



CREATING NEW VALUES AND OPPORTUNITIES IN INFORMATION TECHNOLOGY

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INTRODUCTION

- Information technology (IT) is a broad field with many opportunities
- Information Technology is constantly evolving, creating new values and opportunities for businesses and individuals alike.
- This presentation will explore some of the ways in which IT is creating new values and opportunities, and how these changes are impacting the world.



WHAT IS INFORMATION TECHNOLOGY (IT)?

- Information Technology is the use of computers and telecommunications equipment to store, retrieve, transmit and manipulate data.
- Information Technology can be used to automate tasks, improve decision-making, and create new products and services.



MOST IN-DEMAND IT JOBS INCLUDE

- **Software developers:** Software developers design, develop, and test software applications. They are responsible for the overall functionality of a software application, from its user interface to its underlying code.
- **Data scientists:** Data scientists collect, analyze, and interpret large sets of data. They use their skills to help businesses make better decisions, improve their products and services, and identify new opportunities.
- **Cybersecurity Specialist.** Cybersecurity specialists are responsible for protecting computer systems and networks from attack. This is a critical role in today's world, as cyberattacks become more frequent and sophisticated.



MOST IN-DEMAND IT JOBS INCLUDE



- **Information security analysts:** Information security analysts protect the computer systems and networks of businesses from cyberattacks. They use their skills to identify and mitigate security threats, as well as to develop and implement security policies and procedures.
- **UX Designer:** UX designers are responsible for creating user-friendly interfaces for software applications and websites. This is a critical role, as the user experience is increasingly important in today's digital world.
- **Cloud computing architects:** Cloud computing architects design, build, and implement cloud computing solutions. They are responsible for ensuring that cloud solutions meet the needs of businesses, while also ensuring that they are secure and scalable.



MOST IN-DEMAND IT JOBS INCLUDE

- **DevOps Engineer:** DevOps engineers are responsible for automating the development, testing, and deployment of software applications. This is a growing field, as businesses look for ways to shorten the time it takes to get new software to market.
- **Network engineers:** Network engineers design, build, and maintain computer networks. They are responsible for ensuring that networks are reliable and secure, and that they can meet the needs of businesses.



HOW IT IS CREATING NEW VALUES AND OPPORTUNITIES



Artificial intelligence (AI)

- AI is being used to automate tasks, improve decision-making, and create new products and services.
- For example, AI is being used to develop self-driving cars, personalize marketing campaigns, and diagnose diseases.

Blockchain

- Blockchain is a distributed ledger technology that can be used to record transactions securely and transparently.
- Blockchain is being used to create new financial products, such as cryptocurrencies, and to track supply chains.



HOW IT IS CREATING NEW VALUES AND OPPORTUNITIES



Big data

- Big data is the collection and analysis of large datasets.
- Big data is being used to improve customer service, identify fraud, and make better business decisions.

The Internet of Things (IoT)

- The IoT is the network of physical devices that are connected to the internet.
- The IoT is being used to monitor and control devices, collect data, and automate tasks.



HOW IT IS CREATING NEW VALUES AND OPPORTUNITIES IN DIFFERENT INDUSTRIES



Healthcare:

- IT is being used to improve patient care, diagnose diseases, and develop new treatments.
- For example, AI is being used to develop virtual assistants that can help patients with their medical needs.

Education:

- IT is being used to personalize learning, provide access to educational resources, and connect students with mentors.
- For example, **MOOCs (massive open online courses)** are providing students with access to high-quality education at a fraction of the cost of traditional college tuition.



HOW IT IS CREATING NEW VALUES AND OPPORTUNITIES IN DIFFERENT INDUSTRIES



Manufacturing:

- IT is being used to automate production processes, improve quality control, and track inventory.
- For example, robots are being used to assemble cars and other products, and sensors are being used to monitor the quality of products as they are being manufactured.

Sales/marketing:

- IT is being used to personalize shopping experiences, track customer behavior, and provide real-time inventory data.
- For example, **Jumia**, **Amazon**, **AliExpress** etc. uses AI to recommend products to customers, and Walmart uses sensors to track the movement of products in its stores.



CONCLUSION

- IT is constantly evolving, creating new values and opportunities for businesses and individuals alike.
- As IT continues to evolve, we can expect to see even more new and innovative ways to use technology to improve our lives.
- **Innovate or Perish (Survival of the Most Innovative)**

THANK YOU

