

Control in Systems - Multiple Uses of Information

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Abstract

Organizations are increasingly aware of the potential of information in providing competitive advantage and sustaining their success.

Key words: *Management Information System, MIS, Information System, IS, Electronic Enterprise, Information Technology, IT, Business Information Systems, Electronic Enterprise, control in systems.*

Methodology: Case study, System Analysis, Business Analysis, web search and books review.

Introduction

Information is important as it is the backbone in business success. External and internal information are required to compete in the market.

Study structure

Organizations may use information in different ways:

- 1- Information as a resource: we generally think of organizations using money, people, raw materials, machinery, or even time as resources. Information can also be viewed as resource. Social workers use information about clients in helping them become more functional. Physicians use case histories of patients as inputs to diagnosis and prescription. Organizational members may also use information to decrease cost or increase the quality of final product or service.
- 2- Information as an asset: An asset is the property of a person or an organization that is used to produce a company's output and does not get used up as a resource does. Some resources are converted to assets that can be used over an extended period, such as the use of capital to purchase equipment that in turn becomes asset. The information resource is similar but not identical to other resources in this respect. Information even if used immediately is rarely actually consumed. For example when managers use data about a store sale to determine whether inventory should be replenished, the sales data remain available as resource for use in other analyses. In some cases such as *Federal Express* aircraft departures, the information quickly loses some value after its use, although it may have subsequent value as resource for historical analyses. As a corporate asset, then, information is comparable to plant, equipment and goodwill. It can even be viewed as inventory, with information considered as a raw material, work in process or finished goods. The asset model of information encourages management to view information as an investment that managers can use strategically. Unlike resources, which managers seek to use efficiently to produce output, managers view assets as giving the organization an advantage over its competitors.

Conclusion: Information as a commodity: Like computers, automobiles, sportive machines, or other commodities, information is saleable product. Some companies use information primarily to sell it. For example, some web sites record and sell users clicks which reveal users navigation on different sites to other web sites interested in identifying preferences of users surfing Internet. This is useful in for example target customers in ads. An increasing number of organizations are adopting a commodity view of information- viewing it as a saleable product.

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