Data Communications

There has been an enormous growth in the communication systems and related fields. In the past, it took a lot of time to send a message from one place to another but at the present era, it takes seconds to share information between systems which are far apart (Fitzgerald, Dennis, & Durcikova, 2017). There has been more information for the people at hand. This will mean that there is more opportunity for businesses and their suppliers to analyse each other with the help of online reviews. There will also be ample opportunity for these parties to interact easily when certain requirements arise. A common example will be the placement of orders by businesses. There can be a settlement that whenever there is a need of refilling, the supplier is directly intimated via automatic demand request online. The businesses will take lesser time to restock their shelves. Similarly the suppliers will not have to come to businesses to take their payments rather there will be online transfers made by them in supplier’s accounts. It may sound positive as long as there is no dispute raised between the business and its suppliers. Although everything will have to be managed online but there are certain aspects which will still need people to meet up. The relationship between business and their customers has been affected as well. Suppliers can link to a large number of customers at the same time and assess the most suitable terms and conditions for them to agree to. Reviews for all available options can also be seen on various websites so that there is no issue raised in the future. This will also mean that both customers and suppliers have to be much more careful in retaining each other because it has become very easy for them to switch over to other available options.

The businesses have found new ways to satisfy the needs and wants of their customers with the help of online selling and service provisions. There has been an increased trend to take customer feedback through online surveys. As far as the businesses are concerned, there has been a positive change in relationship between them and customers. The businesses have got another platform to increase their revenues and satisfy the needs and wants of customers more effectively. As far as the customers are concerned, they can access the businesses at any time which is convenient for them and can compare features and prices with minimal of efforts. These customers also use the reviews available of the websites about various products so that they can know in advance whether they should buy a product or not. The customers come across the physical layer of any network which include the hardware aspects. There are certain standards that govern the handling and transmission of data on any network. A customer must be aware of the official as well as unofficial standards which govern the data transfer on the internet. Overall, there is a positive impact of internet and other network related aspects on the relationship between business and its customers but there are still certain issues which have to be addressed. The major negative issue that is affecting customers is the security of their data and more specifically their pins related to credit card payments. Another aspect is that customers do not get the same quality of products online as compared to direct physical purchase.

For the consumers, there have been much more choices as compared to the past in terms of products and companies. There has been a certain level of confusion faced by the customers in choice of products. Some customers do not prefer online shopping because they perceive these products to have lower quality as compared to those which are purchased directly from the shop.

# **Reference**

Fitzgerald, Dennis, & Durcikova. (2017). *Business Data Communications and Networking.* New York: Wiley.