

## **“MAJOR FIVE” TRENDS OF INFORMATION TECHNOLOGY AND MANAGEMENT**

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### **ABSTRACT**

*There are basically five major "Generational Scale" changes to the computing landscape happening at about this time: Delivery platforms are shifting (mobility, cloud, social), communication and collaboration channels are being reinvented (Web, mobile, social), the consumer world of technology is driving innovation, and data is opening up and exploding out of the proliferating apps, devices, and sensors that organizations are deploying or are connecting to. The use of information technology recourse is a privilege that imposes certain responsibilities and obligations on users and subject to policy and applicable law. Acceptable use must be legal, ethical, reflect honesty, and show restraint in the consumption of shared resources. It demonstrates respects for intellectual property, ownership of information, system security mechanisms, and the individual's rights to privacy and freedom from intimidation, harassment, and unwarranted annoyance.*

**Keywords:** IT Resources, Smart devices, Social media, Cloud computing, Consumerization of IT, BigData

### **INTRODUCTION**

Information Technology is something; This Paper focused on the latest trend of Information Technology, which is the requirement of any business to succeed. "Information Technology Resources" are computing electronic storage, communication, and presentation resources which are provided by as per information technology and management sector.

### **OBJECTIVES OF THE STUDY**

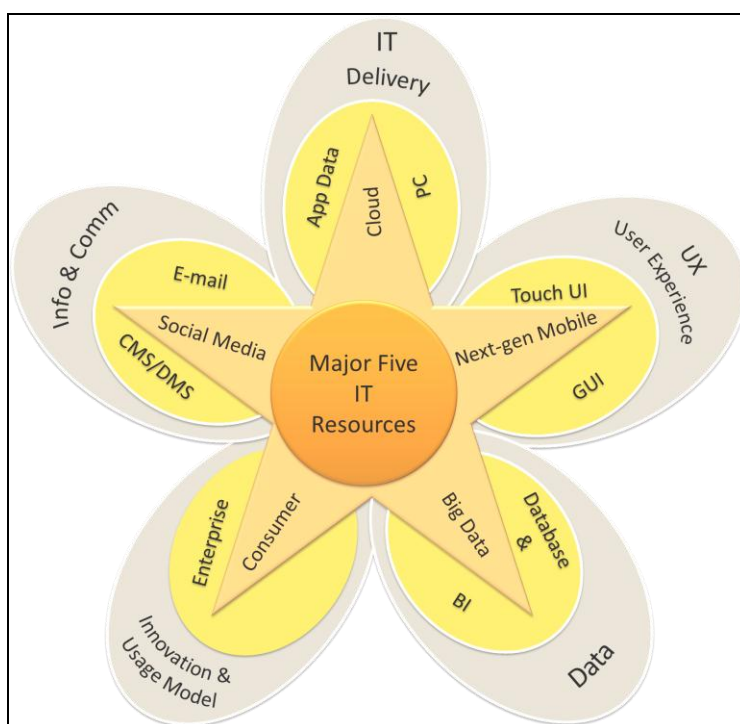
The present study focuses on the following objectives:

- Continue developing and maturing of the Information Technology Division into a "world class" organization.
- Effectively and efficiently implement the Strategic Plan to improve the access, application, and quality of information and computing technologies utilized and the region to optimize and exchange intellectual capital.

- Provide stable and reliable network and enterprise technology systems to support the effective and efficient operation of institutional processes.

The Paper throws light on the major five trends describes as below:

1. Smart Devices and Tablets are Next-Gen Mobile
2. Social Media – Social Business and Enterprise 2.0
3. Cloud Computing
4. Consumerization of IT
5. Big Data



## Smart Devices and Tablets are Next-Gen Mobile

Next generation mobile (which includes smart devices and tablets) is projected to equal PCs in market number in three years or so. This means that business people will expect to do nearly everything mobile. More powerful and smaller tablets are coming out in the market. Microsoft is coming in with Surface and Windows 8.

HLL (Hindustan Lever Limited), which has provided tablets to his sales officers so that they could be, reach at any time and easy to caring and maintaining. In 2015 the tablet market will be 479 million units whereas the PC market will be only just ahead at 535 million units.

This means tablets alone are going to have effective parity with PCs in just 3 years. In the meantime, iOS and Android have a lot to learn and to build up to begin to match this world, though they are starting to make progress in this regard. From app stores to HTML 5, the

large and easy to access application universes of next-gen mobile immediately triggers a security lockdown response (right reaction, wrong response) from IT.

## **Social Media - Social Business and Enterprise 2.0**

While mobile phones technically have a broader reach than any communications device, social media has already surpassed that workhorse of the modern enterprise, e-mail. Increasingly, the world is using social networks and other social media-based services to stay in touch, communicate, and collaborate.

Social Media = Information Sharing

Social media isn't just for friends anymore. IBM calls it "social business" and they even have a vice-president for social media. The top uses for social business are events promotion and marketing campaigns, sales lead and revenue generation, product and service support and direct selling to customers. Twitter is real-time feedback for any activity. The more significant value propositions of social require business transformation. Maintaining a Facebook page and Twitter account is relatively straightforward and necessary, but it usually won't generate significant growth, revenue, or profits by itself either.

## **Cloud Computing**

The cloud makes it possible for you to access your information from anywhere at any time. Cloud computing is being adopted steadily for non-mission critical applications and some are now even beginning to downsize their data centers. Cloud computing, the use of computing resources, (hardware and software) those are delivered as a service over a network (typically the Internet).

### **Types of clouds**

There are different types of clouds that you can subscribe to depending on your needs. As a home user or small business owner, you will most likely use public cloud services.

- 1. Public Cloud** - A public cloud can be accessed by any subscriber with an internet connection and access to the cloud space.
- 2. Private Cloud** - A private cloud is established for a specific group or organization and limits access to just that group.
- 3. Community Cloud** - A community cloud is shared among two or more organizations that have similar cloud requirements.
- 4. Hybrid Cloud** - A hybrid cloud is essentially a combination of at least two clouds, where the clouds included are a mixture of public, private, or community.

Cloud computing entrusts remote services with a user's data, software and computation." Amazon launched its Amazon Web Service (AWS) on a utility computing basis in 2006. Various services have emerged since then with Google (e.g., Google Apps and Google Drive) and other providers giving their own services.

Business agility, vendor choice, and access to next-generation architectures are all benefits of employing the latest cloud computing architectures, which are often radically advanced compared to their traditional enterprise brethren. Reliability and performance perceptions an

issue is moving the enormous datasets that enterprises now possess into and out of the cloud quickly enough.

## **Consumerization of IT**

Enterprises which don't steadily consumerize their application portfolios are in for even lower levels of adoption and usage than they already have as workers continue to route around them for easier and more productive solutions. Next Generation Users are not passive consumers, but have revealed they are more likely to produce their own online content, such as writing blogs, maintaining personal websites, or engaging in social networking. They also regard themselves as highly engaged in political processes.

“Consumerization is the growing tendency for new information technology to emerge first in the consumer market and then spread into business and government organizations.” Consumerization of IT “refers to the use of personal consumer electronics at work -- like iPhones and tablet PCs – [and] also online services, including online data storage, Web-based email services ("web mail"), and social media or social networking sites like Facebook and Twitter.” More companies around the world are providing support for personal devices. There are security risks, however.

Another decentralized and scalable solution is, as with next-gen mobile, to help workers help themselves to third party apps that are deemed safe and secure. Usability and low barriers to participation won't exist until 3rd party vendors, which provide a large percentage of IT (often on lengthy upgrade intervals), get the message and overhaul their apps.

At one point, neither was open source, but eventually an industry that provided value-added services emerged. IT departments can begin programs in partnership with other large companies (to distribute the work) to certify Cloud, and mobile apps and train workers on data safety, backup, and integrity for example.

Longer term, companies will imbue their IT service design, solution acquisition, and delivery with user experience and design approaches and fresh ideas from the consumer world. This will drive more worker productivity, less user support, and higher innovation in IT solutions.

## **Big Data**

Businesses are drowning in data more than ever before, yet have surprisingly little access to it. The use of Big Data has a number of upsides but also many challenges related to security, privacy, analysis and interpretation.

There are number of approaches to processing and analyzing Big Data, but most have some common characteristics. Namely, they take advantage of commodity hardware to enable scale-out, parallel processing techniques; employ non-relational data storage capabilities in order to process unstructured and semi-structured data; and apply advanced analytics and data visualization technology to Big Data to convey insights to end-users.

The term "big data" was coined to describe new technologies and techniques that can handle an order of magnitude or two more data than enterprises are today, something existing RDBMS technology can't do in a scalable manner or cost-effectively. Big Data to see the major opportunities it offers on the business side. Big data requires many new skills. There are a host of advanced technologies and new platforms to learn to be effective with big data.

Big data requires a mindset change as much as a technology update. This means making open data a priority for the enterprise as well as an operational velocity that hasn't been a priority before. This means organizational refinements must be made to tap into the greater potential.

## CONCLUSION

From this paper it has been identify that the endless and seemingly real-time flow of useful and highly innovative new mobile and Web apps for managing travel, money, news, communication, productivity, and countless other key functions. In order to stay relevant IT departments must be prepared to take a "Big Leap" to meet the "Major Five". Major Five means IT must start leading the business models and evolution of the organization. This almost certainly means open supply chains and enabling strategic IT abundance via designed loss of control coupled with emergent and agile approaches to IT. It could be concluded that for any system to succeed usage of IT Resources are compulsory.

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