

## **Planning for IS**

### **Information System Planning**

#### ***Necessity of IS Planning***

- Information system environment is very complex. So, planning for information system is very much crucial to get most out of it.
  - The plan describes the structure and content of the information system and how it is to be developed.
  - The information system plan should be based on the organizational strategic plan. It helps in design of suitable information system that would assist in achieving organizational goals.
  - It also helps to understand the current status of the organizational information system and what can be done to improve the information system to achieve reliability and quality.
  - Information system planning is done by Chief Information Officer.
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### **Strategic Information System**

- Strategic information system is the information system that is responsible to implement the business strategy for organizational progress.
  - Such system applies the information system resources to strategic business opportunities in such a way that the computer system affect the organizational products and activities.
  - It links business and computer strategies.
  - It shapes an organizational competitive strategy.
  - It helps an organization to gain a competitive advantage and meet other strategic enterprise objectives.
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#### ***Benefits of Using Strategic Information System***

1. Creating barriers to the competitor's entry:
  - It helps to provide a product that is difficult to duplicate.
  - This makes the competitors stop competing with the organizational products and services.
2. Database to improve marketing:
  - It provides all the previous data about sales through a database.
  - It makes use of historical sales and marketing data to find improvement in future market.
3. Customer and Supplier Retention:
  - It focuses on the customer and supplier providing them with highly reliable services such that they do not switch over to a competitor.
  - It helps in maintaining proper relationships with the customer.
  - It provides customers with the dedicated and quality services on time that helps to generate trust towards the organization among the customers.

#### 4. Identify Marketing and Sales Strategy:

- It helps to analyze the historical data on sales and marketing so as to determine new strategy for market improvement.
  - It may include lowering of cost of the materials or services as per the demand so as to increase the customers.
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### **Tactical Information System**

- Tactical information system is the information system that is responsible for planning short range tactics emphasizing the current operation of an organization.
  - It helps to know how the organization, in the short time period, can improve its organizational operations.
  - Tactical plans are usually developed in the areas of production, marketing, personnel, finance and plant facilities.
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### **Operational Information System**

- Operational information system is the information system that is responsible to aid the daily operations of an organization.
- It focuses on how the organization can improve its daily operations.
- It processes operational information to plan for operational progress.