

The impact of IT-technologies on business

Daria Kravchenko

Simon Kuznets KHNUE, Ukraine

*Corresponding author's e-mail: dashunykrauchenko@gmail.com



Abstract

Currently, technology is developing very rapidly. IT-technologies penetrate in every sector of the economy and help to efficiently conduct business for entrepreneurs, and users receive high-quality goods and services. At the moment, technology plays a very important role in the effectiveness of enterprise management and over the past year, technology has changed the way how businesses works. This work is attempt to show how we use IT-technologies for business doing simplification.

Keywords: impact, business, innovations, IT technologies

1 Introduction

The result of scientific and technological progress is the introduction of modern technologies in all spheres of life. Economics and business are not an exception and they widely use software to simplify their work.

To survive, the company must constantly adapt to changing environment. The firm cannot remain stable today – it must manage to change so that:

- meet constantly changing customer requirements;
- keep up with competitors in a highly competitive environment,
- improve internal processes, expand the range of goods and services;
- set the real goals for the staff, ensure their implementation with sufficient, creative freedom of action within the framework of tactical tasks;
- develop first of all those business processes that are oriented towards fulfillment of customer expectations.

Information technology has changed not only the way of work – they have changed the way of business strategic thinking. 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;

Today, IT-technologies are used not only to automate the collection and processing of data, but also to implement new ideas, new ways to obtain a competitive advantage.

In modern conditions, information systems play an increasingly important role in achieving strategic goals of companies, providing the business with a competitive advantage in the market.

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

- IT increases the efficiency and competitiveness of almost any business;
- now all business are moving to the Internet, so any company needs to have a strategy for a new reality;
- if the company does not have a strategy of working

in virtual space – it does not have a future.[2]

Consider the information technologies, which is currently used in sphere of business. The information technologies (image 1) contribute to the effective implementation of entrepreneurial activities, which, in turn, affects the competitiveness of both products and companies [1].

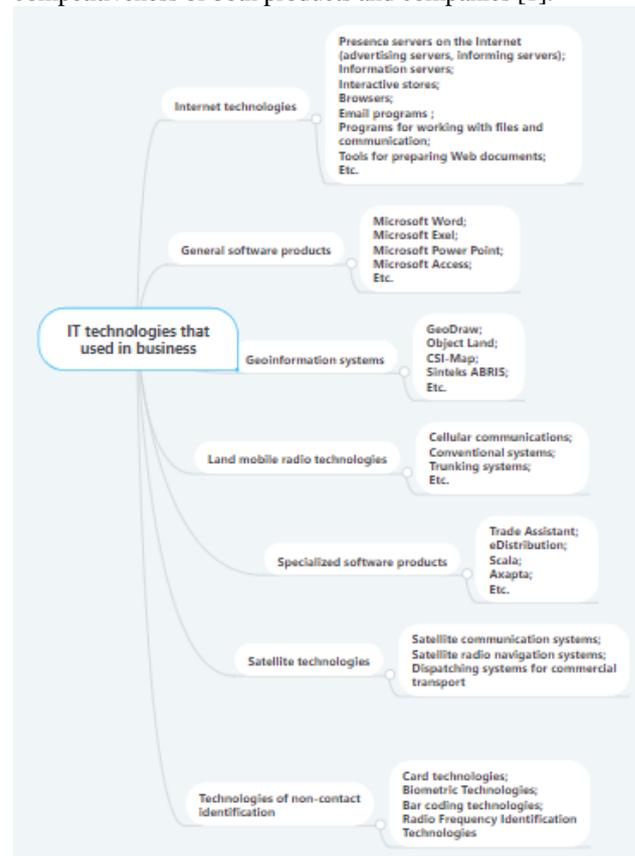


FIGURE 1 Software that used in business

To date, there is a huge amount of software aimed at optimizing the activities of the companies regardless of the

specificity of their products or services. Adaptation of software products for the specificity of companies was achieved through the modularity of these information systems. In this case modularity should be understood as the ability of the system to provide users the ability to customize and select functions based on the specifics and complexity of the enterprise. The companies-developers have created flexible automation systems that allow to form a single system consisting of separate modules integrated with each other [1].

2 Overview

The aim of this research is to develop recommendations on the use of IT-technologies in business to enhance its sustainable functioning.

Disclosing the content of the goal, there is a number of tasks:

- to investigate the changes in business
- to consider the functions of IT-technologies in business
- establish the main directions of adaptation of software to the needs of entrepreneurs

3 Decision

The basic process of using IT technologies in business is to collect a huge amount of data that should be used to make a balanced, correct, informed decision. On the one hand, the ability to automate the collecting and processing of data, the development of communications and Internet technologies makes it possible to speed up the decision-making process. On the other hand, the accumulation of analytical data in decision-making for decision-making in business and the sphere of accuracy of value judgments.

Consider the software products that are currently used to analyze the processes of the enterprise:

- "Microsoft Dynamics AX" is an integrated ERP II class system, created for medium and large multi-industry enterprises of various sectors of the economy.
- "Scala" is an effective tool that allows you to manage various areas of activity of the enterprise. For many years now it has been used in more than 90 countries
- "Trade Assistant" is a trading organization

References

[1] Butenko Y A 2012 *Innovation and information technology in business: main trends and development prospects* <https://cyberleninka.ru/article/v/innovatsii-i-informatsionnye-tehnologii-v-biznese-osnovnye-tendentsii-i-perspektivy-razvitiya>

management system designed for operational management and controls over the state of inventory in warehouses and cash on settlement accounts, conducting commodity and payment transactions, storekeeper operations, maintaining a complete balance, and for comprehensive analysis information accumulated in the system database.

- "Oracle E-Business Suite" is a full-featured complex of integrated business applications that allows you to manage the activities of enterprises of any field of activity

Modern technologies change business - new services are born, the methods of customer service are expanding. With the constant development of business and the complexity of processes, the software should be able to support all the changes accompanied by the active introduction of new information technologies, such as cloud solutions, large data, mobile services, etc.

Companies that have an effective IT infrastructure receive a serious competitive advantage. Effective infrastructure should be as reliable, safe, high-performance, scalable and manageable.

The creation of an IT infrastructure is a complicated and long-term task, requiring specialized knowledge and serious material costs. At the same time, it is possible to maximize the effect of the functioning of the IT infrastructure only with its completeness and complexity. It is necessary to understand clearly that the use of IT infrastructure gives concrete benefits to the enterprise, but at the same time entails costs in the form of the total cost of ownership.

4 Conclusion

IT technology has changed the rules of doing business, which makes it very easy for one side to work, but also makes it constantly adapt to current trends. Due to the constant changes in the enterprise, cannot create long-term strategies.

Also usage of specialize software is too expensive for many companies many companies cannot afford this type of products.

Therefore, the enterprise is not always ready to accept such technical changes because of some reasons, but it need to do it to stay in business and be competitive.

[2] *Modern information technologies in business* <https://www.hse.ru/data/2015/10/12/1076105010/Movies%20infor-mation%20technologies%20v%20businesses20-%202.pdf>