

**A PROPOSAL OF THE INFORMATION ARCHITECTURE POSITIONING IN THE
MANAGEMENT OF THE TI SERVICES**

Maurício Rocha Lyra

Brasília University
University Center of Brasilia (UniCEUB)
Brazil

Claúdio Gottschalg Duque

Brasília University
Brazil

ABSTRACT

The Information Technology Infrastructure Library (ITIL) provides a framework of best practices for managing of the information technology (IT) services. In the framework of this study it is clear that it does not have space in your body for information architecture. One of the goals information architecture to organize information for decision making, how can this be out of context? The proposed positioning of this paper presents evidence that the perception that the concepts of information architecture are present on the needs of IT service management. This proposal will encourage the union of bodies of knowledge thereby facilitating the creation of strategy and design services.

Keywords: Information Architecture; Services Management; TI Services Infrastructure.

1 INTRODUCTION

The Information Technology Infrastructure Library (ITIL) provides a framework of good practices to the management of the information technology (TI) services. Since its creation, in 1989, the use of the ITIL have disseminated, making it the most well accepted approach referring to the management of the TI services in the world (CARTLIDGE *et al.*, 2007).

The guide provided by the ITIL publications is applied to the area of TI of the companies, independent of its size or technology used, providing benefits to the related operations (CARTLIDGE *et al.*, 2007).

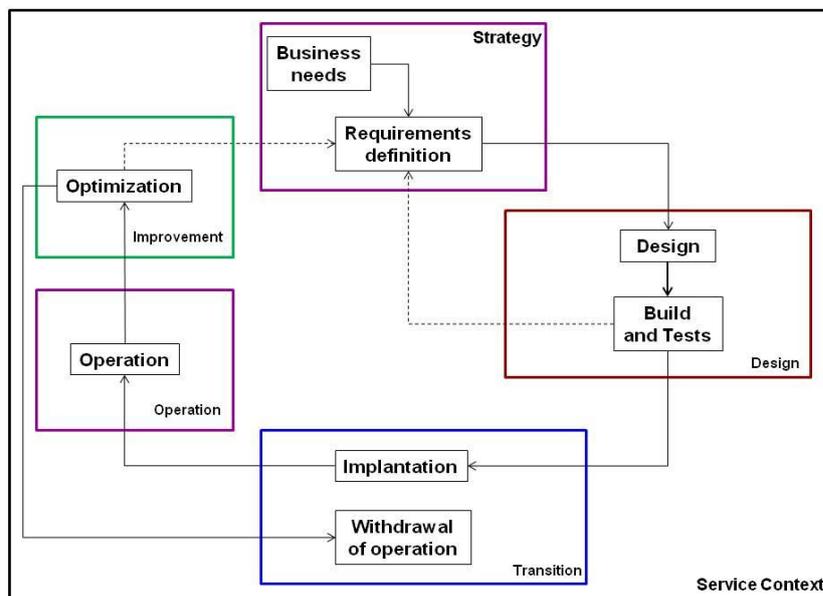
The management of services allows to the suppliers to understand which services they are providing; ensuring that the services, in fact, facilitate the obtaining of the results desired by the client; and even, to identify the value of the services, in a way that it is possible to base the management, by the client, of the costs and risks associated to these services (CARTLIDGE *et al.*, 2007).

The primary goal of the management of the TI services is to ensure that they are aligned to the needs of business and provide support in an effective way. To understand the meaning of this management, it is necessary to identify the object of the service and how its management can help the providers on its delivery.

According to Cartlidge *et al.* (2007), “[...] a service is a way to provide value to the clients facilitating the obtaining of the results desired by them without the appropriation of the specific costs and risks”. The clients are motivated to obtain new services depending on the results they wish to get, and the value of the service is directly related to how much this service facilitates the obtaining of the desired result.

The framework of the ITIL discusses all the phases of the cycle of life of the TI services, since its phases related to the strategy and project of service, from the migration during the service transition, passing through the beginning and improvement of the services operation, until the continuous improvement of the services, as shown on Figure 1.

Figure 1: Schematic Model of the ITIL Framework.



2 INFORMATION ARCHITECTURE

Analyzing the authors who deal with the concepts and role of the information architecture (IA), it is possible to identify points in common between the bodies of knowledge of the IA and of the management of the IT services.

To Hagerdon (2009), the information architecture is the art and science of information organization to the satisfaction of the informational needs which involve the processes of investigation, analysis, drawing and implementation.

Rosenfeld and Morville (1998) define information architecture as:

‘Information Architecture’ is a methodology of ‘drawing’ which is applied to any ‘informational environment’, being this comprehended as a space located in a ‘context; constituted by ‘contents’ in flow; which serves to a community of ‘users’.

According to McGee and Prusak (1994) the objective of the information architecture is to create an approaching map of the organizational data and then to build systems based on this map. The model of information architecture of the authors also provides: (a) to identify needs and requirements of information: with the planning of what must be done, there should be obtained sources of information relevant to the institution; (b) to classify, store, deal and present the information: moment in which the information should be organized and then exhibited by the institution; (c) to develop products and services of information: choice of the resources to facilitate the location and the access to information. Users and other interested in the success of the IA, such as professionals and experts of the institution, may collaborate with the development of products; (d) to distribute and disseminate the information: process which identifies the needs of users to meet them even before being manifested, through updating, complementary services such as the use of search engine, etc.

3 THE PROBLEM AND THE PROPOSAL

How is it possible to discuss about the use of the IT resources aligned to the strategic planning without an adequate information architecture? How to make

effective use of the IT resources without thinking before in an information architecture? How can we provide services of IT which are adequate to the needs of the business?

Analyzing the framework ITIL it is realized that it was not built observing the concepts of the information architecture cited previously. So, what is the positioning of the information architecture in the management of the IT services? How can the information architecture facilitate the information organization in a way that the companies reach their strategic goals?

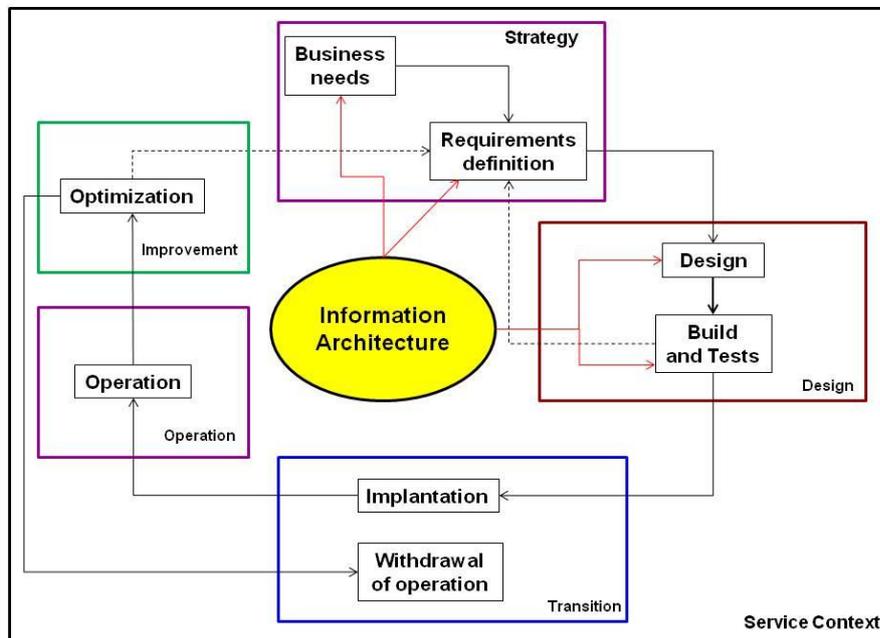
Considering the authors already cited on this study, we prepared a proposal of changing in the ITIL framework, including a process named information architecture that will relate itself with the model as it shows Figure 2.

3.1 Positioning of the Information Architecture in the Service Strategy

The steps to the definition of the service strategy defined in the framework of the ITIL are: to define the market of the service, to develop the offer, to develop strategic assets and to prepare to the execution (CARTLIDGE *et al.*, 2007). To do so it is necessary to understand the client and his needs, the opportunity, the space of service, the critical factors of success and the priority of investment to this service.

At this point the information architecture of the service provider needs to be taken into account, as advocate McGee and Prusak (1994) and Hagedorn (2009) the information architecture will help in the identification of the needs and requirements of the information of each service, in the planning and in the identification of the information sources relevant to the service and to the decision taking inherent to the strategy to be adopted, as shown in Figure 2.

Figure 2: Schematic Model of the Proposed Adequacy Framework ITIL.



3.2 Positioning of the Information Architecture in the Drawing of the Service

The objectives of the drawing of the service are: to design services which answer to the needs of the business; to draw effective and efficient processes; to draw the IT infrastructure and to draw the measurement methods (CARTLIDGE *et al.*, 2007). To do so the information architecture contributes as Rosenfeld and Morville (1998) teach, bringing the adequate methodology of drawing, and as according to what they teach McGee and Prusak (1994), developing products and services of information (such as complementary services with the use of search engine), in a way to make it possible to the client the achievement of their organizational objectives (Figure 2).

4 CONCLUSÃO

This study points out the perception that the concepts of the information architecture are present in the needs of the management of IT services, although ITIL does not describe them. The positioning proposal of the IA in the framework

apparently may contribute to the union of knowledge bodies; making it possible that the creation of the strategy and drawing in a more effective and efficient way and with that allowing to the organizations to plan more appropriately their demands and costs in IT.

REFERENCES

CARTLIDGE, A. *et al.* **An introductory overview of ITIL**. Londres: Capítulo do Reino Unido ITSMF, 2007. v.3

HAGEDORN, K. **The information architecture glossary**. Peabody (MA): Argus, 2000. Available in: <http://argus-acia.com/white_papers/iaglossary.html>. Access in: 5 ago. 2010.

McGEE, J.; PRUSAK, L. **Gerenciamento estratégico da informação**. Rio de Janeiro: Campus, 1994.

ROSENFELD, L.; MORVILLE, P. **Information architecture for the World Wide Web**. USA: O'Reilly, 1998.

Maurício Rocha Lyra
Brasília University
University Center of Brasilia (UniCEUB)
Brazil
E-Mail: mauricio.lyra@gmail.com

Claúdio Gottschalg Duque
Brasília University
Brazil
E-Mail: klauss@unb.br