**Developing technology systems**

There are many reasons why organisations (and perhaps individuals) want to improve and develop new technology systems.

These include:

**Competitive advantage** – the objective is to gain advantage over competitors by using technology. For example, by using advanced technologies Rolls-Royse is able to monitor the performance of their jet engines while in flight, in real time. They are able to charge their customers for this service as it reduces their staff and maintenance costs, and helps prevent service disruption.

**Reduced costs** – cost savings can be made by developing the system so that fewer people are needed to operate it or to save time and distance by using the system to plan routes for deliveries.

**Improved performance** – this can be achieved by developing systems to deliver results more quickly, making it easier for staff to use the systems to deliver results more quickly, by making it easier for staff to use the systems and by providing a more satisfying experience for customers.