

## The Components of a Business and How IT Plays an Integral Role in Maintaining a Business

*All businesses follow an organization of their components that allow their business to thrive; however, none can succeed properly without Information Technology to support all their departments. IT allows for a business's processes to run efficiently in all departments and allows each department to reach its full potential in providing a healthy experience for consumers and employees alike.*

### How other components contribute to a business

The main organization of a business consists of operations, marketing, sales, finance, and human resources (HR) and while these are the core factors in running a business they all require smaller and more specific components to help a business run more efficiently. In marketing, public relations are often used to maintain “earned media and long term reputation management, aiming to build trust and credibility with key stakeholders,” (RBS May, 2024). Public relations fit perfectly with marketing since marketing focuses on short-term earning goals while PR focuses on the long-term earning goals. Supply chain management works as an equal exchange system where if the supply chain is benefitting from cost-efficient production the company will benefit as well from its high sales and stocks for its consumers. All components of a business rely on a decent supply chain management relationship which includes “good supplier relations, characterized by real-time communication and trust, lead to the streamlining of procurement processes, thus reducing lead times and enhancing the supply chain's overall responsiveness to market changes,” (Seattle University, 2024).

### How IT fits into a business's organization

Information technology (IT) is an intricate part of most businesses mostly utilized in operations, finances, and even in marketing. Its most prominent use is to support businesses and handle factors that might be out of a business's control such as a security breach. IT infrastructure is critical in maintaining a business's operations such as running a fast and easily accessible

website for its consumers, improving employee efficiency, and collecting data in a quick and efficient manner to help companies make short-term and long-term decisions without needing to manually collect the data itself (IBM, 2025). While IT tends to be seen as only a support system, without it most businesses would have limited functionality with their departments and it would affect how much of their products they could be selling to consumers.

### Roles and responsibilities for IT

While every business has its own individual technical needs, some responsibilities IT tends to play are analyzing technical problems, developing and implementing computer-based systems for businesses, and working with consumers to identify issues and provide solutions to ensure a smoother process and experience when using a business (CSU Global, 2021).

### How IT should be organized within a business

IT has its own organizational structure that works with businesses depending on what their technological requirements are such as security and development. Similar to a business, IT does not work as a vacuum, it instead requires versatility within its organization to manage any risks including ones they have little to no control over.

### Conclusion

A business cannot thrive without its products or its consumers purchasing said products, it requires an entire organizational system to run smoothly. IT acts as the business's backbone rather than as a small piece of the system. Despite both organizational systems not working in vacuum, they can work together to help the other maintain efficiency. IT plays one of the most important roles in running a business by supporting each individual part of the business and allowing them to reach their full potential both individually and as a team.

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