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MODERN INFORMATION TECHNOLOGY IN BUSINESS

In recent decades, the amount of information in society in general and information used in the enterprise in particular has increased dramatically. This is due to the growing rates of development of science and technology, the emergence of new technologies, and their rapid replacement. In the markets of raw materials and products, conditions have developed that require constant monitoring of the state of the market, its changes, trends in its development, it is necessary to be able to foresee the further development of the situation and be ready to change the strategy, style of activity, production technology for the fastest adaptation to new external conditions [2, 3, 5].

In this regard, it becomes necessary to create automated systems for collecting, processing, storing information. They should facilitate the process of working with information circulating in the enterprise. At modern enterprises, almost all work with information is automated; there are special programs that allow you to keep accounting, document flow, marketing research, forecasting and strategic planning, and much more on a computer [7].

But in addition to automation, the question of competently creating the structure of the information system, optimizing information flows, simplifying the search for information, filtering out unnecessary information and obtaining the necessary information remains relevant.

Modern information technologies that allow creating, storing, processing and providing effective ways of presenting information have become an important factor in competitiveness and a means of increasing the efficiency of management in all spheres of public life.

The development of business informatization has shown that IT and business mutually influence each other. On the one hand, information technologies and information systems built on their basis should be fully integrated into the activities of the enterprise. On the other hand, the business must constantly feel supported by IT and not only discover new opportunities, but also develop them in order to get the most out of new technologies. Thus, IT is gradually shifting to the center of the enterprise management paradigm (Fig 1.).

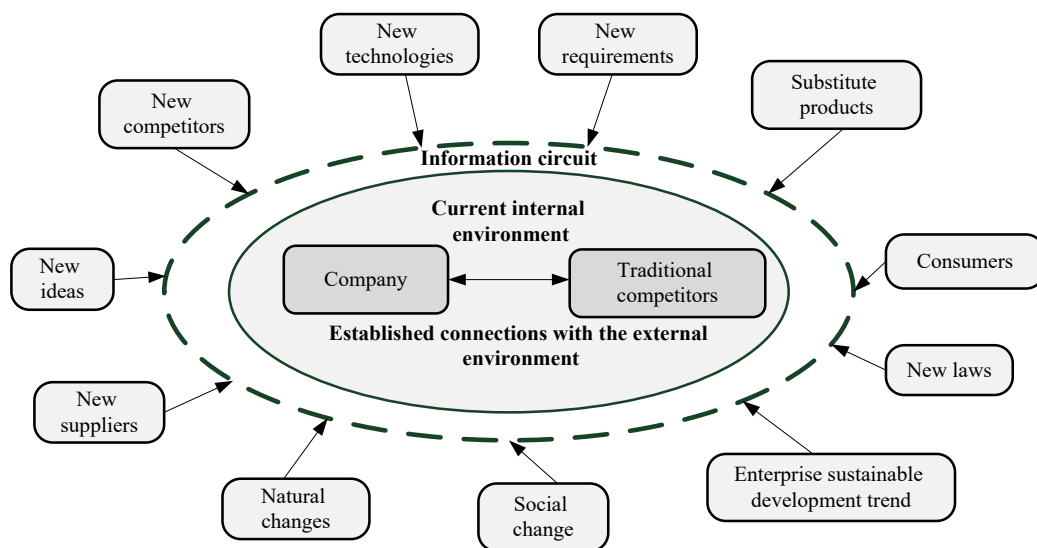


Fig. 1. External and internal factors causing changes in the structure and policy of the company

Information technology has changed not only the way we work - it has changed the way business thinks strategically. The first high-speed computers were used by entrepreneurs mainly to automate processes that were previously performed manually by a large number of low-skilled employees; a typical example is data processing. Today, new equipment and technologies are used not only to automate the collection and processing of data, but also to implement new ideas, new ways to gain a competitive advantage [1].

Many companies offer new types of products to the market, but find themselves unable to provide a sustainable competitive advantage. They only have products. There are no other ingredients for competitive success. Distribution systems do not match the goods sold or the required level of service. The market is not sufficiently segmented and marketing turns out to be undirected. Manufacturing automation systems were created for the previous generation of products, and the conditions for competition and marketing have changed [6].

The main criteria for success in business were professional management, the ability to ensure the effective work of personnel, correctly identify, design, implement and improve business processes, and effectively conduct organizational, administrative and business activities. In these conditions, modern information technologies and integrated information systems created on their basis are becoming an indispensable tool in ensuring the achievement of strategic goals and sustainable development of companies and organizations.

In modern conditions, information systems play and will play an increasing role in achieving the strategic goals of companies, providing businesses with a competitive advantage in the market. Information systems are becoming a strategic source of information and are applied at all levels of an organization of any profile. By providing the necessary information on time, IP helps organizations to achieve success in their activities, create new goods and services, find new sales markets, provide themselves worthy partners, organize production at a low price, etc.

The interaction of information technology and business is manifested in the following:

- 1) IT increases the efficiency and competitiveness of almost any business;
- 2) at present, all business is moving to the Internet, so any company needs to have a strategy for a new reality;
- 3) if the company does not have such a strategy, it has no future.

Information technology as a tool to improve the efficiency of the main business must be used thoughtfully and carefully. A positive effect is achieved only if the company's management has a clear understanding of the goals of future actions. That is, if a tool appears that can benefit the business, it is necessary to anticipate several steps ahead how the business itself will develop and how it is necessary to develop the use of IT to support the successful implementation of the business strategy. Otherwise, unfortunately, this very powerful tool, which is also expensive and difficult to use, will not bring any benefit to the business, and the funds on IT will be wasted [4].

The value of information in business lies in its reliability, completeness, accuracy, adequacy of the reflection of the situation and the ability to satisfy the requirements of the consumer. The efficiency of the management of an enterprise at any level directly depends on the quality of information.

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