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Management Information Systems

Lesson Six: The Cloud

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SWOT ANALYSIS

Strengths: The cloud would offer my organization a competitive advantage. For instance, the cloud will help our internal systems operate more expeditiously and efficiently such as when seeking to obtain pertinent information from the Internet, or when sending general emails keeping everyone abreast about setbacks and developments. Thus, the cloud will improve the overall quality and rate at which we conduct business.

Weaknesses: I am employed with a non-profit organization who hires many formerly incarcerated persons to do community-based work geared towards providing employment to justice involved youth in underserved communities. Therefore, a major weakness that we are suffering from is that many members of my team are not as tech savvy as we would like them to be. This has slowed up work performance significantly as we have had to train team members in the rudiments of computer literacy. The time spent training could be invested into other more pertinent endeavors that would make us more efficient as a unit.

Opportunities: The cloud offers potential opportunities to expand the company's brand into markets beyond our local sphere. With growth comes more opportunities to maximize the company's untapped potential. The cloud will allow us to access more information at a faster rate and share this same information with our partners across the globe. In addition, the cloud will help us process shipping orders, and payment of services more expeditiously as well.

Threats: Arguably the biggest threat to an organization and/or company that uses the cloud is from hackers who are hell bent on wreaking havoc in our lives. Unfortunately, these are factors that we have no control. Another threat comes in the form of competitors who have purchased more online storage, which essentially gives them more space to conduct business in the cloud.

REASONING

My reasoning behind why my organization will move to the cloud is because the benefits outweigh the harms. The cloud offers businesses the opportunities of being connected to the Internet which means they have access to more information. This point cannot be overstated simply because we are currently living in the information age where the more information you obtain can be the reason why your business succeeds and another fails, or vice versa. Thus, it is

incumbent upon business owners and their employees to empower themselves with the latest information centered around giving them an advantage over their competitors.

In addition, outsourcing the storage of data to the cloud helps reduce the costs associated running a business significantly. This will afford the business an opportunity to utilize these resources in areas that the business is deficient in, or where it can help to empower employees as in a boost in their salaries. The goal, however, of any business is to generate a profit, and investing in the cloud is a surefire way to reduce overhead costs which have the tendency of cutting into equally significant tasks that are often overlooked and neglected.

Finally, the cloud helps businesses become more efficient in how they conduct business. In addition to generating a profit, this should be everyone's business goal: to minimize unnecessary dilemmas while simultaneously maximizing the potential of everyone involved with the enterprise. The cloud can help in this regard. Thus, these are just some of my reasons why I would invest in the cloud.