

Webmonkey

Technology, Information Technology



Web Monkey Submitted to, Submitted By, of the Submitted on, [July 31st, Information is spread around us everywhere. All this information needs to be managed properly if it is to be put to use. For an organizational structure to prosper it is essential that all the information pertaining to it is managed properly. Information, when managed properly within an organization, leads to outcome of positive results in terms of proficiency and achievement of monetary aims.

The integral nature of information for an organization can be assessed by the fact that both the general managers and Information Technology managers need to join hands in order to tackle information management issues. The reason for the involvement of General Managers may be summarized as follows:

The revenue being used for IT management needs to be monitored.

Initiatives by IT managers become advantageous for the company when general managers show their participation for facilitating business processes, global expansion and initiation of new business ventures.

Moreover, research has shown past experiences of ventures when the non-involvement of general managers in IT ventures has resulted in failure of IT systems and total wastage of revenue.

The overall nature of business ventures has been changed with the advent of IT. “ The IT and its costs are starting to make integral part of enterprise day by day.” (Balloni, 2010) Business environments have now become socio technical environments with the inclusion of IT in their domain.

The usability of information is highly dependent upon how the information is managed. The collection, distribution and timely usage of information results

in substantial usage and also enhances usability.

Websites are often the key input arenas for businesses. Their usability is essential for businesses to enhance their customer retention. For a website to be managed properly it is essential that its architecture is structured properly. The structuring and management of a website is often referred to as information management.

Information management can never be completed unless information architecture is accomplished through process channel and constructively. The structuring of information architecture cannot be completed unless essential correspondence is maintained by the business itself. Initiating with setting up of goals for the website and the scope and requirement of the organization, the audiences of the proposed web portal are assessed. It is extremely integral that the information required by audiences is incorporated within the website.

Brainstorming needs to be done so that the actual purpose of the web site is evaluated. Once the purposes and the goals are all set, information architecture is at the brim of its onset.

REFERENCES:

Morville, P., Rosenfeld, L., & Rosenfeld, L. (2007). Information architecture for the World Wide Web. Sebastopol, CA: O'Reilly.