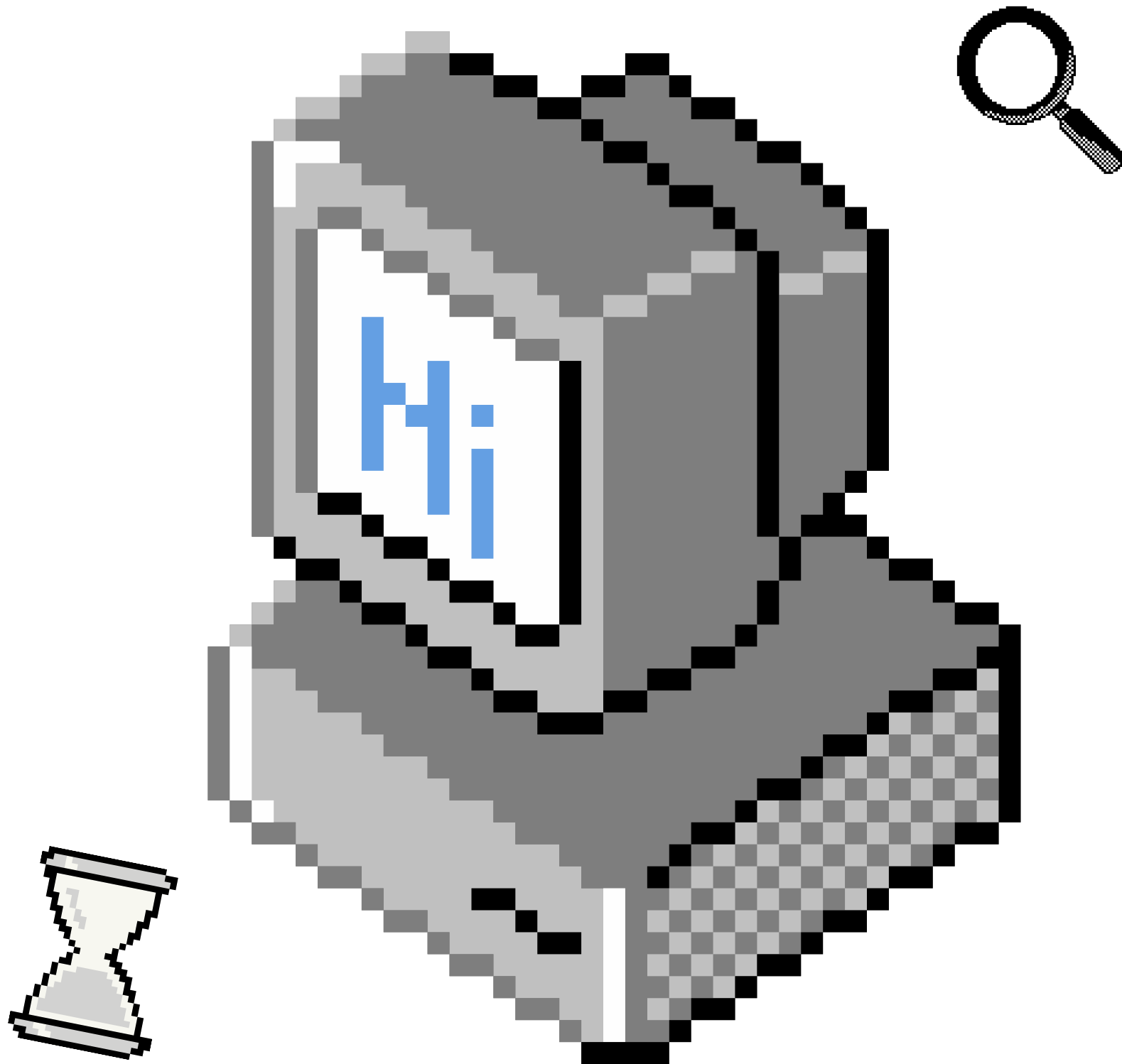


# IS STRATEGIC MANAGEMENT

Welcome! This deck introduces strategic management in a clear and practical way, exploring how organizations plan, make decisions, and achieve long-term success in a dynamic environment.

Presented by Jeannel Leynes



# WHAT IS STRATEGIC MANAGEMENT

Strategic Management in Information Systems (IS/IT) refers to the planning, implementation, and evaluation of IT strategies to support business goals.

It plays an important role in improving efficiency, decision-making, and competitiveness.

Information technology is a key driver of organizational success in the digital age.



# RISK AND QUALITY CONTROL MANAGEMENT

IT Risk Management involves identifying and controlling threats to information systems.

## Common IT risks include:

**Cybersecurity threats** – Attacks such as hacking and malware that damage systems

**Data breaches** – Unauthorized access to sensitive information

**System failures** – Hardware or software breakdowns that disrupt operations

## Quality Control ensures systems meet standards through:

**System testing** – Checking if systems function correctly before use

**Compliance with standards** – Following industry rules and regulations

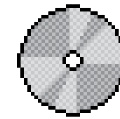
**Continuous monitoring** – Regularly checking system performance

# RISK MANAGEMENT STRATEGIES

Organizations use strategies to reduce risks and protect systems.

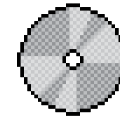


## **Backup systems**



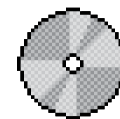
Copies of data to prevent loss during failures

## **Firewalls and encryption**



Tools that protect data from unauthorized access

## **Access control mechanisms**



Limiting system access to authorized users only

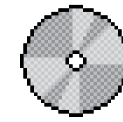
# PERFORMANCE MANAGEMENT AND REPORTING

Performance Management focuses on monitoring IT system effectiveness.



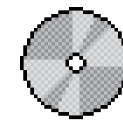
Key Performance Indicators (KPIs):

## **System uptime**



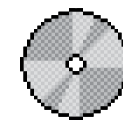
Measures how often systems are available and running

## **Response time**



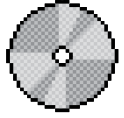
Speed of system performance

## **User satisfaction**



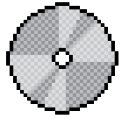
Feedback from users about system experience

**Financial**



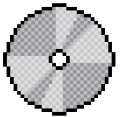
Evaluates cost efficiency and return on investment

**Customer**



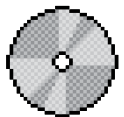
Measures user satisfaction and service quality

**Internal Processes**



Assesses system efficiency and operations

**Learning and Growth**



Focuses on innovation and employee skills



# IT BALANCED SCORECARD

The IT Balanced Scorecard measures IT performance and aligns it with business goals.

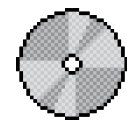


# OVERVIEW OF IS STRATEGIC PLANNING

IS Strategic Planning develops long-term IT strategies.



## Objectives:



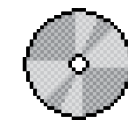
### **Aligning IT with business goals**

– Ensuring IT supports organizational direction

### **Improving efficiency**

– Enhancing productivity through technology

## Key components:



### **Vision and mission**

– Defines purpose and direction

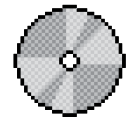
### **IT infrastructure planning**

– Designing systems and networks

### **Resource allocation**

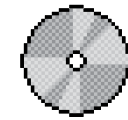
– Assigning budget and personnel

## Planning



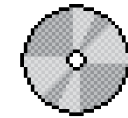
Identifying changes and preparing strategies

## Implementation



Applying the planned changes

## Monitoring and evaluation



Checking effectiveness after implementation

Checking effectiveness after implementation

# CHANGE MANAGEMENT



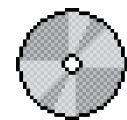


# AUDITING IS STRATEGIC PLANNING



IS/IT auditing evaluates system effectiveness and compliance.

## Purpose:



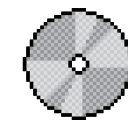
### Ensure adherence to standards

- Following policies and regulations

### Identify weaknesses

- Detecting risks and system issues

## Types of audits:

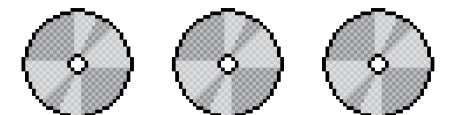


### Internal audit

- Conducted within the organization

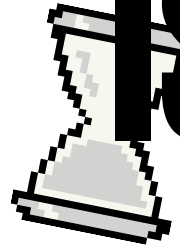
### External audit

- Performed by independent auditors



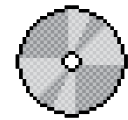


# MANAGEMENT ISSUES IN IS/IT



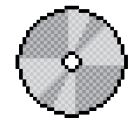
Organizations face key issues in IT management:

## **Privacy**



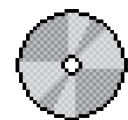
Protection of personal and sensitive data

## **Copyrights**



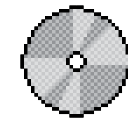
Legal rights over digital content

## **Ethical issues**



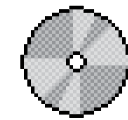
Responsible use of technology

## **Codes of conduct**



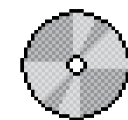
Rules guiding employee behavior

## **IT governance**



Managing IT resources effectively

## **IS/IT housekeeping**



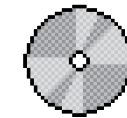
Maintaining systems regularly



# PRIVACY AND COPYRIGHT ISSUES

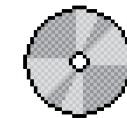


## **Privacy**



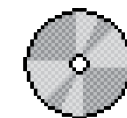
Protecting user data from unauthorized access

## **Data protection laws**



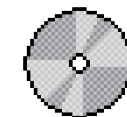
Regulations that safeguard personal information

## **Copyright**



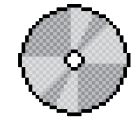
Legal protection of digital works like software and media

## **Compliance**



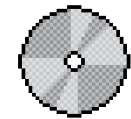
Following laws to avoid legal consequences

## **Ethical use of IT**



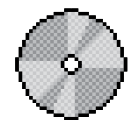
Using technology responsibly and fairly

## **Avoiding misuse of data**



Preventing unauthorized use of information

## **Respecting privacy**



Protecting user confidentiality

## **Codes of conduct**



Guidelines for professional behavior

# **ETHICAL ISSUES AND CODES OF CONDUCT**

These promote trust and professionalism in organizations.

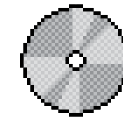


# IT GOVERNANCE



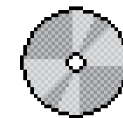
IT Governance ensures proper management and use of IT systems.

## **Accountability**



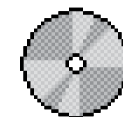
Assigning responsibility for IT decisions

## **Control**



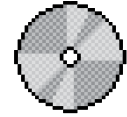
Monitoring and regulating IT processes

## **Alignment**



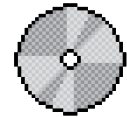
Ensuring IT supports business goals

## **Data backup and storage**



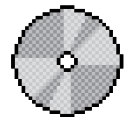
Keeping copies of important data

## **Software updates**



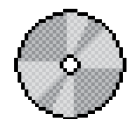
Installing latest versions for security and performance

## **System maintenance**



Regular checking and fixing of systems

## **Security checks**



Monitoring for threats and vulnerabilities

# **IS/IT HOUSEKEEPING**

IS/IT housekeeping focuses on maintaining IT systems.



# **CONCLUSION**

Strategic Management in IS/IT is essential for organizational success.

It helps manage risks, improve performance, and ensure proper governance.

Aligning IT with business strategies leads to long-term growth and efficiency.

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# THANK YOU FOR LISTENING



*“Success in today’s digital world depends not on technology alone, but on how well it is **strategically managed.**”*