



Manajemen Sistem Informasi

Oleh

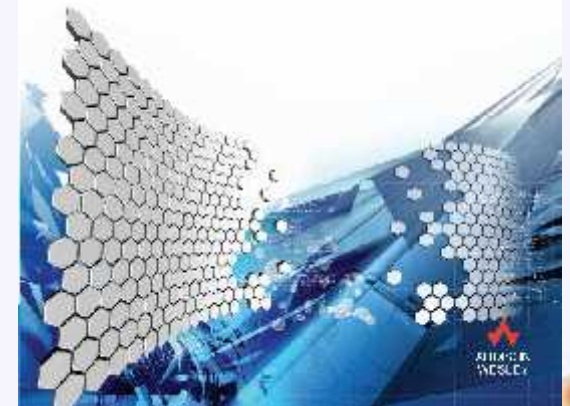
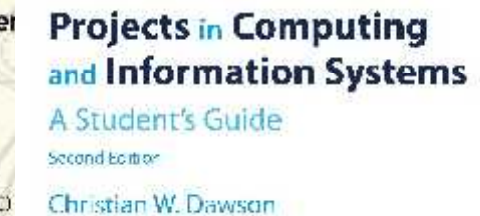
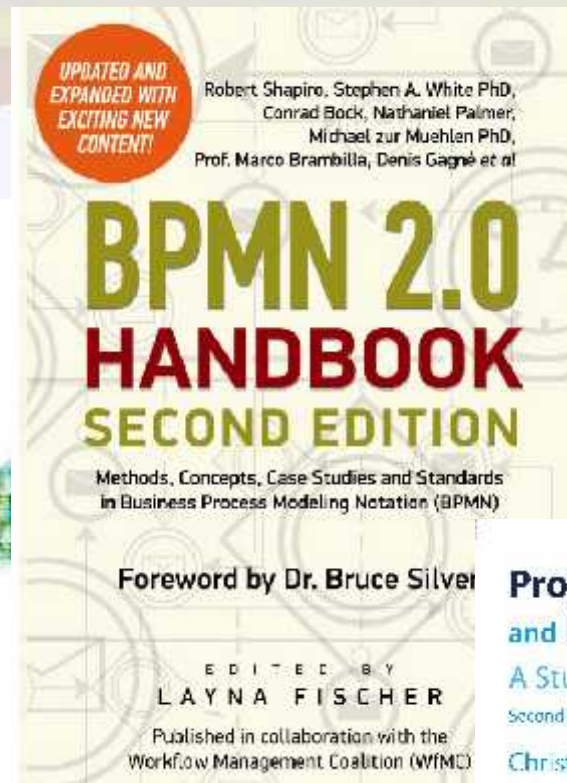
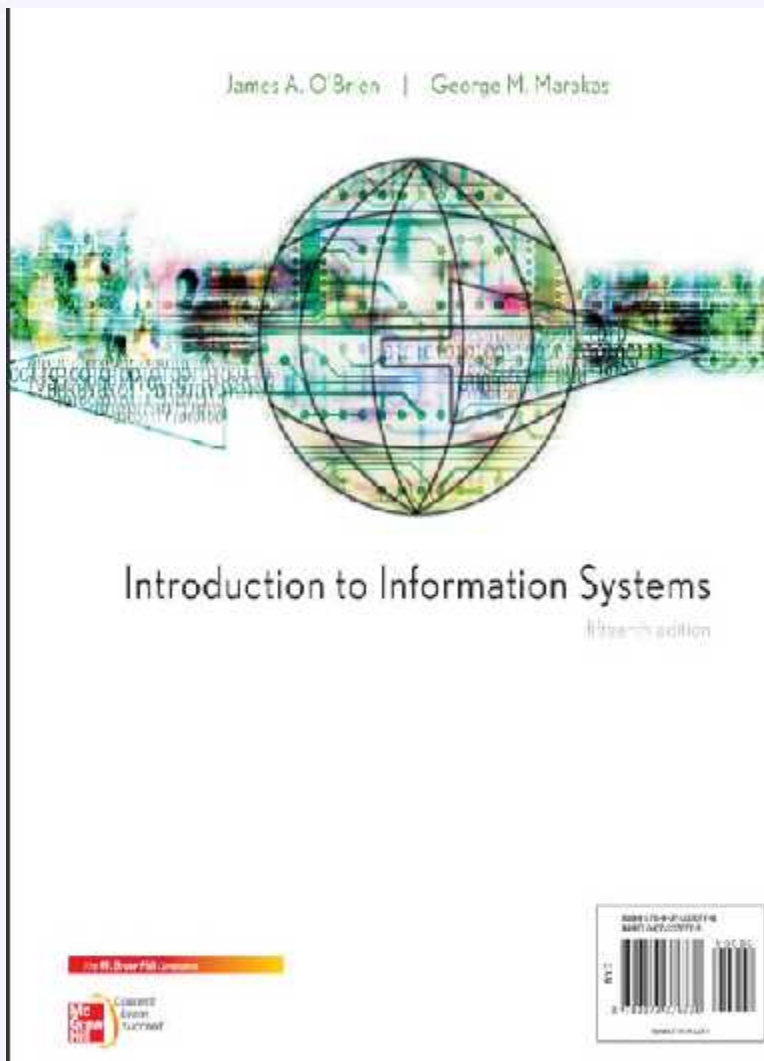
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**MANAGEMENT
INFORMATION SYSTEMS**



Literature



Managing Information Technology

Facts

- ***The strategic and operational importance of information technology in business is no longer questioned.***
- ***Many companies throughout the world are intent on transforming themselves into global business powerhouses through major investments in global e-business, e-commerce, and other IT initiatives.***
- ***Thus, there is a real need for business managers and professionals to understand how to manage this vital organizational function.***

Managerial approach

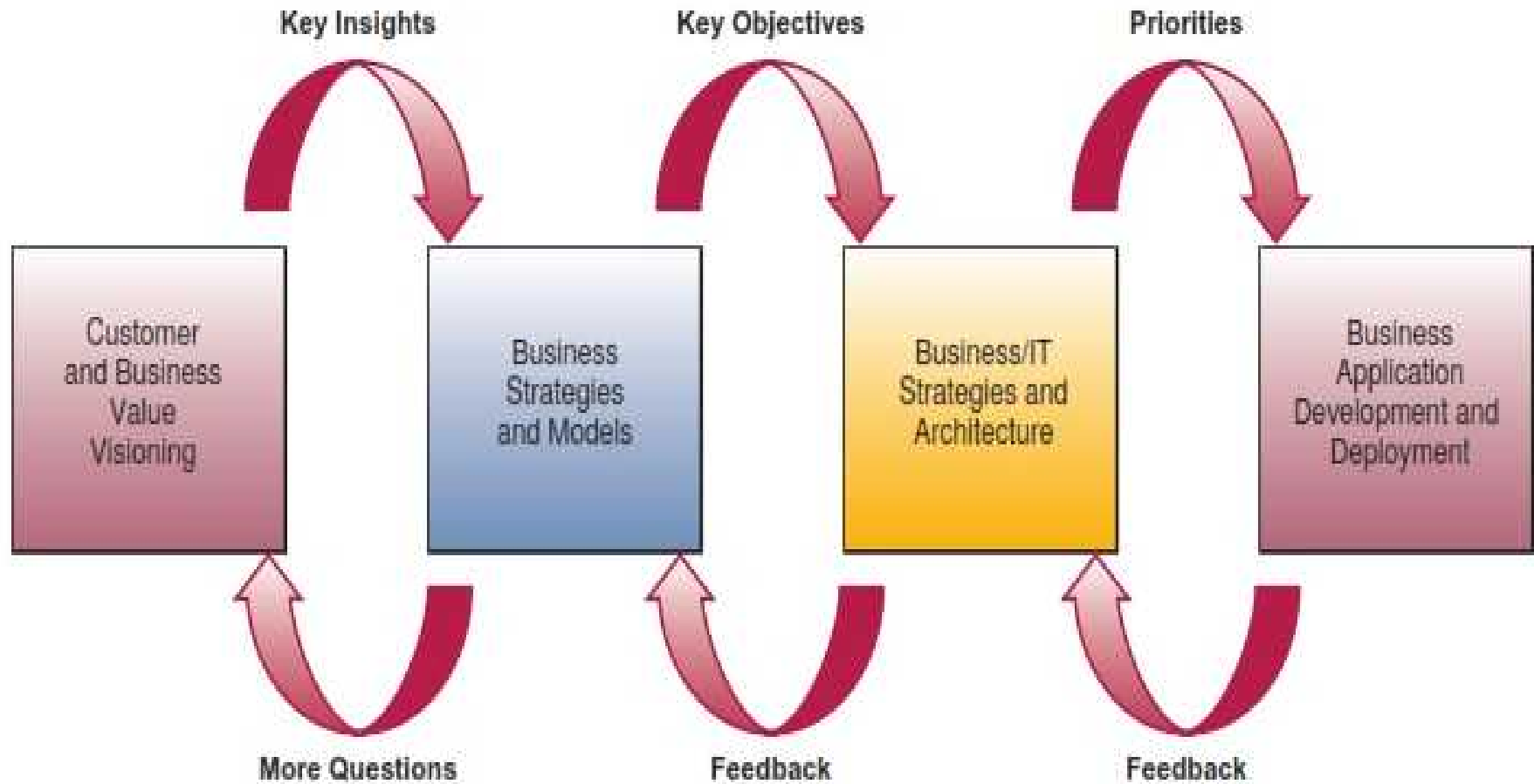
- ***Managing the Joint Development and Implementation of Business/IT Strategies.***
- ***Managing the Development and Implementation of New Business/IT Applications and Technologies.***
- ***Managing the IT Organization and the IT Infrastructure.***



The business/IT planning process components

- ***Strategy Development.***
 - Developing business strategies that support a company's business vision.
- ***Resource Management.***
 - Developing strategic plans for managing or outsourcing a company's IT resources, including IS personnel, hardware, software, data, and network resources.
- ***Technology Architecture.***
 - Making strategic IT choices that reflect an information technology architecture designed to support a company's business/IT initiatives.

The business/IT planning process



Information Technology Architecture

The IT architecture created by the strategic business/IT planning process is a conceptual design, or blueprint, that includes the following major components:

- ✓ ***Technology Platform.***
- ✓ ***Data Resources.***
- ✓ ***Applications Architecture.***

Technology Platform.

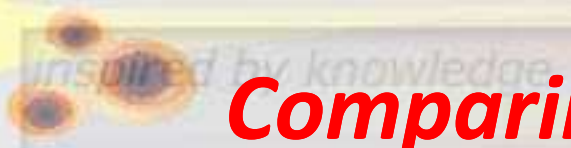
The Internet, intranets, extranets, and other networks, Business Application Development and Deployment computer systems, system software, and integrated enterprise application software provide a computing and communications infrastructure, or platform, that supports the strategic use of information technology for e-business, e-commerce, and other business/IT applications.

Data Resources.

- **Many types of operational and specialized databases, including data warehouses and Internet/intranet databases, store and provide data and information for business processes and decision support.**

Applications Architecture.

Business applications of information technology are designed as an integrated architecture or portfolio of enterprise systems **that support strategic business initiatives**, as well as cross-functional business processes.



Comparing business/IT strategic and application planning approaches.

Conventional IT Planning	Avnet Marshall's Business/IT Planning
<ul style="list-style-type: none">• Strategic alignment: IT strategy tracks specified enterprise strategy.• CEO endorses IT vision shaped through CIO.• IT application development projects functionally organized as technological solutions to business issues.• Phased application development based on learning from pilot projects.	<ul style="list-style-type: none">• Strategic improvisation: IT strategy and enterprise business strategy coadaptively unfold based on the clear guidance of a focus on customer value.• CEO proactively shapes IT vision jointly with CIO as part of e-business strategy.• IT application development projects colocated with e-business initiatives to form centers of IT-intensive business expertise.• Perpetual application development based on continuous learning from rapid deployment and prototyping with end-user involvement.



Managing the IT Function and Organizing IT

➤ *Managing Application Development*

- Application development management involves managing activities such as systems analysis and design, prototyping, applications programming, project management, quality assurance, and system maintenance for all major business/IT development projects***

Managing the IT Function and Organizing IT

- **Managing IS Operations**

- *IS operations management is concerned with the use of hardware, software, network, and personnel resources in the corporate or business unit data centers (computer centers) of an organization. Operational activities that must be managed include computer system operations, network management, production control, and production support.*

➤ **Managing IT staff planning**

- *Managing information services functions involves the management of managerial, technical, and clerical personnel.*

➤ **Managing The CIO and Other IT Executives**

- *The chief information officer (CIO) oversees all use of information technology in many companies and brings it into alignment with strategic business goals.*

➤ **Managing Technology Management**

- *all information technologies must be managed as a technology platform for integrating internally focused or externally facing business applications.*

➤ **Managing User Services**

- *Many companies have responded by creating user services, or client services, functions to support and manage end-user and workgroup computing.*

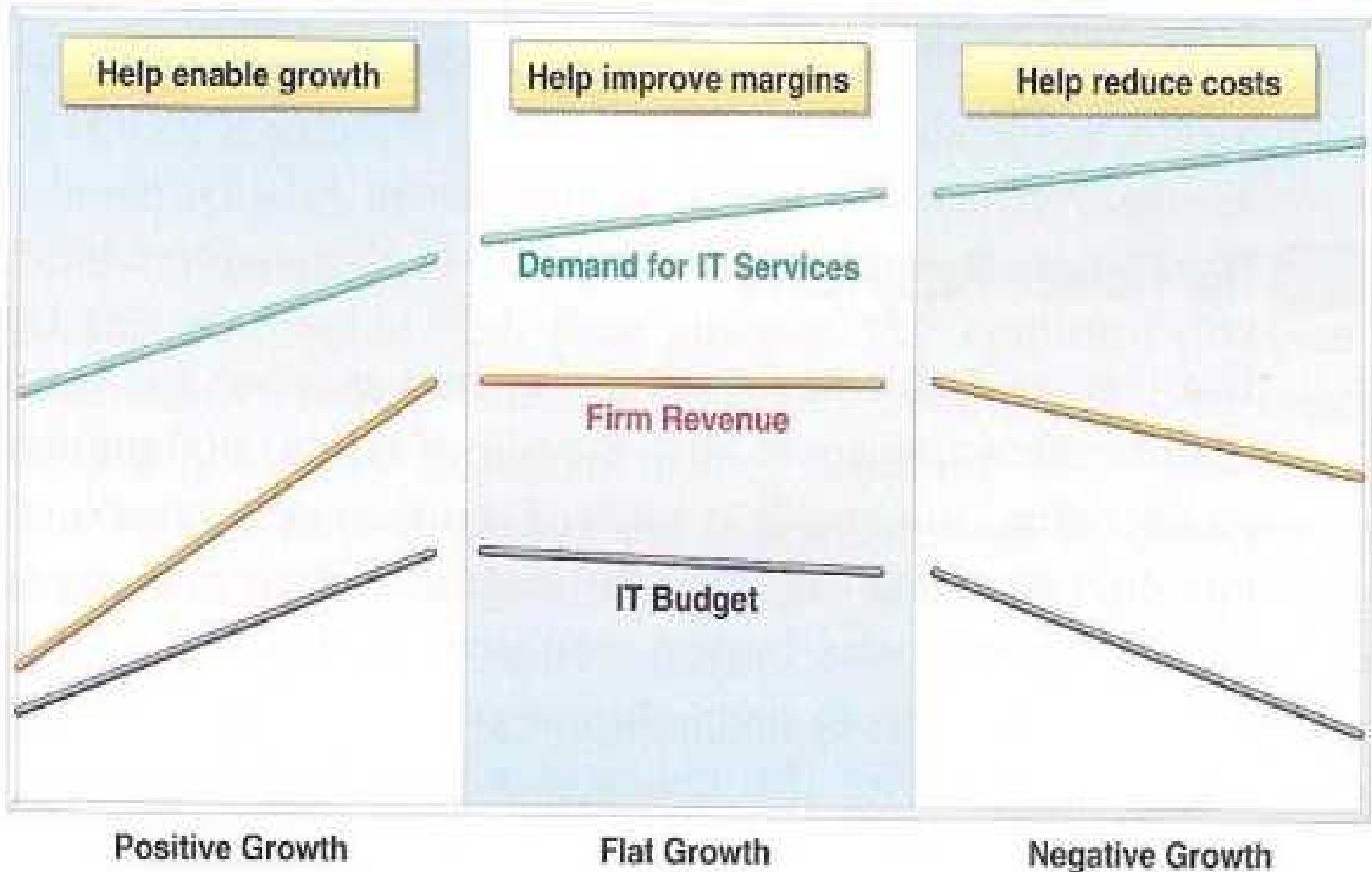
Failures in IT management

Facts

- ***Managing information technology is not an easy task.***
- ***The promised benefits of information technology have not occurred in many documented cases.***
- ***Studies by management consulting firms and university researchers have shown that many businesses have not been successful in managing their use of information technology.***

Failures in IT management

IT Paradox



Failures in IT management

Facts

CHALLENGES

IT Governance Institute (ITGI), Governance Survey (2009)

- ▶ In general, in the non-IT executives surveyed are less satisfied with their enterprise's IT compared to the 2008 survey

The Standish Group Study (2006)

- ▶ Only 35% of all IT project succeeded while the remainder (65%) were either challenged or failed

Weill & Ross, IT Governance

- ▶ Firms with superior IT governance have at least 20% higher profits (performance) than firms with poor governance

OPPORTUNITIES

ITGI Governance Survey (2009)

The key messages for executive management:

- ▶ Take ownership of IT governance and assume overall accountability over IT
- ▶ Make the CIO reporting line as direct as possible to the top executive decision body
- ▶ Pay more attention to the potential for innovation IT offer
- ▶ Start measuring the value IT brings (or does not bring) to the enterprise
- ▶ Use external advisors as the most effective source of knowledge and guidance in the relation to IT governance

Management Involvement

- ✓ ***The experiences of successful organizations reveal that extensive and meaningful managerial and end-user involvement is the key ingredient of high-quality information systems performance.***

Management Involvement

- ✓ **Involving business managers in the governance of the IS function and business professionals in the development of IS applications should thus shape the response of management to the challenge of improving the business value of information technology.**

Management Involvement

- ✓ **Involving managers in the management of IT requires the development of governance structures that encourage their active participation in planning and controlling the business uses of IT.**

Management Involvement

- ✓ ***Organizations have policies that require managers to be involved in IT decisions that affect their business units. This requirement helps managers avoid IS performance problems in their business units and development projects.***

Conclusion

With this high degree of involvement, managers can improve the strategic business value of information technology.

Wasalam

Terima Kasih

