

Strategies for organizational technology



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The use of the items contained within the Technology aspect carries the same weight as all the other portions of the BOAT framework for a multitude of reasons. The first is that the technology is the pathway in which the e business connects to the world and without the pathway being clear if you will by the means of being up to date by either physical or electronic means then the e business will have complications. This in the long run if the technology aspect is not kept abreast with the other aspect of the BOAT framework then the organization will ultimately fail; however, in keeping up with the technology aspect it is broken down to focus on key areas and they are technologies that cover advanced platform, aspect-oriented, function-oriented and lastly but not least internet and web. Through these sub categories in the technology aspect the organization will maintain current with all related technologies in which the organization utilizes and ultimately ensures that the organization will continue to meet the business goals set forth.

Advanced Platform: This sub category is the tie between the networked e business and the internet and web. This is as it sounds it is an advanced platform in which the organization connects to the outside world, almost like a puzzle piece. If the advanced platform were to be overlaid it would fall easily onto the Architecture overlay seamlessly, this ensures that the advanced platform that is chosen will be either adequate or inadequate for the organization. This is in a way a check and balance for the selection process. Some of the advanced platforms that are utilized are -

ebXML: Primarily internet based but is noted to be older among other available platforms.

RosettaNet: Primarily utilized for B2B interactions and is the more favorable of the available advanced platforms. This advanced platform is over watched by a network of non-profit organizations so that it is a non-biased platform that have set a code of conduct for the use of the platform, which is another reason why this advanced platform is a more popular choice for e businesses.

Aspect - Oriented: This subcategory deals specifically with the way that business functions are conducted electronically and are handled. This is much like a physical network within an organization. Within this are categories that when broken down allow the aspect-oriented section to be even further prepared for the impending changes that will occur. The categories according to Grefen are “ data management, process management, human communication, security, performance and mobility” (Grefen, 2016 pg. 216).

Data Management: This is how data is managed over an e business network. When an organization handle large transactions the need for proper data management is a must.

Process Management: This how the e business handles the transactions or rather the process. If there is not proper attention given to this section, then there will be potential issues that will cascade into other areas.

Human Communication: This is how the organization communicates with the outside world as well how the organization is open to be communicated with in the opposite flow. This can come in many forms such as audio, video, text message, and online.

Security: This handles how secure the organization is with the transactions that it processes. Without a firm side of security, the organization will be open to attacks and would result in the loss of personal information.

Performance: This handles how fast the processes are handle that are incurred. The way that data flows is of the utmost importance due to a variety of reasons but if the system that the organization is bottlenecking due to it being tied to underperforming components the organization will encounter issues and underperforming like the items that comprise the system.

Mobility: This is how the organization reaches the mobile users. Most of the individuals today have a smartphone, and this is how they interact with the internet and perform purchases.

Function - Oriented: This subcategory deals with how the organization conducts their physical business and how it interacts with the technological side. It is important to note that each organization has their own needs but despite their needs there are subcategories that can encompass all needs of any organization. The subcategories are certificate, contracting, catalog, business intelligence and payment.

Certificate: This is when the organization's website verifies that it is authentic and secure, the same can be said for a user for individual or organizational needs.

Contracting: This is when a collaboration between organizations is agreed upon electronically. Much like the Army and the use of CaC cards it is the means of a one verifying they are who they say they are electronically. While the agreement is electronic it holds the same weight as a physical agreement.

Catalog: This is when the e business puts all of the stock in which it sells on their website for organizations and individuals to see what is offered. Sites like Walmart are an example of this.

Business Intelligence: This is when the organization collects data on both the daily operations as well as the interactions with organizations and individuals. With this information the organization can make changes in any and all areas so that the volume and efficiency of the organization can be measured. If the volume of business is not being met the business intelligence can verify where it is lacking; however, if there is potential for growth then again the business intelligence will reveal it.

Payment: This simply put is how the organization conducts its business electronically. Included with this would be the given stock levels of the items the organization provides. It is important to note that the transaction is normally handled on the organization's website but sometimes the payment option is outsourced to other locations such as Klarna.

Internet and Web: This is the meat and potatoes of an e business and without these two aspects there would not be a location for an e business to exist. Of the sub categories of the technology aspect this area is of paramount to stay abreast of, if not then the end result could mean either a loss with conducting business with other organizations or individuals. The internet is a commonly used tool for all individuals who own an electronic device such as tablet, personal computer or mobile device. The way that a user or organization interacts with the internet is by means of a web browser like Google Chrome, Firefox, Safari or Internet Explorer. Within the internet there are various layers that enable the internet not only to be accessed but also interacted with to achieve an end goal whether it is obtaining knowledge, making a purchase or planning. Those layers according to Grefen are “ application layer, transport layer, internet layer and link layer” (Grefen, 2016 pg. 201).

Application Layer - This layer enables users to access the internet and the most common is known as HTTP but there are others for specific uses such as POP, IMAP and SMTP. Each have their own area in which they handle.

Transport Layer - This layer handles how data is transmitted across the internet and the most common pathway for this to occur is through TCP and IP pathways.

Internet Layer - This layer is comprehensive in the fact that it is also part of the internet as a whole and mainly deals with addresses such as <https://google.com>.

Link Layer – This layer handles how objects on the internet link together, meaning the input of a web address will link to the desired location and if the address is incorrect then do this.

The other portion of this is the World Wide Web or Web for short. While the Internet and Web are often spoke of as the same thing the difference is the Web is all of the specifics that enable the internet to transmit data and online resources or rather the engine that drives the internet.

If appropriate attention is paid to the technology aspect it will allow the organization to see not only how to reach their prospective target audience but also how well this is being done. It will also allow the organization to look internally as to how efficient the organization is operating, it is not up to par then the technology aspect will reveal where attention is needed but it will also reveal how the organization is fairing positively and the needed to expand is present. In a whole the technology aspect will ensure the growth and prosperity of the organization and if there is an area in need it will be exposed.

References

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