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THE IMPLEMENTATION AND OPTIMIZING OF THE INFORMATIONAL SYSTEMS IN THE COMPANY'S MANAGEMENT

В современном мире высоких технологий информация в рамках компании является таким же важным элементом, как и прочие активы компании. Системы и ресурсы, обрабатывающие такую информацию, также обладают большой значимостью. Любая компания на уровне микро- или макроэкономики или на международном уровне не может существовать без информации и обмена информацией. Для получения и передачи информации необходимо понимать важность существования системы, которая позволяет не только собирать данные, но проводить их обработку и распространение.

In today's highly technological world, Information in an organization is as important, if not more important, than other assets. The systems and resources processing such Information are also of major importance. Any company, be it either at a micro or macroeconomic level, or be it at an international level, can not exist without information and the communication of the mentioned information. In order to obtain and transmit information one must however be aware of the importance of a system that enables not only the gathering of data, but also their processing and dissemination.

The purpose of this article is to mention briefly some managerial ideas and methods that can be used in a company where in the main issue are focused on the organization and use of computing technology. This technology is used in order to improve the competitiveness of a company not only by registering/storing business transactions, but also by gaining advantages over the competitors.

Any company, be it either at a micro or macroeconomic level, or be it at an international level, can not exist without information and the communication of the mentioned information. In order to obtain and transmit information one must however be aware of the importance of a system that enables not only the gathering of data, but also their processing and dissemination. The system is (or at least it should be) created to fit in the very organizational structure of the company where it has been implemented, presuming the existence of an organized resource data base that is vital for the achievement of the objectives for which it was created. Lately, the dependence between the need of information, the existence of a system that can provide it and the development of the company /society, in general has become reality. The system that can provide the demanded information is the informational system itself. In order to create such a system it is required to make use of various methods, techniques and means, particularized according to the type of system which is to be created, to the company's level of development from both economical and computing/ADP point of view. The characteristic trait of the computing/ ADP system – which is part of the informational system – is laying in the either manual or automatic processing mode of the data. Under such circumstances, the informational system may be viewed as a producer and distributor of information. It takes over the data from the company's internal and external environment processes them and delivers them to those who need such resulting information, under different forms. Thus, a certain cycle takes place:

INFORMATION (DATA) – DECISION – INFORMATION

In order to benefit from the advantages of an informational system, this must be created and used so that to satisfy, finally, the need for information in the decision-making process, in

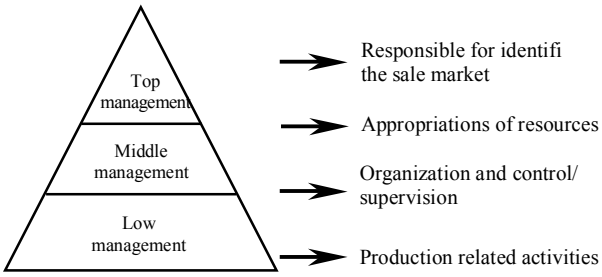


Figure 1. Levels of managerial responsibilities

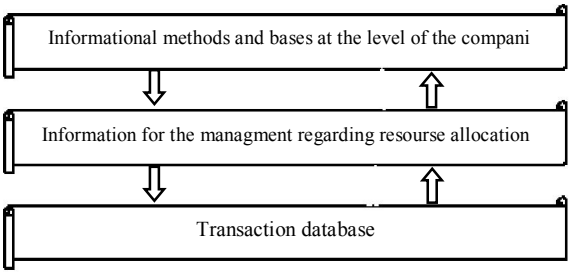


Figure 2. Hierarchy of business data and information use

the planning and controlling of the activities, without taking into consideration however the level of management (organizational, tactical or strategic) that demands the information. The process of creating/implementing such an informational system is not limited to some methods that are specific for each level in the cycle of life of a system, but, on the contrary it involves a cognitive process which should answer to the following questions: *which is the aim/purpose of the system's creation (the user's demands)? What is the material and financial available support for the creation of the system? Who creates the system? To whom is the system assigned to serve? How are the data going to be processed in order to achieve the system's purpose?*

In continuation there shall be briefly presented some aspects on practical management solutions meant to increase business competitiveness, as well as solutions for the use of computerized techniques in business with the purpose of obtaining up-to-dated information that shall be used in order to achieve some profitable objectives and also solutions for the development and implementation of a consumer oriented policy, based on quality.

Figure 1 outlines three levels of the management and their general responsibility. The top level of the executive management is the one that gains and maintains the competitive advantage and the position in a certain area/domain of the company. Once the competitive strategies were assimilated and by the means of general management plans, the middle management level must assign the resources so that the business costs shall be as low as possible. The low management level is made up of the supervisors, managerial consultants and foremen who all work together in order to make the company as efficient as possible.

The general management may establish the strategy but its success or failure might depend on whether the workers are treated with care and understanding or not, this representing actually the key to high quality products and services in a client oriented company.

But where do computers fit in this scenery? We shall identify the role of the computers capable to satisfy three major objectives in a company. These are presented/illustrated in Figure 2, where the downward arrows suggest that the business objectives determine the type of computing assistance and the upward arrows suggest the fact that the superior levels need, in order to increase competitiveness, the support of some data base positioned at the inferior level.

Each piece of information meant for and delivered to the management originate in the informational data bases where there are daily collections of client and supplier transactions, transactions specific to the productive activities. Figure 3 illustrates the relations existing throughout such activities beginning with the supplier and ending with the client. Thus, client orientation means to make out of your client the very objective and purpose of everything that the company undertakes. What quality and services does he/she need? Does he/she request the product by following a certain schedule? Is it possible to establish a management and production system able to satisfy this request? How will we be able to assure the client's service needs after the buying/selling process in areas such as personnel training, installation, exploitation, and maintenance of the equipment?

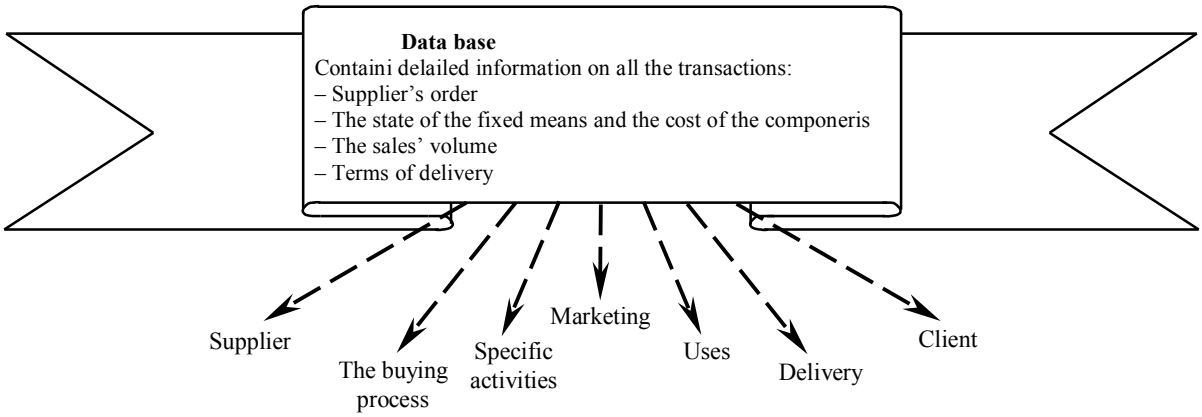


Figure 3. The relations between supplier-client

In the practice of computing system implementation there are also certain schemes/ models that are made of some compulsory steps or even implementation restrictions. Some of these models treat the creation of a computing system separate from the development phase, the first situation standing obviously for the case when the computing system is implemented in a «brand new field». More specific, several parameters / factors are kept in mind when it comes about the truthful data gathering concerning: the functional possibilities and limits – applicable mostly in the hardware field; the uncomplicated exploitation; the compatibility with the set standards, other technologies that inter-operate or which the system is going to replace; the maintenance and the improvement possibilities as well as the universal indicator: the cost – profit ratio.

In the methodological scheme of informational system implementation, some professional researches show a detailed view on the «research work for the improvement of the informational system». The research work can not omit the thorough knowledge of each piece of information, its source and destination, the structure of the data carrying elements, etc. An important quality parameter is represented by the informational feed-back at the level of decision-making in the company. Another important parameter – the promptness and regularity of the functional compartments of the informational flow generator which always observes the planned rhythm. One must take into account a clear map of the observed deficiencies that have occurred in the informational system and that must be solved by the means of punctuated actions especially when it comes about the reprojection of the system. The informational system of the company must have the capacity to allow/permit development and change. Integrated in the organizational structure of the company, the economic informational system must be conceived and implemented in such a manner not to produce subsequent informational failure. Regarded as such, on the one hand it must have the capacity to undergo modernization in its very technological logic, with – as much as possible – no breaking off or even tension moments. On the other hand, the informational system must be conceived in such a way so that to respond permanently to the development demands, to the company's strategic objectives, as information can block or distort the decisions. When the information is part of a system, the effects/results of such processing obstructions could be disastrous.

Conclusions:

The implementation and optimizing of the economic informational system of the modern company is an outcome of the following reasoning:

- The need for permanent knowledge concerning the way the economical phenomena and processes are carried out;
- The necessity of an organic and operational coupling of each commercial agent to the requirements of an ever fluctuating social demand;
- The promotion of some modern managerial methods with a high level of automatic data processing;

• The growing number and the ever more complex relationships between the commercial agents and a high number of internal or external partners;

• The prospective of some conjuncture altered market concerning both the product supplying as well as the sale;

• The diminish of the «ADP/computing discrepancy» that exists among the commercial agents from our country and those from other countries, being aware of the fact that due to the present technical and scientific revolution, automatic processing is no longer an option, but rather a survival issue/matter;

• The possibility to increase the efficiency of the processes by the means of improving the reaction speed and the possible errors of the objective parameters: profit, cost, sales, operating time, the rate of turnover, etc.

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