

## Using technology

Technology has become a vital element of being in business. Websites, blogs, accounting software, social media, e-newsletters, servers, and hosting are all things that have become common place. In addition to this, business services such as connecting with your staff, suppliers and customers through the latest remote-working technology is increasingly expected, and real-time marketing is growing more important with the surging growth of social networking products like Twitter and Facebook.

Technology embraces a number of business functions such as:

- Back-ending into supplier and customer systems.
- Mobile devices to complete customer orders in real time.
- Online marketing and communication tools.
- Product design and delivery.
- Speed to market as a competitive advantage.
- Keeping in touch with customer needs and the ever-changing market place.
- Ease of self-booking and research on the Internet.

[NZTE's e-business guide](#) is a great start for early-stage businesses looking to see how technology can impact on and change their business.

### [Creating an advantage with technology](#)

Use technology to help get you ahead of your competitors. Find out how to use technology to save time, improve customer relations and boost productivity.

### [Setting up a network](#)

A network can link all the computers in your office, allowing users to share files, programs and resources such as printers and Internet access. There is specific equipment you will need to install your network and you also need to ensure it is secure but it will lead to a more efficient workplace.

### [Preventing data loss](#)

Learn about data recovery and preventing data loss in your personal or office computer.

### [Basic Internet security training for your staff](#)

Your best defence against the growing occurrence of cyber crime is to provide staff training to reduce the risks of working online.

### [Protecting your business from cyber attacks](#)

Secure your crucial information from cyber attacks with this easy-to-follow article.

### [Saving costs with technology](#)

New technology can reduce your business costs, save you time and improve efficiencies. This article helps you get the most out of your IT budget.

### [Cloud Computing for your business](#)

Find out how cloud computing can reduce your IT costs and make it easier to work on projects when you're away from the office.

### [Simple guide to password security for your business](#)

How to make strong, easy-to-remember passwords and avoid the pitfalls of poor password security.

### [Using technology to keep business records](#)

Technology and the availability of Internet access has changed the way businesses work. Find out how you can harness technology and improve efficiencies.