data refers to the facts or raw material, which are processed to get the information.**
- The decisions are taken on the basis of data and information.

IT has several benefits for a business:

- it helps in reaching more potential customers,
- developing a business relationship with potential customers,
- streamlining operations,
- reducing costs,
- improving efficiency,
- maximizing profit,
- minimizing waste,
- providing better service to customers,
- supporting better relationships with key partners,
- and allowing customers to better guide the business.

Information Technology enabled Services (ITeS)

- Information Technology that enables the business by improving the quality of service is Information Technology enabled Services (ITeS).
- ITeS is also called web-enabled services or remote services that cover the entire operations which exploit Information Technology for improving the efficiency of an organization.
- Services in call centers, payrolls, logistics management, revenue claims processing, medical billing, coding, medical transcription, legal databases, back office operations, content development, GIS (geographical information system), web services and Human Resource (HR) services, etc.
- **ITeS is defined as outsourcing of processes that can be enabled with information technology and covers diverse areas like finance, HR, administration, health care, telecommunication, manufacturing, etc.**

BPO service

- Business Process Outsourcing (BPO) services means performing business operations through an outside service provider.
- Some of the BPO services are as follows:
 - (a) Financial and Accounting Services
 - (b) Taxation and Insurance Services
 - (c) E-Publishing and Web Promotion
 - (d) Legal Services and Content Writing
 - (e) Multimedia and Design Services
 - (f) Document Management Services
 - (g) Software Testing Services
 - (h) Health Care Services

BPM (Business Process Management) industry in India

- The IT-BPM industry has almost doubled in terms of revenue and contribution to India's GDP over the last decade (2008–18).
- IT BPM industry has provided India with a wide range of economic and social benefits which includes creating employment, raising income levels, and promoting exports.
- BPO Service Industry is doing exceptionally well in India because of the following advantages:
 - (a) BPO service providers in India invest in hi-tech hardware and software to deliver the best of services. They follow quality checks to ensure error free and exceptional service.
 - (b) Government of India is encouraging the BPO Industry in India by providing necessary infrastructure and logistical support.
 - (c) BPO Industry in India is highly developed and capable of delivering numerous types of BPO services in exceptional quality.

Structure of the IT-BPM industry

- The organisations within the IT-BPM industry are categorised along the following parameters:
 - Sector the organisation is serving
 - Type as well as range of offering the organisation provides
 - Geographic spread of operations
 - Revenues and size of operations
- Based on the above parameters the types of organizations are:
 1. Multinational Companies (MNCs)
 2. Indian Service Providers (ISPs)
 3. Global In-house Centers (GIC)
- This model of IT-BPM industry allows the organisation to keep IT Operations in-house and at the same time take advantage of expanding their global footprint and offering opportunities for innovation in a cost-effective manner

Structure of the IT-BPM industry

- **Multinational Companies (MNCs):** MNCs have their headquarters outside India but operate in multiple locations worldwide including those in India. They cater to external clients (both domestic and/or global).
- **Indian Service Providers (ISPs):** ISPs started with their operations in India. Most of these organisations have their headquarters in India while having offices in many international locations. While most have a client base, which is global as well as domestic, there are some that have focussed on serving only the Indian clients.
- **Global In-house Centers (GIC):** GIC organisations cater to the needs of their parent company only and do not serve external clients.

IT applications

- In technologically developed nations, Information Technology has become a part of everyday life. For a user, computer is a tool that provides the desired information, whenever needed.
1. **IT in home computing:** A personal computer (PC) is used to work at home, to do household accounts, play games, surf the web, use e-mail, create music, and pursue a range of other hobbies. A PC with a CD-ROM drive, sound card, and speakers can play audio CD. A computer can be used from home to study a wide range of online training courses, online shopping and e-commerce.
 2. **IT in everyday life:** We use washing machines, microwave oven and many other products using which have embedded software. We can store all the information about our important work, appointments schedules and list of contacts in a computer. Computer is, therefore, playing a very important role in our lives and now we cannot imagine the world without computers.
 3. **IT in library:** In computerized libraries each book has a barcode associated with it. This makes it easier for the library to a keep track of books and the availability of a specific book. Computer software is used to issue and return the book. Each book in the library has a magnetic strip attached to it that is deactivated before the book can be borrowed.
 4. **IT at workplace:** In the office environment, computers and computer applications are used to perform office work more effectively. In assembly-line industries, where attention to detail, speed and efficiency are important, automation is becoming more and more common. Internet and Office applications form the basis of modern business.

IT applications

5. IT in education: Computers and Information Technology are extensively used in education for teaching-learning and assessment.

(a) ICT in the classroom: There are many ways in which the ICT is used for education in the classroom, such as

- e-learning classrooms;
- smart-board presentations;
- videos on experiments;
- creation of images and video;
- desktop publishing of magazines, letters and documents;
- educational games;
- learning using the CD-ROM media; and
- gathering educational information on the Internet.

(b) Education-anywhere anytime:

- Any student in India can access the NCERT book online through the website www.epathshala.nic.in or mobile app.
- A variety of websites and mobile apps to access educational resources on any topic.
- Contact a teacher or a trainer via Internet to use WBT (Web-based Training).