IT 550 Management of Information Technology

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Organization Profile

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Organization and Structure

Vermont teddy bear was founded in 1981 by John Sortino. In 2003, the company acquired high end florist Calyx and Corolla and renamed it Calyx Flowers. This made Vermont have three brands which are Bears, PajamaGrams and Calyx Flowers. There are 200 employees currently available of which 7 are in the IT department who have good expertise but in few specialties. The organization structure is a flat organization structure. It has a less well-defined chain of command. The technologies used in the organization are direct marketing through phone and website supported by different software (Gogan & Lewis).

The intellectual property rights are dealt with by the organization by given rights to the creator of the product over a period of time. The privacy policy of the organization is not to disclose any personal information of a customer or client’s data. A customer or client’s personal information is protected. The information collected will be used to process transactions, improve customer service, and to send emails. The technology usage policy of the organization is that employees are not to use the company’s LAN after-hours for activities that do not provide any true value to the organization. With password management and recovery mechanisms, if a network element failed, built in redundancy allowed the sales order entry systems to continue working so that orders do not get tampered with. A best of breed of approach has been adopted where different enterprise applications have been used to support transaction operations (Gogan & Lewis).

The size of the community is 80%. Product purchases are mainly by adults during valentines and mother’s day. The primary costumer is late jack an internal moniker describing men who orders bears at the last minute instead of buying flowers or chocolates for wives, mothers or girlfriends. In terms of demography, there is drop in young adult males. With three different brands and four different channels which are retail, phone, web and mail, and supported by different software, it creates a spider web of connectivity. With users requesting enhancements, there are a lot of systems that have not been managed effectively (Gogan & Lewis).

Existing internal rules and standards for information technology IT governance in the organization are, an enterprise wide approach is to be adopted that is the business and IT must work together to define and control requirements. A shared, cohesive view of IT Governance is needed across the enterprise based on a common language. Management responsibilities and accountabilities in the business as well as IT must be defined. An agreed IT Governance and control framework is required. An agreed framework for defining IT processes and the controls required to manage them must be defined for IT Governance to function effectively. The processes for IT Governance need to be integrated with other enterprise wide governance practices so that IT Governance does not become just an IT owned process. The framework needs to be supported by an effective communication and awareness campaign so that objectives are understood and the practices are complied with. Incentives should be considered to motivate adherence to the framework. Trust needs to be gained for the IT function (in house and/or external) For IT Governance to work the suppliers of IT services and know-how need to be seen as professional, expert and aligned to customer requirements. Measurement systems will ensure objectives are owned and monitored. Creation of an IT scorecard will underpin and reinforce achievement of IT Governance objectives. Creation of an initial set of measures can be a very good way to raise awareness and initiate an IT Governance programme (isaca.org).

IT Vision and Mission

Through the use of a fully integrated information technology system, the Vermont Teddy  
Bear Company will provide the best customer service to their consumers across the three brands.  
This collective organization of all three systems will allow a robust customer relationship  
management system to be best established and will make the business more successful by cross  
selling to the individual customers of the three brands. Ideally, the IT department along with the  
business managers will be able to reach a solution for the various applications and systems  
currently connected through middleware that will allow optimization of the system during the  
peak seasons of orders. The IT department will also provide support in all ways possible for the  
various applications and systems to the best of their ability.  
The IT mission of the organization is to provide support for the business applications and  
systems in an effort to help the business provide the very best customer service to its consumers  
during normal operations and during peak seasons.

References

Gogan J., & Lewis M., (2011)

*Peak experiences and strategic IT alignment at Vermont teddy bear*. Journal of Information Technology teaching cases. 67-70

National Computing Centre. *IT governance.* Retrieved from www.isaca.org