Information Technology and Organizational Strategy

Michael Ramsay

Colorado Technical University

Information Technology and Organizational Strategy

The world today is marked by a high increase in technology. We have reached a position whereby technology is so advanced that there is nothing impossible. Combined with other innovations, technology is one of the most critical sectors that a to be considered. As a result, companies are taking up the use of information technology for their everyday running. Every business entity has a running IT department, which is essential for strategic management. For companies that deal with technology and the internet, then the information technologies department is very crucial. They have managed to maintain a top ranking in technologies around the globe. Their success can be attributed to various factors, one of which is their strategic planning. There is also their prowess in innovation and IT departments. For Amazon to even run their daily services, they have to depend highly on their IT departments. That is why the IT manager has to be very efficient and reliable. Below we will analyze the critical factors that the IT manager is expected to depict so that a company like Amazon can maintain such a high ranking within the technology sector and even in the business world in general globally.

**Critical Success Factors for The IT Manager**

Observably, for a manageable to be successful, they have to be very insightful about the company's gnarl running. Studies have shown that a significant percentage of the population have resigned from work. When asked why they attributed it to the poor working and treatment by their managers. The same has been even with the IT managers, and that is why there are significant factors that they have to possess. For Amazon, the IT managers must acknowledge that innovation is crucial for their team (Alias et al., 2014). In a world of technology where things are changing, companies like amazon have to be at the forefront of the change. That is why they have to take up the idea of innovation very seriously for their success.

Within the same idea, IT managers have to embrace that they get more assets to them. That is, be open to the ideas that with every suggestion that the table. They treat it as part of their assets. With such a way of thinking and factors for their working, they can achieve success within their planning. Ideas are what lead to innovation, and in business, assets are significant. Therefore, if a picture is carried as an asset, they will make sure that it is very beneficial for the company in general and even for the company's overall success.

Communication is the key in every business entity and even within information technology. It's all about communicating what you expect to be done to the team, how it should be done and what time limits may be there. With a company like Amazon, more than one department is expected to deliver its service effectively. Therefore, intercommunication between different departments is very crucial. The information technology manager handles every information required by the company, and there are also in charge of the systems they are operating. With that, they have to ensure that their communication channels are very efficient and reliable.

Organizational culture is essential, so IT managers should ensure that their targets and strategies align with the corporate culture. Organizational cultures in lots of companies align with their vision, which makes it more workable. A culture that embraces developments and innovation is essential for the IT department.

**General Strategy for IT Goals Conformity with Organizational Goals**

Without a well-defined strategy and goal aligned to each organization, the business cannot be streamlined and well-defined in the best business nature. Notably, Amazon as a business entity has a development goal that is well documented and aligned in its different mission and vision statements. Therefore, being part of the organization, the information technology department in its management strategy is obligated to precisely define its goals. Wise to note, the plans, by all means, should be aligned with the business strategies for Amazon.

Good customer service is at the heart of the organization. The IT department is also obligated to ensure that both its short-term and long-term business strategies aim to achieve outstanding customer service. Being an online-based organization, the customer journey for Amazon customers should be seamless, having in mind they are king to the revenue and existence of the business.

As the managerial position holders hold the customer at heart, the IT department led by the IT manager should ensure that all system-related processes from when the customer clicks on an item to the payment procedure and procession are outstanding and leave customers with a wow feeling. Above and beyond, customer support lines and services, both on-call and social media, should be well supported by the most outstanding infrastructure possible to ensure that the overall customer journey is impressive and commendable to visit the website once more.

Regarding the infrastructure of both hardware and software related to warehousing and distribution of purchased and unpurchased goods, the IT department should hold it close to their hearts and efforts as it is the organization's zeal. Consequently, massive investment should be made in supportive systems and processes that ensure good service delivery is achieved. Considering the economies of scale in the development of supporting systems and software should be a priority, keeping in mind that Amazon is an organization that majorly depends on profits on purchased goods as conversion compared to other service-based organizations and entities. Infrastructure should stream down till the distribution phase since till the customer received the goods, service delivery is not achieved yet (De Clercq, Mohammad Rahman, & Belausteguigoitia, 2017). Therefore, the IT department should ensure that the mode of delivery options for the customers and the time stipulated align with the organizational wants and purposes. The IT department will be measuring up to the organizational goals and plans as stipulated.

**IT Department in Support of Organizational Goals and Objectives**

Amazon, a leading retailer in online business, is obligated to remain at the top by its current customers. Its managerial staff is to ensure that it leads the rest of the pack. As a result, the organization has a strategic business plan that needs different departments to support its course. Focusing on technologies is notably one of the organization's business strategies. Therefore, the IT department's role is to ensure that the organization can quench its customers' current thirst and technical demand and develop technology strategies to support the firm to greater business heights. Raising the bar in terms of technology that will lead to an outstanding customer experience is Amazon's strategic goal. Therefore, the IT department's skills and expertise are needed in handy in a bid to achieve and go beyond the strategic plan. They also have to work on promoting teamwork at all times within their departments.

Focusing on its customers, Amazon wishes to enhance its platform to find, discover and buy anything. Customer service is at the organizations' heart and minds, and excellent customer service support tools are needed to support the course. The IT department's knowledge and skills are in great need since the internet and technological development will help achieve the organizational goal.

References

Alias, Z., Zawawi, E. M. A., Yusof, K., & Aris, N. M. (2014). Determining critical success factors of project management practice: A conceptual framework. Procedia-Social and Behavioral Sciences, 153, 61-69.

De Clercq, D., Mohammad Rahman, Z., & Belausteguigoitia, I. (2017). Task conflict and employee creativity: The critical roles of learning orientation and goal congruence. Human Resource Management, 56(1), 93-109.