



Editor's Point of View...

Technology is changing our world at a speed never seen before. And, it does so for the better: making our lives easier, safer and giving us experiences that until recently we could have only dreamed of.

If technology can deliver all that, it's obvious that it also can be a catalyst for social good. And, driving it will be connectivity and connected devices. Yet, we have only seen a few glimpses of what technology can do for humankind. Thanks to our industry leadership across the whole spectrum of consumer-facing technologies – from digital appliances and smart mobile devices to healthcare solutions and semiconductors – we at Samsung are uniquely positioned to see technology's full potential.

So let me focus on four big trends, where I believe technology is set to be an immediate catalyst for social good.

Better education, everywhere: Technology has the power to improve education of young people all around the world. When we think about smart, connected classrooms, it's not just about integrating tablets into the school environment to give children better digital skills; it's really about giving them a new way of learning – that's more collaborative, more interactive and draws on a richer mix of content.

Technology also has the potential to level the playing field for children in disadvantaged communities, by giving them access to quality educational material and developing their digital skills. That's why, since 2013, Samsung has opened more than 1,000 Smart Schools, tailored for 6-16 year olds, in 92 countries. So far, more than 270,000 students have benefited from our Smart School initiatives, and experienced the power of digital learning.

Making our entire world digital and smarter: But there's another technology trend that will truly change our world for the better. You may have heard of the Internet of Things or IoT for short. It's bringing together our physical and digital worlds, by giving everyday objects sensors, connectivity and computing power, and intelligently connecting them all, so that they can make our lives more efficient and convenient. IoT will be centered on humans, which is why we at Samsung prefer to call it the "Internet for You."

We have reached a watershed moment in the history of our relationship with technology; it's not about things or the machines anymore, it's about people. At Samsung, we have always innovated based on a deep understanding of what people want. That's why I believe that Samsung – with its more than 300,000 employees in 84 countries around the world – is perfectly positioned to help turn technology into a catalyst for social good. We want to connect and partner with people everywhere to learn and share knowledge. And, we want to use our global network and huge investment in innovation – of more than \$40 million a day – to unleash technology's possibilities for social good around the world.

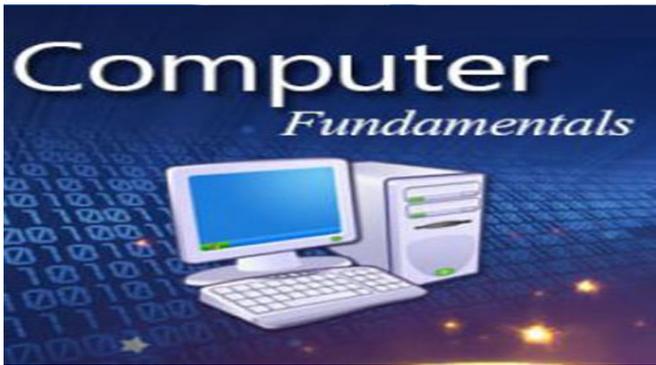
Regards,

Sohan Khemka

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Computer Fundamentals



Today's world is an information-rich world and it has become a necessity for everyone to know about computers. A computer is an electronic data processing device, which accepts and stores data input, processes the data input, and generates the output in a required format.

Computers has making human life faster because of its incredible speed, Accuracy and storage, with which human can save anything and search it out easily when needed. We can say computer a versatile machine because it is very flexible in performing their jobs.

Applications:- The various applications of computers in today's arena :



- Business
- Education
- Marketing
- Banking
- Insurance
- Communication
- HealthCare
- Military
- Engineering Design

Computer – Types



Computers can be broadly classified by their speed and computing power.

No.	Type	Specifications
1	PC (Personal Computer)	It is a single user computer system having moderately powerful microprocessor
2	Workstation	It is also a single user computer system, similar to personal computer however a more powerful microprocessor has.
3	Mini Computer	It is a multi-user computer system, capable of supporting hundreds of users simultaneously.
4	Main Frame	It is a multi-user computer system, capable of supporting hundreds of users simultaneously. Software technology is different from minicomputer.
5	Supercomp uter	It is an extremely fast computer, which can execute hundreds of millions of instructions per second.

Computers have several important advantages and disadvantages.

Advantages of computer

Multitasking: - Multitasking is one of the major advantage of computer. Person can perform multiple task, multiple operation, calculate numerical problems within few seconds. Computer can perform trillion of instructions per second.

Speed: - Now computer is not just a calculating device. Now a day’s computer has very important role in human life. One of the main advantages of computer is its incredible speed, which helps human to complete their task in few seconds. All the operations can be performed very fast just because of its speed otherwise it takes a long time to perform the task.

Cost/ Stores huge amount of data: -It is a low cost solution. Person can save huge data within a low budget. Centralized database of storing information is the major advantage that can reduce cost.

For Ex: Using **docManager® document management system** you can store large amount of data in digital format and can perform various operations.

Accuracy: - One of the root advantage of computer is that can perform not only calculations but also with accuracy.

Data Security: - Protecting digital data is known as data security. Computer provides security from destructive forces and from unwanted action from unauthorized users like cyberattack or access attack.

Disadvantage of Computer

As we know advantage comes with disadvantage.

Virus and hacking attacks: - Virus is a worm and hacking is simply an unauthorized access over computer for some illicit purpose. Virus is being transferred from email attachment, viewing an infected website advertisement, through removable device like USB etc. once virus is transferred in host computer it can infect file, overwrite the file etc.

For example: Huge portion of internet was going down including Twitter, Netflix, Reddit and CNN in October 2016 because the largest DDoS attack was launched on service provider DYN using IoT Botnet.

Online Cyber Crimes: - Online cyber-crime means computer and network may have used in order to commit crime. Cyberstalking and Identity theft are the point which comes under online cyber-crimes. **For example:** one may get the access of the access to your shopping account like amazon account now that person will be able to know your personal details like debit card or credit card number which can be than misused.

Reduction in employment opportunity: - Mainly past generation was not used of the computer or they have the knowledge of computer they faced a big problem when computer came in field. As we have seen in banking sector senior bank employees faced this problem when computer came to the banking sector.

Above were the main disadvantages of computer, no IQ, Dependency, No feeling, Break down are the basic disadvantages of computer.



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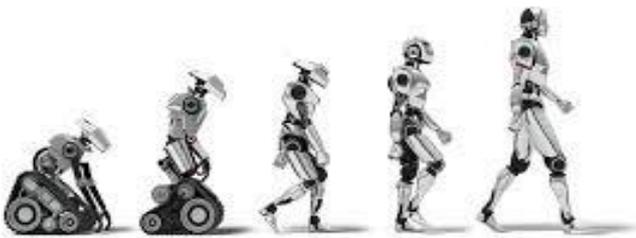
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NEW TECHNOLOGIES THAT WILL CHANGE THE FUTURE

Technology doesn't exist in isolation anymore. It is today touching the broader sociological and cultural fabric of our society. It is enriching businesses and people alike, even those not involved directly to it. Here are the five main trends that would have a bigger impact in the years to come.

Women On Top: - Women working in tech companies are thriving. 49 percent of such women believe their workplaces are doing enough to ensure gender equality, but only 16 percent feel their governments are doing enough. Despite, a profusion of leadership opportunities in the tech industry, 61 percent of women feel they have more pressure to prove their worth than their male counterparts. While, 37 percent of those questioned feel that women are only offered leadership roles to fill quotas.

Robots Go Social: -



The use of robots has become commonplace but social robots that have been created to help humans in a number of ways are just an edge away from big explosive growth. Industrial robots, however, are displacing many human jobs. All this has been made possible by advances in artificial intelligence (AI). There are suggestions that emotional intelligence possessed by social robots in the future will enable them to make a huge difference in the society. Robotics has already significantly contributed to sectors such as retail, healthcare, education, hospitality and others.

Auto Beyond Tesla: -



Technologies like AI and connectivity are in process of making the cars smarter by transforming them. Big auto companies are expanding their processes over and above design and engineering to become technology companies. The cutting-edge cars of the future will give the power to its operators to add new features or purchase upgrades. On the whole, the consumer is likely to move away from car ownership to subscription. Within the next five years the safety designs and monitoring systems will also make the roads a safer place.

New Money: - It is the funding that fuels innovations in the tech industry but the innovation is outpacing the institutional funding from the look of things. With Saudi and Qatar investments coming under the credibility radar, it seems likely that new money, particularly early stage funding, may come more from within the industry in the coming years. On the other hand Unicorns founders are keen to finance their startup peers. Their knowhow of raising several rounds of funds makes them perfect for the job. We may see a different kind of capital play in the year 2019.

Crypto Fights Back: - The apparent 'Deal or no Deal' of Crypto currencies in Asia as an accepted unit of exchange has been dillydallying but the summit saw a positive environment for crypto players as the launch of eToroX wallet that will provide new functionalities such as support for new coins and fiat currencies. Luxembourg-based Bit Stamp is currently the 33rd largest crypto exchange according to its trading volume promoted virtual currencies.



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10 MARKETING TRENDS

It's difficult to predict which methods will connect with consumers most effectively in the ever-changing landscape of marketing. Just when marketers believe they understand their audience, a new technology, new behavior or even an entirely new audience alters everything.

That said, it's practical to reflect on the past year's patterns and pay attention to growing trends that will influence next year's success. Here are 10 marketing trends you would be wise to keep your eye on going into 2019.



THE MARKETING FUNNEL IS SHIFTING:

The current marketing funnel accepts anyone, assessing them for profitability and rejecting them if they're deemed unfit. As John Hall writes in Forbes "Too many companies see customers as gatekeepers to wallets; meanwhile, customers feel ignored at best -- and insulted at worst -- when the journey ends." Rather than opening up a marketing funnel that swallows whoever it can, businesses are starting to efficiently leverage content to target niche audiences.

Reaching out to people who are more likely to be interested in your brand is not only more cost-efficient; it's also more sustainable and less time-consuming. Consumers do not want businesses to gloss over them; they seek legitimate trust and genuine relationships.

CONTENT IS EVERYTHING:

In the current climate, content is everything. You already know that you need to entice your audience:

inspire them, provoke their thoughts, excite them or appeal to their emotions.

The goal is not to simply put content in front of people and hope they respond to it, but rather to encourage them to share and engage with it. Content -- whether it's an article on an outlet or a video on social media -- opens the door for two-way communication, which is crucial for building trust and letting customers know that you appreciate their business.

CHATBOTS AREN'T GOING ANYWHERE:

Customer service is essential, but not everyone feels comfortable talking to a real person on the phone or has the time to do it over email. That's what makes

Chatbots so convenient. These are little AI helpers integrated into websites that can answer questions and fulfill requests quickly -- and many can accomplish this without sacrificing personality.

Forty-five percent of end users actually prefer turning to chatbots for customer service, so if you have one, you can win the allegiance of people who enjoy interacting with these little programs.

AI continues to grow:

On a related note, artificial intelligence is growing in prominence. It makes data analysis more efficient, can target potential leads rapidly and can perform tasks that humans struggle with. Sometimes it takes the form of advanced machine learning, but even Netflix's recommendation system that suggests new TV shows to watch is technically AI.

AI can also monitor consumers' online patterns and help you understand their behavior in real time, though there are legitimate concerns about whether this is ethical or not. Even if you decide not to take advantage of AI in this way, however, it's smart to pay attention to how consumers react to it and whether your competitors use it.

People are cautious about security:

Every company should ensure that its security is thorough. Even if customers do not notice it, they

deserve the utmost respect when it comes to their privacy, data and financial details. Not every company promises this, though -- and customers are starting to notice. With the General Data Protection Regulation taking effect in Europe this year, consumers are beginning to pay more attention to how businesses handle their information.

Talk about your security with customers. What makes it better than others? In an economy where people are rightfully cautious about hacks, leaks and theft, they will favor establishments that can promise them the safest business experience.

Voice search is getting louder:

According to Search Engine Land, voice-based commerce sales in the United States reached \$1.8 billion in 2017 and are projected to reach \$40 billion by 2022. Yep, that's 40 billion! This trend means 2019 is the year to get ahead of the game.

Voice searching is an ingenious bit of technology. After all, who doesn't like being able to simply say out loud to the nearest smart speaker, "Place an order for school supplies"? Not only does voice searching make it easier to find information online without pulling out a device; people love it because it reduces their screen time. Next year, make sure you're optimized for voice searches.

Vertical video is on the rise:

You already know that video is imperative. It used to be one aspect of your marketing strategy, but now you need an entire strategy just for your videos! People watch countless hours of video every day, and YouTube is the largest search engine after its sibling Google. Whether it's on Facebook, Instagram or some other platform, video is not going anywhere.

However, people do not always like turning their mobile devices to the side. Instagram -- one of the most popular social media platforms at the moment -- launched IGTV in June for the express purpose of watching videos in vertical mode. IGTV allows longer content, so you could publish animated videos, demos, interviews, case studies, 360-degree virtual reality, live streams and more. Your social media strategy needs to keep vertical-form IGTV videos in mind.

It's time to focus on Gen Z.:

Gen Z is getting older, which means they are beginning to enter the workforce and possess buying power. You might recall how marketers scrambled to understand millennials (there didn't seem to be an industry they didn't kill -- but hey, they're just broke and much harder to lie to), so now is the time to pay attention to Gen Z.

It is impossible to make monolithic statements about members of the second-youngest generation, but you should remember a few things: they seek authenticity, and they prefer socially responsible businesses. They're growing up in a scary world and a struggling economy, so they're more likely to turn to companies that make the world a better place.

Visual searches are taking off:

Besides voice searches, can you name another kind of search method on the rise? Visual. Google has long enabled reverse-image searches, but new camera technology makes it possible for people to take a picture of something in the real world and find information about it.

Pinterest launched its Lens feature back in February, and the social media platform reports that its users conducted over 600 million combined monthly searches with it. To leverage the power of image searching, don't neglect Pinterest in your marketing efforts, and optimize your site

Influencers have different identities:

Influencer marketing is also a classic social media strategy, but who influencers are is beginning to change. Companies previously relied on celebrities to convince people that products are worth buying, but consumers are now leaning toward their peers.

The frozen-food retailer Iceland, for instance, recently switched from celebrity marketing to partnering with "real" people (micro-influencers) because their customers -- mothers, in this case -- trusted other mothers above brands and so-called industry experts. Next year, adjust your influencer marketing strategy according to who your audience is most likely to respond to.

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