The Role of Information Technology in Business Success

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Abstract

Now we can see that information technology has become very important in today's world because it helps in simplifying daily work. Therefore, most of the many business uses of information technology in business process to improve business performance and make a successful business. For example, the e-mail was used to send information. Businesses can receive news and updates on market trends and changes in customer need almost immediately. With the use of IT can help reduce costs.

The information technology-based business facilitates the very process of international transaction; this involves securing and finalizing a contract, delivery of the product, and finally payment for performance of the contract. The movement of goods and services, as well as the payment mechanisms within a country and more so outside a country, are governed by regulatory and legal issues. Hence, the regulatory environment is at the core of e-Business development.

This paper aims to highlight the importance of information technology in business, social media for growth, and impact of information technology in an organization.

Introduction

Information Technology is a terminology which is known to all educated people of the World at present times. Information technology (IT), as defined by the Information Technology Association of America (ITAA), is "the study, design, development, implementation, support or management of computer-based information systems, particularly software applications and computer hardware." IT deals with the use of electronic computers and computer software to convert, store, protect, process, transmit, and securely retrieve information. When computer and communications technologies are combined, the result is information technology, or "InfoTech." Information technology is a general term that describes any technology that helps to produce, manipulate, store, communicate, and disseminate information. Presumably, when speaking of Information Technology (IT) as a whole, it is noted that the use of computers and information are associated. Globalization has brought in many changes in the business scenario with the whole world inching towards one big market place. Communication between the buyers and sellers has become critical

as each can opt to explore a greater number of alternatives than ever before. E-commerce through Internet, e-mails, websites, and other facilities enables a businessman to be linked with every corner of the world, and thus opens up greater opportunities in the world market.

Another important factor is the time required for completing a business transaction. As markets are becoming competitive and information is more readily available, a quick, reliable and replicable transaction implies availing of prevailing opportunities. On the contrary, delays in processing a transaction might become synonymous to wasting an opportunity. Therefore, a fast and alternative mechanism of communication, contract, and payment is an integral part of a globally competitive business organization.

Role of information technology in business

Today, technology is becoming very important in our daily lives. It affects individuals, communities, businesses and the nation highly technological impact in the business world. It has helped in terms of management, manufacturing, marketing of communication products and modular type more easily.

Information technology or IT refers to an entire industry. Information technology is the use of computers and software to manage information. It refers to anything related to computing technology, such as networking, hardware, software, the Internet, or the people that involve these technologies. Nowadays many companies have IT departments for managing the computers, networks, and other technical parts of their businesses, such as storing information, protecting information, processing the information, transmitting the information as necessary, and later retrieving information as necessary. This is referred to as Management Information Services (or MIS) or Information Services (or IS).

Information technology has become very important in the business world. No matter small or big business, IT has helped the organization, manager, and workers in more efficient management, to inquire about a particular problem, conceive its complexity, and generate new products and services; thereby, improving their productivity and output.

Information technology can help through
- Communication
- Inventory management
- Management Information Systems
- Customer Relationship Management

1. Communication
In the business world, communication plays an important role in maintaining the relationship between employees, suppliers, and customers. Therefore, the use of IT we can simplify the way to communicate through e-mail, video chat rooms or social networking site.

2. Inventory Management
Organizations need to maintain enough stock to meet demand without investing in more than they require. Inventory management systems identify the quantity of each item a company maintains, an order of additional stock by using a way of inventory management. It is become more important because organization needs to maintain enough stock to meet customer demand. By using in IT in inventory management, it also will helps in track quantity of each item a company maintains, triggering when it comes to managing inventory.

3. Management Information Systems
Information data is very important for an organization and a valuable resource requirement for safe and effective care. Data used is as part of a strategic plan for achieving the purpose and

mission. Then, the company should use the management information system (MIS) to enable the company to track sales data, expenditure and productivity as well as information to track profits from time to time, maximizing return on investment and recognize areas of improvement.

4. Customer Relationship Management

Companies are using IT to improving the way of design and manage the customer relationship. Customer Relationship Management (CRM) systems capture every relation a company has with a customer so that a more experience gain is possible. If a customer makes a call to centre and report an issue, the customer relation officer will be able to see what the customer has purchased, view shipping information, call up the training manual for that item and effectively respond to the issue.

Advantages of Information Technology in Business

Since the computerized system so widely used, it is advantageous to incorporate information technology into the organization. Information technology provides tremendous benefits to the business world such as allowing the organization to work more efficiently and to maximize productivity.

Among the advantages of information technologies in business are:
*   Storing and Protecting Information
*   Working away
*   Automated Processes
*   Communication

Storing and Protecting Information

Information technology helps in storage systems of important data or document to protect company's valuable records. Storage systems, such as vaults, it can help via keep information safe by only allowing certain users within your company to access, withdraw, add or change the documents.

Working Away

Information Technology systems can access the remote network electronics company. It allows one to work from home or anywhere. From this, it will help in increasing productivity even physical work has been done in the office.

Automated Processes

Each organization to find ways do more work in a short amount of time. Therefore, the efficiency of information technology by developing automated processes to take the burden off your staff.

Communication

In the business world, communication plays an important role in maintaining the relationship between employees, suppliers, and customers. Therefore, the use of IT we can simplify the way to communicate through e-mail, video chat rooms or social networking site. It means we can communicate with our employees, supplier and customers anywhere.

Social Media for Business Growth

A significant amount of social media activity is carried out through mobile devices. Make sure that your social media strategy is compatible with mobile devices to guarantee a worthwhile user experience. Social media sites continue to gain popularity at a rapid rate and it is important for small and growing businesses to use them to advertise and market what they offer.

Impact of information technology in an organization

The term "information technology systems in an organization" is composed of four distinct parts which include: an organization, information in an organization, and information technology and information technology systems in an organization. Below I have listed some of the impacts of information technology in an organization.

Flow of Information

Information is a key resource for all organizations. What information describes might be internal, external, objective or subjective. External information describes the environment surrounding the organization. Objective information describes something that is known. Subjective information describes something that is currently unknown. With information technology, the flow of all these three types of information is made simple buy use of centralized data centers where all this data can be retrieved. Information in an organization can flow in four directions and these include upward flow of information, downward flow of information, outward flow of information and horizontal flow of information.

Transaction processing

Information technology simplifies the transaction process of an organization. A transaction process system (TPS) is a system that processes transactions that occur within an organization. At the heart of every organization are IT systems whose main role is to capture transaction information, create new information based on the transaction information. TPS will update any transaction process and store that information in a database, so any concerned party in the organization can access that information via a centralized information storage network of internet.

Decision support

A decision support system (DSS) is a highly flexible and interactive IT system that is designed to support decision making when the problem is not structured. A DSS works together with an artificial intelligence system to help the worker create information through (OLAP) online analytical process to facilitate decision-making tasks that require significant effort and analysis.

Workgroup support

Since information technology facilitates in creating an information sharing environment, workers can easily consult each other across different department without any interruption. They can use emails, text chatting services to inquire something related to a given task at work. With work group support systems, group decision making becomes easier.

Executive support

An executive information system (EIS) is an interactive management information system (MIS) combined with decision support systems and artificial intelligence for helping managers identify and address problems and opportunities. An EIS allows managers to view information from different angles. It also provides managers with the flexibility to easily create more views to better understand the problem or opportunity at hand.

Data Management

With the help of database software, an organization stores all its relevant data on a database. This infrastructure can be designed when it is internal or external. An internal centralized system can only be accessed within the organization while an external centralized system allows data to be

accessed outside the organization using a remote (IP) internet protocol Address or a domain name. In this case, employees or managers can use a company website to access relevant company data by use of passwords. This data is not exposed to the public and search engines.

Communication

Information technology accounts in the development of communication technology. Services like electronic mail make communication within and outside the organization easy and first. Nowadays email communication is a default communication technology used by every organization. Communication is a great tool in business develops, with advanced communication tools, employees and managers can easily make beneficial decisions in the organization.

Conclusion

Many businesses, using information technology are the goal to make a business more successful because the speed gain and share information using a particular technology and makes a business can improve performance and productivity.

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