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Information Systems Strategy Formulation

Workshop 4

Task One:

The organizations can bring beneficial information through data technologies like Y2k, Bubble etc. There are many other benefits of these technologies, like they can help in utilizing and analyzing the information more comfortably and generate accurate financial reports within the organization. With the application of modern technology and automated systems, employees, stakeholders and consumers can be protected, because these systems help in making genuine report design. Organizations can maintain information system such as record keeping system on any Oracle or SQL server program. In order to avoid misuse of the data and analysis recorded in the system, the U.S designed SOX law procedures in July 2002 that needed to be followed.

Regulations have never been less important; in fact, without following the legal regulations, no company can run its operations properly. It is the right of the organization to use modern systems to utilize its data and improve the operations; however, it is only possible by abiding by the rules that are defined by the concerned authorities.

There are some major consequences of legal compliances, like huge costs, but it is also needed to be realized that eventually, the organization would have many benefits by focusing on gaining control of the systems and the information.

It is observed that the company is facing problems in data as well as information collection. These types of issues arise in the organizations where the budget of the organization is a bit low. In this case, the organization should try to balance its bottom line focus with its top line focus. As the business conditions around the world change abruptly, the company should focus on the relationship between business and IT fields, according to the needs of the employee as well as the customers. It can only be possible through enhancement of IT infrastructure in this organization. By applying the strategy of top and bottom line focus, this organization can develop system for data and information collection and can also innovate in the future.

One theory suggests that the need for innovation in business is very important for long-term survival of the business. The organization can learn how to innovate and do strategic experiments with IT. Firstly, the organization can choose the type of innovation according to their situation, sustaining or disruptive innovation. Second, when the organization is innovating, they should learn a suitable strategic experiment for them. The innovation can focus on some important aspect of organization, and perform by different stages.

Moreover, if the organization want to gain succeed on strategic experiments, they should meet the following conditions, motivation, support and direction. The organization need to motive people to involve in the experiments, the whole organization should support experiments by providing what experiment need, and also managers should guide staff innovate in the right direct that experiments will not fail.

The company needs to adopt strategic experimentation (which is a part of innovation process) in its data collection and information process through modern approaches. The approaches may be derived from employees, customers, partners, universities, suppliers etc. The organization can then pass three filters, which are 1) Relevance, 2) technical readiness and 3) economic viability. It should also keep in mind that the line of business must be willing to sponsor experimental pilot. The whole process of innovation in I.T can be achieved, ranging from adaptation to implementation, within one year. The problem related to innovation can be solved by using strategies which can lead to strategic experimentation. These helpful strategies are:

- Motivation of employees
- Creating an infrastructure to support
- Managing innovation strategically.

One cannot negate that online systems can be more useful in managing and using information within this organization. Web technology is useful for managing information in this rapidly changing global environment. This technology is not only inexpensive but is more user-friendly as well. Another option may be embedding the information in the workflows of this company, which can also be extremely useful. A firm's ability to extract and leverage explicit knowledge from its employees by formalizing it in the systems and procedures directly contributes to its structural capital (Smith, Mckeen and Jenkin 2006). If the organization is interested in bringing new technologies like E-business, it can help the organization in taking better decisions for the

company. E-business can facilitate the organization to manage the data and information in different levels of all the departments of the organization.

There are some other information systems that can be used in this organization for efficient operation and for generating heavy profits. These are like i) wireless internet, ii) network centric operations include sensor grids, high quality information, iii) value-added command and control processes, which also include self-synchronization systems etc. The new model of information technology revolves around terms like how to capture, organize, process and maintain the process. The company should review the above mentioned suggestions and implement the same to solve its problems.

At this stage, we can also see the advantages of the information systems strategies for solving the problem of this company. These strategies will help the organization in data custodianship, storage, incorporation, personalization and multilingual presentations, security, unstructured content management and workflow, management, document indexing and searching, team and collaboration software, network and server infrastructure for information hosting and staging.

The organization has a lot of IS strategies, which are mentioned for the implementation of information system, within the company. It is important to use the data and information effectively, for which different strategies are also discussed. The root cause of the problem may be no proper medium of getting the data and information from any place at any time. For this purpose, many electronic communication technologies are available.

By using the technologies like voice mail, e-mail, messaging, Bluetooth, WI-Fi, enhanced PDA's etc., the organization will be able to communicate with the external and internal stakeholders. Today, this organization should use modern technologies and lower the cost of communication because old techniques like face-to-face conversation, telephone, writing letters were very expansive and time consuming. There are some specific issues related to the use of electronic communication that are important to jot down.

The bigger issues with electronic communication are its storage, perception of overload, communication responsibilities, etiquette, security, communication quality and legal issues. An electronic communication style is useful in this organization because it can help to get the better information in a speedy way. When a company has clear information, it can also send this information to their hard and soft records of their systems. For example, if they get information

from messaging, after scanning the message, that information can be analyzed as well. Some information requires secrecy and higher security, so this organization can use the email system.

If we compare the advantages and disadvantages of modern data collection systems, we can easily come to a conclusion that E-business or intranet is extremely essential in this organization. The organization has to get rid of data collection and data usage problems. Through suitable technologies and strategies, the organization can run its operations smoothly and grow the company in terms of high returns. Finally, it is suggested that this organization needs to organize its data in advanced automated systems.

Task II: Case Study

Background:

Acme Consulting is one of the leading strategy consulting firms that represents a team of top class consultants. This firm is observing lack of efficient solutions due to disperse important information.

Question# 1

The basic purpose of intranet is to locate and use information faster and enhance the collaboration in order to achieve optimum results. But, the situation is quite devastating in Acme. The use of intranet has become quite complicated in Acme, and it really needs up-gradation. Current intranet lacks uniformity of knowledge badly. Knowledge management is something really important in this sector, and it should be placed at a single platform. The nature of the work is different and consultants face a number of issues in accessing the intranet. Having a properly planned strategy allows integration of the current systems and better efficiency.

The most popular benefits of Intranet are knowledge management, task completion, collaboration and communication. The core element of strategy is not to focus any one of these points; in fact, you should focus on all three models, because they have primary concentration. The new strategy contains continuous improvements and redevelopment of the whole infrastructure. There should be a certain roadmap, ranging from 6-12 months that contains step-by-step improvement and redevelopment. The strategy must be strong enough to be implemented effectively. Let us divide the strategy into 4 distinct phases since whole structure needs to be reorganized in Acme. These phases include Assessment, Planning, Implementation, Objectives' Setting and Delivery.

The first job is to look at the current situation of the whole system; it will surely help to identify areas where restrictions are needed. Planning is based on brainstorming, where consultants' involvement and their opinions are extremely vital. They are facing a number of issues like weak signals, no remote access, data unavailability, limited search and navigations features etc. All of these issues would be identified in first phase. We may also see the dynamics of other intranets operating successfully. The third stage is to rationalize the activities and finally the delivery, according to the plan. Tracking the progress on a continuous basis is extremely important here, so that we can resolve any upcoming issues right away. In this way, knowledge can be shared collectively and the efficiency can be enhanced.

Besides, the organization could also practice in enabling IT compliance by using 5 set of practices. There are (1) organize for compliance (2) use standard and frameworks (3) emphasize training and awareness (4) ensure appropriate business resource (5) caveat emptor regarding compliance technology.

Strategy Should Solve These Problems Below:

1) Usage of intranet had fallen to a rate of 30 hits. All information the consultants needed reports requests for proposal, TS, and background information on customer not call of it on the intranet. Because consultants not perceive value in it.
2) Information depend on someone who worked for the client before, that person Knowledge, once this person left the company, this kind of knowledge will lost.
3) Internet separate login, most consultants unaware of the full set of knowledge resource. Info misfiled on the wrong web site.
4) Search and navigation features were limited.
5) Up-to-date technology
6) Partner don't like spending money on IT
7) Culture every man for himself, doesn't share knowledge
8) Change the head of the department first, combine top down and bottom strategy.

Question# 2

Broad knowledge management strategy is nothing without advanced and well-planted

technology. Technology gives life to the knowledge management strategy. This is an inside company's store of knowledge, where process of converting information and intellectual assets into true values goes on. Technology is the back-bone of this whole process. Here, the intranet plays an important role in optimizing this large repository of knowledge, where employees of the whole company are connected. Giving access to all the employees of the information any uncertainty or duplication is removed; it improves the decision making power, provides instant sharing of knowledge and resources as well as an instant access to all databases. It is important that the technology runs efficiently and smoothly. This is the foremost element required for a broad knowledge management strategy.

Broad knowledge management strategy involves more collaborative and cooperative environment, which ultimately enhances productivity and proves to be a helping tool to achieve the objectives. Acme needs to give access to more employees of the hidden information in the past, in order to avoid any ambiguities and to take timely decisions. This is more important to promote intranet usage culture as compared to internal culture. There should be a learning environment in the organization. We are done with the technology in terms of implementing advances intranet. Now, we need to train and make the consultants and other employees aware of the benefits of its usage. We need to develop environment where people feel free to share knowledge and having an access to important information becomes convenient.

Furthermore, the organization also need consider about the impact of regulation on IT. The regulation of IT can bring not only more costs and challenge, but also more benefits and opportunities.

Moreover, the organization should think about elements of effective compliance in IT, including enabling IT work, new system, information, daily operations and controlling IT work. The organization hasn't developed IT yea. Therefore, enabling IT work can help the organization to set up the basic that IT must in place. Information can be very helpful for the organization because it has the problem of using data ineffectively. And daily operation and controlling IT work will be very helpful after the IT work has been set up in the organization.

Each organization surely has different sets of objectives, environment and needs. Knowledge management strategy should be designed while keeping these factors in mind. Another important element here is to understand employees' needs and their concerns regarding knowledge

management. This strategy would become successful only if the organization is meeting the staff's needs. It must be drafted in a broad spectrum by keeping opinions of all the stakeholders.

Question# 3

According to Josh, "culture doesn't encourage people to use and share knowledge". One should not agree to it, because culture is the primary factor that pushes people in to using technology, interacting with each other and developing a knowledge-sharing environment. Culture permits people to come closer and work in a collaborative environment. In this way, they can achieve objectives more easily; moreover, it can impose positive impact on the output. People, in this way, can understand technology more easily as compared to the culture according to Josh. This is again a contradictory thought, because it is more important to become part of the culture too. Learning process of technology continues forever because of the constant changes in technology. All the staffs have to go through different training sessions in order to develop understanding about technology.

It usually becomes a tough job moving on with the technology as compared to culture. It is a kind of one-time effort to become a part of the culture. Culture does not change rapidly, but advancements in technology are increasing rapidly. Sometimes, it becomes a tough job to make certain technologies part of a culture. Mr. Josh needs to understand one more thing here that technology is shaping culture nowadays. It is also true that shaping process of culture is quite slow, but we can encourage team environment where people share knowledge independently and work collaboratively. Culture and technology affect each other with a sequential manner. Culture is a platform where people identify and recognize each other.

Mr. Josh needs to understand the modern business environment, where we have been observing rapid economic changes for the last few years. The management of technological changes has become a challenge in this year for all the organization. Organizational culture is one of the major obstacles in managing this change that organizations are facing. It has become evident for researchers to understand the internal culture in order to develop a strategy of managing change. External environment plays pivotal role in shaping the organizational culture. The summary of this whole discussion is that we cannot negate the importance of culture, nor can we compare it with technology as a single choice.

Task III:

As we have found a suitable solution for resolving the company's problem, we should now see as to what is the possibility of running the company's operations smartly in the future? It has been experienced that if the operations are not quick and accurate, the revenue of the company is not generated as much as it can be with the application of efficient IS strategies in the company.

The usage of automatic systems in the company is very low and it needs to be enhanced with the passage of time. By anyways, the senior management of the company should try to involve all the employees of the company in finding and solving the problems. To some extent, the management should communicate to the senior executives about the current situation of the company and tell them about the expected future of the company as well.

The company should make them realize the importance of the maximum usage of modern information systems. It is necessary because the end-user of the product is executives of the company. If they do not have any know-how about the importance and the reason why the company is coming towards the automated systems for efficient operations, the objective of this organization would not be achieved. There are several approaches that can be applied for increasing the usage of intranet or E-business in the organization:

1. Try to inform the employee about the learning opportunities by the application of this system.
2. When the customers are satisfied with implementation of IT resources in the business, it can equally increase the profits for the company.
3. Scorecards are also useful, because they can measure customer satisfaction level. By applying this approach, company would see the positive results.

We have discussed many areas in which the company can work and resolve its problems. When you kill the symptoms of the problems, the problems are automatically resolved from the roots. At this point of time, company just needs to start with the process of using automatic systems as soon as possible.

It is very important for the company or management to keep in mind that this automation can take some time to adjust. The expectations about bringing positive changes in the operations are not a day's process; it always takes some time to show their performances.

The company just keeps on following the strategies and approaches that has been discussed, and when there is a good outcome, you can continue maintaining the same accordingly. Whenever you feel that you are successful in the implementation of the process, you should start thinking as to how you can continue the same in the future as well.