

**Motivation**

- ❖ Presenting results of processing in an attractive and easily understood form is important
- ❖ Management requires these reports to initiate actions and thus the significance of outputs must be easily perceived
- ❖ Must be aware of new output devices being introduced to use them appropriately
- ❖ Must also be aware of changes in output delivery with the emergence of systems such as intranets/internet.
- ❖ Must also cater to newer applications such as e-commerce which uses the World Wide Web.