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CONSIDERATIONS OF ECOMMERCE TECHNOLOGIES FOR LUXURY

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Technology is the future of the fashion industry as it assists the industry in so many ways. They are able to communicate within the company and provide better customer support using these tools. They provide added security for consumer and retailers. The use of technology is constantly evolving finding better ways to assist the business, and even though technology is an essential tool it still has risks with cyber security.

Some of the cloud services include Infrastructure, Software and Platform programs. The infrastructure service allows customers to use processing, storage and networking resources. It also has IT services for its users from a third party, which is referred to as cloud service providers. (LaSalle, 2019). Some of the advantages with this service include less responsibility as the third party handles the data, increases the man power, cost efficient because you only pay what you need, reliability, security and data recovery, some disadvantages include not having as much control, you are renting the software and if you already have a team this software wouldn't be as beneficial. (Dittemore, 2019). Software as a service (SaaS) provides a service on network that is available to customers (LaSalle, 2019). The benefits are reduced cost savings as you won't need as many employees or rental space, easy maintenance, quick access, can be accessed from any location and device and provides insights on the customer base. Some disadvantages include the security as it requires multiple steps for the customers, contract obligations, localization of data as it can affect transfers depending on location and the control over the data. (Howard, 2018). Platform as a service (PaaS) provide programming tools for development of their own applications (LaSalle, 2019). Some advantages are the reduced costs since the company can control expenses and pay per use, increased speed in developing of apps or new products, constant updates and is customizable. Some disadvantages include vendor dependency, compatibility with other software and that it is for public use which can threaten security. (Sakovich, 2019).

Any of these services would benefit Luxury as they can help to reduce costs in man power and provide flexibility for the owners with the payments and by giving the third party control so the owners can attend to other priorities. However, with that said the best software for Luxury to use would be Infrastructure as a service because they have the IT support and the best security feature out of all the software programs which is important for our customers. This software offers year round 24/7 monitoring

which ensures the reliability. This software is also best for Luxury because this provider has strict industry standards (Dittemore, 2019), which ensures the safety of our data and our clients confidentiality. Also, by reducing costs we can invest more into the market shares. Having this software provides cost efficiency because the IT support team will cover any tech issues that may arise which allows us to keep our team small and we can pay for what we use and what we need out of this program and won't be paying for the initial start up costs that come with building an infrastructure. Luxury can also use this program to scale products and be able to test new products faster which will bring them out to market faster (Dittemore, 2019).

The IPv6 technology will provide more IP addresses for organizations and consumers. This will be able to expand retailers globally more than what it already is. There are parts in the world that are excluded from the IPv4 addresses as they have run out of addresses for their contact links. Implementing the IPv6 protocols allows retailers to be able reach them and potentially find new business partners and create new relationships. For the consumers they will also be able to find more retailers globally and be able to compare products and prices. Not planning for the IPv6 will create increased costs as companies will have to spend more with the IPv4 because of the shortage in supply which will in turn force the retailers to buy more networking gear or more IPv4 addresses. Users that still have the IPv4 will affect the consumers and retailers as the IPv4 users will have quality issues which effects the experience of shopping on the retailers site as the functionality will be limited. It also increases risk for the retailers of having accessibility issues with their software. That in turn can potentially lose a lot of important information and clients information. Over 15,000 companies have agreed to have IPv6 as its default permanently. With the competition using this competitive software retailers risk falling behind their competition. Consumers will be obliged to use the newer technologies as it will be more beneficial for them. The newer software will provide the consumers a more convenient shopping experience. The IPv6 also have increased security providing better services for the consumer and giving retailers the option to provide that service. This will help the consumer feel more at ease with shopping online and with shopping with your retailer. This can also create a loyal customer for your retailer. (Savitz, 2012).

Forms of communication through the web include email. Instant messaging, discussions forums, IP telephony, video conferencing and telepresence. All of these forms of communication can benefit Luxury as emails are convenient and you are able to share documents, audio and videos with your colleagues. As long as you have their email address you are able to reach them from any location. Your conversations can be between two or multiple parties in which you can also CC in the other parties that need to know the conversation topic. Instant messaging is similar to the email as you can write to your colleagues in a chat and they will be notified and respond when they are available. Instant messaging is great for being able to reach your colleagues and you don't have to worry about interrupting any important meetings. Discussion forums are public for the use of everyone and typically needs a moderator so that the contents remain professional. IP telephony is an advanced telephone system that is able to avoid long distance charges and can be used with a computer, landline or mobile phone. This is the most effective and fastest way to reach someone and you will be able to get a response back right away. Videoconferencing is similar to IP telephony in the way that the technology works. You are able to see each other and have a discussion in that moment. The telepresence systems are gaining popularity because of this. (LaSalle, 2019). Telepresence is the highest quality of the systems. It is used in conference rooms and the video is displayed on a big screen and you are able to see each other and talk to one another. (ezTalks, 2019). For the telepresence systems those are typically scheduled meetings and is an effective way to communicate, however because it is scheduled you don't get immediate answers.

When it comes to cyber security there are many risks that can occur and the main one being fraud. Hackers can get into your accounts and steal your personal data they can steal your credit card information through fake pin pads, finding your cards, scanning your cards and by hacking into your bank accounts which would give them access to everything. They can get into your accounts through your memberships on ecommerce sites and lock you out by changing your passwords and spending your money with your pre entered information . Hackers can also resell your identity at a high price often in the black market, because they can make the most money off of this, fraud is the leading cause of cyber crimes for the purpose of selling as appose to their personal use. They can steal your identity through your social number, but the bank accounts are typically their main target. There can be bugs in the

systems which can cause the internet to crash or securities to drop. These bugs can also create errors in the systems and have the software not work properly by not saving data or crash your computer with viruses. Sometimes these viruses get passes along to other users. Cyber wars between countries can become an issue as cyber espionage can find classified information which can aid the enemy into developing similar weapons or learning to disarm your security. There can be cyber crimes containing political attacks and the resale of votes. Cyber crimes include using misinformation to polarize opinions that can create divides between people and create hate. They can also attack the software under the development state to be able to infect its future users, this way they are able to gain access to their personal information later on once it is finished developing. The use of social networks can be used for scamming other users such as asking for wire transfers, claiming they are with the bank or CRA and you must call this phone number, claiming you owe collections and this way they are able to get money out of you. They can call, send emails or even texts to reach you. Companies that fall victim to cyber fraud end up losing their reputation, ends up costing them in rebuilding their infrastructure, suffers from direct and indirect costs, losing business opportunities and sensitive information. They have to rebuild the trust in the clients in order to avoid losing them which is a difficult task and work on their efforts in increasing security. (LaSalle, 2019).

The different cloud platforms are able to assist Luxury in different ways. Choosing the right one that is beneficial to Luxury will help the company run smoothly. Luxury has to always be watching for the latest updates in technology, so they don't fall behind their competitors. As well increasing their technology use and knowledge helps Luxury to prevent security breaches within their company and among their users, to protect their personal information.

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