



**Critical Review: From Strategic Business Planning  
To Strategic Information Systems Planning:  
The Missing Link**

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## **ABSTRACT**

These days, Strategic Information Systems Planning (SISP) is important subject in information system managers. there are two factors to strategic information system planning becoming successful. a strategic business plan of sufficient quality that IS management develop the information system plans and sufficient communication of the business plan of the business plan to IS management. the article survey 18 MIS business and business planners from the same organization structure. the article also illustrate the effect of the poor connection between existing business plans to information system planning.

**Keywords:** *SISP*, Strategic information systems planning, IS Managers, missing link.

## **1. INTRODUCTION**

Information system raise interests and developing market share. the capability to use information systems strategically pertain on the link between business planning and information systems planning. IS plans must remain reasonably stable in a volatile environment where changing technology, users, customers, competitors and government regulations create great uncertainty. A variety of reasons may account for the critical nature of strategic IS planning [6]. IS plans must stay logically stable in an unstable environment where changing technology, users, customers, competitors and government system create huge indefiniteness. A range of reasons might account for the critical nature of strategic IS planning.[2]

Also, there are two prerequisites for strategic information system planning: 1) Top administration must expand a business plan [3]. 2)The strategic business plan must be communicated to information system administration. [1]

planning is the main task of management and divided to three phase : first, codification appropriate strategy. second phase is implementation phase that decrease the universal goals to more specific targets for their departments. third phase is known as evaluation and control that entails progress monitoring towards execution of the map and start of corrective achievement when deviations happen.

## **2. RESEARCH AIM**

This study want illustrate that the continued presence SISP as the important issue for information system administrative might stem from the weak connection between the strategic business planning and SISP.

## **3. METHODOLOGY**

To doing strategic information system planning mostly organization use an present methodologies like those proposed by IBM [5], James Martin [9], or Robert Holland [4]. Normally, the organization make a group from information system department and users. The task of this group is identify a collection of applications, and then ordering them and define databases, data elements, and a network of computers devices supporting the applications. at the end,it prepares schedules for developing and installing them.

## **4. FINDINGS**

Strategic information system planning is “the process of deciding the objectives for organizational computing and of identifying potential computer applications which the organization should implement” [8]. strategic information systems planning serves organizations by helping them use computer-based data systems in innovative ways to discourage new competitors from toward the inside the marketplace, discourage customers from buying from present competitors, generate new products, raise an organization’s power over its suppliers, or even change the basis on which organizations presently compete .[10]

The strategic information system planning could be successful, when the business plan executive and make. Without business plan being successful in SISP impossible.[7]

On this article at the first survey SISP in some factory in the USA and CANADA. The articles survey the requirements for strategic business planning, requirements for the communication of strategic business planning, the respondents, the quality of the business planning and strategic information system planning, and quality of communication of strategic business planning and strategic information system planning. the results show that strategic information

systems planning can succeed only if top management of organization has created a appropriate strategic business plan, correlations of the quality of the strategic business plan with the extent of information system planning and with the level of information system executive's understanding of the plan were expected. On the other hand, significant correlations of the quality of communication of strategic business plans with the amount of information system planning and with the stage of information system executive's sympathetic of the plan notify another story. While the business plan itself need not be superb, the explanation of it to information system planners needs to be top. Correlations confirms the idea that information system planners do not understand what to plan if the business plan has not been lightly elucidated to them. They confirm that the importance of communication of the organization's mission, objectives, strategies, and policies to IS planners.

## **5. LIMITATION OF THE RESEARCH**

There are two limitation at first the studies done by 18 business planners and 18 MIS executives from the same manufacturing organizations and all of the tables and examples limited to the 18 manufactures. the second point is the studies done in the USA and Canada. as present research shows some times the results related to the governmentally roles and policy that the effects of it does not mention on this study.

## **6. CONCLUSION AND LESSONS LEARNED**

all in all, the statistics of the study shows that if the existing the managers such as both general managers and information systems managers feel that the organization information system planning is unsuccessful, it might because of incomplete information and percept of the information system managers about their organization for defining a strategic business plan. It might be that the lack of information system administrative from participation in business strategy formulation is preventing their organizations from most successfully using computer-based information systems.

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