

# Operations and it management

Technology, Information Technology



Operations and IT Management Operations and Information technology Management Operations and Information Technology management are areas of leadership majorly concerned with supervising, scheming, and redesigning business activities in the manufacture of goods and/or services. Operations and IT governance involves the duty of ensuring that the organization operations are carried out in an efficient way in terms of using as minimal resources as required, and effective in terms of satisfying customer needs (Bascheb & Piot, 2007).

" Does the information lifecycle approach eliminate conflicts between operations managers and information technology managers?"

It does eliminate conflicts in that, planning is one of the key things in the cycle, and it is planning for human resource that is also put into consideration, defining who does what and where. This will significantly reduce conflicts when we come to implementation or operations of the managers. The information lifecycle approach has strengthened customer relationship management, which is a widely applied strategy for running a company's relations with its customers, clients as well as sales prospects. It encompasses the use of technology to organize, computerize, and harmonize business processes-mainly sales activities, but, in addition to those for marketing, client service, along with technical support (Fitzsimmon, 2005).

The predominant goals are to find, attract, and convince new clients, nurture and lock in the customers, which the company already had before, entice previous clients back into the fold, and minimize advertising costs and client services. Customer relationship management illustrates a company's broad

business plan including client interface sections as well as other departments. Computing and valuing customers' correlation is crucial to implementing this strategy. This has tremendously reduced conflicts between operations managers and information technology managers, due to specialization and division of areas of jurisdiction within the business system.

Information privacy and data security; operations managers and information technology managers are now working concurrently to ensure that there is information security. Given the fact that security is an area of concern in the business sector, the two bodies have no choice but, to pull together as a team in considering the desire for information and data privacy, as well as the legislative and cultural standards. Some clients would like their pertinent information to remain their secret, and not to allow any other unauthorized persons, without their permission access to it. Information lifecycle approach enables business firms to keep different business documentation for a different duration of time in line with policy or permissible requirements. In addition, business firms are currently in a position of preserving records related to a modern legal case by pulling together and putting the records on hold throughout the path of the legal action. To streamline the Information Technology infrastructure and saving costs, decommissioning redundant systems while safeguarding full auditing and reporting capabilities for the stored data is important.

Creation of dialogue between business and information technology is another crucial aspect. The operating model is an imperative implementation in the dialogue linking business and Information Technology (Fitzsimmon,

2005). The dialogue between this top management has enabled them to choose which operation models best illustrate the way they wish to operate efficiently. In conclusion, information life cycle approach has laid a foundation for the managers. This has reduced conflicts in businesses given the fact that there are steps followed. For instance; Information Technology can begins with a Stakeholder preparation, a business modeling implement, thus; any working model mapping also begins with individual business, sections identifying their operating model, and/ or mix of models.

#### References

- Bascheb, J., & Piot, J. (2007). *The executives guide to information technology*. New York, NY: John Wiley and Sons.
- Fitzsimmon, J. (2005). *Service Management: Operations, Strategy, Information Technology with Student CD*. New York, NY: McGraw-Hill.