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**MANAGEMENT OF COMPANIES' BUSINESS PROCESSES  
IN A CONTEXT OF INFORMATION TECHNOLOGY****Yaroslava Samchinska  
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**Abstract.** *The feature of information technology management as one of critical business process of the companies, that has a considerable influence on efficiency of their functioning and success achievement is considered in the article.*

**Keywords.** *Management, business process, information technology, companies.*

**INTRODUCTION.** The conducted analysis of scientific sources rotined that the management systems, based on the use of information communication technologies, allowed providing speed-up access to necessary information, to systematize base information, organize any reports on their basis.

Such foreign and domestic scientists as P. Wale, J. Ross, O.V. Spivakovsky, F.F. Butynets, S.F. Golov, S.V. Ivahnenkov, V.D. Shkvir, A.G. Zagorodniy, O.S. Visochan and other were engaged in research of information technologies in economic activity of the companies.

As Ukrainian scientist O.V. Spivakovsky marks, efficiency from the presence of such systems will disappear quickly, if a company will not define at first, which one types of information it wants to get, and also will not select priority directions of its use [2, c.35]. An effect from introduction of such systems is in plane increase of management efficiency.

**PROBLEM STATEMENT.** Information management is the basic function of managers on different levels. In this connection, leaders realize that the decline of risk during a decision-making substantially depends on volume and authenticity of information about the object of management, and business processes, when such decisions are accepted, can not exist separately from certain informative model.

That's why, in the receipt of reliable and actual information, it's transmission to employees for subsequent treatment and making decision appears the important task in information technologies management that needs the detailed research.

**Purpose of the article** is a study of information technologies (IT) influence on efficiency in the companies' management.

**RESULTS.** As the American researchers P. Wale and J. Ross marked, information technologies management is concentrated on the questions of management with use of information technologies for achievement corporate aims with the purpose of efficiency increase [1]. Timely treatment of growing volumes of information, operative internal exchange between departments, and also external exchange by information with clients and partners provides effective management informative resources.

*Information technologies management* is considered as determination of right on making decision and limits of responsibility for stimulation desirable behavior in the process of using information technologies.

Information technologies management touches not so much process of acceptance concrete decisions in relation to IT, as determination of that, who systematic participates in the acceptance of these decisions.

An effective IT management must be directed on the decision of three main questions (fig.1).

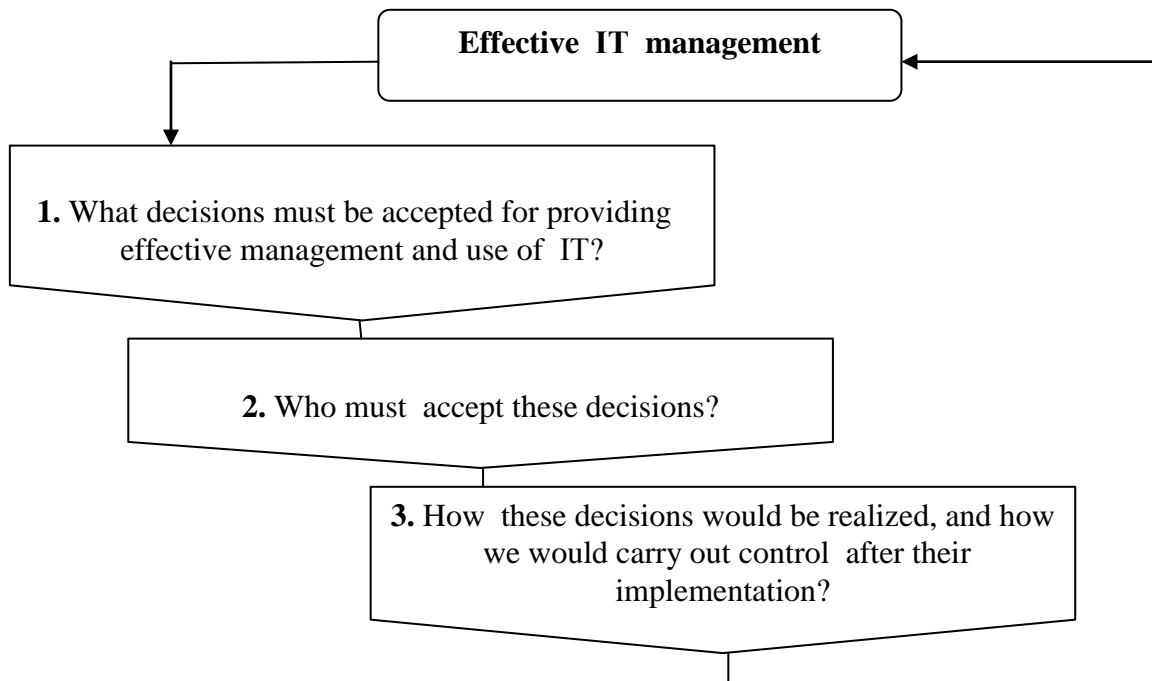


Fig.1 Main questions of Information Technologies Management

Companies' business-information is the special type of information, connected with administrative decisions. It must give knowledge both about the underlying structure of organization's work and about an external environment which it is in.

The primary purpose of information receipt with the help of information technologies consists in collection of the established facts, which give enough describe current company status and forming on this base knowledge, necessary for acceptance of timely and effective administrative decisions.

Profitable enterprises reach success thanks to the effective use of information technology management for realization their strategies, wherein other organizations lose.

For example, at companies in which the IT management according to certain strategy (such, as an individual approach to the client), incomes on 20% higher than at firms, which realize the same strategy, but their management is at lower level [1].

Business process of IT management can be described as determination of right on decision making and limits of responsibility for stimulation desirable behaviour at the use of information technologies. Key in this thesis is determination, who systematic takes part in acceptance of these decisions.

The IT management is carried out on all enterprises. Enterprises with effective management differ that actively develop the set of mechanisms IT management (committees, processes of budgeting, and others like that), which promote development of behaviour, according to purpose, strategy, values, norms and culture of organization. On such enterprises IT can become the substantial factor of competitive strategy development.

To the enterprises which have no uniform model of Information Technologies management, it is necessary to rely on IT directors, which can solve problems with the help more tactical steps, than positioning information technologies as strategic active.

For understanding process of cost creation with the assistance of information technologies, IT management in divisions more than 250 versatile commercial and non-commercial enterprises in 23 countries has been studied. Results of research have shown that the enterprises with high indicators of efficiency carried out IT Management not like in other companies.

The companies have developed the structures of management adhered to that indicator of efficiency in which they surpassed competitors (for example, growth or profitability of actives) that

promoted reduction in conformity of the purposes of business, approaches to management, management mechanisms, also the purposes on efficiency increase and other indicators [1]. Network effect: the successful model of management allows the enterprises to receive essentially more good results from investments in IT.

It is possible to consider as critical business processes of activity those processes which most of all influence on factors of the company's success achievement, take part in creation of additional cost for consumers of the goods, services, and accordingly are objects of potential expenses.

The interrelation between the basic business processes and success factors of the company can present in the form of a matrix which is made for definition strategy of enterprise functioning (table 1). The important role in this process is played by Information Resources Management.

From the table we can see that optimization business process of information resources management will promote achievement of such indicators of company progress, as:

- the higher level of service and quality of a product;
- formation of the qualified and motivated personnel;
- optimization of financially investment policy;
- creation of reliable reputation and authority in the market.

All these tasks can be most successfully reached with use of information technology.

The primary purpose of gathering the information with help of information technologies consists in collection of the established facts, that describe enough current status of the company and forming on this base knowledge, necessary for the acceptance of timely and effective administrative decisions.

New possibilities in industry of informative resources are opened by the Internet, creating the complex of mutual relations between company and client that arise up in the process of promotion, sale and maintenance of products and services. Technologies that are used in this situation behave to the most comfortable, rapid and cheap facilities of information exchange.

From full and convincingly presentation on a web site information about the company and it's product, depends client's relation to this enterprise, and, in a final result, it's decision about the purchase of services or goods.

On web site can be presented information about the company, development history, personnel; about general and financial situation; about products and services; address, location of main office, departments of company, places of trade; other marketing and consulting information.

It is possible to summarize on the basis of higher indicated, that Information Technologies Management comes forward as a strategic development resource for each company on the modern stage of market economy.

Thus the competitive edge of firms will be determined not simply by the presence of effective mechanisms of collection and treatment of different informative resources and giving access to them for the clients, but also by ability to transform them in own corporate knowledge.

Only such system approach to the IT management will allow to get the strategic advantages presented in a table 1.

Table 1. Matrix for co-ordination success factors and critical business processes of the companies

№	Success factors			Critical business processes								Reputation and authority at the market		
	High level of service	High quality of product	The best standard of prices, tariffs	3	4	5	6	7	8	9	10		11	12
1				x	x	x	x		x	x				
1				x	x	x	x		x	x		x		
2				x	x	x	x		x	x			x	
3						x			x	x				x
4				x	x							x		x
5				x	x				x					
6					x	x	x		x	x			x	
7				x	x		x			x				x

## CONCLUSIONS

1. Effective management encourages and directs ability of employees to use information technology, provides conformity their behaviour to a strategic thinking and values of the company, raises level of their service and quality of products which are offered for Consumers. Thus, business process "Information Resources Management" is a key to reception of many competitive advantages by the companies.
2. Business information of companies is the special type of information, related to the administrative decisions, it must give knowledge for management both about internal structure of their organization and about it's environment.
3. Efficient IT control is the most important factor which allows defining preliminary cost which the organization will create at the expense of information technology use.

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