

BMSW4003

Digital Skills And Research Methods

Iuliana Margareta Muntean 2030029
Pena Ezequiel Sanchez 2029864
Diana Dancs 2029955

Lecturer : Md Sadeque Imam Shaikh





Virgin Media PLC

- A British telecommunications company
- Provides telephone, television and internet services in the United Kingdom
- Telecommunications and Mass media industry (Virginmedia.com, 2021).

About Virgin Media PLC

Headquarters

Green Park, Reading, England, United Kingdom

Parent Organisations

Liberty Global, Virgin Media O2, Virgin Media Inc.

Owners

Virgin Media O2 and in a 50:50 joint venture
between Liberty Global and Telefónica (Find-and-
update.company-information.service.gov.uk, 2021)

Financial Information

Revenue

5.13 billion British pounds (Liberty.com, 2020)

Operating income

333.9 Million British Pounds (Liberty.com, 2020)

Net Income

32.2 Million British Pounds (Liberty.com, 2020)

Total Asset

20.7 Million British Pounds (Liberty.com, 2020)

Product and Service Line of Virgin Media PLC

Cable (Virginmedia.com, 2021)

TiVo and Digital Set-Top Boxes

Virgin Movies

Fixed-line Telephony

Television

Subscription Video

Virgin Packages

Mobile

Broadband Internet

Landline

Virgin TV Go & Control

Data, Internet and Security

Challenge before modern technology



**No extra competitive
advantage (Boyce and Ville,
2017)**

**Make decision without data
and evidence**

Challenge before modern technology

**Lack of effectively being
productive**

**Harder work process
(Kumova and Toropova,
2016)**



Challenge before modern technology



**No communication facilities
to directly communicate**

**Not having effect on
customers (Boyce and Ville,
2017)**

Challenge before modern technology

Less access to data and information

Lack of innovation in ideas and products (Kumova and Toropova, 2016)



Insights of modern technology



SPATIAL BOUNDARIES ARE LOOSENING AND **GLOBAL BUSINESS IS** POSSIBLE (DAVENPORT AND SHORT, 2020)

Insights of modern technology



ONLINE COMMUNICATION THROUGH THE USE OF INTERNET AND TECHNOLOGY (DAVENPORT AND SHORT, 2020)

Insights of modern technology



USE OF **BIG DATA AND DATA ANALYTICS** IN BUSINESS TO MANAGE RELATIONSHIP
(DAVENPORT AND SHORT, 2020)

Insights of modern technology



ENABLED **WORKING REMOTELY** FOR THE SAKE OF PRODUCTIVITY (DAVENPORT AND SHORT, 2020)

Insights of modern technology



Impact of technology on Vision Media PLC



Digital visibility and availability through the use of their website and contact options

Easier, faster and more effective communication with the usage of their website and hotline (Virginmedia.com, 2021)



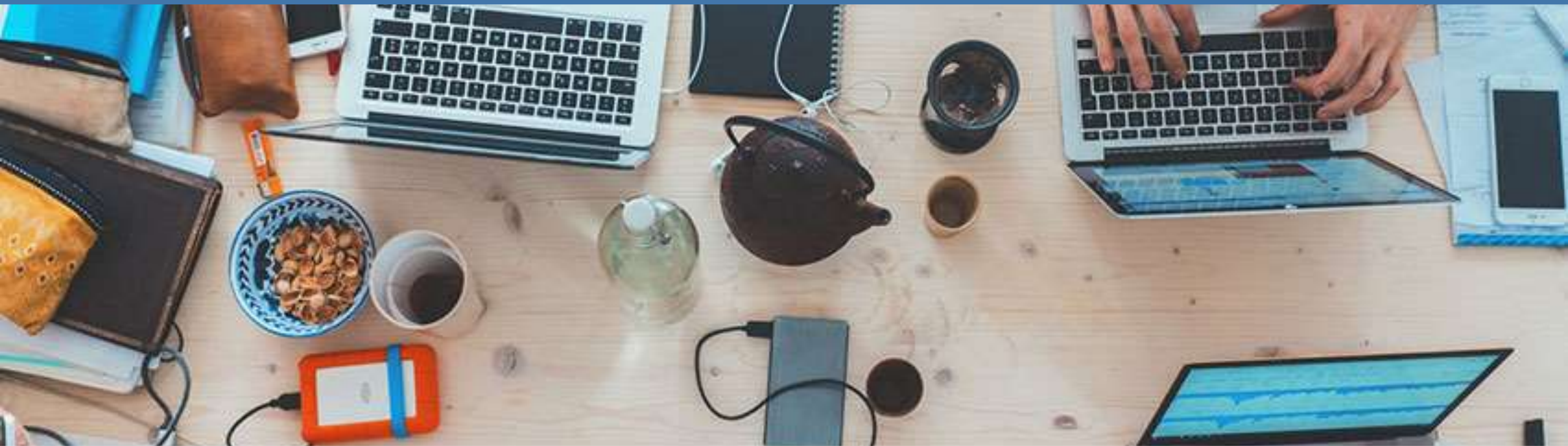
The impact of the technology introduced

**More effective marketing
and promotion**

**New sales avenues both
online and offline (ZHANG,
ZHAO and WANG, 2018)**



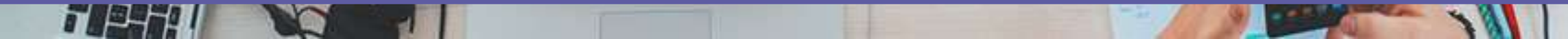
The impact of the technology introduced



THEY HAVE MORE EFFICIENT INVENTORY MANAGEMENT AND ORDERING SYSTEMS



VIRGIN MEDIA PLC HAVE THE ABILITY TO DEVELOP NEW, INNOVATIVE APPROACHES



The impact of the technology introduced



**Better and more
efficient
manufacturing
techniques**

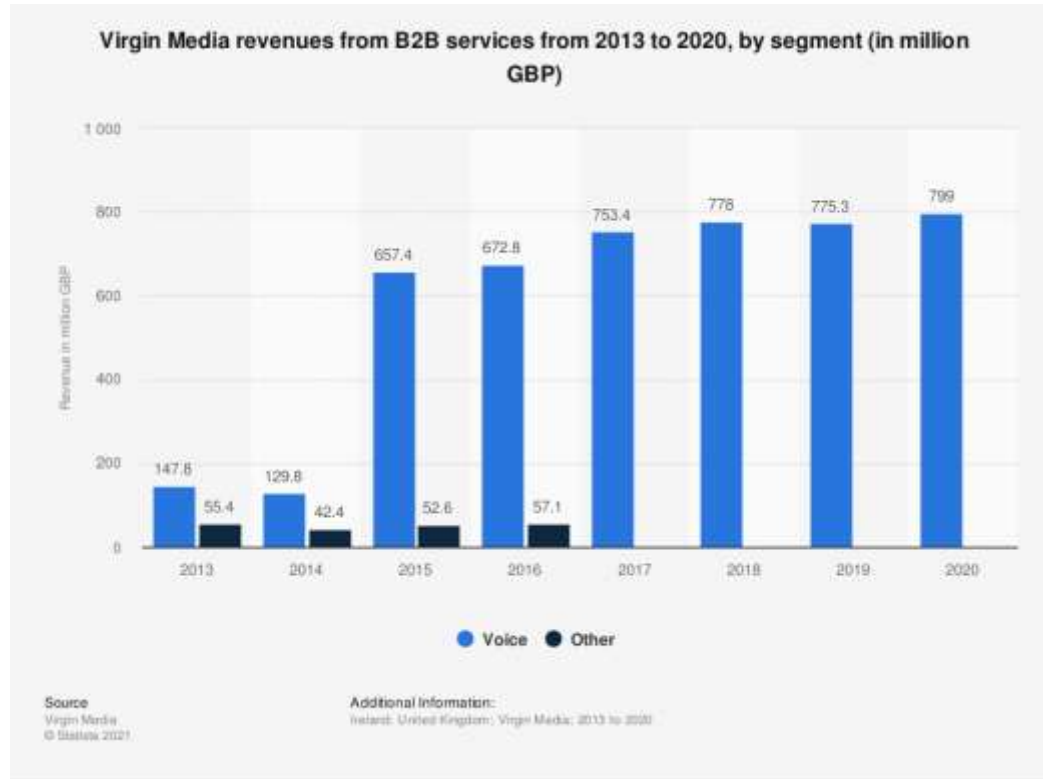
**Using technology for
sustainability (Haseeb
et al., 2019).**

The impact of the technology introduced



With the usage of technology the **management and other hybrid information system** of Virgin Media PLC have enhanced and they are now having better control over their operations and making better decisions (Boyce and Ville, 2017)

Findings of the Case Study



2013 to 2020 revenue of Virgin Media PLC
(Statista.com, 2020)

They are using technology to enhance their business operations and making their communication with the customers properly making profit level higher (

The impact of the technology introduced



Proper communication with the customers using their hotline, website and social media pages have made them become successful (Konijn et al., 2018)

Findings of the Case Study



Their customer base is expanding with the use of their website and social media pages ensuring their productivity and integrity with customers (Chege, Wang and Suntu, 2020)

References

Find-and-update.company-information.service.gov.uk, (2021). Available at:
<https://find-and-update.company-information.service.gov.uk/company/05061787>

[Online]. [Accessed at: 6.8.2021].

Liberty.com, (2020). Available at: <https://www.libertyglobal.com/wp-content/uploads/2021/03/Virgin-Media-Group-Q4-2020-Report.pdf> [Online].

[Accessed at: 6.8.2021].

Virginmedia.com, (2021). Available at: <https://www.virginmedia.com> [Online].

[Accessed at: 6.8.2021].

Statista.com, (2020). Available at: <https://www.statista.com/statistics/290145/virgin-media-inc-business-segment-retail-revenues/> [Online]. [Accessed at: 6.8.2021].

References

Boyce, G. and Ville, S. (2017). *The development of modern business*. Macmillan International Higher Education.

Kumova, S. and Toropova, O. (2016, May). Modern business internet technology: trends, perspectives and risks. In *International Conference on Systems, Control and Information Technologies 2016* (pp. 810-815). Springer, Cham.

Pfano, M. and Beharry, A. (2016). The effect of modern office technology on management performance: Durban Westville. *Problems and Perspectives in Management*, 14(2), pp.376-384.

Haseeb, M., Hussain, H.I., Ślusarczyk, B. and Jermsittiparsert, K. (2019). Industry 4.0: A solution towards technology challenges of sustainable business performance. *Social Sciences*, 8(5), p.154.

References

Davenport, T.H. and Short, J.E. (2020). The new industrial engineering: information technology and business process redesign.

ZHANG, Y., ZHAO, H.F. and WANG, C. (2018). Evaluation on Development Level of Modern Service Industry of Anhui Province Based on Principal Component Analysis [J]. *Journal of Hefei University of Technology (Social Sciences)*, 4.

Konijn, E.A., Utz, S., TAnIS, M. and BARnES, S.B. (2018). *Introduction: How technology affects human interaction* (pp. 17-27). Routledge.

Chege, S.M., Wang, D. and Suntu, S.L. (2020). Impact of information technology innovation on firm performance in Kenya. *Information Technology for Development*, 26(2), pp.316-345.