

3.6h Nokia

In today's communication industry, the growth of the Internet has established a Universal medium for access to all types of information. Nokia uses many ways of communicating, the use of mainly technology to contact many departments of the company. This is done mainly via the new technology of video conferencing. No matter where you are you can have a face-to-face meeting via a computer and a modem and a video camera. Allowing you to see each other over a computer screen. As Nokia is situated around the world with different headquarters for each functional department.

For communicating, reporting information to one another the use of the Internet and telecommunication enables better communication channels. For communication to take place via e-mail within a department, employees have meetings with their superior or senior managers. From here senior managers have meetings with their superior, until all information has been reported to Administration and to staff who have access to all. The use of data capability provides the means to deliver the enriched content that drives development of new services.

The uses of telecommunication networks are therefore undergoing fundamental changes: they are converting from circuit switched to packet switched IP connectivity and from single purpose networks facilitating mainly voice transmissions to multi-service networks supporting various voice and non-voice interactions and applications. Internet and other IP (Internet Providers like Netscape, Bt Internet) - based applications and services have proven popular with businesses. By using this service that Nokia have developed, it has also aided Nokia for efficiency of communicating with each department within their own organisation.

However the use of latest developments in technology that Nokia have enabled, allows mobile phones to do so much. But with the information not everyone in the workforce can be trusted. Therefore restrictions are applied to staff but not those of higher management. This is done for many reasons, such as security, as the telecommunication market is very competitive and everyone wants the latest in technology. The majority of communicating is done formally rather than informally as the company Nokia does not want informal information to jeopardise the future of Nokia.

At the moment Nokia are trying to prevent the causes of individuals inside the workforce not being sure about from whom they should receive information and instructions, as this could lead to the growth of information flows, which are not part of the formal system. The same with if there are two information flows running at the same time, as there can be confusion and a fall in productivity. Nokia does not want staff to produce inaccurate or even conflicting information from the troubles of confusion that is why they are trying to prevent this by using the following methods:

The organisational structure is the key for employees to never get into a confusing situation. In Nokia the organisational structure is hierarchy, and therefore this is like a 'chain of command'. Nokia have several layers of rank in each department and every employee has a superior. This makes communicating between lower and higher

ranks easier as each employee communicates the information straight to their superior and this is then passed up the organisational chart until clarification has been enabled.

However Nokia do accept that some tasks would not get completed if they only used formal channels of communications and chains of command. Therefore uses of informal channels can allow the staff to produce exceptionally good work.

Nokia has a grapevine, which communicates information informally through personal contact between employees both vertically and horizontally throughout the organisation. This gives the staff a great way of communicating information to the workforce quickly as this operates by word of mouth. This also gives the opportunity for project managers depending on the feedback generated, to modify their intentions before the formal announcement.

Internal. Nokia use their own technology to communicate with one and another. Especially the use of teleconferencing, which enables employees to communicate across the world through the use of a computer, generated board. This allows board meetings to take place wherever the employees are situated.

Also through the use of the Internet and IP (Internet Providers) services the company can also send important bulletin messages or company newsletters through the use of e-mail, or even there own chat room for employees to relate information to one another.

When Nokia communicate with others, like externally: customers and clients, suppliers, local and National European authorities etc. Nokia either relates to the customers directly in person, or over a help line. Sending newsletter to customers, clients and shareholders. Or even posting them letters to answer their questions or complaints.

With the local and European authorities, business is mainly done in person, as the company Nokia do not want to jeopardise any relations with the authorities, so communication must be done through formal channels.

3.6i The impact and use of Technology on the business

Nokia have been using the latest in technology to produce the mobile phones that we use today. Nokia have been producing smaller and lighter mobile phones and also mobile phones with colour screens and digital cameras. The impact of Technology has advanced Nokia to mass-produce these products that we enjoy and use.

The 3GSM World Congress 2002, was an opportunity to gain first-hand, real experiences of mobile Internet and messaging services, and business solutions - the ingredients for success today and tomorrow.

Source: Nokia website; www.nokia.com/stakeholders

As the market leader, Nokia has a huge part to play in this new mobile world, and therefore had a huge presence at this year's 3GSM World Congress; this is the vital chance for Nokia to move the communications experience to a new era.

The company Microsoft are one of the leading brands in PC and business software. With the aid of Microsoft, Nokia have been able to take the next step in communication.

Such as, Nokia have been able to produce mobile phones that can give you the advantage of doing your office work on your phone, with Microsoft Office and Microsoft Business generated in many of the latest mobile phones.

Internet has enabled Nokia to give mobile phones access to the World Wide Web and basically give you the chance to do Internet shopping, check e-mail etc. This generated use of the Internet has also given the business a chance to go beyond the use of a ordinary telephone, as this can lead to new visions of producing mobile phones as a personal PC and accessing work form the office to your phone.

With the latest in graphics design, engineers have brightened up the mobile phones for Nokia via adding colour to both the mobile phones and the Visual display (Colour screens). This allows Nokia to put new Microsoft software on the phone. Microsoft PhotoDraw to create images will possibly be the future in integrating Microsoft software into mobile phones.

The business benefits from these new ideas and products that have been created. As this gives Nokia the edge of being the best in the market. Therefore the majority of these new developments will be integrated into the work area and also aiding them into producing newer products. Bringing success to an objective of bringing more revenue to the shareholders.

3.6j The use of Technology in production:

Technology has advanced to a point where machines or robots can assemble nearly anything. Nokia have taken the new technology opportunities into advancing their efficiency and quality of their products. With still using both production methods of batch production and assembly line, Nokia have the latest in robotic machines that can assemble mobile phones on the assembly line. Each robot has their own tasks to for fill over and over again. Also to produce the parts, machinery has the scam tics of the latest mobile phone design and then are produced in a batch of 10-20 using either injection moulding as the majority of Nokia's products are plastic or made out of metal.

3.6k The 3rd Generation vision:

Nokia believes broadband access plays an integral role in creating a truly mobile information society requiring advanced networks for evolving IP services. Nokia provides a complete portfolio of solutions and products for both fixed and wireless broadband access, as well as a clear path to cost-efficiency transition your existing network to take full advantage of the IP (Internet Providers like Netscape, Bt Internet) world; the Nokia global network of customer service experts will be there to help plan, build, maintain and manage broadband access network, fixed or wireless, or both.