



# Global Top Intel Information System Strategy

## Abstract

This IT strategy provides a comprehensive guideline, demonstrating how technological advancements will correlate with GTI's broader business objectives. With emphasis on innovation and efficiency, GTI's IS strategy places goals and action plans to efficiently leverage information systems throughout its education, assistance, and procurement divisions. GTI aims to enhance their operations, to create cooperation, and also ensure long-term growth through the strategic implementation of innovative technologies and a commitment to decision making driven by data. The IS strategy document demonstrates GTI's drive to provide exceptional value to its stakeholders.

### Introduction

In today's digital era, the use of information systems in industry has proven to have an impeccable advantage, helping organisations to provide value to various stakeholders. Consequently, at Global Top Int(GTI), we have realised the role that IS has played in delivering valuable services and being the driving force of our mission through our diverse divisions of education, assistance and procurement.

The purpose of this IT strategy document is to highlight the strategic approach that interconnects GTI's IT operations with its goals. This strategy indicates how GTI acts as a leader in ensuring that its technology can enhance efficiency and improve its services to create value for different stakeholders.

Central to our strategy is the seamless integration of technology into our operations, empowering us to navigate complexities with agility and precision, while staying true to our commitment to efficiency, integrity, and dedication. Through this strategy, GTI endeavours to not only meet but exceed the expectations of our clients and partners, propelling us toward sustained growth and excellence in service delivery. This document serves as a guiding light, illuminating our path toward harnessing the transformative power of Information Systems to achieve our organisational objectives and fulfil our mission of empowering individuals and facilitating growth.

GTI's approach is related to its effortless integration of technology into its internal operations, which enables GTI to deal with any challenges related to their efficiency and preciseness. With this approach, GTI strives to satisfy clients' needs by meeting their expectations to drive them towards long-term growth.

**Keywords: IT Strategy, Innovation, Education, Growth, Digital Learning, Scalability, Training Effectiveness, Market Expansion.**



## Company Background

**Company Name: Global Top Int. (GTI)**

GTI, Global Top International (GTI) began operations in 2019 with a vision of redefining education. GTI soon extended its mission in 2022, a major transformational point in its growth trajectory, concentrating on language instruction programs. Simultaneously with its establishment were actions to get appropriate accreditations, secure obedience to regulatory guidelines, and enhance the validity of its educational initiatives.

At the very core of its business activities is the education division of GTI, supplying an extensive choice of language training programs customised to the needs of other international people. GTI is devoted to empowering pupils with the linguistic skills essential to success in and across the globe society, offering everything from extensive courses that extend intermediate advanced proficiency in General English to specific curricula for career development, especially in the IT and medical industries.

In the future, GTI aspires to further improve its educational opportunities and address the demands of the local market through the development of programs in engineering created exclusively for South African individuals.

### **Mission**

During the transition from classroom instruction to online learning driven by the COVID-19 pandemic, GTI simply adapted its educational methods by using state-of-the-art IT infrastructure. By leveraging tools like Zoom for face-to-face instruction, Google Classroom for managing resources and communication, and Oxford's I-Tutor software. GTI guarantees its students will always receive a top-notch education.

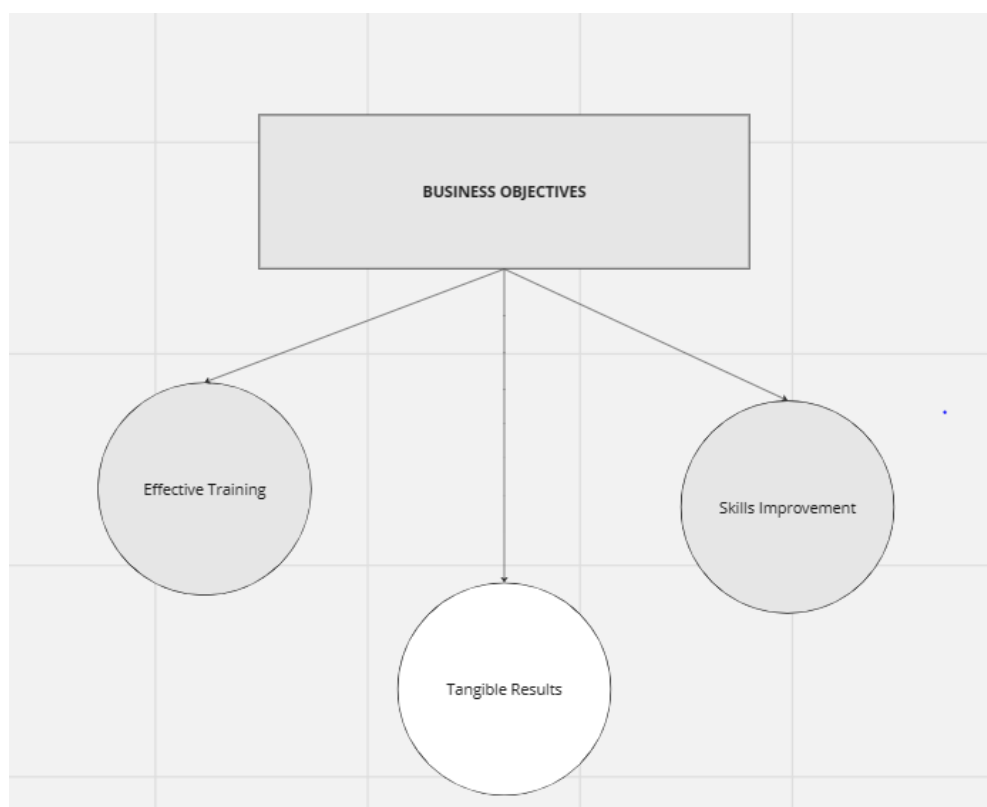
### **Vision**

Whilst GTI's education division is its primary endeavour, the company's procurement and assistance divisions remain equally significant to the organisation's broad range of offerings. It is abundantly clear that GTI is devoted to quality in all areas of its company's operations, alongside a focus on segmentation in the market, innovation in technology, and adherence to regulations.

## Business Strategy

Global Top Int is dedicated to offering impactful training courses for international students. This section outlines the organisation's goals, emphasising its dedication to improving the academic and career opportunities for its students via concise, effective training programs.

### **Company Objectives**



GTIs Information System Strategy focuses on scalability, flexibility, and efficiency. They prioritise the development of IT infrastructure capable of accommodating increased operational demands, facilitating seamless integration of new services and markets into their environment.

**Provide Effective Training:** Global Top Int is dedicated to providing training that will have great outcomes within 6 months to a year after a program has been completed. GTI aims to emphasise efficiency without compromising the quality of education being provided.

**Help Pupils Obtain Tangible Results:** The company's goal is to ensure academic performance success and professional preparedness.

**Skills Improvement:** The basis of Global Top Int's objective is the students' perpetual development and achievement. The business preserves the significance, effectiveness, and coherence of educational programs with the expectations of foreign students through the implementation of comprehensive programming assessment and feedback systems

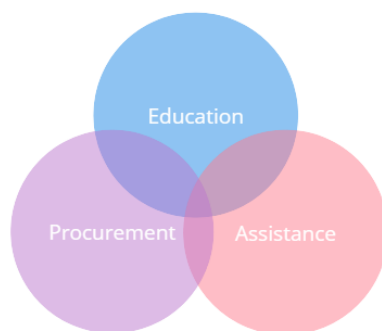
### **Training Methodology**

Global Top Int utilises a flexible training approach designed to meet the varied requirements of international students. By integrating hands-on experience with academic insights, the company guarantees its courses are thorough and directly applicable to real-life situations.



GTI's business approach is diverse, with a primary focus on offering foreign professionals and students all-inclusive support and services in the areas of education, help, and procurement. An overview of the main elements of GTI's business plan is provided below:

## 1. Diversified Service Offerings



### The Education Division

Provides a comprehensive variety of educational services, such as career-specific English programs, language instruction (with a focus on English), and preparation for international English tests (TOEFL, IELTS). To reach a wider audience, GTI intends to extend into engineering programs that are aimed at other disciplines.

### Assistance Division

Offers a range of services to help students with the overseas study process, including document consulting, university applications, visa applications, and more.  
Procurement section.

## 2. Technology and Online Learning Integration

In response to the COVID-19 epidemic, GTI has adjusted to online teaching techniques and plans to further utilise technology to improve the delivery of education. This comprises of:

- Switching to interactive learning with internet tools like Zoom and Google Classroom.



- Creating an internal system to provide courses that have been recorded in order to simplify access and lessen the requirement for in-person instruction.
- Preparing to extend and upgrade the infrastructure for online learning in order to solve issues with IT usage and improve the educational experience.

### **3. Market Focus and Expansion Plans**

With intentions to expand its offerings to engineering programs targeted at South African citizens, GTI is strategically segmenting its market.

Initially, its language training programs are targeted at foreign nationals.

To lawfully extend its educational offerings, the organisation places a strong emphasis on gaining the accreditations and regulatory compliance that are required.

In the future, operations will be scaled back and educational programs will be expanded to include technical and engineering disciplines in addition to language instruction.

### **4. Operational Efficiency and Growth**

To preserve efficiency and scalability, GTI strives for lean operations, smart expansion, and judicious resource allocation.

To maintain financial stability, the business plan calls for starting with the most basic infrastructure and extending services in response to demand. Self-generated money will be preferred over loans.

Marketing techniques are used to raise awareness and draw in additional students, especially through social media and internet advertising.

### **5. Challenges and Strategic Adjustments**

In light of regulatory obstacles, particularly about foreign activities, GTI intends to modify its plans.

In order to improve customer satisfaction and service quality, the organisation is receptive to suggestions and ongoing development.

The emphasis is on striking a balance between expansion investment and preserving operational effectiveness, emphasising a cautious yet ambitious approach to growing.

## **GTI's Way Of Working**

### ***WHO does the work ?***

In GTI, with its three divisions of education assistance, procurement, and language instruction programs, the 'who' primarily refers to a versatile workforce where individuals wear multiple hats due to the company's small size. Each team member, although designated to specific



divisions, collaborates across all sectors, ensuring a multidisciplinary approach to product delivery and service enhancement.

### ***WHAT work is being done ?***

The work performed varies across the three divisions

Education Assistance Division works on developing and delivering educational content, student support, and academic counseling.

Procurement Division focuses on the acquisition of educational materials and forming partnerships with vendors.

Language Instruction Programs Division is engaged in creating and executing language training and facilitating extra classes.

### ***WHERE is the work being done ?***

GTI operates in a hybrid work environment. The physical office located at 38 Melle Street, Office 910, Braamfontein, is a hub for collaborative work and in-person meetings. In addition, the company embraces online platforms to conduct its wide range of educational services, allowing for greater flexibility and reach.

### ***WHEN is the work being done ?***

The standard work hours are from 8 am to 4 pm. However, to accommodate the educational aspect of GTI's services, additional classes are offered from 6 pm to 9 pm, which aligns with the company's commitment to providing accessible and flexible learning opportunities.

### ***HOW is the work being done ?***

Integrating digital transformation and new IT systems into GTI follows **Kotter's 8-Step Process for Leading Change**:

1. **Create Urgency:** Emphasise the need for digital tools to enhance educational delivery.
2. **Form a Powerful Coalition:** To ensure successful digital adoption, form a cross-functional team with expertise from various roles. Define responsibilities, foster collaboration, provide training, track progress, celebrate successes, and address challenges. This approach leverages collective expertise to drive digital adoption and achieve business growth.
3. **Create a Vision for Change:** Envision a digitally empowered GTI that provides top-notch education seamlessly online and offline.
4. **Communicate the Vision:** Regularly discuss the benefits of digital tools in meetings at the Braamfontein office and in virtual sessions.
5. **Remove Obstacles:** Address resistance by providing training for new systems and demonstrating their ease of use.
6. **Create Short-term Wins:** Implement and showcase small upgrades, like a new student management system, to demonstrate immediate benefits.
7. **Build on the Change:** Use the momentum from early successes to push for further digital integration, such as developing a GTI app for language learning.



8. **Anchor the Changes in Corporate Culture:** Ensure that digital transformation becomes a part of the GTI ethos, with ongoing support and development reflected in the daily operations and company policies.

## Path to Digital Transformation

Bringing about these changes involves a digital transformation strategy that considers

**Infrastructure Upgrades:** Investing in robust IT infrastructure to support online learning platforms, virtual classrooms, and advanced data management systems.

**Staff Training and Development:** Offering continuous professional development opportunities to help staff adapt to new technologies and teaching methods.

**Process Digitalization:** Automating and streamlining administrative and academic processes to increase efficiency and reduce the administrative burden.

**Enhanced Online Presence:** Upgrading the GTI website and online portals to provide comprehensive access to courses, resources, and support for students and staff.

**Data-Driven Decision-Making:** Utilising data analytics to guide strategic decisions and personalise education content, making GTI's offerings more competitive and responsive to student needs.

**Inclusive Change Management:** Engaging with all stakeholders – from management to educators, students, and support staff – to ensure that changes are embraced and effectively implemented.

**Monitoring and Feedback:** Establishing KPIs to assess the effectiveness of the new work design and digital tools, and creating feedback loops for continuous improvement.

## The role of IS in the plan

### Online Education Infrastructure

As a result of COVID-19, GTI has switched to online instruction using Google Classroom and Zoom. These systems make it easier to organise class materials, record courses, and hold live classes. Nonetheless, GTI understands that its infrastructure for online learning has to be enhanced and expanded. This shows that although the fundamental resources for virtual learning are available, there are acknowledged shortcomings in utilising ICT to its maximum potential in order to improve the calibre, interest, and accessibility of virtual learning opportunities.

### Educational Content Delivery



The intention to create an internal system for distributing courses that have been recorded emphasises how dependent on outside platforms material is now distributed. This strategy can make it more difficult for GTI to maintain control over the material distribution procedure and to offer a smooth, integrated learning environment. GTI is moving toward a more unified and adaptable IS solution that can accommodate a wide variety of educational content and interactive features catered to students' demands by creating an internal system to expedite access to classes.

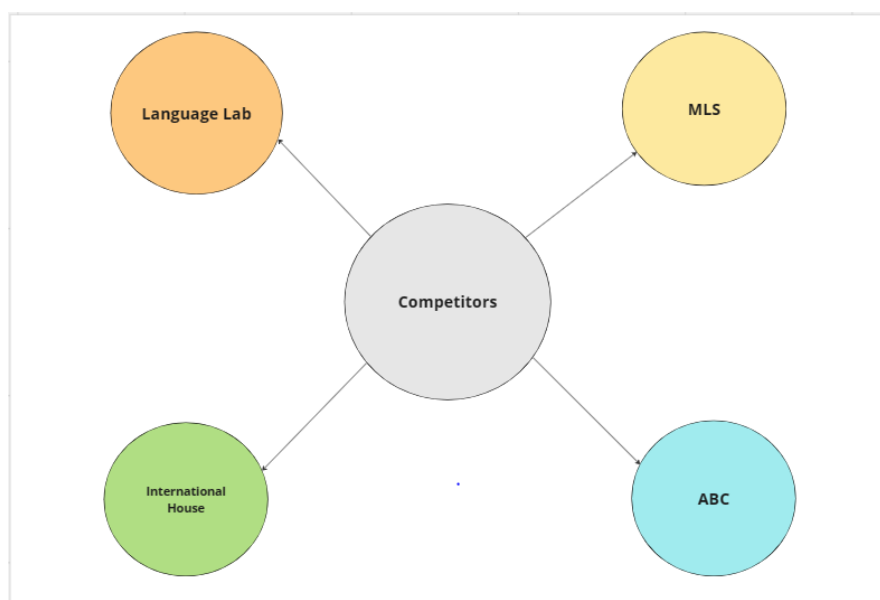
### **Website and Access Management**

GTI's goal to make it easier for users to acquire classes via its website is consistent with the current arrangement, in which the website serves mainly as an informative gateway. As a one-stop shop for students' educational requirements, the existing use of IS in this field appears to lack significant integration with student management systems and instructional material. Improving the website's information security capabilities would entail connecting it with the internal content delivery system and adding services like course administration, student registration, and secure access to educational resources.

### **Comprehensive Management System**

The realisation that an integrated system is required to track student progress, manage payments, manage client information, and provide instructional content raises the possibility that GTI's existing IS configuration is dispersed among several tasks. Inefficiencies in data management, financial transactions, and communication between administrators and students may result from this fragmentation. Through the creation of an all-encompassing information systems solution, GTI hopes to combine these many components into a single, cohesive platform that will improve staff and student user experience as well as operational effectiveness and data accuracy.

### **Competitors**







GTI's main rivals in the Education Sector include Language institutes like Language Lab and others that collaborate with International House are important rivals. Additional major rivals are MLS and ABC, of which both are located in the same area.

### **Partners**

- Suppliers of Educational Materials: Oxford University Press, which supports GTI's educational initiatives by supplying instructional materials.
- Colleges and Universities: These establishments accept student recommendations and offer cooperation in streamlining admissions for new students as well as potentially in creating curricula that adhere to professional and academic standards.
- Visa Application Procedures: VFS helps GTI students with documentation and legal compliance during the visa application procedure.

## **Organisational Strategy**

Global Top International (GTI) features an established organisational structure that clearly indicates the reporting relationships between its procurement, assistance, and education sectors. Authorised managers oversee everyday activities within each division, ensuring consistency with expansive organisational goals as well as encouraging smooth interaction as well as collaboration within teammates. In order to fulfil the company's strategic objectives, the business's effectiveness and accountability have been improved by this organisational framework, it facilitates quick decision-making and efficient utilisation of resources.

Through an organised structure for operations, Global Top International (GTI) is equipped to successfully achieve the objectives it set and carry out its business plan. To effectively react to changing circumstances in the marketplace, this strategy involves implementing agile work techniques, maintaining job and accountability clarity, and supporting interdepartmental interaction among teams from distinct divisions. In order to enhance its skills while promoting creativity, GTI also places a high priority on integrating technology into the way it operates and invests in employee education and growth. Comprehensive methods for managing performance are also implemented for monitoring advancement and promoting continual enhancement. With the help of these fundamental ideas, GTI hopes to develop a flexible and dynamic company where it may build a foundation for long-term success and expansion in the support and education services market.

For better efficiency and innovation, GTI sets great emphasis on developing strong people-based relationships, both professional and informational. Employees share expertise and collaborate through regular team meetings, joint projects, and electronic interaction tools. GTI utilises these partnerships to benefit from consolidated skills and resources, enabling an interconnected and constantly improving culture throughout the organisation.

Control systems constitute a vital component of GTI's organisational structure, which includes managerial and measurement systems. Assessing performance, establishing targets procedures,



and mechanisms for feedback are all components of management systems. They offer individuals with guidance, assistance, and ownership. Additionally, evaluation systems evaluate important indicators of performance (KPIs), which include pupil acceptance rates and customer satisfaction scores, allowing for data-driven decision-making and achievement analysis to support organisational success.

GTI's culture revolves around fundamental concepts such as productivity, transparency, devotion, and customer orientation, which impact staff behaviour and interactions. The aforementioned principles encompass the organisation, bringing about decisions and cultivating an enjoyable working atmosphere conducive to accomplishing common goals and objectives. GTI's mission revolves around offering educational, assistance, and procurement services to its users. Enrolment supervisors, developing curriculum, offering services, and quality assurance are all crucial business activities. GTI enables an effortless supply of outstanding services tailored to its clients' different demands by paying particular consideration to these techniques and committing to excellence.

## **Information System Strategy**

The information system strategy helps define how technology should be utilised in the company to meet its Information Technology and Business objectives and helps support the implementation of technology in an organisation.

Global Top Int makes use of technological tools to meet their business objectives aforementioned under the business objectives.

The components GTI utilises are as follows:

### **Hardware Utilisation**

Computers: Pupils and educators use laptops and desktop computers embedded with cameras, microphones, and speakers to participate in virtual instruction and access educational resources. The desktop computers are located at the centre where the in-person training takes place.

### **Software Utilisation**

- Zoom:
  - GTI uses the zoom platform to conduct their classes for their students, promoting flexibility for various students. The platform allows the instructors to engage with their pupils in real-time at any desired location
- Google Classroom:



- GTI makes use of google classrooms in order to share educational material with their pupils. This enables ease of access to information and enables better collaboration. Google Classroom's hardware, particularly storage and servers systems, reside in data centres maintained by Google. Instructors and students may access Google Classroom from any place using their personal computers or mobile devices.
- I-Tutor Software:
  - GTI utilises the I-Tutor provided by Oxford. This software enables them to provide additional training material for their students. The software allows students to also have personalised training material. The I-tutor can be accessed via browser or be installed onto their machines.

## **Networking**

- Internet Connectivity
  - GTI delivers necessary connections to the internet for pupils and educators to guarantee endless educational experiences through the use of ethernet, WIFI and routers found at the offices.

## **Data Management**

- Firewall Protection:
  - GTI does not utilise any unique firewalls nor do they have specialised protection mechanisms in place, which raises worries with regard to the confidentiality of their data and network.
  - GTI utilises Google Drive to store its data. This indicates a dire dependence on cloud services for data storage facilities.

## **How IS strategy and Business strategy align:**

- Global Top International (GTI)'s IS and business strategies are securely aligned to serve the company's broad goals and missions.
- The transition to e-learning platforms, such as Zoom and Google Classroom, supports the organisation's goal of broadening educational offerings. GTI can deliver a varied choice of programs and degrees to meet the requirements of both local and foreign students by efficiently harnessing technology.
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- GTI's IS strategy prioritises using IT hardware as well as software solutions to maximise techniques and increase accessibility. This is in accordance with the business objective of delivering efficient and complete value chain services, guaranteeing that pupils, administrative staff, and lecturers are able to access training materials and help services from any place.
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- The IS strategy prioritises secure communications and data management solutions to maintain regulatory compliance. This contributes to the business goal of getting the appropriate recognition for teaching various programs, indicating GTI's ongoing dedication to quality and trustworthiness in the education industry.
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- GTI's IS strategy emphasises collaboration and innovative thinking among students, professors, and administrative personnel via the use of networking and communication technology. This is consistent with the company's objective of generating chances for investment and accelerating development via continual improvement and adaptation to changing marketplace dynamics.