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# ICT-TEX course on Digital skills

## Topic 3: Tools for Business Digitalization

The course is developed under Erasmus+ Program Key Action 2:  
Cooperation for innovation and the exchange of good practices [Knowledge Alliance](#)

**ICT IN TEXTILE AND CLOTHING HIGHER EDUCATION AND BUSINESS**

Project Nr. 612248-EPP-1-2019-1-BG-EPPKA2-KA

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# Contents

- Cloud platforms
  - Online file sharing
- Online meetings
  - Popular online meeting room platforms
  - Tips for organizing an online meeting
- Social media



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# CLOUD PLATFORMS

[Back to Contents](#)

# Introduction

- With the development of ICT and digitalization new opportunities arise that helps manage the enterprise and improve the business
- One of the most important advances in this respect is development of cloud computing
- Cloud computing allows for many digital services to be publicly available without any significant computer or programming skills



# Cloud services

- Some of the most popular cloud-based services are
  - Online file sharing (like DropBox, WeTransfer, etc.)
  - Office management applications (like Google Docs and Microsoft Office)
  - Online streaming platforms (like YouTube, Spotify, etc.)
  - Virtual meeting rooms (like Zoom, Google Meet, etc.)
  - Social media (like Facebook, Twitter, etc)

# What is cloud

- The cloud is a collection of very large number of computers that may be managed together
  - These computers act as servers that may be rented to customers by the companies that own them
  - Cloud servers are actually virtual servers i.e., software machines that are hosted on real (hardware) computers
  - A virtual server runs on the hardware and consists of an operating system and a set applications that provide the server functionality
  - From user point of view virtual server does not differ from hardware servers
- This way computing services may be centralized and offered to public on demand, in a manner similar to electric or water supply
  - Businesses may use servers rented this way, to deploy applications and/or content and offer them to their customers



# Cloud benefits

- Scalability – number of servers that process requests may vary depending on current demand
- This leads to increased performance, reliability and availability
- Business does not need to pay in order to maintain both high-quality hardware and keep its software up to date. This becomes a duty of the cloud provider
- Generally easy to use



# Cloud benefits

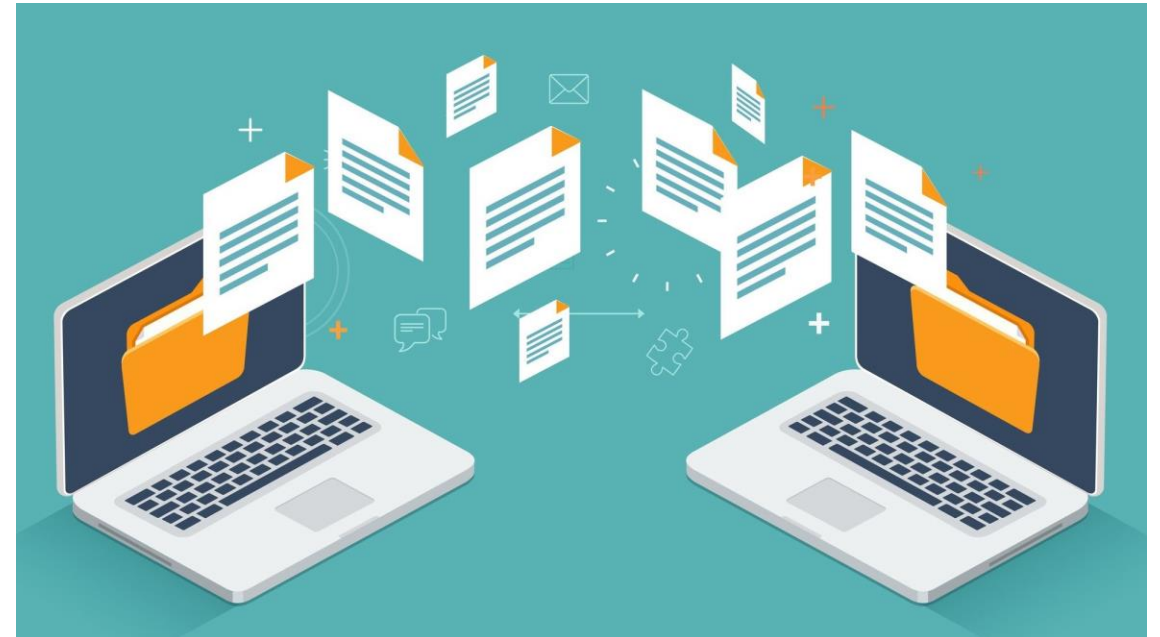
- Resource sharing:
  - Cloud resources may serve multiple consumers via the so-called multi-tenant model.
  - Both hardware and virtual resources are dynamically assigned and reassigned with respect to current demands
  - Cloud software has the duty to automatically control and optimize resources used





# Online file sharing

- File-sharing applications allow end users to upload files to a shared, **cloud-based** storage space
  - you can usually share various kinds of files like images, audio, video, documents, graphics, computer programs etc.
  - Most file sharing services offer possibilities to control who may access the files
- File sharing applications are mostly cloud-based



# Online file sharing

- Suppose a very large file (e.g. graphics or video) has to be shared with colleagues
- What are the options?
  - Send via email? (not recommended if the file is larger than 20-30 MB)
  - Better option is to upload it on a cloud-based file sharing service get a link and send the latter to the colleagues



# Online file sharing

- Online file sharing platforms allow for
  - Easy sharing of very large files
  - Store them in the cloud
  - Synchronize them across multiple devices
  - Easy collaboration



# Online file sharing

- There exist both free (basic) and paid (offering more features) online file sharing services
- Some of the most popular (until 2021) free services are:
  - Google Drive
  - Microsoft OneDrive
  - DropBox
  - WeTransfer
  - Etc.



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# ONLINE MEETINGS

[Back to Contents](#)



# Online meetings

- Online meeting rooms allow for a group of people to meet, talk and see each other while standing in front of their computers at different geographic locations
- Online meetings have a number of benefits
  - Increased communication ability
  - Time and cost effectiveness
  - Possibilities for higher attendance rate

# Online meetings

- Despite the benefits, there are also some disadvantages
  - Decreased social and personal contact
  - Potential attendance problems in case of a bad internet connection
  - Security risk when sharing information online
  - Risk of failed meeting if online resource are not planned well

# Bear in mind before organizing the meeting

- Number of attendees
  - If you expect more than 100 attendees, consider using paid service or streaming over the web
  - Large meeting may also require moderators in order to manage rights to speak or deal with accidentally unmuted microphones
- Presenters
  - Check whether the platform you choose for online meetings have a dedicated presenter role
  - Make sure to give presenter rights to the relevant people only





# Streaming vs Online meeting rooms

- Streaming is more like TV – attendees cannot speak, they can only watch a meeting you broadcast to them
- Some streaming services have a delay between the broadcaster and what attendees see
- In online rooms all attendees may take part of the meeting and participate in discussions



# Popular online meeting room platforms

- [Zoom](#)
- [Google Meet](#)
- [Microsoft Teams](#)
- [Jitsi](#)
- [Cisco Webex](#)
- [Youtube](#)
  - Suitable for streaming



# Tips for organizing an online meeting

- Consider sending out a survey to organize the meeting
  - You may use [Doodle](#) to decide the exact date and time of the meeting
  - Send an electronic survey form for to decide additional matters or help better to collect attendee requirements and expectations
- Most popular tools for making an electronic survey forms are:
  - [Google forms](#)
  - [MS forms](#)
  - [Survey Monkey](#)



# Tips for organizing an online meeting

- You may to options to send the meeting link
  - Via a calendar service, so it will be integrated with participants calendars as well
  - Via email as an URL-link
    - Consider using an URL shortener (like [BitLy](#)) if the link is too long and spreads on more than half a line



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# SOCIAL MEDIA

[Back to Contents](#)

# Social media explained

- Social media is a general term for a number of technologies that allow for exchange of content, data, ideas, interests career possibilities and many other forms of information.
- This is done via a virtual medium supplied by web applications via either browsers or dedicated application clients
- Social media relies heavily on user-generated content
  - Existing platforms usually does not produce their own content



# Social media explained

- Each year the number of social media users worldwide is constantly increasing
- Main power of social media is its ability to communicate almost everything, everywhere and immediately
- Initial purpose of social media was to interact with friends and family
- However, businesses quickly realized that they may take advantage of it to reach out to customers.

# Social media explained

- Up to 2021 the most popular social media platforms are:
  - Facebook
  - Youtube
  - WhatsApp
  - Instagram
- Although not in this list Linked-in is also a popular media in business (although mostly in IT)



# Facebook

- Provides functionality for
  - Management of friends list and choosing who of them have access to your profile
  - Uploading photos and managing photo albums that can be shared with either friends or general public
  - Interactive online chat (sometimes treated as a separate application – Facebook Messenger)
  - Ability to comment on others posts and content
  - Video live streaming
  - Online meeting rooms
  - Management of pages and groups, where you may share context specific content

# Youtube

- A platform that brings together video creators and viewers
  - Creators may make channels and post videos over them
  - Viewers are able to search videos and watch them
- Registered viewers are able to
  - Comment on and rate videos
  - Create playlists
  - Subscribe to creators' channels

# WhatsApp

- WhatsApp is online messaging application
  - Provides also voice messages
- It offers group chat messages
- Voice and/or video calls
- Share documents, photos and videos

# Instagram

- Similar to Facebook you can create a profile and share content in it
- Other people may follow you and reach to content you shared
- However, Instagram is focused mostly towards photo sharing and use via mobile devices

# LinkedIn

- [LinkedIn](#) is the world's largest professional network on the internet.
- Via LinkedIn, you may create a network of colleagues and learn the skills you need to succeed in your career.
- Employees may use it to find the right job or internship
- Employers may use it to find and contact appropriate employees

# Other social media

- [Discord](#) is initially developed for the game community it offers a wide variety of functionalities like:
  - Voice and video calls, also group calls
  - Text messages, that may be divided into context-oriented text channels
  - List of friends
- [Slack](#)
  - A messaging business app that support context-oriented text-message channels
  - Designed to bring people in geographically distributed teams together

# How social media may help your business

- Increase customer trust and respect and this way – your reputation
- Discover new customers
- Improve service and relationship with your customers
- Better Marketing and advertisement
- Increase your popularity in internet search engines

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KNOWLEDGE ALLIANCE

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