The Information Strategy as an Assumption for Company's Information Security from Czech, Serbian and Slovak Point of View

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Abstract

The digitalisation process of the society leads to wide use of information and communication technologies in human life. The commercial sector is interested in effective usage of data and information in formal as well as in informal information systems of company. This article describes the need of making standards for mentioned activities mainly because of information security reasons. The authors come from three different countries and they cooperate on many national and also international projects. The aim of this article is to compare and present new knowledge from different cultural and language environment.

Keywords

Information strategy, information security

Introduction

The approach to the information system creation is different in all countries. In this article is described authors' experience connected to cooperation with companies, which develop company information strategy. The most important aspect in this process was the quest to increase information safety in company. The other aspects were focused on increasing the effectiveness of decision making process as well as in case of work with IT sources and also on making the standards for communication in external and internal company environment. The authors are university teachers on University of Zilina in Zilina, University Pardubice in Pardubice and Railway College in Beograd.

1. The approach to the information strategy

The information strategy is important company's document. Its importance is defined by the fact that in process of creation this document the managers must consult different issues with IT experts (internal and also external). Based on experience there are different models of managers' approach to the information strategy:

- Monopoly – all IT applications are realised by central company department (for example Institute of Information and Communication Technologies on University of Zilina). The thing is that not all users are satisfied with all the applications. This model is typical for the banks and insurance companies.

- Central planning – this type offers possibility of IT independence for parts of holding company. Such model is used in case of Samsung.

- Leading position – it is applied in case of IT company, because the management consider the quality and effectiveness of IT as a key element in market competition. As an example we can mention SEZNAM.CZ, a.s.

- Free market – every user has own information strategy, according to his needs. The thing is that in this model the quality of using IT in company varies very much. This model is very essential for professionals who know what they need.

- Limited sources– this model is typical for small or new companies or for companies where the IT management is very weak.

- Required evil - IT are applied only in case when it is ordered by law, all applications must show high economic return. This model leads to the situation when IT experts leave the company and they are substituted by officers.

In reality the mix of mentioned models is applied. If we want to apply one of these models in our MIS, we should know them. The information strategy is one of the basic company documents. It begins with a vision of company, continues by philosophy of company, strategic objectives and finally the information strategy. The position of the information strategy can be graphically presented in following way:
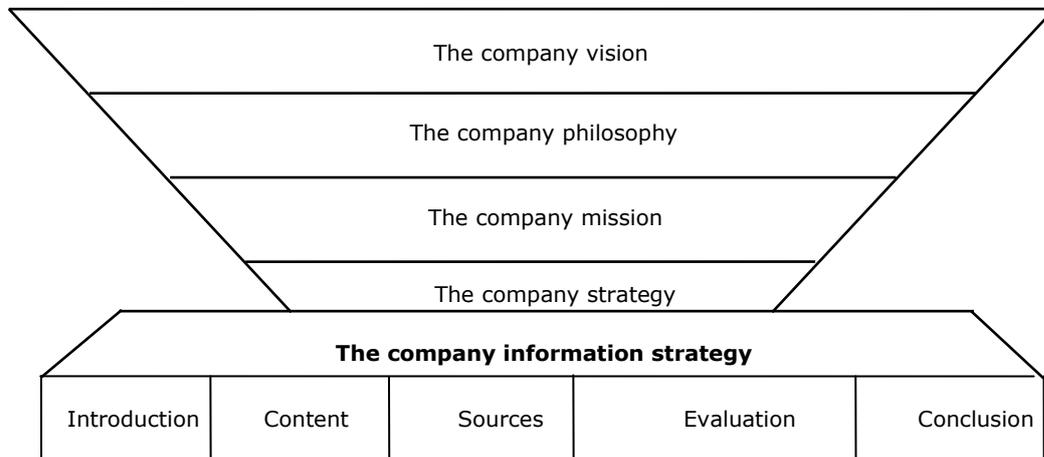
| The company vision |
| The company philosophy |
| The company mission |
| The company strategy |
| **The company information strategy** |

| Introduction | Content | Sources | Evaluation | Conclusion |

Figure 1 the position of information strategy in company managing documents

2. Practical recommendation for creation of the information strategy Second level heading

As we already mentioned, the information strategy is one of the most important company's documents. The management of the company should consider the experiences of other companies, advice of experts in case they decide to create company information strategy. The way how to create successful and suitable company informational strategy is to keep these recommendations:

- owner (CEO) has to actively cooperate on the information strategy creation,
- the creation of IS should consider strategic vision about company development, not only solve present situation,
- it is essential to state weak and strong points of company,
- it is essential to observe development of external as well as internal environment,
- the creation of IS should not consider technical details (technical solution),
- to publish IS (or its part), so that it would be available for company employees.

The information strategy is a document which is more than methodology of applying IT. It is also the expression of company's attitude to IT, digitalisation and external and internal information exchange. As an model of ideal structure of the information strategy it is possible to use that approach:

Documents needed in process of information strategy creation,

- company history,
- company size,
- the position on the market,
- dislocation,
- company management division,
- company range,
- methodology - why to develop the information strategy?
- company structure from the information flow view,
- information needs defining,
- company processes defining.

The information strategy document should have following structure:

- introduction and summary,
- content,
- company processes,
- information sources,
- information flows,
- information flows evaluation,
- conclusion.

The process of information strategy creation is based on collection of documents, analyzing their content, their division into parts. We should continue by making the content, choosing the sources, and finally we should evaluate the sources in contrast to the environment and to the competition. It is essential to work with following structure and to apply basic questions such as why, what, how, who, when and so on. The possible solution is shown in following diagram.
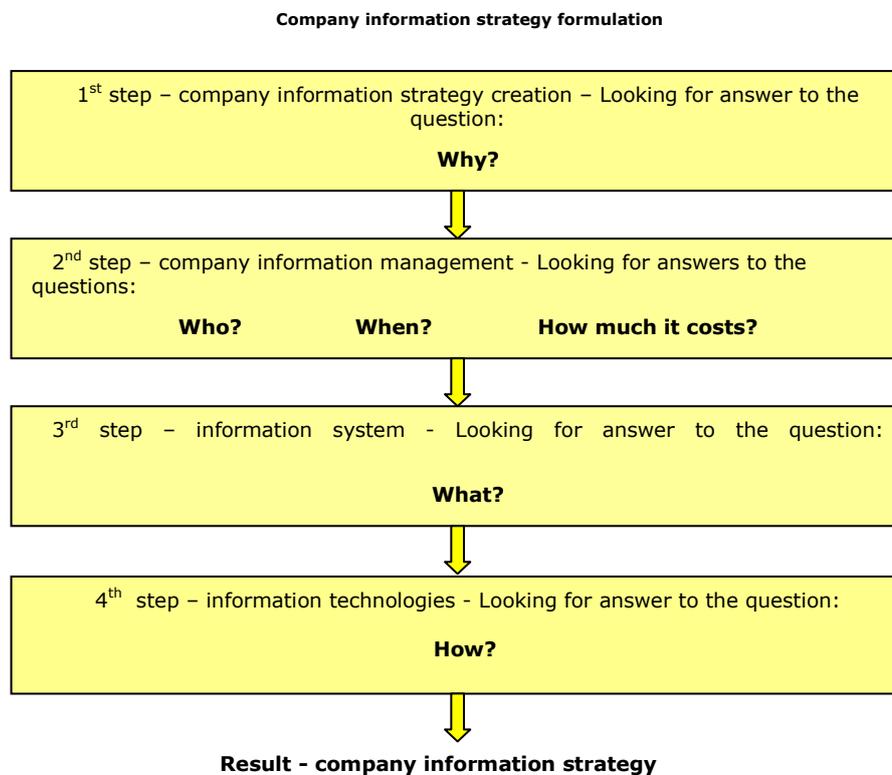
Company information strategy formulation

Figure 2 The information strategy formulation

The theory of managements says that basic sources in management are raw sources, energy, financial sources, human sources and other sources (depends on the company mission) and information sources. Mr. Drucker says that: "The experience and information are the only essential sources nowadays. Traditional production aspects such as land, work and capital did not disappear, but they become less important. The main source of wealth is information and the experience." source: (Drucker, 2006)

The basic business philosophy states that on the top of our thinking should be company vision and philosophy and on the other hand there are company strategic objectives which are derived from vision and philosophy. The information strategy defines methods of working with information and company's know how as well as it describes applying of IT in the company. The information became very important, because they are essential for production of material sources but on the other hand they need lot of human and financial sources. The modern company should consider following three function of the information:

Figure 3 Information functions in company

Conclusion

The experiences described in this article are based on discussions with company employees and responsible institutions. These experiences present different opinions from three different environments and countries- Czech Republic, Serbia and Slovakia. The effective information strategy is one of the features typical for successful companies. Thanks to the huge applying of web technologies into everyday life the aspect of working with data and information is considered to be very important.

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