

Report on Technology can bring significant benefits to business

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8th June 2014

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Introduction

With increasing business expansion, complexity also increases; managers are seeking for effective solutions which can facilitate in providing simple solution to complex problems. Now a days, different automated technological solutions have been developed to enhance overall organizational efficiency and effectiveness. This paper has been written with the objective of understanding role and importance of technology in modern organization; however, analyst claim that benefits of technology cannot be enjoyed unless processes are implemented properly within organization; therefore business process management is a process which help in enhancing overall workflow and make it competent enough to embrace environmental changes. This report will help readers in understanding importance of process management in improving technology efficiency. Technology is used in different industry be it education industry, health industry, FMCG, construction, manufacturing or service industry; all are implementing technology to deliver high quality and low cost services to their customers.

Importance of technology in organizations

Technology is of great help for organization, it is being used by organizations operating in different industry for growth and development; maintaining and changing value chains, building network, enhancing process, maintaining operations efficiency, fulfilling stakeholder's demands such as employee, customer investor management. In earlier years, information technology was merely perceived for used for labour saving purposes, data retrieval process and organization communication. However, technology development has changed the way production system take place; it helped in saving lot of cost and time for organizations (Jeston & Nelis, 2014).

Automation in manufacturing industry helped in creating value and reducing the need for capital with the help of computer enable scheduling process, better management of fleet through routine transport systems. There are several problems faced by organizations which has been resolved through IT enable solutions; for instance Burlington Coat Factory Warehouse Corporation has around 250 retail stores in almost 46 states in United States; objective of this company is to save up to 60 percent off department store prices which can be done only if company have also sales data, item sold by subsidiaries, quick response to sales. This problem was resolved with the implementation of client/server architecture which helped in enhancing corporate communication; this helped in enhancing corporate communication, better planning, sales and profit increments (wiley.com, 2013).

Different authors have presented contribution of technology differently in organization; firstly it helps in enhancing communication in organization, it facilitates in improving interaction between top management and employees, shareholders, investors, suppliers, customers and company. For instance, different technological advancement such as voice over internet protocol, video conferencing, online meeting have helped in achieving this goal (Hitt & Snir, 1999). Another important benefit is inventory management through technology; inventory management tracking system helps in maintaining proper stock with the company stores, warehouse; for example, Wal-Mart has achieved significant market position with the help of technology only, this company has implemented various technological solution such as cross docking which helps in maintaining proper stocks in all stores in timely manner; voice based order filling system helps in information their requirements as early as possible; Radio Frequency Identification technology helped in reducing cost and enhancing overall efficiency (Kaur, et al., 2011). Wal-Mart has achieved its leadership position and competitive advantage over others through technological up gradations.

Apart from this technology also helps in maintaining data, despite of maintaining decentralized approach of management companies tries to maintain privacy and authenticity of information through digital tools such as digital signature; it also helps in maintaining large data in economical manner. Apart from this, technology has also helped in brining customers and companies together and closer; it helped organizations in understanding customer demand clearly, evaluate them and then make best offering to them. For example, most of multinational companies such as McDonalds, Ford, Apple Inc are present on social networking sites to interact with their customer better; different software's such as ERP are being implemented to maintain customer data (Brown, et al., 2008).

Business process management

It is very important to evaluate business processes before implementing any new technology within organization; it helps in aligning the new system with organizational structure and strategies. It will help in managing and coordinating the new system with business operations. There are three main types of business processes, it include management process, operational process and supporting processes. Business process management is a strategy which facilitates in improving, analyzing, managing and controlling processes within organization successfully. Business process management can help in implementing technology through process led method by improving overall efficiency of the organization (Alonso, et al., 2007).

There are three main stages which needs to be analyzed to improve processes of any organization while technological automation or implementation. First component is modelling and designing which tries to evaluate that processes are easy, they can be adopted by the employees of the organization though regular processes or not. Next phase is execution and tracking of the system, this tries to analyze that processes must be easy to

understand and track; it should provide real time tracking so that deviations can be corrected in less time. Another component is performance management, it is important to evaluate the processes and its achievements; processes should deliver high end services and customer satisfaction. There are different strategies which can be used to improve processes within company (Davenport, 2013).

First important stage of process improvement is the modelling and designing, different strategies that can be used for improving the same includes process modelling and design, it is a technology based tool which can help in improving overall efficiency of the process, and it can also use multiple modellers at a time. Another tool is activity based costing which helps in controlling and managing process cost efficiently within organization. Simulation is another strategy which is being widely used to evaluate feasibility of a particular process, analyze its challenges. In order to implement successful tracking, management can use different tools such as work flow management, business rule engineering, system integration etc. Performance management is important to evaluate competency of process at each stage this can be done with the help of balance scorecard technique or 360 degree feedback system; these strategies helps in gaining holistic feedback on the processes (Jeston & Nelis, 2014).

Importance of processes to implement technology

It is important to apply technology on efficient and proper operation system, if it is being implement on inefficient system, it will further enhance the problem. Several technological failures occur at implementation stages because they fail to adjust with processes, employees fail to cope with the system etc. Many times technological implementation does not give desired outcome because of lack of process management, it can be due to black syndrome, which means lack of knowledge about the system, and somehow it is being carried out, it can be improved through proper planning and knowledge implementation. It is not correct to opt

for a technology centric project approach; which means first change technology, upgrade it and then change processes accordingly (Kauppinen, et al., 2004). However, this does not work this way, implementation of technology needs to be process centric.

Be it any technology, at first process needs to be improved then only actual benefits can be reaped from new technological implementation. Technology helped in improving cost and accuracy in organizations, for example robotic automation software has significantly helped automobile manufacturing industry and others. For example, for implementing a successful content management system, organization needs to focus on four major objectives that are efficient process, quality content, accurate information and technology; process is the series of steps that involve from content generation, management and implementation. Analysis states that without proper processes, overall content management system will deteriorate; however, without technology it will be difficult to implement all the process manually, it will increase complexity of the system (Davenport, 2013). This strategy is being widely used by banks, investment management firm as it helps in reducing cost of operations. It also facilitates in integrating front line, middle and back office processes. For instance, Oracle has also invented process led software to help companies in achieving uninterrupted automation. Other companies such as Netflix, Wal-Mart, Tesco Plc has also implemented process led technological process; they only opt for technologies which can be easily integrated with present processes of the company.

Conclusion

With the help of above analysis it is clear that though technology is important for achieving efficiency within organization but process is important to implement successful technology within organization. All these elements are closely weaved together, there is need to understand that actual benefits from technological implementation can only be achieved

successfully if it can adjust and coordinate well with organizational process, then only employees able to understand the process. Major findings states that great contributions have been made by technology in modern organizations in their development and growth, it has helped companies in achieving operational efficiency, reduce cost, increase profit, better management. It can be implemented at various levels of organizations and to resolve different types of problem.

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