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## INFORMATION ARCHITECTURE AS AN IMPORTANT FACTOR OF CONTEMPORARY BUSINESS

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**Abstract:** *Modern business trends require the implementation and development of information architecture in the business world as the latest achievement in terms of achieving productivity limits. This is an important way for efficient support in the operations of all companies. The goal is to create the basis for a good strategy, research and development of deteriorating information material. This would give an answer to the question: How to achieve efficiency within a complex organization?*

*The goal is to achieve mutual cooperation of all IT companies, i.e. "That everyone agrees and everyone is sitting on the same side of the table." This change in business and IT culture is becoming a practice that requires time for adoption and customization. The final outcomes should be reflected in the organization by eliminating unnecessary repetition of work. The key factor for the modern operation of companies focused on economic efficiency is the information architecture that structures important determinants as follows.*

*Building a computer network in this area is an imperative of the "21st century". Computer Internet technology is used to design and set up networks in the company or client, such as LAN, WAN, intranet, and extranet technologies. Network specifications are defined which computer Internet technology needs to be installed in order to use it to implement the plans. The goal is solve problems with network security and network management. For competitive advantage, companies need an architecture consisting of modern business communications, which involves the efficient use of Internet information technologies. Success needs to be constantly implemented with new insights that bring about successful business. The goal is to adapt to all the changes that are being made in the field of IT technologies in order to successfully incorporate new programs. Continuous monitoring of new knowledge in the world enables gradual mastery of certain levels of useful performance for effective communications for the own business of companies, as well as for their assessment of useful performance of the Internet network and the entire IT system. The goal is to identify changes in the external and internal environment that affect those systems.*

*The focus is on computer networks and system administration. That said, it is desirable that more and more companies in the world engage more and more employees in computer hardware and adequate modern equipment. The world is dominated by the success*

*of computer engineering and electrical engineering. Consequently, the most effective communications programs in the Internet, these programs include world-class programs related to computer programming, networking or system design. Practice in the world says that network technology is constantly changing, which means that busy administrators - developers and the like. they must constantly participate in the development of IT technologies to keep up with the latest developments.*

## **1. INTRODUCTION**

Modern business communications involve the efficient use of Internet information technologies. For success, the new internet architectures and the new knowledge of successful business should be constantly implemented. The goal is to adapt to all the changes that are being implemented in the field of IT technology in order to successfully incorporate ever new programs. Continuous monitoring of new knowledge in the world enables a step-by-step overcoming of certain levels of useful performance for effective communication for the company's own operations, as well as for their assessments of the useful performance of the Internet and the entire IT system. Modern business requires continuous monitoring of new changes in the external, as well as internal environment that depends on these systems.

The focus is on efficient information structure, computer networks and system administration. This suggests that it is desirable that in a large number of companies in the world more and more employees are employed on computer hardware and in adequate modern equipment. The world is dominated by the success achieved by computer engineering and electrical engineering. Accordingly, the most effective communication programs in the field of the Internet, these programs include world-class classes related to computer programming, networking or system design. Practice in the world says that network technology is constantly changing, which means that employed administrators, developers, and so on must constantly participate in the development of IT technology to track the latest achievements.

It should be known that each work environment encompasses internal and external factors of the development of Internet technologies and their architecture in order to achieve efficient business in that sector.

Basically, the goal is to achieve a high quality of relevant factors of communication and information technologies.

The important question is: how to achieve quality in this? The most important quality characteristics in the IT sector are:

### **1. Analytical skills**

The structure of the work of employees refers to the assessment of the quality of networks and systems. This is done in order to ensure reliable operation and forecast new requirements for the needs of clients that are often subject to change.

### **2. Communication skills**

They are introduced in order to describe problems and find their solutions.

### **3. Necessary multi-year innovative skills**

They are being implemented simultaneously on many problems and tasks.

### **4. Problem solving skills**

It is implemented quickly in order to efficiently solve the problems that occur with computer networks. Key factors are:

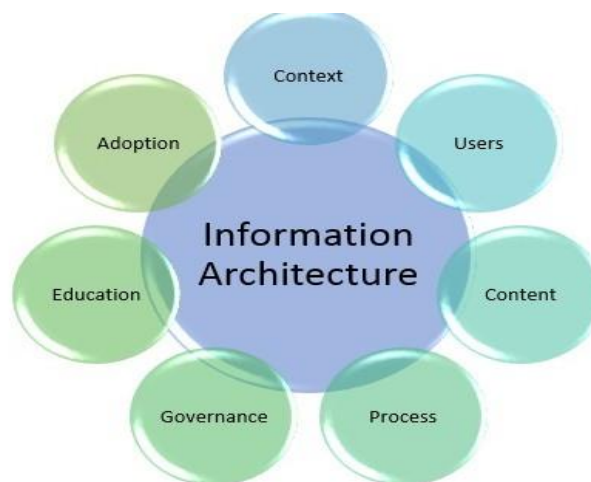
- Design of computer systems and related services as the main information architecture for modern business

- Efficient information
- Educational services - education, training
- Finance and insurance
- State, local and private sectors and so on.<sup>1</sup>

## 2. INFORMATION ARCHITECTURE AS THE KEY TO SUCCESSFUL BUSINESS DEVELOPMENT

Organizing human resources to manage and design jobs in IT communication technologies focused specifically on architecture suitable for Internet communications in the business world, is carried out with competent computer system experts. Employees in companies in the design of computer communication systems belong to the most important and most modern service industry today (Figure 1).

The key issue is to constantly develop the following components: Users, Content, The process, Management, Education and Adoption.<sup>2</sup> The system of work includes the inclusion of IT workers, such as: 1. Computer support experts, 2. Database experts, 3. Computer network architects and 4. Computer and information systems managers.



*Figure 1. Information architecture as key factors of economic development*

### 2. 1 The role of the computer network in the Internet of modern communications

Bearing in mind the modern, business and complex system that is changing at a fast pace today, every management has in mind that this is exactly the most critical part of almost every organization. The goal is to efficiently organize preventive measures for ensuring quality of business on the bases of all parts of the computer system involved. The organization involves the process of including all local networks (LAN), broadband (WAN), new network segments, intranets and other data transfer systems.

The efficiency of implementing modern networks involves the use of: Quality network hardware and software, why it's needed on a permanent basis: upgrading and repairing networks as well as ensuring the proper functioning of the system, a maintenance of network and computer system security, assessing the optimal performance of networks of the communication system, increase of the user's network, updating the security clearance online, training users for proper use of hardware and software, Troubleshooting when a user or an automated monitoring system warns you to there is a problem, and so on. Employed

<sup>1</sup> what Network and Computer Systems Administrators Do, <https://www.bing.com/s>

<sup>2</sup> <http://bobmixon.com/wp-content/uploads/2014/03/ia672x417-672x372.jpg>

administrators should manage the organization's organizations and mobile equipment. Then you can successfully ensure that the e-mail and data network works properly. This contributes to workstations functioning efficiently and stay connected with the central computer network. In practice, it is customary for specialists or administrators to manage telecommunications networks. They help network designers and architects to succeed:

- 1) analyze network models,
- 2) participate in decisions about the purchase of future hardware or software to upgrade your organization's network,
- 3) provide technical support to computer users,
- 4) supervise computer support experts to help solve user problems, etc.<sup>3</sup>

### 3. THE PASE OF TECHNOLOGICAL CHANGE

According to Hilbert and Lopez, the exponential pace of technological change (a kind of Moore's law) is identified: i.e. more capability of specific applications for calculating information per capita is obtained. The goal is to integrate these products with organizational needs, infrastructure and installation, that is, customize and maintain these applications for computer users of the organization. In the world of information technology, companies act as "technical sector" or "technology industry". For example, in a business context, the America's Information Technology Association defined information technology as "a study, design, development, application, deployment, support, or management of computer information systems."

This includes network administration, software development and installation, as well as planning and managing the life cycle of an organization, thus continuously maintaining, upgrading and replacing hardware and software. The business value of information technology lies in the automation of business processes, decision-making information, linking business with its customers, and providing productivity tools to increase efficiency.<sup>4</sup>

The Importance of good internet architecture in the world? Internet architecture has the ability to transfer information and data across different servers and systems. As an important internet technology in many different industries, it enables people to communicate with each other through network tools<sup>5</sup>.

Can be transferred in the form: 1. Interactive websites and blogs; 2. In the form of file sharing and downloading a document<sup>6</sup>. Iternet technology is an architecture that leads to the concentration of a huge amount of information available to anyone who can access the Internet<sup>7</sup>.

### 4. CONCLUSION

The development of efficient information architecture is constantly expanding and improving its references, which speeds up the information business world. With technologies

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<sup>3</sup> Network and Computer Systems Administrators

Administrators maintain network LANs, WANs, and intranets

<sup>4</sup> Jeremy, Butler, G.( 2012)., [A History of Information Technology and Systems](#), University of Arizona, pp. 148.

<sup>5</sup> Wu, Suzanne, "[How Much Information Is There in the World?](#)", USC News, University of Southern California, 2013. p.38.

<sup>6</sup> [www.reference.com/technology/internet-technology-72ebcb288063d706](http://www.reference.com/technology/internet-technology-72ebcb288063d706)

<sup>7</sup> <https://www.bing.com/images/search?q=information-technology>

that use the Internet, the speed of information transfer is increased, more information is available and various processes are performed that were not possible in the past. Internet technology has changed and will continue to change, the way the world wants it and how people want to interact in everyday life.

Computer Internet technology refers to devices, software, hardware, and portable protocols used to connect computers or their networking so that they can receive or send data from one computer to another within a network such as the Internet. Computer networks are modern Internet technology for designing and setting up networks for their employer or client, such as LAN, WAN, intranet, and extranet.

Depending on the plans that are being implemented, network specifications are determined. Finally, it can also be concluded that. The internet global system makes the construction of interconnected computer networks that use the Internet protocol to connect devices around the world. It is a network that consists of private, public, academic, business and government networks from a local to global scale, linked to a wide range of electronic, wireless and optical networking technologies. The hierarchy of ICT, contains a certain degree of common actions, are related to technologies that facilitate the transmission of information, as well as related to various types of electronically communicated communications.

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## **ИНФОРМАЦИОННАТА АРХИТЕКТУРА КАТО ВАЖЕН ФАКТОР ЗА РАЗВИТИЕТО НА СЪВРЕМЕННИЯ БИЗНЕС**

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*Ключови думи:* информационна архитектура, икономикс, съвременен бизнес, мрежова сигурност, мрежово управление.

*Резюме:* Съвременните тенденции при развитието на бизнеса изискват използване и усъвършенстване на информационната архитектура, като най-ново постижение при използването на ограничени ресурси на производството. Това е важна стъпка за ефективна подкрепа на компаниите при осъществяване на тяхната

основна стопанска дейност. Целта е да се създаде основа за добра стратегия, изследвания и обработване на не надеждна информация. Това би дало отговор на въпроса: Как да се постигне ефективност при големите корпорации?

Целта е да се постигне взаимно сътрудничество на всички ИТ компании, т.е. „Всички са съгласни и всички седят от една и съща страна на масата“. Тази промяна в бизнес и ИТ културата се превръща в практика, която изисква време за приемане и персонализиране. Крайните резултати трябва да бъдат отразени в организацията чрез премахване на ненужното повтаряне на работа. Основният фактор за модерното функциониране на компаниите, фокусирани върху икономическата ефективност, е информационната архитектура, която структурира важни детермини, както следва.

Изграждането на компютърна мрежа в тази област е наложително за „21 век“. Компютърната интернет технология се използва за проектиране и настройване на мрежи във фирмата или за клиента, като LAN, WAN, интранет и екстранет технологии. Мрежовите спецификации определят коя компютърна интернет технология трябва да бъде инсталирана, за да се използва за изпълнение на плановете. Целта е решаване на проблеми с мрежовата сигурност и управлението на мрежата. За конкурентно предимство компаниите се нуждаят от архитектура, състояща се от съвременни бизнес комуникации, която включва ефективно използване на интернет информационните технологии. непрекъснато трябва да се прилагат нови идеи, които водят до успешен бизнес. Целта е да се адаптират към всички промени, които се правят в областта на ИТ технологиите, за да бъдат успешно включени нови програми. Непрекъснатото наблюдение на новите знания в света дава възможност за постепенно овладяване на определени нива на полезно представяне за ефективна комуникация за собствения бизнес на компаниите, както и за тяхната оценка на полезното представяне на интернет мрежата и цялата ИТ система. Целта е да се идентифицират промените във външната и вътрешната среда, които засягат тези системи.

Фокусът е върху компютърните мрежи и администрирането на системата. Въпреки това е желателно все повече компании в света да наемат все повече служители и да закупват компютърен хардуер и адекватно съвременно оборудване. Светът е доминиран от успеха на компютърната техника и електротехниката. Следователно, най-ефективните комуникационни програми в Интернет, тези програми включват програми от световна класа, свързани с компютърно програмиране, изграждане на мрежи или дизайн на системи. Практиката в света казва, че мрежовите технологии постоянно се променят, което означава, че са съответните администратори - разработчици и други трябва постоянно да участват в развитието на ИТ технологиите, за да бъдат в крак с най-новите разработки.