PROACTIVE IT ORGANIZATION

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Abstract - Over the years, the use of Information Technology (IT) support services has proved to be time-consuming for the customers and employees in any IT organization. Many chose not to include particular issues when reporting in such user support services, leading to reduced business productivity, low confidence levels that affect employee morale. As technology evolving rapidly, customers begin to embrace high-tech trends and business lead the implementation of new technology in their workplace. The attempt to bring new technologies by customers will greatly advance business productivity and efficiency. While there's been a lot of debate about IT role and how IT can be ahead of business to drive innovation, automate business processes and to implement new technologies. It goes without saying that technology has become an integral part of any business operations. However, managing customer demands becoming a load, which impact resources from strategic planning and distribution. IT organizations should be proactive to provide a robust in delivering business applications and meeting their demands. This white paper is intended to demonstrate how IT can be proactive and ahead of business to gain a competitive advantage through IT that is measurable and cost effective.

Keywords - Proactive IT organization, Customer Engagement, Strategic Alignment, Digitalization.

I. INTRODUCTION

In the modern economy, there are numerous reactive organizations as opposed to proactive ones. The reactiveorganizations tend to act on the prevalent situations and disruptive forces by employing crisis management efforts and protect their operational markets. On the other hand, proactive organizations devise ways that enable them to sustain the disruptive economic forces. They consider such crises as opportunities to develop proactive customer support with the help of analytics used in predicting the future trends, and as a result, they gain a long-term competitive advantage over the reactive organizations. A proactive IT organization, for instance, implements strategies that would maintain its competitiveness and relevance in the IT market. It has to cope with the unprecedented pace and magnitude of technological and market transformation else it would be faced with the challenge of their limited capacity to utilize the opportunities of the digital revolution. The proactive organization tries to provide fast and reliable customer service considering the increasing demand and preference for personalized products and services. However, the organization would have to implement new business models that are customer-oriented (Kowalkiewicz, Rosemann, Reeve, Townson & Briggs, 2016).

II. THE CHALLENGE

The organizationsare faced with the challenge of spending its time and resources on understanding the customers' interests, motivations at a personalized level. They will have to utilize the digital platforms that offer information on the consumer trends and analytics that enable the evolution of customer relationships. However, time is consumed by various decisions based on the large volume of information available in the digital market. The overload of information can pose as a great challenge to the organizations since they tend to interpret the information rather than making important decisions and working towards completing tasks that would add value to their products and services. It is quite difficult to identify and understand the changes in customers' needs in a market that is changing at a faster pace as compared to the ability of the organization to understand the consumer trends. Consumer trends can be monitored by digital sensors in a bid to identify the patterns for personalized services. In doing so, users and employees in a digital workplace, for example, would access convenient and personalized support without the need of seeking help in the first place (Broadhead, 2017). Proactive user support improves service delivery, reliability and ease of use.

Proactive IT organizations include a value proposition of aligning the users and employees' needs in developing a proactive support model that averts potential disruptions. The model features a service delivery that is "off-premise" and available on multiple digital platforms (Bernard, 2014). Another challenge posed by the digital platforms is the need of the organizations to compete in the digital market by offering increased value to their customers. The competitiveness is determined by the organizations' speed and strategic utilization of customer information. Proactive IT organizations have the advantage of accurately predicting the future, thanks to their venture into predictive analytics and utilization of modern business models (Chew & Gottschalk, 2009). The models also feature user experience innovations and dynamic customization that offer the competitive advantage over the reactive IT organizations (Papp, 2001).

The IT organizations ought to address the challenge posed by customer trends and market uncertainties. Therefore, they need to monitor those trends and uncertainties in real-time. Real-time monitoring helps to make a more accurate prediction on trends and imminent disruptions in the digital market. Additionally, accurate predictions enable the organizations to prepare their operational capacity and adapt to the evolving digital world (Ram, 2017). Engaging the customers and a network of experts to diagnose and resolve issues at earlier stages of complex IT infrastructure development not only provides seamless and reliable access to information but also helps to prevent potential negative consequences of little productivity (Gouge, 2003).
An excellent example of adapting to evolving customer expectations in the digital market is tapping into mobile devices markets such as tablets and smartphone technology. An IT organization that offers such products should seek peer reviews from the tech-savvy customers and other experts to develop personalized and value-added products (Gouge, 2003). Since more people tend to use smartphones most of the time, their involvement in the development of customized products will most likely increase customer retention and gain more customers (Review, 2011).

III. HOW PROACTIVE IT ORGANIZATIONSWORK?

IT organizations in the digital market experience the changes in the economy that shifts from a commercial dimension to focus on meeting the consumer expectations which in turn affects their operations, competitiveness and product and service delivery to their customers. In such a situation, proper utilization of time is crucial in understanding the users' information and result in the provision of customized services to their customers. The proactive IT organizations engage in the following;

Identifying the digital indicators: In our day to day life, we are often indulging in activities that leave a trail of our identity. These are not limited to surfing, online searches, tweets and posts, market sales reports, departure and arrival times by the aircrafts and statements of financial performances. Digital analysis of these happenings can be used to gauge our character and lifestyles and compared with the consumer environment and our holistic existence as well-being. Organizations have realized the need to capture these indicators such as integrated data storage which make the information readily available to any interested user, promotes efficient business transactions and detailed analysis is vital to the organization and the customer.

Identifying the perfect opportunity to deliver services: Proactive IT organizations understand the need to build a personalized relationship with their customers in advance since the customer always comes first. They achieve this by availing time to evaluate the consumer need, patronage and consumption patterns which enable the organization to build value chain in their coexistence with the consumer. Such knowledge is crucial for strategic forecasting, problem identification and how to react in a situation where an event occurs.

Identifying the most viable delivery mode: The proactive IT organizations deliver the service at the point of need rather than when required. Such organizationsare motivated by caution and passion for solving problems are characterized by openness, taking the lead, integrity and aggressiveness. The attainability of this can be gained when the organization chooses either to be the proposer; where constant understanding is given to the customer, the representative; and the organization stands for the customer or the facilitator and advises on the most viable features to adopt (Great Britain, 2007).

IV. BENEFITS OF BEING PROACTIVE IT

Most situations that are experienced by many organizations occur without a warning in which an organization has to proactively respond to such a scenario. How organizations handle emergencies matters a lot towards an organization market sustainability and overcoming possible problems. A proactive approach to information technology can be measured by organization preparedness to face future unforeseen issues (Ram, 2017).

V. BETTER MANAGEMENT OF INFORMATION TECHNOLOGY SITUATIONS

A proactive approach towards information technology management ensures that an organization can respond better to emerging information technology issues that can positively or negatively affect an organization. For instance, better management of an organization social media pages in advance by creating a social media presence could help an organizationefficiently respond to negative information regarding anorganization product in the market. As such, a proactive approach towards information technology ensures that an organization can minimize the damage that can be caused by adverse information by responding to it sooner with clarification or addressing the claimant problem promptly. On the other hand, lack of a proactive approach towards information technology renders and organization unprepared which could be detrimental to an organization due to the time that will take an organization to prepare all the elements that will be required to respond to the information related problem being faced by an organization (Kowalkiewicz et al., 2016).

VI. ALLEVIATION OF PROBLEMS BEFORE THEY HAPPEN

Proactive information technology conduct by an organization ensures that an organization can identify possible technical problems in the future and meet them on time which promotes organization resilience and success. Most of the technologicalproblems that an organization face are predictable and can be addressed before they happen which saves an organization time and extra expenses. In most cases, trends in information technology applications are less costly before they become very popular in the market. Identifying possible applications and budgeting towards acquiring these technologies in time makes sure that an organization can buy technology at a lesser price compared to acquiring same technology when every organization is in the rush to acquire the same (Kowalkiewicz et al., 2016). Therefore, proactive approach to information saves an organization extra money that results due to market dynamics caused by demand and supply differences. Another benefit of proactive information technology in regard to saving time is that information technology becomes obsolete with time and earlier planning to acquire new information technology applications that are more convenient to the organization saves the organization the time needed to adopt to the new technology in the market which ensures that the organization is always ahead of its competitors. Besides, proactive information technology approach canrecognize the need for change in an organization in time due to the ability to think ahead which is beneficial to an organization technology competitiveness (Ram, 2017).

VII. PROACTIVE APPROACH REDUCES THE CHANCES OF AN ORGANIZATION TO MAKE MISTAKES

Proactivity in information technology increases organization productivity of an organization which improves convenience and an organization response to any information related problem. A proactive approach to information technology ensures that an organization has enough time to consider all the available options to mitigate any possible information technology problem and need in the future. As a result, an organization can acquire the most convenient and applicable technological solution for the organization in time which allows proper implementation and time to carry out a pilot study in the organization (Kowalkiewicz et al., 2016).

The proactive approach does not only save an organization from possible mistake of acquiring technology that is not in alignment with the organization information technology needs but ensures the organization has enough time. For instance, when an organization server goes down an organization can suffer a lot in terms of decision making because the organization will not have access to most important data for decision making. However, a proactive approach will ensure that an organization can anticipate such a problem and device possible alternatives and solutions such as cloud computing to complement the organization available servers. As a result, proactive approach towards an organization information technology ensures that an organization can avoid down time all together and also decrease the cost that an organization could have incurred if it had not prepared in advance (Kowalkiewicz et al., 2016).

VIII. PROACTIVE INFORMATION TECHNOLOGY FOSTERS CREATIVITY AND INNOVATION IN AN ORGANIZATION

Proactivity in an organization information strategy has a significant role in ensuring that an organization can create a big picture of the future organization information technology needs which ensures that an organization understands what they need at the time and in the future. As a result, an organization can engage in information technology transformation in time which is a significant source of competitive advantage and innovation (Kowalkiewicz et al., 2016). Proactivity allows an organization to prepare a budget for an organization future investment in technology which ensures that an organization is ahead regarding adopting new and improved technology to communicate to consumers, link up and manage the suppliers as well as cater for the organization human resource needs through improved enterprise resource applications. As a result of innovation and in planning for an organization information technology application an organization can be able to adopt new applications which enhances flexibility by allowing an organization to consider the implementation of the technology without any rush. As a result, an organization can evaluate new technologies and only adopt information technology applications that have more benefits to the organization in both the short term and the long terms organization sustainability (Ram, 2017).

IX. DIFFERENCE BETWEEN REACTIVE VS PROACTIVE

Proactive and reactive approaches to information are significantly different in practice as well as the yields to an organization. Proactive approach refers to in advance preparation of an organization for the unseen future which prepares an organization to face any future information technology challenges. On the other hand, a reactive approach in information technology means that the organization can solve problems as they come and does not have any measures or preparations to tackle the future problems. Proactivity in information technology is a

process that require organization investment to assess any information technology issues an organization can experience and prepare in advance to meet the challenges. As a result, an organization has to invest in information technology research as well as a research and development department which promotes information technology investment. Further, a proactive approach to information technology solutions for an organization involves a number of alternatives that an organization chooses to ensure the organization has the most convenient information technology solutions (Kowalkiewicz et al., 2016). On the other hand, reactive approach to information technology is a spontaneous approach to solving organizational problems. Therefore, the reactiveapproach does not require any time to think of any alternatives.

A reactive approach to information technology solutions is a process that does not come about in anticipation of the organization problems but is caused by the environment and outside forces. The proactive information technology solutions are the best approach to implement information technology solutions because it allows an organization to weigh between different alternatives.The proactive approach gives an organization the ability to choose the best alternative while the reactive information technology approach to information technology problems involves solving problems as they turn up which is costly and can inconvenience and organization production process (Ram, 2017).

In conclusion, proactive organizations usually go a step ahead of reactive organizations by providing products and services without the need of waiting for the customers to realize that they need them. A better understanding of the market trends gives them the advantage of changing the products and services quickly to match the new and predicted customer preferences. Therefore, the proactive organizations increase their prominence in the market due to their positive impact on people's lives, facilitating good customer relationships. It is noted that when designing services in an IT organization, for example, relevance and real-time customer preferences should be considered. With the ever-changing customer expectations and technology trends, becoming a proactive organization would be the best option.

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