

Contents:

I. Introduction and general overview	2
II. The British Petroleum	3
III. Hardware, software and middleware	3
A. Hardware	3
B. Software	3
C. Middleware	4
IV. Data application	4
V. E-commerce	4
VI. Conclusion	5

I. Introduction and general overview

We are living in the modern world and are becoming more accustomed to information technologies. With the rapid spreading of globalization process, not only in terms of technologies, but also in terms of international cooperation, we are making one more step towards improvement of our business. Dealing with IT as the complex phenomenon, we should consider everything linked to it: information systems, computer software, computer hardware and programming languages. When managing any kind of organization, it is impossible to imagine our efforts without IT as today most of business operations are constantly becoming automated. Apart from IT, the ITC is implemented into the working process by means of integration of telecommunications. The business value, for its part, denotes all forms of value that determine health and well-being of the company in the long-run. To be more precise, we have to estimate the overall value, taking into account the general economical value and its small segments like economic profits and shareholders value as well as employee value, customer value, supplier value, managerial value, and societal value. Up to now, we can investigate different factors that affect business value. Business processes, organization and strategies are the basic points to be observed when implementing IT within the certain company. If any IT elements are decided to be introduced, one should pay attention to their usability, functionality, availability, reliability, recoverability and security. The reason for IT implementation into business is that it requires the information to be accessible in real time, implying the ability to use it when settling any problematic questions and generally managing the segments (Computer Associates, 2008). The IT is aimed at providing the two basic kinds of value, such as intrinsic value and urgency value. If the first value needs the information to be clearly arranged and accurate, the second one depends upon the ability to get the necessary data quickly. The ability to store information on PC gives us the possibility of intrinsic value, the Internet and other local networks provide the urgency value (Bourgeois, 1984). For example, for the Click Pays the information has a very high urgency value. If the referrals don't click on the advertisements, the

Pay doesn't earn money. The official documents and acts of a company, which are extremely significant, can be attributed to intrinsic value as well.

II. The British Petroleum

The situation that was presented within the enterprise survived three managerial stages; each of them depended on the functions of managers. But there was a need of competitive advantage on the market. The implementation of IT was a sensible step as integrating the company's product in the relatively new marketing level at times when technologies only began to be used and developed, meant to possess the leadership (Cross, 1997). Being on the unified platform, the employers were getting accustomed to IT implementation as it provided quicker market cooperation. If initially the enterprise had eight simulation systems, their number was agreed to be reduced to two, saving huge sums of money. Except for saving cash, there was the wider economic restructuring. Moreover, with the introduction of IT software the information flow process was launched. As the result, in a few years the relationship between central and local IT management was provided. The idea of partnership was represented on the global level by means of constant messaging abroad.

When managing any kind of organization, we have to provide three basic things: hardware, software and middleware.

III. Hardware, software and middleware

A. Hardware as the complex of physical components of computer system is extremely important to be used as it is the primary basis for managing all organizational processes. There is one more advantage of using hardware as the computers can be connected to Internet and huge networks or LAN, providing the access to everything we are searching for. When the employers purchase the hardware, they stay current with hardware advances while meeting the company's business needs. By means of hardware the budgeting and purchasing stages become available.

B. Software is the list of computer programs that can be used by any company. Despite general software, some of the companies have specialized software. For example, the translators

and freelancers of the Lingo24.com agency use Trados Translator's Workbench when translating the information, whereas the managers use messengers like Skype or ICQ to distribute the orders directly from their customers to translators. In this case the usage of IT helps accelerate the services and rapid data exchange. If the management is speedy, the daily income is, respectively, higher (Sliger, 2008).

C. Middleware is developed to connect software components or some people and their applications. The examples of middleware are SAP system for accounting, Sabre airline tickets reservation system. As the middleware is integrated in the operating system, it can be easily accessed.

IV. Data application

The application of each company demands to impose the structure upon data. As each sphere of business differs from another one, it can have its specific features of data organization. If the drawings are used within the projects of architecture companies, they should be applied in the digital formats by means of ArchiCAD that afterwards allows us exporting those drawings and getting images with text inscriptions. In this case, the IT is beneficial in terms of the ability to use the combination of text and media. Moreover, the information is considered to be useful if it is linked to other information. IT technology provides the connection between data and people. With the help of official sites and blogging, the companies can be successful in advertising their products on the market. For instance, writing 'Nissan cars are on sale' within the appealing banner will definitely attract the visitor. On the other hand, the employers are able to present their contacts, price lists and supporting media so that the customers can personally find them on the Internet (Epstein, 2005). Being always online, the managers are able to serve the clients directly and at once, which increases the cash flow.

V. E-commerce

When speaking about e-commerce, we cannot but say that it appeared and thrived as the result of Internet usage. For some companies the time factor plays a great role, especially if their

incomes depend directly upon the client consumption. If the certain site bought the right to broadcast some sort of movie requiring payment, the income will be dependent upon the number of online watchers at that exact moment of broadcasting. However, some companies can run a business with no time barriers. And this is exactly about online shops. Though the legislation obliges them to pay taxes as the real existing companies, Internet companies save money on leasing the offices and payments to managers. Moreover, they can get some additional benefits. For instance, the online sports nutrition shop advertises and sells the preparations. Using IT and finding partners, it would be easier for employer to sign the agreements with suppliers. This would allow the employers to save their money when ordering the products in the bulk. And what is more important, the businessman has to pay less for products transfer than as he would pay, running the real existing company. The client, for his part, is able to receive regular discounts and use the direct delivery service.

VI. Conclusion

Generalizing the abovementioned, we have to summarize the possible ways of effective IT implementation in the business value. We should match IT value to business frameworks, represent transformation projects in competitive context, measure and communicate what business needs to consider, make IT marketing regular and relevant, embed IT staff in business teams and strengthen value from vendor partnerships.

Enterprises wanting to increase their market share or obtain profits, must adapt to changes in the environment. In today's fast moving competitive business environment, companies increasingly demand IT investments to demonstrate business value through measurable results. The IT performance measurement and management system must focus upon the causal relationships and linkages within the organization and the actions managers can take to improve both customer and corporate profitability and drive increased value.

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