IT impact on the Business

Emirates

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Introduction

The purpose of this paper is to represent the view on the impact of information technology within the business. To successfully appreciate the topic, the organisation Emirates Airline is chosen. The paper discusses the various use and the impact of information technology along with the benefits and the challenges of the firm due to the implementation of IT.

# Organisation overview

Emirates are the airline industry that is based in Dubai with a destination of almost 161 countries all over the world. It was formed in the year 1985, and they are considered to be the fourth largest airline in the world as per the revenue of the firm. The revenue of the company is almost 13.3 billion, and they are having around 60282 employees (Emirates flights, 2019). The organisation is also considered to be the fourth major in term of the passengers’ carrier airline service in the world. The organisations operate a mixed fleet of Boeing wide-body aircraft as well as Airbus and other few airlines that are being operated within the market.

Information technology within the business

The information technology is the innovative activity that took place within the world for the betterment of the firm and to maintain the activity within the business. It is the study of the system as well as the use of the system for the storing then the sending of information. In the recent world, numerous organisation is using information technology as their primary system to maintain the activity and the various operational function within the market (Ukpabi, & Karjaluoto, 2017). It is the fact that with the use of information technology, the business can effectively store their information and use them for future without any issues. In the business like the airline sector, the use of information technology permits the staff member to execute their activity and operate the flight and the other activities in the airline sector most suitably and effectively. It is one of the best processes to arrangement with the circumstances and provides the valuable information within the market.

Importance of IT for business survival

In recent years the use of information technology is highly essential to transaction with the market circumstances and even to supply some of the best activity within the field. It can be effectively seen that in the airline sector, the use of advanced technology is highly essential to maintain the information and the operational activity of the organisation. The use of information technology allows Emirates to provide the best service to their customers (Tubigi, & Alshawi, 2015). It is the fact that with the help of the technology, the pilot can communicate effectively with the ground staff and provide them the detail information regarding the flight condition. Due to the technology, the organisation is also able to maintain the information of their passengers as there are numerous passengers travel through Emirates daily. It even allows Emirates to effectively communicate with the passengers and provide them the valuable service within the market (Ismail, & Hussin, 2016). The level of security is also enhanced with the use of information technology, and for that, it allows the business of Emirates to operate their flight activity most effectively and suitably. IT is the most effective part of the airline sector.

Analysis of the requirement to apply IT on the business

The implementation of the information technology within the business required effective value for industry with the situation and as long as some of the best activities within the market. In the airline sector of Emirates, the implementation of information technology is already present, but it is highly essential for the business management to effectively plan regarding the upgrading system of information technology within the business (Wang, So, & Sparks, 2017). Planning is the very first step that needs to be discovered by the management team for providing some of the best facilities within the market and also for industry with the market circumstances most rightfully as well as successfully. In most of the circumstances, it could be viewed that the movement of the organisation is to transaction with the market condition and to supply them the analysing factor for understanding the value of the business. Planning even helps to analyse the need of the consumers as well as the staff members within the business regarding the advancement of the information technology (Kumar, 2017). In most of the circumstances, it could be observation that the business activity and the valuable process of the firm are to deal with the marketplace circumstance and even to allow the entire value within the market.

The way information technology is used in the business

The information technology within the organisation is utilised in the various process. It can be depicted that in the airline sector, the use of effective information technology varies according to the operational activity of the firm. In most of the cases, it has been utilised to agreement with the customers and provide them the facility of web check-in then other facilities to enhance the market value of the firm (Bigne et al., 2018). It is the fact that the organisation also uses the information technology for effective communication and information sharing system with the staff members to generate the best and the most suitable working function within the market. In most of the cases it could be effectively seen that the complete value of the firm and the activity has been developed with the valuable process where the industry requirements to communicate efficiently with the staff members along with the investors and the suppliers in the business for enhancing their market growth and their value (Kumar, 2017). Both the internally as well as externally are being used by the firm to expand their market value and their operational function within the market that help to preserve the value of the business process.

The advantages and benefit of using information technology

**Increase the production level as well as saves time:** The use of information technology permits the firm to improve its production level by incorporating the technology within the business activities (Lee, 2016). It is a vital reason for the firm to effectively use advanced technology for continue the movement as well as the value of the business.

**Enhance the communication process:** With the help of information technology, the staff members are able to communicate with each other effectively and provide some of the best value within the market. The use of information and communication technology supports the business to share effective information within the executives and the workforce(Joglekar, Davies, & Anderson, 2016).

**Enhance the data storage facilities:** In the airline sector, the level of information is huge, and mostly, it is considered as the big data (Wang, So, & Sparks, 2017). It is the vital reason that with the use of information technology, the organisation can manage its big data and store them effectively for future use.

**Improve customer relationship:** The use of information technology allows the staff members and the organisation to successfully converse with the passengers as well as offer them the better service (Brida, Moreno-Izquierdo, & Zapata-Aguirre, 2016). It shows that the business requirements to enlarge their market value as well as their thoughtful of the need of the patrons as well as supply them the best service within the field.

Analysis of information technology issue in the business

The information technology has evolved within the market, but at the same time, they are also facing some of the huge challenges within the field, mostly in the airline sector. The challenges that are being faced by the information technology in the organisation Emirates are as follows;

**Cybersecurity:** This lead to the privacy issue of the information as it can be seen that the information can be easily hacked. Providing the cybersecurity to the information of the airline sector is one of the biggest challenges for the information technology (Bigné et al., 2015). It is the primary fact that the whole movement of the firm is to agreement with the market value as well as offer some of the best security options.

**Budget as well as the controlling cost:** The controlling cost of the information technology within the airline sector is considered to be some of the biggest issues to maintain the system (Drosos et al., 2017). It is because the costs of technology in term of the airline sector are relatively huge to provide the best service within the market.

**Cloud computing:** It is the process where big data are being stored for maintaining the operational activity of the airline sector. In this process, the use of a cloud system most of the time creates some of the huge issues for dealing with the marketplace as well as long as the best overhaul to the market.

**Regulatory compliance:** The organisation needs to follow some of the regulation according to the use of advanced technology within the market (Luo, Fan, & Zhang, 2015). The organisation had to face some of the huge obligations with the rules and regulation process as there are diverse views in the diverse country regarding the use of information technology.

**Resource and staff:** It is highly essential for the business to have suitable and skilled staff members for preserve the information technology and the worth of the firm (Riggins, & Weber, 2016). It is the essential activity within the field that the whole value of the industry is to analyse their marketplace and develop the operational function within the team.

Recommendations

The suitable recommendations for the business to maintain their information technology within the market are as follows;

* The organisation need to enhance their security level and secure the information from the hackers by developing the hacking system after every 6 months
* They need to provide effective training to the staff members for enhancing their skill and knowledge regarding the use of information technology within the airline sector
* They need to maintain the rules and regulation of the host country for avoiding the confusion within the business process
* They even need to maintain their cost and budget by controlling the value and the activity of the firm in the most efficient as well as suitable way
* They also need to enhance the technology and provide the best facility to the passengers

Conclusion

The paper eventually concludes the fact that the organisation Emirates airline provides some of the best facilities to its customers with the help of the information technology. The paper even concludes that the use of information technology within the organisation helps to develop the value and the service level of the business and also it allows the market to deal with the circumstances as well as preserve the movement of the firm.