

# BROCHURE

***The World - Class Assignment Service***

*That you deserve*

## CONTACT US

 DrKhanhAssignmentService  
 [www.drkhanh.edu.vn](http://www.drkhanh.edu.vn)  
 (+84) 939 070 595 hoặc (+84) 348 308 628



## 1. Introduction

The mini-case starts by stating that many corporate managers have the misconception that IT is burdensome. The historical analysis of IT-business interactions inside firms reveals a significant disparity between these two entities, which has gradually improved through time. In contemporary business management, it is widely recognized that the realization of a company's value is contingent upon the effective integration of human resources, technological infrastructure, and information systems. Consequently, it is essential for managers to acknowledge that attributing responsibility only to IT for any shortcomings or challenges is an oversimplification and does not reflect the multifaceted nature of organizational success. The era has passed in which information technology (IT) was seen as the only determinant of a company's success or failure. The real value is determined by the interplay between IT processes, the organization's information management capabilities, and individuals' faith and conduct. The purpose of this report is to identify shortcomings at Hefty, thereby proposing a framework or strategy that improves the efficiency of IT-business alignment.

## 2. The issues at Hefty

The collaboration between IT and Business Management teams is crucial for achieving shared objectives and attaining success in the realm of business. The comprehensive Hardware case study provides evidence of deficiencies within both the business department and IT department, resulting in a lack of collaboration in the successful implementation of the new business strategy aimed at accomplishing the organization's goals and objectives.

- The existence of a knowledge gap between the IT and business divisions may be attributed to the inadequate communication mechanisms in place: “It’s all technical mumbo-jumbo...”. The business teams exhibited a lack of comprehension of the technical jargon used by the IT department: “they keep talking about infrastructure and bandwidth and technical architecture...”; groused Glen Vogel, the COO; and vice versa.
- The IT department had difficulties in comprehending the business needs and operations with clarity. As a result, the formulation of IT strategy and infrastructure did not align with the business goals and objectives: “my staff are all complaining that the IT people don’t even know some of our basic business functions” said Glen Vogel, the COO

- IT guys exhibit a deficiency in professionalism and a lack of appropriate business-oriented attitudes: “He wants to take me and some of my top people—including you—on the road two weeks from now”, CIO, Farzad Mohammed complained. The absence of cohesion among team members within the IT department results in suboptimal decision-making.
- Information technology professionals often have challenges when it comes to effectively communicating their ideas on the use of mobile technology for promotional and marketing endeavors within an organizational context: “They had the business guys so confused we never actually got talking about how the technology might be used for marketing and whether it was a good business idea. After about half an hour, everyone just tuned out.”, Paul complained.
- The organization had project delays and incurred needless IT expenses as a result of inadequate communication between the IT department and the business units. The company planning meetings lack the participation of those who possess the necessary expertise and qualifications: “They wouldn’t fund the project because they couldn’t see why customers would want to use mobile in our stores when we had perfectly good cash registers and in-store kiosks!” “I despair!” he said dramatically.

### **3. The Plan for Collaboration between IT and Business**

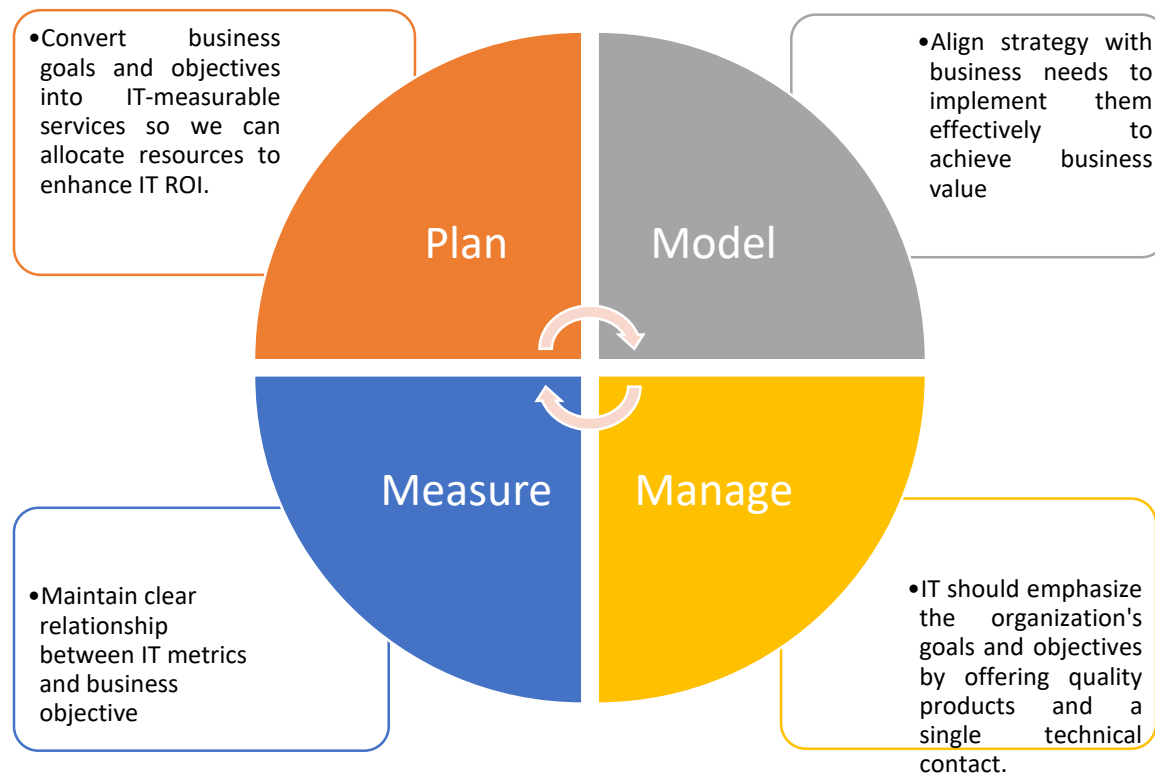
Utilization increases complexity and expense. This might lower initiative confidence. If trust is maintained, maximizing human resources, information, technology, and business processes may create value (Gellweiler 2022). If they stick to this strategy, the company may succeed in the long term. Enhancing IT-Business Collaboration for Savvy Store Success Business-IT interface. Both groups are right, yet their viewpoints are imperfect. To succeed, all sides must address their flaws and work together. Instead of a dualistic "you-us" approach, efforts should focus on a collective "we" with purposeful blurring of boundaries. Jenny believes that each person's pieces shape business's future. From a business perspective, learning how to clearly communicate IT department goals is crucial. To help IT personnel understand their jobs and how they fit into the bigger picture, IT value must be linked to the business model (Shao 2019). The company should emphasize IT initiative devotion to improve operational efficiency. The corporation must also choose people with technical skills and the capacity to listen and understand its perspective. This is the reason why T-shaped people are needed for modern workplaces (Chen 2010). These experts excel in their professions and can understand and apply several disciplines (Chi, Huang & George 2020). IT

strategy, finances, and business models should be reviewed often. Instead of depending on IT, the organization may proactively identify needed changes. This prevents poor job quality and protects the company's reputation (Kassahun & Tekinerdogan 2020). IT professionals must comprehend business processes and functions. IT experts must grasp the company's goals, business demands, and success factors.

It is important for people to have a full understanding of how organizations work and act more professionally in their work. Information technology (IT) needs to be more committed to the business world. IT should act as a trusted and knowledgeable adviser for the company. Both offices are expected to keep a list of priorities, which should be reviewed and changed often (Queiroz et al. 2020). It's important that all IT projects take into account both the customer's and the company's ideals. This gives you a full picture of the jobs that need to be done right away and the ones that can wait. Also, there isn't enough of a control framework to keep an eye on big projects and see how business and IT are linked. In order to avoid disagreements, the business and IT sectors need to build a base of trust and set clear standards and who is responsible for what.

In order to effectively execute the Savvy Store programme at Hefty's, it is essential to maintain a high level of excellence in the areas of groundwork, bandwidth, and structural design, despite the potential challenges and fluctuations in the technological environment (Pesce & Neirotti 2023). The establishment of a robust and mutually beneficial collaboration and trust between IT and Business teams is of paramount importance. In order to enhance the connection, it is advisable for both teams to engage in collaborative meetings, participate in joint field excursions, and consistently provide constructive feedback to team members (Amarilli, van den Hooff & van Vliet 2023). It is recommended that the organization allocate resources towards implementing team-building training programmes and foster a collaborative work environment by actively involving the personnel in group-oriented tasks. It is recommended that Hefty Hardware maintains a centralized organizational structure that spans across all departments. Promote the establishment of interdepartmental communication channels and urge teams to allocate sufficient time to comprehensively grasp the business objectives and requirements (Wei et al. 2023). The IT and Business departments should facilitate knowledge transfer sessions to aid business professionals in comprehending IT terms, and to help IT professionals in understanding business procedures and business models, respectively.

To form a more illustrative perspective framework to increase, the model proposed by Kassahun & Tekinerdogan (2020) aiming to increase the alignment between business and IT is adopted:



There are other strategies for enhancing the equilibrium between business and IT, such as the relocation of IT personnel into business processes, hence facilitating the seamless exchange of information. By using standardized solutions, the IT and business sectors can collaborate effectively. At Hefty, it is recommended to use a controlled approach to change management while ensuring the establishment of effective group leadership structures within each team. The organization needs to provide training to its IT personnel on effectively communicating with business executives on their proposals, emphasizing the impact of IT initiatives on the business and the value they may offer. It is advisable to minimize the use of technical jargon during these interactions.

## 4. The IT Strategy for Business Value

The determination of value is in the hands of IT stakeholders and customers, rather than the suppliers or manufacturers. When determining the worth of anything, it is crucial to closely correlate with the objectives and interests of the organization (Gellweiler 2022). In the absence of a well-defined alignment with business goals, the IT department is prone to maintaining its concentration on the provision of technological solutions or platforms, rather than effectively addressing business objectives, reaping advantages, or achieving desired results. Information technology (IT) has the capability to facilitate the operational functioning and transformative growth of an organization (Shao 2019). However, the perception of its value varies across stakeholders, necessitating distinct value metrics for efforts related to operational functioning and transformative transformation. When a single project encompasses both aspects, it is essential to emphasize both the distinctions and the interconnectedness in any relevant communication. The comprehension of IT's value by stakeholders may be enhanced by the establishment of a direct correlation between IT expenses and the business services and capabilities that IT provides (Chen 2010). The process of determining the cost of components or technology does not contribute to a comprehensive discussion on value. In order to comprehensively assess the worth of a given subject, it is essential to engage in discussions that include both the associated costs and benefits.

## 5. Conclusion

In conclusion, major shortcomings arising from the case study, although it can be broken into several issues, are mostly derived from miscommunication between IT and business department. Resultantly, Hefty's solutions should focus on bridging the two departments, thereby minimizing the differences. Increasing training activities as well as team building could partially mitigate the problem. Further, Hefty can accelerate the process by applying the model of Kassahun & Tekinerdogan (2020). Adopting this framework ensures both IT and business department communicating in a common language. Resultantly, the psychic gap between IT folks and businesspersons would be narrowed, thereby improving the efficiency of IT-business alignment.

## Reference

- Amarilli, F, van den Hooff, B & van Vliet, M 2023, 'Business-IT alignment as a coevolution process: An empirical study', *The Journal of Strategic Information Systems*, vol. 32, no. 2, p. 101776.
- Chen, L 2010, 'Business-IT alignment maturity of companies in China', *Information & Management*, vol. 47, no. 1, pp. 9–16.
- Chi, M, Huang, R & George, JF 2020, 'Collaboration in demand-driven supply chain: Based on a perspective of governance and IT-business strategic alignment', *International Journal of Information Management*, vol. 52, p. 102062.
- Gellweiler, C 2022, 'IT architects and IT-business alignment: a theoretical review', *Procedia Computer Science*, vol. 196, pp. 13–20.
- Kassahun, A & Tekinerdogan, B 2020, 'BITA\*: Business-IT alignment framework of multiple collaborating organisations', *Information and Software Technology*, vol. 127, p. 106345.
- Pesce, D & Neirotti, P 2023, 'The impact of IT-business strategic alignment on firm performance: The evolving role of IT in industries', *Information & Management*, vol. 60, no. 5, p. 103800.
- Queiroz, M, Tallon, PP, Coltman, T, Sharma, R & Reynolds, P 2020, 'Aligning the IT portfolio with business strategy: Evidence for complementarity of corporate and business unit alignment', *The Journal of Strategic Information Systems*, vol. 29, no. 3, p. 101623.
- Shao, Z 2019, 'Interaction effect of strategic leadership behaviors and organizational culture on IS-Business strategic alignment and Enterprise Systems assimilation', *International Journal of Information Management*, vol. 44, pp. 96–108.
- Wei, S, Xu, W, Guo, X & Chen, X 2023, 'How does business-IT alignment influence supply chain resilience?', *Information & Management*, p. 103831.