

**Burban O.**  
**Korobchuk T., Ph.D**  
Lutsk National Technical University, Lutsk

## **INCENTIVE MECHANISMS OF ENTERPRISE` INFORMATION TECHNOLOGIES**

Nowadays, in the era of globalization, successful activity of the enterprise depends on level of using of information technologies. Because of information technologies enterprises:

- have a possible to save integrity of analysis and, at the same time, to provide its decentralized processing;
- can combine processing of the information and process of making decisions;
- have a possible to raise effectiveness of analysis;

One of the most popular indicators that use for measuring informational society is ICT Development Index (IDI). The IDI is a standard tool that governments, operators, development agencies, researchers and others can use to measure the digital divide and compare ICT performance within and across countries. According to International Telecommunication Union, in 2016, top-10 countries by IDI consist of Korea, Iceland, Denmark, Switzerland, United Kingdom, China, Sweden, Netherlands, Norway, and Japan. Ukraine takes the fiftieth place in this rank [1].

In accordance with the foregoing, topic of stimulation of enterprise` information technologies is relevant today.

Firstly, we should determine the term of “information technologies”.

In accordance with Yedynak V.S., information technologies is set of methods, production processes, software and hardware that are integrated into the technological chain. It provides the implementation of information processes in order to increase their efficiency [2].

As we know, enterprise is an open system that is influenced by external factors. Information technologies are part of this system, so these factors have an impact on them.

The main external factors are:

- economic (level of inflation, taxes rate, lack of public funding);
- political (the instability of political legislation);
- level of technical development;

- social (decrease of population, living standards);

The economic factors affect on enterprise` ability to generate profit, as a result it gives financial resources for the development of information technologies. These factors have versatile effect. For example, level of inflation, in the one hand, helps enterprises to earn more money by way of prices growth. In the other hand, it has negative affect on revenue by way of decrease in consumer` purchasing power.

Political factors has direct impact, i.e., improvement in political legislation gives more opportunities for the development of information technologies.

Level of technical development plays an important role in using of information technologies. It provides ability to use advanced development in the activity of enterprises.

Social factors form the number of population that are employed in information technology industry.

Stimulation efficiency of information technologies depends on its type. As a rule, today are highlighted the follow types of IT of enterprise: basic, standardized, rational and dynamic [3].

Basic type is characterized by the lack of coordination, support is carried out manually.

Development recommendations:

- construction of the server infrastructure;
- enter Active Directory Services for Authentication purposes;
- using of antivirus protection;
- protection of traffic using ISA;
- implementation of basic network technology scripts using Windows Server.

The standardized type is characterized by centralized management of the IT infrastructure, the availability of automated basic processes.

Development recommendations:

- software update on workplaces for the latest versions of the operating system (OS) and Office suite of applications;
- using applications for the Active Directory directories service, and tools for working with Group Policy objects;
  - active using of System Management Server;
  - using of centralized backup and recovery solutions after failures;
  - organization of remote access to VPN networks;
  - isolation of critical servers using IPSec protocol.

Rational type is characterized by a centralized managed and consolidated IT infrastructure.

Development recommendations:

- implementation of authentication management technologies;
- using of System Management Server;
- compatibility testing;
- organization of secure wireless network access using the Internet Authentication Service (IAS) and Active Directory Directories service.

Dynamic type is characterized by fully automated IT infrastructure, its dynamic using.

Development recommendations:

- solution for automatic distribution of server images;
- solution for determining the load level;
- monitoring of productivity of workplaces;
- readiness to transition to a new version of the operating system;
- isolation of Active Directory domains using IPSec.

In this manner, information technologies of enterprises is an important its part, that provides strong growth potential and gives a possible for optimization of company`s activity.

#### ***Список використаних джерел:***

1. Measuring the information society report 2016 [Electronical resource]: <http://www.itu.int/net4/ITU-D/idi/2016/index.html>
2. Єдинак В.С. Розвиток інформаційних технологій в Україні / В.С. Єдинак – Харків: Континент, 2008. – 158 с.
3. Плєскач В.Л. Інформаційні системи і технології на підприємствах / В.Л. Плєскач, Т.Г. Затонацька – К.: Книга, 2004. – 520 с.