**Expectations of BSC in IT**

As mentioned above, the BSC is that line of communication that makes it possible to meet the objectives set out in the organization through the strategies of the continuity plan.

In the IT field, the balanced scorecard encompasses 4 aspects:

* Financial expectation: it directly influences to maintain or improve the economic level of the organization, this, implementing accounting strategies in its financial statements, avoiding a decline or monetary loss.
* Expectation directed to customers: These strategies should be focused on meeting the needs and satisfaction of customers in IT, fulfilling their expectations and requirements, going beyond what they are looking for in the market. Thus avoiding the loss of users interested in the IT organization.
* Expectation for the business processes: This expectation is a union of the two previous expectations, since the financial strategies and strategies directed to the market, it is sought to propose business strategies that improve or maintain both finances and customers. This is achieved by taking into account the processes already in place, making improvements and proposing new ones.
* Expectation of learning, growth and development: this expectation includes people, procedures and information systems. It is sought that in the long term an increase in the organization will be obtained. People represent the company's collaborators and must be capable and have skills to contain market competition, the procedures must also be directed to the person because when an employee satisfactorily meets their goals should be encouraged and finally the computer systems that must meet the requirements established for its successful functionality.

**What does the BSC achieve in an IT organization?**

* + Analyze the strategy at the organizational level and communicate it to customers.
  + Projects its objectives
  + Achieve the vision as objectives are achieved.