Impact of IT in Business Organization

The rise of information technology has paved the way for various innovations. With the digitization of information, more and more businesses are increasingly leveraging the benefits of digital tools to improve their prospects. Information technology has been crucial in turning this process into a complete success.

Information technology has dramatically transformed the lives of individuals. It provides businesses the scope to analyze data and plan business strategies accordingly. Utilizing information technology means that the data analysis is accurate, thus optimizing profits.

Information technology has had a major impact on various aspects of businesses. Let's take a look at some of these here.

1. Cloud Computing

The concept of cloud computing is immensely popular among businesses owing to the efficiency in business operations that it provides. Cloud computing utilizes information technology to capitalize on its ability to provide improved agility and time and resource management for businesses.

Increasingly, businesses are shifting to the cloud to leverage its many benefits.

"Cloud-first strategies are the foundation for staying relevant in a fast-paced world," Ed Anderson, research VP at the analyst firm, Gartner pointed out, "The market for cloud services has grown to such an extent that it is now a notable percentage of total IT spending, helping to create a new generation of start-ups and "born in the cloud" providers."

A good Internet connection and a commendable Wi-Fi connectivity are important to accomplish this.

2. Automation of Business Processes

The movement towards increased automation of business processes has gained traction over the years. It improves efficiency and increases workflow considerably.

Information technology helps in developing automated processes for businesses. This not only helps in reducing the cost of operation but also saves time. The time saved can be utilized to focus on other tasks, thus speeding up business processes significantly.

Processes like billing, tracking metrics, collecting customer data, monitoring certain processes etc. can be automated easily. There are numerous automation softwares that can be utilized for this purpose.

3. Working Remotely

Implementation of information technology provides the ability to remotely access your company's network. As a result, it equips employees with the ability to get the work done even if they are not physically present at the workplace.

Such agility has a number of benefits. Therefore, it has gained massive popularity.

Ian Adams, head of strategic marketing development at the outsourcing company, Mitie pointed out, "We're seeing greater collaboration between HR, IT, property and facilities management and job titles like 'workplace director' making this agile workplace happen."

4. Mobile Technology

Mobile technology has picked up momentum owing to its convenience, efficiency and speed. With the rise in the popularity of information technology, implementation of mobile technology has gained ground quickly.

The trend of BYOD (Bring Your Own Device) is on the rise owing to increased employee satisfaction.

Mobile technology takes business communication to a whole new level. A mobile team can improve the workplace productivity considerably. There are numerous ways to integrate mobile technology in the workplace.

5. Protecting Information

Every organization has an enormous database comprising various information related to business transactions, client details and so on. Such information is extremely valuable to a business and can cause a host of legal issues if it is lost. This is where information technology becomes relevant. It provides the right resources to store the information in a way that ensures maximum protection.

Virtual storage systems can keep information safe by allowing a limited number of users to access these. Increased protection also ensures that these systems are not hacked and the information is not wiped out owing to some problems. Therefore, information technology helps in upholding business integrity.

6. Providing Customer Satisfaction

Customer experience and satisfaction are crucial aspects of all businesses. The key to customer satisfaction is a strong customer support team and its availability to cater to the requirements of the customers.

Information technology provides the best tools for communicating with customers and solving their problems in real time. It has unlocked the facilities like Email, social media and other messaging platforms for this purpose.

A happy customer-base is important for the growth of a business. Various cloud-based communication channels have made customer experience more improved.

7. Management of Resources

A business has a variety of resources. These may include financial resources, human resources and so on. For large organizations, managing resources becomes quite difficult. Information technology plays a vital role in managing these resources effortlessly by introducing a wide range of feasible solutions.

For example, the integration of Enterprise Resource Planning (ERP) has improved the efficiency of various business processes. ERP is business management software that enables an organization to use a series of integrated applications that can manage and automate various business operations.

Information technology is at the core of such software. The implementation of ERP is progressing at a rapid rate with more and more businesses implementing this efficient technology to make certain business processes hassle-free.

8. Open Source Software

Information technology has paved the way for various open source software that allow free usage of certain tools for various organizations. The primary benefit of open source software is its flexible license. This allows modifications to the source code. This means that you have the facility to customize its functions according to your requirements.

Almost every software that businesses use has open source variants that are widely available on the Internet. Utilizing these could mean multiple benefits at reduced expenses.

Such benefits of the increased implementation of information technology have provided businesses with competitive advantages. What matters most is, how businesses are utilizing this

technology to maximize their profits and ensure long-term success. Done right, this can help your business scale new heights.

Future of IT in Business Organization

For any business or individual to succeed in today's information-based world, they will need to understand the true nature of information. Business owners will have to be information-literate entrepreneurs and also their employees will have to be information-literate knowledge workers. Being an information-literate means you can define what information is needed for, know how and where to obtain the information, understand the meaning of the information once received, and can act appropriately based on the information to help your business or organization achieve its goals.

As the world develops, new emerging information technologies will pop-up on the market and for businesses to gain **competitive advantage**; they will have to learn how to use information technology to their advantage. Employees must become literate about the latest information technology so that they can cope with demanding challenges at work.

Information technology as a subject will not change, it's the tools of information technology that will change, more technologies will be developed to simplify the way we use IT at work, at home, and everywhere in our lives.

The way we approach business is changing. As we continually pivot to keep pace with rapidly evolving technology, individual departments within an organization are becoming as agile as the larger companies themselves. IT departments are experiencing tremendous changes as their roles expand to impact customer service, sales, and even business strategies. As a result, organizations are increasingly turning IT into a driving force in all aspects of business.

Digitization has transformed the business world. Digital tools are now ubiquitous in all aspects of commerce, from business processes to services and transactions, and one engine is driving the change: information technology.

Today's companies not only rely on information technology, they can't compete without it. IT is integrated into products, it pulls priceless information from customer data, and it is the force behind online shopping.

As digital becomes even more prevalent, the demand for IT will continue to rise, which in turn will place a heavier burden on IT organizations. Driven by the further digitization of business and increasing market competition, IT is becoming even more indispensable.

Business owners will have to know what their customers want and provide services or products in time. Technically we can term this as **"The Time Dimension".**

The time dimension of information involves two major aspects and these include;

- Providing information when your customer wants it.

- Providing information that describes the time period your customer wants.

Some of the trends of IT, that are used now and will be massively used in future also, are:

1. ONLINE TV

- It allows the users to choose the program or the TV show they want to watch from an archive of programs or from a channel directory.

- YouTube and other online video sharing sites have almost killed Television.

- The new generations prefer Internet over TV channels. It has become very popular with services such as RTÉ Player and Revision3.

2. CAREER TRENDS

- IT CONSULTANT: As CNN mentioned, everyone from local startups to the Fortune 500 companies need IT consultants to help them figure out the cheapest and fastest ways to run computers better. It also ranked number 13th on CNN's most recent Best Jobs in America list.

- Mobile/Web application developer: Hot in demand due to the internet and technology boom. Moreover, these developers are employed across every industry sector as there are needs in both commercial and non-commercial organizations to have a web page for selling or for the purpose of communication.

3. CLOUD COMPUTING

- It is the practice of using a network of remote servers hosted on the Internet to store, manage, and process data, rather than a local server or a personal computer.

- Cloud computing and storage solutions provide users and enterprises with various capabilities to store and process their data in third-party data centers.

- Cost reductions claimed by cloud providers. A public-cloud delivery model converts capital expenditure to operational expenditure.

4. MOBILE APPLICATION

- Another emerging trend within information technology is mobile applications (software application on Smart phone, tablet, etc.)

- Mobile application or mobile app has become a success since its introduction. They are designed to run on Smartphone, tablets and other mobile devices.

- They are available as a download from various mobile operating systems like Apple, Blackberry, Nokia, etc. Some of the mobile app are available free where as some involve download cost.

- The revenue collected is shared between app distributor and app developer.

5. USER INTERFACES

- User interface has undergone a revolution since introduction of touch screen.

- The touch screen capability has revolutionized way end users interact with application.

- Touch screen enables the user to directly interact with what is displayed and also removes any intermediate hand-held device like the mouse.

- Touch screen capability is utilized in smart phones, tablet, information kiosks and other information appliances.

6. 3D Printing

- One place where technology's role as a catalyst for innovation is particularly evident is 3D printing.

- According to tech research company Gartner, we are in the beginnings of a "Digital Industrial Revolution" that threatens to reshape how physical goods are created and 3D printing is at the heart of it."

- In future this trend will be in boom.