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A study on quality of IT services obtained by IT enabled organizations of Ahmedabad & Baroda Zone

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1) Introduction

Information Technology has changed the way that most companies do business. INFORMATION TECHNOLOGY (IT), as defined by the Information Technology Association of America (ITAA), is "The study, design, development, implementation, support or management of computer-based information systems, particularly software applications and computer hardware." IT deals with the use of electronic computers and computer software to convert, store, protect process, transmit, and securely retrieve information. When computer and communications technologies are combined, the result is information technology,

INFOTECH

Information Technology (IT) is a general term that describes any technology that helps to produce, manipulate, store, communicate, and/or disseminate information.

Information Technology is integrated to IT enabled organization's all operation include production, operation, HRM, processes, Marketing, Financing. It is important that information system must run smoothly, accurate and maintain maximum uptime. For that service organization can go with in house IT department or outsources it. IT Company that provide IT services to different organization of different industry that have to measure quality of IT service that make proper input for productivity of organization. IT services like hardware, Network, AMC, FMS, Datacenter, Application development, etc. is provided by IT Company. This study will measure quality of IT services that IT Company provide to organization. It will help to improve quality of IT services, and will check satisfaction of customer and preference toward local player and national player of IT service provider.

2) Statement of the Problem

The cost of delivering IT service and support continues to be a significant part of the overall IT budget. Basic metrics used to evaluate IT service and support delivery have existed for decades; however, they often lack the ability to align IT service and support with business value. Although the IT service desk still remains the major component of the IT organization's service and support strategy, IT organizations need to look beyond the Level 1 support metrics of the IT service desk to measure the efficiency, effectiveness and value of the entire IT service and support organization.

3) Short Literature Review

Organizations are motivated to outsource ICT services by factors such as cost saving, focus on organization's core business, improvement of technology and service quality, and access to knowledge and technology that the organization does not have, among others (Prado & Takaoka, 2002). As a result, outsourcing projects have become more common, and currently a project may involve several organizations globally distributed. This increased the risk involved in outsourcing processes, since outsourcing has increased the number of people and computerized networks that store and manipulate the organization's information. Given this scenario, the risks involved in managing outsourcing projects have grown in importance in recent years. (Goodman, S., & Ramer, 2007).

Outsourcing Services

There are several ways of classifying information technology and Communication (ICT) resources and activities. This is because ICT is present in most organizational activities and is an integral part of their processes. Additionally, the increasing technological developments have made available new technology to organizations and, as a consequence, suppliers have diversified the services offered to organizations. This diversity allows us to classify the services from several viewpoints. Many authors have classifies ICT services (Kliem & Ludin, 2000) (Leite, 1995). The outsourcing annual edition (2009) classifies ICT services based on ICT supply market. (Smith, M., Mitra, & Narasimhan, 1996), classify services in terms of resources used and project features, and (Looff, 1997) classifies services as a function of information systems, their components and activities. Table 1 shows, based on these studies, the classification of ICT services adopted in this research.

Table 1. Scope of outsourcing based on services offered by ICT market

Category	Services
Infra-structure	· Data center / ASP (1) · Facilities services and maintenance · Helpdesk · Networks and servers · Storage · Network Security · Print · Technical Support
Systems	· Applications · Legacy systems · System development and maintenance · Business process outsourcing
Planning and organization	· Methodology implementation · Contingency plans · Consulting and troubleshooting
Miscellaneous	· Typing Services · Employee Training · Desktop publishing · Others

Legend :(1) ASP – application solution provides.

Types of Outsourcing Models

The outsourcing models can be classified in several ways. Leite (1994) classified the models of outsourcing based on the number of suppliers involved. For this author, depending on the outsourcing strategy, the organization may choose to outsource ICT to a single vendor (homogeneous model), or multiple vendors (heterogeneous model). In the first model the organization is very dependent on the supplier, thereby increasing their vulnerability. Moreover, it will be

easier to integrate the various outsourced services, in addition to the reduced cost of coordination, since it will manage only one vendor. The second model, called heterogeneous, consists of contracting multiple vendors. In this model the organization seeks to gain access to better skills and abilities. For this reason, it delegates the management of ICT services to many suppliers by selecting those that offer better conditions for each activity. Although this choice may seem beneficial, it can reach a level of great diversity, making it difficult to manage technical and administrative activities.

Cohen and Young (2006) identified eight different models of outsourcing.(Cohen & Young, 2006)

a) Internal delivery. The ICT service is provided by organization internal staff, and can also be considered as homogeneous;

b) Shared Services. It creates, in essence, an internal department to provide services to the organization as a whole;

c) Independent Company. This model represents a step forward compared to the Shared Services model, because it created a new company that will offer ICT services not only for the corporation but also for the ICT market;

d) Total Outsourcing. In this model the organization outsources, through a single contract, with a single outside vendor, most of ICT activities;

e) Prime Contractor. In this model the organization hires one vendor to provide a range of services, but allows this vendor to subcontract other providers that have better skills to delivery specific services;

f) Best-of-breed consortium. In this model, different from the Prime Contractor Model, the client chooses the best providers for each ICT service, and after that, choose a vendor to manage all the suppliers;

g) Selective outsourcing. In this case, the organization selects and manages all suppliers. The organization chooses the most appropriate suppliers to perform each service that is necessary;

h) Joint Venture. It is the creation of a new business organization by two or more partners.

Process improvement for higher service quality

In intangible fields such as IT Service Management or Service delivery in general, quality approaches have shifted many years ago from product quality to process quality, and more recently to service quality. From a product perspective, quality relates to the final product and measures its intrinsic attributes. But in the case of services, that measure is often difficult to capture. If in the case of a product, processes insure that the final product will be of the required quality, in the case of services the process is part of the service delivery. Thus approaching quality from a process perspective should lead to a high quality result. This is no secret, every life critic services have been doing this for decades; a good example is the aviation and all the processes in place to make sure there is no incident and that if an incident should occur that it will be solved before it becomes an accident. Following this approach, structured processes based on a standard or best practices lead to improved efficiency and thus better results. We can conclude that by improving the process of a service, the quality of your services will also improve. (Betry, Picard, Renault, & Valdés, 2010)

Measure the success and effectiveness of an IT Service quality and cost efficiency.

Most IT organizations measure quality of service as defined in Service Level Agreements, Customer Satisfaction surveys, and KPI's. However, measuring cost efficiency is more complicated. Budgeting and expense management indicate whether your costs are going up, down, or staying level.

Benchmarks provide a comparison against historical data, generally lack real-time market intelligence, and, potentially, risk inaccurate service level and functional comparisons.

The solution is an IT Infrastructure Assessment that baselines your existing operations by looking at your staffing, the technology and financials, followed by a comparison to real-time market pricing and service offerings. With this approach, you will know how your costs compare to today's current market by service area, giving you the information to decide whether it is worth pursuing a more detailed evaluation of potential solutions.

The starting point is defining the scope for the assessment and marketplace comparisons. You can look all aspects of your infrastructure and budget ensuring that the sum of the costs for the individual components matches to your total IT budget. This is especially beneficial when some of the costs fall into a "shared services" category where a budget item is for a function that supports multiple components of the IT infrastructure. For example, an Operations Center typically supports all technology platforms, so that the costs must be allocated to the various components (network, mainframe, UNIX, Linux and Windows). Even if the eventual decision is to selectively outsource, having the results of a complete assessment will help in identifying the residual costs of the selected component(s).(Windsor & Group, Windsor Group Computer Services)

Data Center Outsourcing vs Internal IT Infrastructure

Data center outsourcing can take company outside it's business comfort zone, not just outside company's physical plant. Typically executives considering a significant change are especially interested to know what the security implications will be. If company's data center – and therefore it's data – isn't reliably safe and secure, entire enterprise could be at risk. That's too high a price to pay.

Are you still relying on legacy systems that have been around for years? Your IT staff may know your data center systems inside and out, but the truth is, your aging infrastructure is a potential liability. It's more prone to breakdown, jeopardizing your productivity and/or service quality. And it will become increasingly incompatible with new technologies, leaving you vulnerable to security gaps or lapses.

Current needs aside, your IT infrastructure has to be agile and flexible to meet future demands. If you remain focused too tightly on short-term needs and goals, you could wind up short-changing yourself instead. That lack of foresight is bound to put your competitiveness at risk.

You've probably discovered that replacing your aging-out top-level IT staff is becoming more difficult, too. Yet your organization's security depends on people who know their business and yours, inside and out. A data center outsourcing team is 100% up-to-date on the newest technologies, processes and best practices. (Windsor & Group, Data Center Outsourcing vs Internal IT Infrastructure: What's More Secure?, 2013)

IT Service and Support Metrics

Historically, the IT service and support organization of the 1990s was measured by operationalmetrics focused on the Level 1 IT service desk. These IT service desk metrics included averageresponse time, abandonment rate, and total number of issues per employee, first call resolution rateand Level 1 analyst productivity. The IT service desk tends to be reactive, with an emphasisplaced on how quickly it could react to the next call, rather than on call avoidance, business valueor end-user productivity. As the IT service desk matures, it must strive to embrace industry bestpractices, such as creating self-service sites, building knowledge repositories, automating servicerequests, developing and administering service-level agreements (SLAs) and concentrating onmore-advanced met-

rics, such as mean time to repair, end-user satisfaction and first-contractresolution rate.

Most requests historically have come to the IT service desk in the form of a telephone call (80%or greater of total requests); however, there is growth in channels, including e-mail, Web chat,self-service and online request management. IT service and support managers will be compelledto implement new strategies and IT services for support that require a review of metrics reporting.As the IT service desk matures, and process frameworks such as the IT Infrastructure Library getdeployed, a deeper understanding that the IT service desk is the heart of incident managementthroughout all of IT begins to take root. In addition, the IT service desk doesn't work in a vacuum,

because it must integrate with the service request, change, release and problem managementdisciplines in the IT service and support organization. (Coyle & Brittain, 2008)

GAP

If we look past year data of IT services quality and support I find that few study have tried to measure IT service quality of IT enabled organization IT service provide by IT Service Company. Need to research on service catalog a proper way of delivering IT service to customer. And preference of customer towards local & national player of IT Services provider.

4) Research Objective

- **Primary Objective**

A study on quality of IT services obtained by IT enabled organizations of Ahmedabad & Baroda Zone

Secondary Objective

To study the preference of IT enabled organization towards Local player and National player of IT service provider.

To study on participation of organization's department toward IT Infrastructure.

A Study on How to improve IT service quality as IT service provider.

5) Research Methodology

- **Type of Research:** Applied Research
- **Research Deign:** Descriptive-cross sectional design
- **Data Sources:**
- **Primary Data**
- **Secondary Data:** It includes Website, Newspapers, Magazines, books, Research Papers, and Journals
- **Research Instrument:**Online Questionnaire (self-administered)
- **Sampling Plan**
- **Sampling Unit:** IT Enabled Organizations
- **Sampling Technique:**probability Simple technique
- **Area of Study:** Ahmedabad, Baroda zone
- **Sample Size:** 70
- **Limitation of the Study:**

Sample size was limited to 70it is institutional survey and unable to represent the whole population.

The findings of this study are based on the information which was given by the Respondents it may be possible that the respondents are not providing right Information.

6) Time Budget

Time	Work to be done
1-06-2013 to 16-2-2013	Literature review & Title deciding
17-06-2013 to 21-06-13	To prepare research proposal
22-06-2011 to 24-06-2011	To prepare questionnaire
25-06-2013 to 2-07-2013	Survey
3-07-2013 to 8-7-2013	Analysis of questionnaire
9-7-2013 to 13-7-2013	Preparation of final report

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