OPEN SYSTEMS UTILIZATION – AS A PART OF THE COMPANY INFORMATION STRATEGY

UTILIZAREA SISTEMELOR DESCHISE – O PARTE A STRATEGIEI DE INFORMARE A COMPANIEI

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ABSTRACT

Nowadays companies have to adapt quick changes in their surroundings and this is really a demanding process, where the way and speed of response conduct the total success of doing business, it means whether a company strengthens its competitiveness or it may happen that a company loses its market place or fades. These influences and impacts make pressure on companies not only in a requirement to change the way of doing business but they often have to change the location, form or even line of business. To ensure it is critical to have required and actual valuable information. It involves getting to know who has the required information and being able to reach that person and being able to know how and from whom the information can be achieved. There it is needed to co-operate by many various forms of collaboration, where information and communication technologies become more important. A new way how to make it more effective is consolidation of existing information technologies used to building of information system infrastructure in the enterprise and its abroad. In this paper we will discuss about open systems utilizing in the enterprise management.

Key words: information and communication technologies, consolidation, open systems, virtualization.

Role of information technologies in the enterprise communication system

The risk of doing business is closely related to the need of good knowledge in business area and terms of business in real condition by their partners as well as by their competitors – it's the

key to whichever successful business deal and effective collaboration between partners or clients. As it was stated - changes happen even without planning and so it is necessary to change a way of information support provision in dependence on what type of changes occurs. Currently accessible information systems only in a small scale or not at all provide information about slough in a company and that is why also an ability to suppose in advance if suggested solution will present benefit or lost investment of a company is quite low. This situation brings the requirement to look for a simple solution aimed at risk elimination. This means to find the right solution concerning optimizing and investments to development of network, communication and information systems as well as people knowledge databases which help the managers to concentrate on their core competencies.

Nowadays we know that people suffer from information overload; there's much more information concerning any given subject than a person is able to access. The result is that people are forced to depend on each other due to their knowledge. Know-who information rather than know-what, know-how or know-why information has become the most crucial. It involves getting to know who has the required information and being able to reach that person and being able to know how and from whom the information can be achieved – to know information source.

Therefore it is necessary to:

- contact the right person immediately (to achieve information about partners),
- provide information they need quickly, accurately and helpfully (information about the enterprise for partners),
- Be able to interact with partners in a way that suits them best, whether personally, over the phone, SMS, via email or a website.

It means to bring solutions that support:

- clear and consistent processes for handling partners interactions,
- back office systems accessible through a common interface - so partners and product or service information are instantly retrievable,
- Be highly motivated staffs that come across as helpful and well informed.

It is required to achieve unified communication that provides an integrated access to people, information and other knowledge sources.

Present trends in information and communication technologies

Today more SME have information and communication technologies (ICT) support of information and communication systems but they always don't exploit all abilities of their

advantages. Just the problem is: there is more risky to decide about changes in the enterprise communication system due to limited finances. Incorrect leverage has to invoke weaken even bring to end all business activities. There is needed to analyse not only information sources but also factors like enterprise strategy, management concept, organizational structure, corporate culture, employee's knowledge, their abilities and finally their demands concerning information. It is needed to search such solutions which help effectively to manage information and communication processes.

Requirement of technologies management results from a basic problem of current period i.e. impact of information revolution – its consequences in companies is seen in a form of information strategy aimed at permanent innovation and purchase of the latest technologies to achieve the highest quality and the most modern technologies focused on getting a very quick and fast access to necessary information. This trend in companies caused that they often purchased technologies that enabled different functions and functionalities of information systems but only rarely were used by companies for support of running processes and activities. Next there were the trends which allowed support of managing and decisive activities through information systems applied by them, but their innovation was very costly and the supports were applied quite seldom by companies. A permanent requirement towards users to adapt to new technologies, functionalities and surroundings seemed to a problem. Consequently next problematic point is heterogeneity of information systems platforms due to various IT platforms and data formats which formed a base of purchased solutions of information systems. This is the reason why the investment was perceived as ineffectively spent.

It is critical to manage technologies used to cover information needs of environment in which they are spread and manage the way in which they are provided due to information needs of competent people through activities of which they change to knowledge. Both areas claim that this task is not simple; due to the fact that it is not possible to define exactly all the factors which influence company knowledge management.

New solution: Open systems utilization

The solution can be found in optimization of information and communication systems in the enterprise. It means optimally to manage not only information flows as well as an environment where information can be exploited. It means to look such solution which enables effective utilization of information technologies as a support of the company communication system. The solution is – using of open system management where technologies are shared by all users in the unified environment. It is the way how to make investment more effective where the solution is based on a consolidation and virtualization of existing information technologies used to building of

information and communication system infrastructure.

However, solutions based on the virtualization to date may only address part of the problem, but has done so by savings of capital and operational expenses, infrastructure complexity, and risk. Efficiency improvement by utilization of virtualization in IT operations is described in the Figure 1:
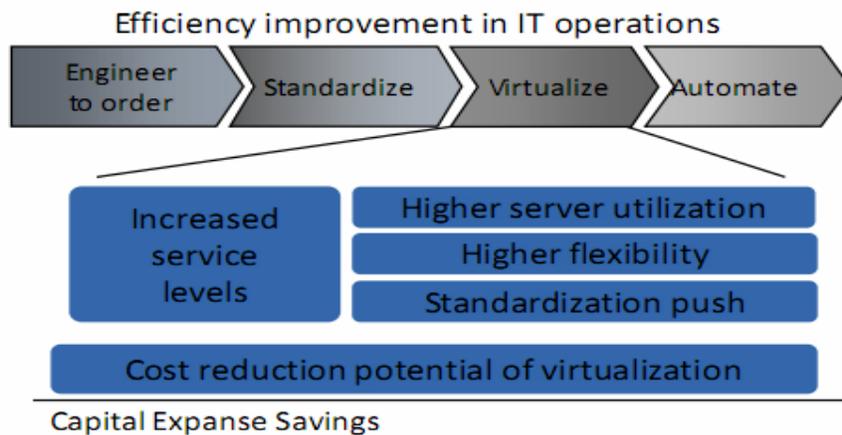
Figure 1 Efficiency improvement in IT operations by virtualization

The capital expanse savings of such solutions are:

- Reduced amount of servers

- Reduction of capital commitment

- Reduction of capital cost

- Physical consolidation, reduced floor space

- Cost reduction for infrastructure and operations

    The operational expanse savings are:

- Improved flexibility

- Reduced human resources

- Complexity reduction of operations processes

- Reduced maintenance costs

Such solution enables utilization of unused capacity in a company, while network access and virtualization of working premises allow its management from a server. Effective exploring of enterprise information sources brings the possibility how to increase the competitive advantages. Such solution assures an effective utilization of enterprise communication network supported by common ICT.

Utilizing of such network allows also making related processes more effectively, transparent and minimizing them so that all activities and processes which are carried out ineffectively or are

redundant - are eliminated. Based on it is possible to make not only decisions of operative character but also strategic decisions which concern for example a change of organizational structure, its form, even cancellation or initiating creation of a new working position – based on actual company needs, what is often a narrow place and an obstacle the impact of which may negatively influence company operation and success of business as well.

Virtualization has been promised as the answer to IT challenges. Enterprises based on using of consolidation and virtualization of ICT are characterized by

- Highly dynamic processes
- Contractual relationships among entities
- Edgeless, permeable boundaries, and
- Reconfigurable structures.

Opened information technologies used by support of information and communication systems´ building help to remove the barriers between existing used communication tools to do claimed decisions. Consequently, to make communication and collaboration process more effective, it is needed to create an opened and optimized communication structure that supports on-line exchange of information necessary for more flexible and operative decision-making and managing processes. Unified communication solutions have to aggregate people, as well as systems and ICT to unified communication systems which create a unified decision support. If we want to achieve such solution in the enterprise practice it is needed to know their possibilities.

Figure 2 displays the technology radar which can help to broaden the innovation focus in services and to show that innovation is about creating new value, not about creating new products. Using of such solutions - innovation of services helps to broaden relevant information cross all enterprise and in abroad.

New solutions based on the innovation of technology, services, systems developments as well as business models help to evolve the possibilities and opportunities of technology and services utilization by support of enterprise information and communication systems.

Their utilization makes more possibilities to do organization design more effective as well as more users friendly. Figure 3 displays the attributes of virtual organizing of enterprise environment. It is important to note that these attributes can be applied to employee-employer relationships, to teams, to firms, and to inter-organizational arrangements of the communication processes.
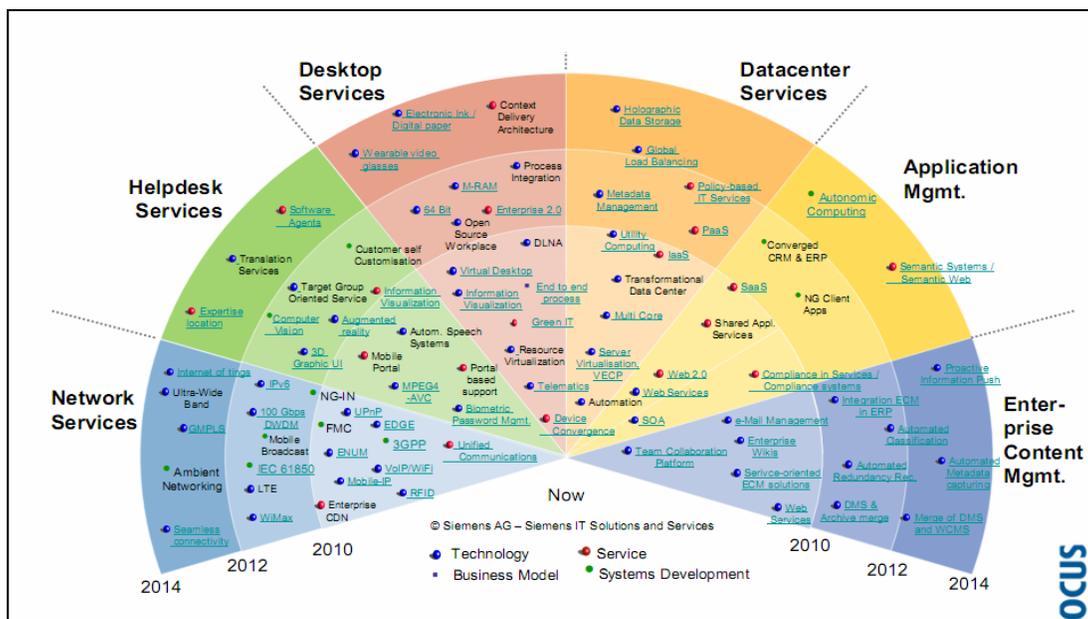
Figure 2 Technology radar and their utilization by innovation of services

Figure 3 Attributes of virtual organizing and the implications for organization design

Communication in such enterprise is expected to be rapid and customized in response to customer demands. The real power is realized when relationships among electronically connected

people or firms produce new and/or qualitatively different communication that yields product or process innovation. It may be that electronic communication products, such as conversations and documents stored in knowledge repositories, can provide stability to otherwise tenuous relationships. Perhaps communication histories from one setting can be carried into the communication future of other settings via evolving databases. It is the way how electronic communication products might be used to support the evolutionary aspects of communication in dynamic networks and reconfigurable organizational settings. These databases may be somehow formalized and re-applied when groups are dissembled and re-arranged (knowledge databases).

Change of the information strategy based on a principle of virtual IT utilization – as a part of the company strategy give more possibilities to get a view concerning situation in the company and make strategically important decisions, i.e. strategically manage development in a particular company. What is not good? It is situation when managers as well as employees do not want to cooperate by such model of IT virtualization.

CONCLUSIONS

At first while companies used accessing of technologies to speed up access to required information the impacts of the above mentioned shortcomings were not monitored in a wide scale. But when it was necessary to ensure a common access of all interested employees to required information in both internal and external company surroundings through a net access a problem of data non-integrity and tools heterogeneity arose. Especially the way how companies were able to manage this fact i.e. how they solved the task of information platform unification and assurance of the form of co-operation determined their competitive advantage. In a network surrounding where team forms of co-operation are utilized it is very demanding to connect the right person who has right knowledge needed to solving real problems in the enterprise. In this process it is needed to build an open system – as a part of information strategy of the enterprise. In this area of work with information technologies play skills and abilities of employees an important role due to many various ways those they can explore to make your work more effective.

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