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Computers evolved from being used just as a data processing device to a complete knowledge centres, to entertainment systems, to global communication hubs and portals. Like when Alexander Graham Bell bid 'Hello' to Thomas Watson, a radical method of communicating with each other was borne, the same way electronic or rather digital technology has empowered us with a plethora of functions through a computer.

Computing technology allows customers to actively search for businesses for buying products that maybe or may not be locally available. They can now, with the help of e-commerce, purchase products from across the town, the state, the country, or even the world!

From the cosy comforts the living room, or bedroom, consumers can now order a pizza, book tickets to a rugby game, plan a journey, or even rent a movie and watch it streaming online using the buying process significantly simplified by e-commerce. Today, people don't even need computers to begin and complete an e-commerce transaction. With technological developments that have refined over the past few years, now simple gadgets such as mobile phones, PDAs (personal digital assistants) and even portable tablets are the tools for providing online buying and selling services.

These devices have empowered consumers across the world for seeking information instantly - anytime, anywhere. Moreover, people now want things better, sooner and more cost effective than ever before. Portable communications devices have marked up a notch the way businesses need to be reaching out to consumers or even other businesses, in case of B2B scenarios. Organisations with an online presence need to ensure that people are constantly aware of their products and services, and their availability - wherever and whenever needed.

In today's fast-paced lifestyle, witnessed all across the world, when consumers want and need something at a moment's notice - be it a manufacturer, a retailer, a drop-shipping agent, a logistics company, or even a manufacturer of unfinished goods that will be further required for manufacturing finished products - e-commerce proves to be a gift. With e-commerce, people can know about products and services sooner than before. They get to compare and choose exactly what they want. E-commerce eliminates the time, effort and costs incurred on traditional advertising, which is fast fading away into oblivion. There isn't time enough with people to be observing and understanding products and services broadcast using traditional media.

With the advent of social media, e-commerce has a far superior reach to one and all. People have now become the new age broadcasters of available products and services. The rate at which e-commerce has progressed with the help of rapidly expanding reach of social media is significantly exponential. Adding to which, the availability of high-speed internet access on desktops and advanced digital devices such as PDAs, tablet computers, smart phones, etc. has caused an increase in e-commerce transactions on the Internet.

Today, smart gadgets not only are a means to access the internet but also a medium through which people can get a very accurate look and feel of the products and services they want. High-resolution imaging and 3D interactive multimedia content make it possible for people to get view the products in 360 degrees. With all such equipment, tools, technologies and infrastructure, e-commerce is all set to be engaging and profitable than ever before!

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