Bachelor's Qualification Work

Management of a company providing information services
(based on Adhornet case)

Bachelor student of the 4th year of
study   **Karina Tryhub**
Field of Study 07 – Management
and Administration
Specialty 073 – Management
Educ. program – Management

Research supervisor   **Lubov Zharova**
Doctor of Economic Sciences

Kyiv – 2024

Abstract

This thesis examines the management strategies of a company providing information services, focusing specifically on the Adhornet case. The study delves into how Adhornet effectively manages its resources and operations to maintain competitiveness in the rapidly evolving information services industry. Central to this analysis is Adhornet's approach to leveraging technological advancements and strategic partnerships to enhance service delivery and customer satisfaction.

The research explores key management areas including strategic planning, customer relationship management, and innovation in service offerings. By analyzing Adhornet's practices, the thesis highlights the importance of adaptive management strategies in facing challenges such as market volatility, technological changes, and increasing customer demands.

The findings reveal that Adhornet's success is largely due to its proactive management style, which emphasizes continuous improvement and agile responses to industry shifts. The study provides insights into the effective integration of technology in business processes, which is crucial for improving operational efficiencies and achieving sustainable growth.

Recommendations are made for information service companies aiming to refine their management practices and bolster their market position. The thesis concludes that a dynamic and responsive management approach, coupled with a strong focus on technological integration and customer engagement, is vital for thriving in the information services sector.

Keywords: information services, management strategies, Adhornet, technology integration, customer relationship management, strategic planning.

Анотація

У цій дипломній роботі розглядаються управлінські стратегії компанії, що надає інформаційні послуги, з особливим акцентом на прикладі компанії Adhornet. Дослідження заглиблюється в те, як Adhornet ефективно управляє своїми ресурсами та операціями для підтримки конкурентоспроможності в індустрії інформаційних послуг, що швидко розвивається. Центральне місце в цьому аналізі займає підхід Adhornet до використання технологічних досягнень і стратегічних партнерств для покращення надання послуг і задоволення потреб клієнтів.

Дослідження вивчає ключові сфери управління, включаючи стратегічне планування, управління взаємовідносинами з клієнтами та інновації в

пропозиції послуг. Аналізуючи практику Adhornet, дисертація підкреслює важливість адаптивних стратегій управління у вирішенні таких проблем, як нестабільність ринку, технологічні зміни та зростаючі вимоги клієнтів.

Результати дослідження показують, що успіх Adhornet значною мірою зумовлений проактивним стилем управління, який наголошує на постійному вдосконаленні та швидкому реагуванні на зміни в галузі. Дослідження дає уявлення про ефективну інтеграцію технологій у бізнес-процеси, що має вирішальне значення для підвищення операційної ефективності та досягнення сталого зростання.

Надано рекомендації компаніям, що надають інформаційні послуги, які прагнуть вдосконалити свої управлінські практики та зміцнити свої позиції на ринку. Дисертант доходить висновку, що динамічний і гнучкий управлінський підхід у поєднанні з сильним акцентом на технологічній інтеграції та залученні клієнтів є життєво важливими для процвітання в секторі інформаційних послуг.

Ключові слова: інформаційні послуги, стратегії управління, Adhornet, технологічна інтеграція, управління взаємовідносинами з клієнтами, стратегічне планування.

Faculty of Management and Business
Department of International Economic Relations, Business and Management

Educational level: **Bachelor degree**
Specialty   **073 "Management"**
Educational program   **"Management"**

<div align="right">

APPROVED
Head of Department _____

__**Prof. Zharova L.V.**_____
"____" _____20_____

</div>

TASK
FOR BACHELOR'S QUALIFICATION WORK OF STUDENT
Tryhub Karina

_____
<div align="center">(Name, Surname)</div>

1. Topic of the bachelor's qualification work
Management of a company providing information services (based on Adhornet company case)

Supervisor of the bachelor's qualification work   *Prof. Zharova L.V.*
<div align="right">(surname, name, degree, academic rank)</div>

Which approved by Order of University from **"25" September 2023** № 25-09/2023-1к
2. Deadline for bachelor's qualification work submission "**25" April 2024.**
3. Data-out to the bachelor's qualification work *open resources (reports of the company, analysis of the industry, data of the international organizations, governmental statistic reports), closed data (internal information received during the internship)*

4. Contents of the explanatory note (list of issues to be developed) *This research aims to analyze and evaluate the management effectiveness of a company providing information services, focusing on the Adhornet case. Tasks to be accomplished*
- *To provide the study of informational service industry development*
- *To overview the basics of service industry evolution*
- *To analyze the informational services market – management peculiarities study*

- To study the strategic planning for information services and optimization
- To overview Adhornet company activities through the prism of the importance of effective information services management
- To analyze the IT Infrastructure, Security, and Employee Development in the company
- To develop recommendations concerning skill development initiatives for employees
- To improve the firm`s Key performance indicators (KPIs)

5. List of graphic material (with exact indication of any mandatory drawings)
- Analysis of basics of service industry evolution
- Culture and KPIs
- SWOT analysis

6. Date of issue of the assignment

Time Schedule

№	The title of the parts of the qualification paper (work)	Deadlines	Notes
1.	I part of bachelor thesis	10.12.2023	In time
2.	II part of bachelor thesis	27.02.2024	In time
3.	Introduction, conclusions, summary	25.04.2024	In time
4.	Pre-defense of the thesis	29.04.2024	In time

Student_____
(signature)
(signature)

Supervisor_____
(signature)

Conclusions (*general description of the work; participation in scientific conferences/ prepared scientific article; what grade does the student deserve*):

The bachelor's thesis meets all the requirements regarding the structure, volume, and minimum number of used sources. For the research object, the student conducted a retrospective analysis of management practices, based on which he tried to formulate recommendations for improving the company's management. The proposed changes focus on working with employees, particularly their training and improvement of KPIs.

The student has fulfilled the minimum requirements for participation in conferences.

Provided the preliminary defense is changed in a timely manner, all formalities are completed in a timely manner, and the public defense is successful, the work deserves a "good" grade.

Supervisor_____
(signature)

CONTENT

INRODUCTION

Actuality of theme: IIn an era dominated by digital transformation and the relentless evolution of information technology, the management of companies providing information services stands at the forefront of organizational innovation and strategic decision-making. The Adhornet case serves as a poignant exemplar, shedding light on the multifaceted challenges and opportunities inherent in this dynamic sector.

At the heart of effective management in information service companies lies the imperative to navigate a complex landscape of technological advancements, market demands, and regulatory frameworks. The rapid proliferation of data, coupled with the increasing sophistication of information technologies, underscores the critical need for strategic foresight and adaptability. In the Adhornet case, this imperative was vividly demonstrated as the company grappled with shifting consumer preferences, emerging competitors, and regulatory compliance issues.

Central to the management of information service companies is the cultivation of a culture of innovation and agility. The ability to swiftly respond to market trends, harness emerging technologies, and capitalize on new business opportunities is paramount. In the Adhornet case, effective management played a pivotal role in fostering a culture of innovation, enabling the company to stay ahead of the curve and differentiate itself in a crowded marketplace.

Moreover, the management of information service companies must prioritize the optimization of operational efficiency and resource allocation. From talent acquisition and retention to infrastructure investment and supply chain management, every facet of organizational operations must be meticulously orchestrated to maximize productivity and drive sustainable growth. In the Adhornet case, strategic management initiatives were instrumental in streamlining processes, enhancing operational efficiency, and optimizing resource utilization.

Furthermore, effective management in information service companies necessitates a comprehensive approach to risk management and compliance. Given the increasingly stringent regulatory landscape governing data privacy, cybersecurity, and

intellectual property rights, proactive risk mitigation strategies are indispensable. The Adhornet case underscores the critical importance of robust risk management protocols, ensuring regulatory compliance while safeguarding the company's reputation and integrity.

Crucially, the management of information service companies must be underpinned by a commitment to ethical conduct and corporate responsibility. As stewards of sensitive information and purveyors of digital services, these companies bear a profound responsibility to uphold the highest ethical standards and act as responsible corporate citizens. The Adhornet case exemplifies the pivotal role of ethical leadership and corporate responsibility in shaping organizational culture and driving long-term sustainability.

In conclusion, the Adhornet case offers valuable insights into the imperatives of effective management in information service companies. From navigating technological disruptions and fostering innovation to optimizing operational efficiency and mitigating risks, the challenges facing these companies are multifaceted and ever-evolving. By embracing a holistic approach to management that prioritizes strategic foresight, agility, and ethical conduct, information service companies can position themselves for sustained success in an increasingly competitive landscape.

The aim of the study: The objective of this research is to analyze and evaluate the management effectiveness of a company providing information services, focusing on the Adhornet case. The primary aim is to identify optimal management strategies to enhance the competitiveness and stability of the company in the contemporary information environment. Conduct an in-depth analysis of the information services market, identify key competitors and their strategies, and assess industry trends. Study the structure and functioning of the Adhornet company, analyze internal management processes including leadership personnel, strategic planning, financial control, etc. Identify key issues faced by Adhornet in the management of information services, as well as opportunities for improvement and resolution. Based on the collected data, develop recommendations for enhancing management strategies at Adhornet, including aspects of personnel management, process optimization, technology

utilization, etc. Evaluate the implementation of recommendations to determine their effectiveness and impact on Adhornet's performance indicators. This research aims not only to consider theoretical aspects of managing a company providing information services but also to apply these insights practically to improve the efficiency of a specific company, Adhornet. The findings of this study may serve as a basis for refining management strategies in other companies within this industry.

Object of study: managerial processes in the company providing information services.The study aims to comprehensively examine how Adhornet manages its operations, personnel, finances, and strategic planning within the context of providing information services. By analyzing the various aspects of Adhornet's management practices, this research seeks to gain insights into the challenges, opportunities, and best practices in managing a company in the information services sector. Adhornet serves as a representative case study for understanding the complexities and dynamics involved in effectively managing a company within this industry. Through a detailed examination of Adhornet's management processes and strategies, this research aims to derive valuable lessons and recommendations that can contribute to the improvement of management practices in similar companies providing information services. (Karlina,2018 ,p. 11).

The subject is the Adhornet case. The research seeks to delve into the strategies, processes, and approaches utilized by Adhornet in managing its operations within the information services sector. By examining the management practices of Adhornet, including aspects such as leadership, strategic planning, resource allocation, and customer engagement, this study aims to gain a comprehensive understanding of how the company navigates the challenges and opportunities within the information services industry. Adhornet serves as a focal point for exploring the intricacies of managing a company in this sector, providing valuable insights that can inform best practices and improvements in management approaches for similar businesses. Through an in-depth analysis of Adhornet's management methods, this research aims to identify key factors contributing to the company's success or areas for potential enhancement, ultimately

contributing to the broader discourse on effective management in the information services domain.

      The tasks of this research include analyzing the management practices of a company offering information services, specifically focusing on the Adhornet case. The research aims to investigate various aspects of Adhornet's management, such as leadership, strategic planning, resource allocation, and customer engagement, within the context of the information services industry. By examining these aspects, the research seeks to identify the company's strengths and weaknesses in management, as well as opportunities for improvement. Additionally, the research aims to explore the challenges faced by Adhornet in managing its operations and to provide recommendations for enhancing its management practices. Overall, the tasks involve conducting a comprehensive analysis of Adhornet's management approach and providing insights and recommendations to improve its effectiveness in the information services sector.

CHAPTER 1. INFORMATIONAL SERVICE INDUSTRY DEVELOPMENT – THEORETICAL BACKGROUNDS ANALYSIS

1.1. Analysis of basics of service industry evolution

The emergence and evolution of the service industry have significantly transformed various sectors, leading to profound impacts on economies and societies worldwide. One critical aspect of this evolution is the rise of informational services, which play a pivotal role across diverse fields. This study delves into the theoretical foundations underpinning the development of the informational service industry, with a specific focus on analyzing its fundamental aspects. By examining the basics of service industry evolution, this research aims to elucidate the intricate dynamics and implications of informational service integration in various sectors. (Karlina,2018 ,p. 21).

Definition of the service industry:The service industry encompasses a broad range of economic activities that involve the provision of intangible goods or services to consumers or other businesses. Unlike the manufacturing sector, which produces tangible products, the service industry primarily focuses on delivering experiences, expertise, or assistance to meet the needs and preferences of customers. Examples of service sectors include retail, healthcare, education, finance, hospitality, transportation, and information technology. (Arefieva,2019, p. 56).

Importance of the service industry in the global economy:The service industry plays a pivotal role in driving economic growth and development worldwide. In many advanced economies, the service sector constitutes the largest share of gross domestic product (GDP) and employment. Its significance has grown exponentially over the past few decades, fueled by technological advancements, globalization, and changing consumer behaviors. The service industry contributes to innovation, productivity, and competitiveness, shaping the overall economic landscape and facilitating trade and investment across borders. (Arefieva,2017, p.432).

The purpose of this analysis is to examine the evolution of the service industry, identifying key drivers, trends, challenges, and opportunities that have shaped its

development over time. By delving into the historical context, major transformations, and impact on various sectors, this report aims to provide insights into the dynamics of the service economy. Additionally, the analysis will explore the implications for businesses, policymakers, and other stakeholders, offering a glimpse into the future outlook of the service industry in the global economy. Historical Context and early forms of services in ancient civilizations: (Ginzburg,2019, p.324).

The roots of the service industry can be traced back to ancient civilizations, where individuals provided various services to meet the needs of their communities. In ancient Mesopotamia, for example, there were specialized craftsmen, traders, and merchants who offered their skills and goods in exchange for other commodities or currency. Similarly, in ancient Egypt, priests, scribes, and artisans provided religious, administrative, and artisanal services essential for the functioning of society. (Baldin ,2018,p.324).

The ancient Greeks and Romans also had a developed system of services, with professions such as teachers, doctors, lawyers, and entertainers playing crucial roles in their respective societies. Temples served as centers of religious worship and also provided healing and counseling services to the community. Additionally, the emergence of markets and trade routes facilitated the exchange of goods and services across regions, contributing to economic growth and cultural exchange.

Emergence of modern service industries during the Industrial Revolution: the Industrial Revolution marked a significant turning point in the evolution of the service industry. As industrialization transformed economies from agrarian to industrial, there was a shift from predominantly agricultural and artisanal societies to urbanized, industrialized economies. This transition led to the emergence of modern service industries that supported and complemented the growing manufacturing sector. (Karlina,2018, p.80).

During this period, new service occupations emerged to meet the demands of urban populations and industrial enterprises. Services such as transportation, banking, insurance, retailing, and professional services (e.g., accounting, legal, consulting) became essential components of the rapidly evolving economy. The expansion of

railroads, telegraphs, and postal services revolutionized communication and transportation, facilitating trade and commerce on a global scale.

Evolution of services in the 20th and 21st centuries, the 20th century witnessed further advancements in the service industry, driven by technological innovations and changing consumer preferences. The rise of mass production and consumption, coupled with the proliferation of advertising and marketing, fueled the growth of service sectors such as retail, advertising, and media. The advent of telecommunications, television, and the internet transformed the way services were delivered and consumed, giving rise to new industries such as telecommunications, broadcasting, and digital services. (Karlina,2018,p.81).

In the 21st century, the service industry has continued to evolve rapidly, propelled by digitalization, globalization, and demographic shifts. The emergence of e-commerce, social media, mobile apps, and cloud computing has revolutionized the delivery of services across various sectors, disrupting traditional business models and creating new opportunities for innovation and entrepreneurship. Moreover, the increasing emphasis on sustainability, personalization, and customer experience has reshaped the landscape of service industries, driving companies to adapt and innovate to meet evolving consumer demands.

Technological progress has been a primary driver of evolution in the service industry. Innovations such as the internet, mobile devices, artificial intelligence, and big data analytics have revolutionized the way services are delivered, accessed, and personalized. Businesses leverage technology to streamline operations, enhance efficiency, and create new service offerings that cater to the changing needs of consumers.

Globalization has interconnected economies and societies, creating opportunities and challenges for the service industry. The ability to outsource services, access global markets, and collaborate across borders has expanded the reach of service providers and fueled cross-border trade in services. Moreover, the interconnectedness of markets has increased competition, driving companies to innovate and differentiate

their offerings to remain competitive in a globalized marketplace. (Buleyev, 2016, p. 21).

Shift in consumer preferences and behaviors have also influenced the evolution of the service industry. Consumers today seek convenience, personalization, and seamless experiences across multiple channels. They value experiences over possessions and are willing to pay for services that enhance their quality of life. Additionally, demographic changes, such as the rise of the millennial and Gen Z cohorts, have shaped consumer preferences, driving demand for services that align with their values and lifestyles. As a result, service providers must adapt and innovate to meet the evolving needs and expectations of their target audience. (Kobelev ,2015,p.60).

The tech and software market in the US is indeed expansive, but interestingly, a significant portion of technology spending, about 67%, occurs outside the country's borders. This points to a strong global appetite for tech products and services. Europe stands out as a substantial player in this arena, contributing around one-fifth of the total global tech spending. Meanwhile, China has swiftly ascended to prominence and earned recognition as a leading force in offshore software development.

Germany leads the pack in terms of the number of software developers by country, with a significant workforce totaling 837,389 professionals in this field. Following closely behind is the United Kingdom, with 813,500 developers, securing the runner-up position. France occupies the third spot with 467,454 skilled developers. On the opposite end of the scale, Hungary and Norway stand out with 79,075 and 79,112 developers, respectively, according to software development job statistics Figur 1.1.
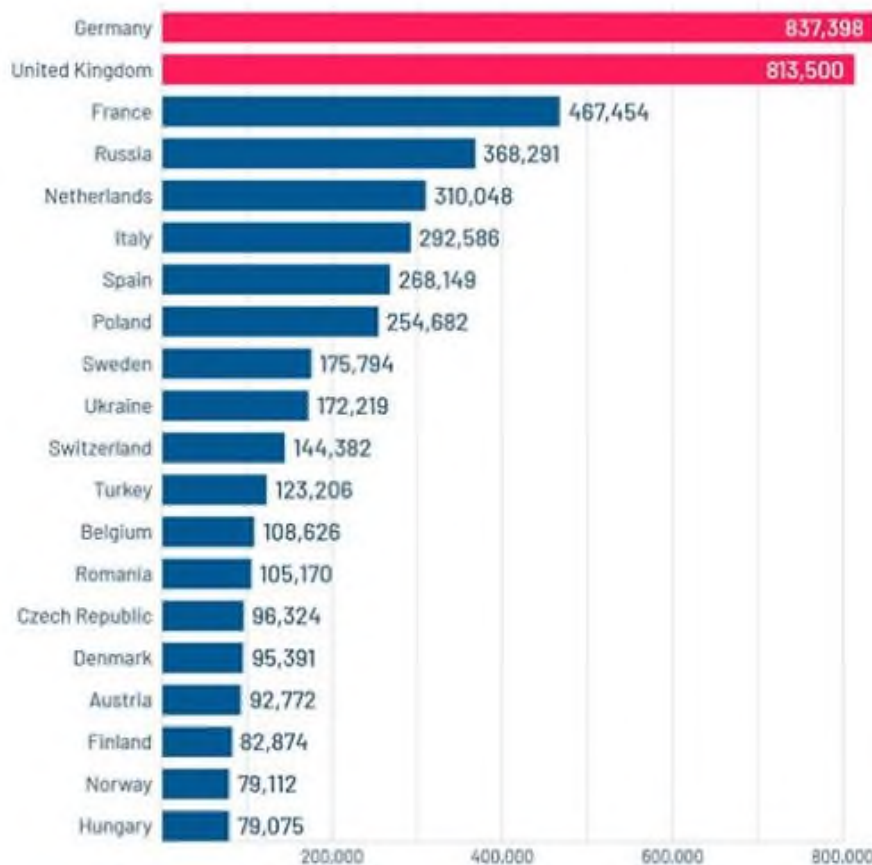
Figur 1.1.1. European Countries With the Highest Number of Developers
Source: https://99firms.com/blog/software-development-statistics/

The evolution of the informational service industry has been marked by a significant shift from traditional brick-and-mortar services to digital platforms. This transformation has been driven by advancements in technology, particularly the widespread adoption of the internet and mobile devices. Digital services offer greater accessibility, convenience, and scalability compared to traditional counterparts, enabling service providers to reach broader audiences and deliver personalized experiences. Additionally, digital platforms facilitate real-time communication, data analytics, and automation, enhancing efficiency and reducing costs for both service providers and consumers. As a result, businesses across various sectors, including retail, banking, healthcare, and entertainment, are increasingly transitioning to digital channels to deliver services and engage with customers innovatively. (Kaplan,2017,p.80).

The rise of the sharing economy and platform-based services has transformed the informational service industry landscape, disrupting traditional business models

and creating new opportunities for collaboration and entrepreneurship. Platform-based services, such as ride-sharing, accommodation-sharing, and peer-to-peer lending, leverage digital platforms to connect individuals and facilitate transactions in a decentralized manner. These platforms enable resource sharing, asset utilization, and peer-to-peer interactions, unlocking value and efficiency in various sectors. The sharing economy has democratized access to goods and services, empowering individuals to monetize their underutilized assets and skills while providing consumers with affordable and convenient alternatives to traditional services. However, the rise of platform-based services also poses regulatory challenges related to labor rights, consumer protection, and market competition, prompting policymakers to adapt regulations to ensure fairness, safety, and sustainability in the sharing economy. (Bochkovsky,2016). Importance of customer experience and personalization:in the informational service industry, customer experience and personalization have become key differentiators for businesses seeking to attract and retain customers in a competitive marketplace. With the abundance of choices available to consumers, delivering exceptional customer experiences has become essential for building brand loyalty and driving customer satisfaction (Bochkovsky,2016.p.10).

Personalization technologies, such as artificial intelligence and data analytics, enable service providers to gather and analyze customer data to tailor products and services to individual preferences and behaviors. By leveraging personalization, businesses can create targeted marketing campaigns, customize product recommendations, and optimize pricing strategies, enhancing customer engagement and maximizing revenue. Moreover, customer experience encompasses various touchpoints, including pre-purchase, purchase, and post-purchase interactions, requiring businesses to adopt a holistic approach to service delivery and continuously innovate to meet evolving customer expectations. As a result, businesses that prioritize customer experience and personalization are better positioned to succeed in the competitive informational service industry landscape, fostering long-term customer relationships and sustainable business growth. (Hetman ,2018,p.440).

The informational service industry has had a profound impact on the retail and e-commerce sectors, transforming the way consumers shop and businesses operate. With the rise of digital platforms and mobile technologies, e-commerce has experienced exponential growth, offering consumers convenience, choice, and personalized shopping experiences. Retailers have embraced omni-channel strategies, integrating online and offline channels to provide seamless shopping experiences and meet the evolving needs of customers. Moreover, data analytics and artificial intelligence enable retailers to gather insights into consumer behavior, optimize inventory management, and personalize product recommendations, enhancing customer engagement and driving sales. However, the shift to e-commerce has also posed challenges for traditional brick-and-mortar retailers, necessitating adaptation and innovation to remain competitive in the digital marketplace. (Eremenko,2023).

Here's a compilation of key software development statistics:

The global population of software developers is projected to reach 28.7 million by the end of 2024, marking an increase of 3.2 million over four years. The US alone accounts for nearly 4.3 million software developers. Approximately 84.7% of software development projects focus on enterprise applications, while 53.6% center around business automation, and 38.50% involve eCommerce. The IT sector is anticipated to surpass its pre-pandemic position by 2024, with an estimated Compound Annual Growth Rate (CAGR) of 5%. The software development market is expected to reach $1039 million by 2027, experiencing a Compound Annual Growth Rate (CAGR) of $22.54% from 2020 to 2027. About 54% of software engineers report increased productivity when working from home, a topic likely to remain relevant in 2024 as the world transitions back to office culture. Software development project costs typically range from $3,000 to $150,000. Customer Relationship Management (CRM) system development costs averaged around $100,000 in 2023. Employment opportunities for software developers in the US are forecasted to grow by 22% by 2029, presenting significant opportunities for US-based developers in 2024. Complex software development projects can cost up to $1 million. JavaScript emerges as the most widely

used programming language globally, with 65.82% of professional developers favoring it. Experienced software developers command a median annual salary of $107,090. In figure 1.2. average annual salary statistics for experienced software developers are provided.

	Job Title	Median Base Salary	Job Satisfaction	Job Openings
#1	Enterprise Architect	$144,997	4.1/5	14,021
#2	Full Stack Engineer	$101,794	4.3/5	11,252
#3	Data Scientist	$120,000	4.1/5	10,071
#4	Devops Engineer	$120,095	4.2/5	8,548
#5	Strategy Manager	$140,000	4.2/5	6,977
#6	Machine Learning Engineer	$130,489	4.3/5	6,801
#7	Data Engineer	$113,960	4.0/5	11,821
#8	Software Engineer	$116,638	3.9/5	64,155
#9	Java Developer	$107,099	4.1/5	10,201
#10	Product Manager	$125,317	4.0/5	17,725

Figure 1.1.2. average annual salary statistics for experienced software developers
Source: https://kinsta.com/it/statistiche-ingegneria-software/

Hospitality and tourism:the hospitality and tourism sectors have been significantly impacted by the informational service industry, with digital technologies reshaping the way travelers research, book, and experience destinations and accommodations. Online travel agencies, review platforms, and booking websites have empowered travelers with access to a wealth of information and options, enabling them to plan and customize their trips according to their preferences and budgets. Additionally, hospitality businesses have adopted digital tools and platforms to enhance guest experiences, streamline operations, and optimize revenue management. From online check-in and mobile key access to personalized recommendations and concierge services, digital innovations have revolutionized the hospitality industry, enabling businesses to differentiate themselves and deliver memorable guest experiences. (Alpina,2016,p.50).

In the healthcare and wellness sectors, the informational service industry has driven advancements in patient care, treatment delivery, and wellness management. Telemedicine, wearable devices, and health tracking apps have expanded access to healthcare services, enabling remote consultations, monitoring, and personalized health management. Digital health platforms provide patients with access to medical information, appointment scheduling, and prescription management, empowering them to take control of their health and well-being. Moreover, data analytics and artificial intelligence enable healthcare providers to analyze patient data, identify trends, and develop personalized treatment plans, improving outcomes and reducing costs. However, the adoption of digital health technologies also raises concerns related to data privacy, security, and regulatory compliance, necessitating careful implementation and governance to ensure patient trust and safety. (Kozhushko,2016,p.120). The global electronic health record software market is experiencing significant growth, with revenue expected to surge by hundreds of millions of dollars from 2023 to 2032. Electronic health record (EHR) software plays a crucial role in collecting patients' medical data in electronic format, enhancing access to patient information, and ultimately improving the efficiency and productivity of patient care. Its utilization is expanding across various healthcare settings due to its diverse features, functionality, and applications. Key components of electronic health record software include lab systems, clinical documentation, administrative functions, and pharmacy systems. These systems store crucial information such as patient demographics, medical history, allergies, medications, test results, treatment instructions, and billing details.

The growth of the electronic health record software market can be attributed to the increasing adoption of innovative technologies aimed at meeting the evolving needs of end users in the healthcare industry. This trend underscores the growing importance of digital solutions in modern healthcare delivery, driving the expansion of the EHR software market during the forecast period statistics of the use of software in medicine are shown in Figure 1.3.
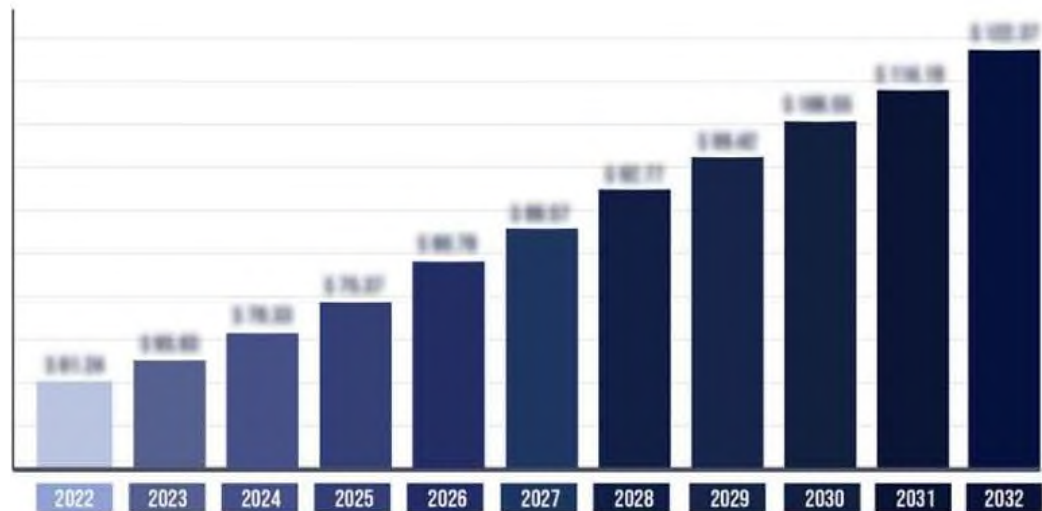
Figur 1.1.3. Electronic health record software market size, 2022 to 2032

Source: https://www.precedenceresearch.com/nanofluidics-market

The informational service industry has revolutionized the financial services sector, democratizing access to banking, investing, and financial management tools. Fintech startups and digital banks leverage technology to offer innovative products and services, catering to the needs of tech-savvy consumers and underserved populations. Mobile banking apps, digital wallets, and peer-to-peer payment platforms provide users with convenient, secure, and cost-effective ways to manage their finances and conduct transactions. Additionally, data analytics and machine learning enable financial institutions to assess credit risk, detect fraud, and personalize financial products and services, enhancing customer satisfaction and loyalty. However, the rise of digital finance also presents challenges related to cybersecurity, data privacy, and regulatory compliance, requiring collaboration between industry stakeholders and policymakers to address emerging risks and ensure the stability and integrity of the financial system. (Balabanova ,2015,p.324).

The transportation and logistics sectors have undergone significant transformation due to the influence of the information service industry. This transformation is driven by digital technologies, which have led to innovation in mobility, delivery, and supply chain management. Ride-sharing and mobility-as-a-service platforms have revolutionized traditional transportation models, offering consumers convenient on-demand options and reducing reliance on private car

ownership. Additionally, logistics companies utilize data analytics, predictive modeling, and automation to optimize route planning, fleet management, and last-mile delivery, thereby enhancing efficiency and reducing costs.

The introduction of digital freight platforms and blockchain technology has further enabled transparency, traceability, and collaboration across the supply chain, ultimately improving visibility and mitigating risks associated with global trade. However, the adoption of digital transportation and logistics solutions also raises concerns regarding data security, infrastructure resilience, and potential workforce displacement. Consequently, industry stakeholders and policymakers are collaborating to address these challenges through innovation and collaboration.

Balabanova said (2015), rapid pace of technological innovation presents both challenges and opportunities for the information service industry. While technological disruption may render traditional business models obsolete, requiring adaptation to new technologies and consumer preferences, it also offers opportunities for creating new service offerings, enhancing operational efficiency, and improving customer experiences.(p.2).

By leveraging technologies such as artificial intelligence, machine learning, and data analytics, service providers can gain valuable insights into consumer behavior, personalize offerings, and deliver innovative solutions that cater to evolving customer needs. Therefore, continuous investment in research and development, alongside the adoption of emerging technologies, is crucial for service providers to remain competitive in this ever-evolving landscape. Additionally, proactive engagement with regulators, industry stakeholders, and compliance experts is essential to navigate the complex regulatory environment and capitalize on opportunities for growth and innovation. (Hubaryk, 2018).

The global AI market is currently valued at over $196 billion and is projected to increase by over 13 times in the next seven years. The US AI market is expected to reach $299.64 billion by 2026. The AI market is expanding rapidly at a Compound Annual Growth Rate (CAGR) of 38.1% between 2022 and 2030. By 2025,

approximately 97 million people are estimated to be working in the AI space. The AI market size is anticipated to grow by at least 120% year-over-year.

An impressive 83% of companies consider AI a top priority in their business plans. Netflix generates $1 billion annually from automated personalized recommendations driven by AI. About 48% of businesses utilize some form of AI to effectively leverage big data. Furthermore, 38% of medical providers incorporate computers as part of their diagnostic processes.

The global AI market is poised to reach $1.81 trillion by 2030, according to GrandViewResearch. This projection indicates a substantial increase compared to the current size of the AI market, with expectations of growth by over 13 times over the next decade. Throughout this forecast period, the AI market is anticipated to experience significant expansion at a Compound Annual Growth Rate (CAGR) of 38.1%. Currently, the global annual revenue of the AI software market exceeds $50 billion, as reported by Omdia. In Figure 1.4. statistics of artificial intelligence income growth are shown.

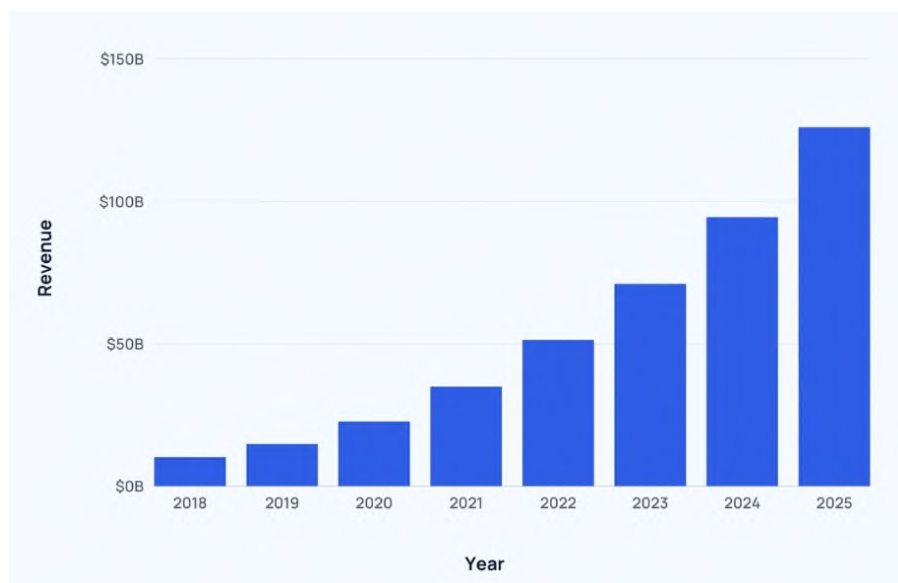*Figure 1.1.4. Global artificial intelligence software market revenue*
Source: https://www.newyorkmobiletech.com/blog/how-to-build-scalable-ai-app-with-cross-platform

The informational service industry encounters challenges in workforce development and skill requirements due to technological advancements reshaping job roles and skill demands. Automation, artificial intelligence, and digitalization

transform work, creating a need for skills such as data analytics, programming, digital marketing, and cybersecurity. The gig economy and remote work trends reshape employment models towards freelance, contract, and remote arrangements. Service providers must invest in workforce development, reskilling, and upskilling to equip employees for success in the digital economy. Additionally, fostering a culture of continuous learning, diversity, and inclusivity aids in talent attraction and retention in a competitive labor market.

Despite challenges like technological disruption and regulatory complexities, the informational service industry offers ample opportunities for innovation and growth. Emerging technologies like blockchain, IoT, and augmented reality enable value creation and enhanced customer experiences. Service providers can utilize these technologies to develop innovative products, optimize business processes, and stand out in the marketplace. Kaplan (2017),believed rising demand for personalized, data-driven services allows businesses to leverage big data and AI for tailored solutions. Furthermore, expanding into new markets, forming strategic partnerships, and diversifying service offerings enable businesses to capitalize on growth opportunities and expand their market presence in a competitive landscape.(p.5).

Amazon began as an online bookstore but successfully transformed into the world's largest e-commerce platform offering a wide range of products and services. Through relentless focus on customer experience, technological innovation, and data-driven decision-making, Amazon revolutionized retail and set new standards for online shopping. (Kobelev, 2016,p.3).

Netflix, initially a DVD rental service, pivoted to streaming video-on-demand, disrupting the traditional television and film industry. By investing in original content, leveraging data analytics for personalized recommendations, and adopting a subscription-based business model, Netflix became a global leader in the entertainment industry.

Uber revolutionized the transportation industry by introducing a platform-based model that connects riders with drivers through a mobile app. Leveraging technology

to optimize routing, pricing, and customer experience, Uber disrupted traditional taxi services and transformed urban mobility worldwide.

However, some industry giants failed to adapt to technological advancements:Blockbuster, once dominant in the video rental industry, failed to adapt to digital streaming and online video-on-demand services. Despite opportunities to acquire Netflix, Blockbuster underestimated technological disruption and clung to its outdated business model, leading to bankruptcy.

Kodak, a pioneer in photography, failed to embrace digital photography and the shift from film to digital cameras. Despite inventing digital camera technology, Kodak hesitated to capitalize on its innovation, fearing cannibalization of its film business. This reluctance to adapt to changing consumer preferences led to Kodak's decline and bankruptcy. (Voronkova,2014,p.7).

Nokia, once a dominant player in the mobile phone industry, failed to anticipate the rise of smartphones and the shift towards touch-screen devices powered by advanced operating systems. Despite early success with its Symbian platform, Nokia struggled to compete with Apple's iPhone and Google's Android ecosystem, leading to a significant decline in market share and ultimately selling its mobile phone business to Microsoft.'

These case studies highlight the importance of adaptability, innovation, and strategic foresight in navigating the complexities of the informational service industry. Successful transformations require businesses to embrace technological disruption, prioritize customer experience, and continuously innovate to stay ahead of the curve. Conversely, failures underscore the dangers of complacency, resistance to change, and underestimating the impact of disruptive technologies on traditional business models. By learning from both successes and failures, businesses can better position themselves to thrive in an ever-evolving informational service industry landscape.

Predictions for the future of the service industry include increased digitalization, the service industry will continue to undergo rapid digital transformation, with an increasing number of businesses adopting digital technologies to streamline operations, enhance customer experiences, and drive innovation. Digital platforms, artificial

intelligence, and data analytics will play a central role in shaping the future of the service industry, enabling personalized, data-driven services across various sectors. (Kennedy,2016,p.8).

Another trend is the shift towards subscription-based models: subscription-based business models will become more prevalent across the service industry, offering consumers access to a wide range of services through recurring payments. Subscription services provide businesses with predictable revenue streams, foster customer loyalty, and encourage recurring engagement, driving long-term growth and profitability.

Focus on sustainability and ethical practices: The service industry will increasingly prioritize sustainability initiatives, ethical practices, and corporate social responsibility in response to growing concerns about environmental sustainability and social responsibility. Businesses will focus on implementing environmentally friendly practices, adhering to fair labor standards, and engaging with communities to meet consumer expectations and tackle global challenges.

Expansion of the sharing economy: Driven by increased consumer demand for peer-to-peer services, resource sharing, and collaborative consumption, the sharing economy will continue to expand. Platform-based services like ride-sharing, accommodation-sharing, and co-working spaces will proliferate, offering consumers flexible and cost-effective alternatives to traditional services.

Emerging trends and potential disruptions:Artificial intelligence and automation: The ongoing revolution of artificial intelligence and automation in the service industry will enable businesses to automate routine tasks, improve decision-making processes, and deliver personalized experiences at scale. However, widespread adoption of AI and automation may lead to workforce displacement, necessitating businesses to address ethical and regulatory considerations concerning job automation and data privacy. (Kobylyatsky,2014,p. 6).

Blockchain technology has the potential to disrupt various sectors within the service industry, including finance, supply chain management, and digital identity verification. By offering transparent, secure, and decentralized transactional systems, blockchain can streamline processes, reduce fraud, and enhance trust in service

delivery. Nonetheless, challenges related to scalability, interoperability, and regulatory compliance may hinder the widespread adoption of blockchain solutions.Начало формы

Buleyev (2019) said :transformational potential of augmented reality (AR) and virtual reality (VR) technologies spans multiple service sectors, including retail, tourism, and entertainment. These technologies offer immersive, interactive experiences that enhance engagement, storytelling, and product visualization. With AR and VR becoming more accessible and affordable, businesses are increasingly leveraging them to create unique, memorable experiences that differentiate their offerings and drive customer loyalty.(p.2).

Summary of key findings: An analysis of the theoretical backgrounds shaping the development of the informational service industry yields several key findings. The historical evolution from traditional to digital services, the impact on sectors like retail, healthcare, and transportation, and the influence of technological advancements, globalization, and changing consumer preferences collectively shape the industry. Success stories such as Amazon and Uber, alongside cautionary tales like Blockbuster and Kodak, underscore the pivotal role of adaptability, innovation, and strategic foresight in navigating the complexities of the modern service landscape.

The implications for businesses and policymakers are significant, emphasizing the need for proactive strategies to address challenges and leverage opportunities in the evolving informational service industry. Businesses must prioritize digital transformation, customer experience, and sustainability to remain competitive. Policymakers play a crucial role in establishing regulatory frameworks that balance innovation with ethical considerations, data privacy, and fair competition. Collaborative efforts between businesses and policymakers are essential to foster an environment that encourages innovation while safeguarding the interests of consumers, workers, and broader society.

Ethical considerations in the use of AI: As artificial intelligence continues to play a central role in the service industry, there is a need for further research to explore the ethical implications of AI applications. This includes investigating issues related to

bias, transparency, and accountability. Understanding the ethical dimensions of AI will be crucial in guiding responsible development and deployment. (Yermolovych ,2022,p.6).

Impact of blockchain on financial services: The potential of blockchain technology in revolutionizing financial services warrants deeper exploration. Research can delve into the implications of blockchain in areas such as decentralized finance (DeFi), cross-border transactions, and the integration of blockchain with traditional financial systems.

Human-centric approaches to automation: With the increasing automation of tasks in the service industry, research can explore human-centric approaches to automation that prioritize the well-being of workers. This includes examining strategies for upskilling, designing inclusive work environments, and addressing the socio-economic impacts of automation.

The role of augmented reality in enhancing customer experiences: Augmented reality's potential in transforming customer experiences is an area ripe for further exploration. Research can investigate the impact of AR on consumer behavior, its effectiveness in marketing and sales, and the development of AR applications across diverse service sectors. (Kobelev,2016,p.19).

In conclusion, the theoretical background analysis provides valuable insights into the past, present, and future of the informational service industry. Businesses and policymakers must collaborate to navigate challenges, capitalize on opportunities, and contribute to a sustainable and innovative future for the dynamic and evolving service landscape. Further research will be instrumental in deepening our understanding of emerging trends and ensuring the responsible development of the informational service industry.
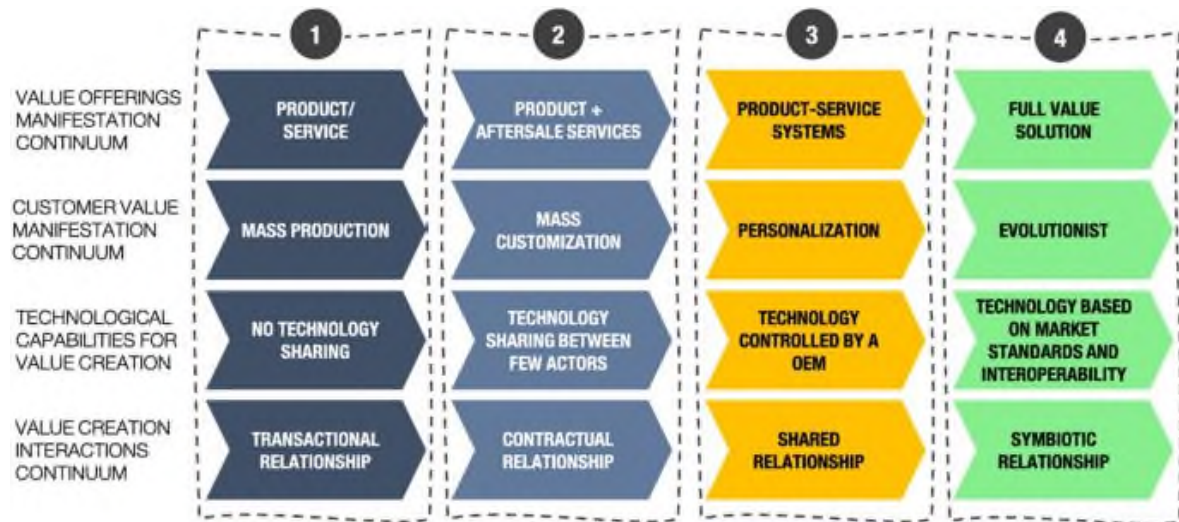
Figure 1.1.5. Analysis of basics of service industry evolution (Berman,2014,p.1001).

Source: https://link.springer.com/article/10.1007/s11628-021-00438-9

1.2. Informational services market – management peculiarities study

The management of a company providing information services, as illustrated by the Adhornet company case, demands a thorough grasp of the informational services market and its nuances. In this dynamic sector, effective management entails strategic planning, market analysis, and innovative approaches to meet customer needs and outpace competitors.

Key challenges in managing a company in the informational services market include keeping pace with technological advancements and emerging trends to ensure relevance and competitiveness. Continuous research and development efforts are necessary to enhance existing services and develop new ones aligned with market demands. (Sokolov,2014,p.102).

Moreover, effective management requires cultivating strong client relationships, understanding their unique needs, and delivering tailored solutions that add value to their businesses. A customer-centric approach is paramount, alongside a commitment to delivering high-quality services.

Managing a company in this sector also demands a skilled and adaptable workforce capable of leveraging new technologies effectively. Investment in employee training and development is crucial to staying innovative.

Additionally, proactive risk management and compliance with regulatory requirements are essential, given the sensitive nature of information services. Prioritizing data security and privacy builds trust with clients and mitigates potential risks.(Yermolovych,2014,p.201).

Financial management and sustainable growth are key focus areas, involving careful budgeting, cost control, and strategic investments to optimize profitability and ensure long-term viability.

Furthermore, a commitment to corporate social responsibility and ethical business practices is imperative. Considering the social and environmental impact of

operations and minimizing the carbon footprint contributes to community engagement and sustainability.

In conclusion, managing a company providing information services, as demonstrated by the Adhornet company case, necessitates a multifaceted approach encompassing strategic planning, customer-centricity, technological innovation, risk management, financial acumen, and corporate social responsibility. Addressing these key areas enables companies to navigate the complexities of the informational services market, achieve sustainable growth, and foster success.

The management of a company providing information services, as exemplified by the Adhornet company case, is a multifaceted endeavor that requires a comprehensive understanding of the informational services market and its intricacies. Effective management in this rapidly evolving industry encompasses strategic planning, market analysis, and innovative approaches to meet customer needs and maintain a competitive edge.

One of the primary challenges in managing a company within the informational services market is staying abreast of technological advancements and emerging trends. This necessitates ongoing research and development efforts to enhance existing services and introduce new ones that align with evolving market demands and technological capabilities.(Zhebka,2019,p.2).

Moreover, effective management in this sector entails building robust relationships with clients and gaining a deep understanding of their unique requirements. By delivering tailored solutions that add value to clients' businesses, companies can foster long-term partnerships and enhance customer satisfaction.

Furthermore, managing a company in the informational services market requires a skilled and adaptable workforce capable of navigating changing market dynamics and effectively leveraging new technologies. Investing in employee training and development is essential to ensure that the company remains at the forefront of innovation and maintains a competitive advantage.

In addition to technological prowess, effective management in this sector necessitates a proactive approach to risk management and compliance with regulatory

requirements. Given the sensitive nature of information services, prioritizing data security and privacy is paramount to building trust with clients and mitigating potential risks.

Financial management and sustainable growth are also critical considerations in managing a company providing information services. This involves prudent budgeting, cost control measures, and strategic investments to optimize profitability and ensure long-term viability in a rapidly evolving market landscape.

Furthermore, a commitment to corporate social responsibility and ethical business practices is essential for long-term success. By considering the social and environmental impact of operations and actively contributing to the communities in which they operate, companies can enhance their reputation and foster a positive organizational culture. Figure 1.2 shows.

In conclusion, managing a company providing information services requires a holistic approach that encompasses strategic planning, customer-centricity, technological innovation, risk management, financial acumen, and corporate social responsibility. By addressing these key areas, companies can navigate the complexities of the informational services market, achieve sustainable growth, and drive success in an ever-evolving industry.Начало формы
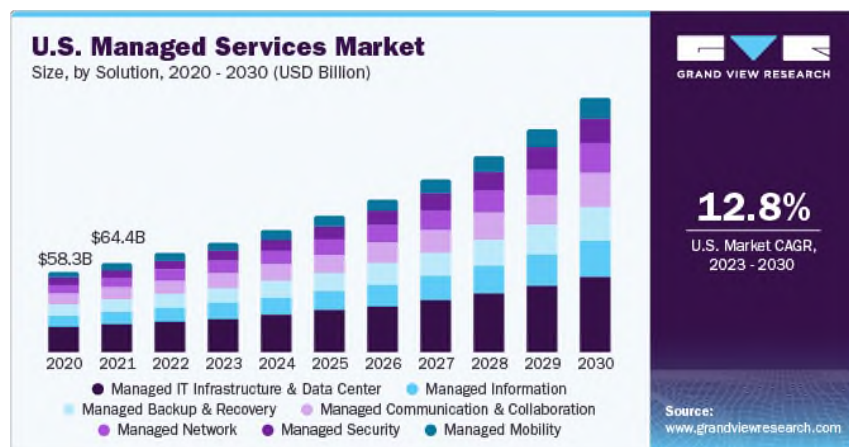

Figure 1.2.1 Managed Services Market Size, Share, & Trends Analysis Report By Solution, By Managed Information Service (MIS), By Deployment, By

Enterprise Size, By End-use, By Region, And Segment Forecasts, 2024 – 2030.(
Bilovol, 2018, p.61).

Source: [https://www.grandviewresearch.com/industry-analysis/location-](https://www.grandviewresearch.com/industry-analysis/location-intelligence-market)
intelligence-market

1.3. Strategic planning for information services and optimization

Introduction: adhornet, a leading company in the provision of information services, has carved a niche for itself in the highly competitive market landscape. Established with a vision to revolutionize information dissemination, Adhornet has consistently strived to stay ahead of the curve by offering innovative solutions tailored to meet the evolving needs of its diverse clientele. (Kaplan ,2017, p. 321).

Currently, Adhornet stands as a beacon of excellence, renowned for its commitment to delivering high-quality information services across various sectors. With a robust infrastructure and a talented team of professionals, the company has successfully established its presence in both local and international markets.

In today's fast-paced business environment, strategic planning for information services has become increasingly vital for companies like Adhornet. As technology continues to advance at a rapid pace, the landscape of information services is constantly evolving, presenting both challenges and opportunities for businesses operating in this space.(Kaplan ,2017, p. 322).

Strategic planning serves as a roadmap for Adhornet to navigate through this dynamic landscape, helping the company adapt to changing market trends, anticipate customer needs, and capitalize on emerging opportunities. By aligning its business objectives with a well-defined strategic plan, Adhornet can effectively allocate resources, streamline operations, and stay ahead of the competition.

Moreover, strategic planning enables Adhornet to future-proof its business by anticipating potential risks and developing contingency plans to mitigate them. In an era where data security and privacy are paramount concerns, strategic planning ensures

that Adhornet remains proactive in addressing these issues and upholding the trust and confidence of its customers. (Ignatieva,2018,p.224).

In conclusion, strategic planning for information services is indispensable for companies like Adhornet to maintain their competitive edge in the market. By laying a solid foundation for future growth and innovation, strategic planning empowers Adhornet to continue delivering cutting-edge information services that drive value for its customers and stakeholders alike.

Analysis of adhornet's existing information services: adhornet, a prominent player in the information services industry, prides itself on offering a wide array of services designed to meet the diverse needs of its clientele. A thorough analysis of Adhornet's existing information services reveals a comprehensive portfolio that encompasses data management, analytics, content delivery, and more. [29, p. 33]

One of the key strengths of Adhornet's information services lies in its robust infrastructure and state-of-the-art technology stack. The company has invested heavily in cutting-edge technologies, enabling it to deliver high-quality services with unparalleled efficiency and reliability. Additionally, Adhornet boasts a team of highly skilled professionals who possess deep expertise in various domains, further enhancing the value proposition of its services. (Denisova,2024,p.34).

However, despite its strengths, Adhornet also faces certain weaknesses in its information services offerings. One such weakness is the lack of customization options for clients with unique requirements. While Adhornet's services are generally well-rounded, some clients may require tailored solutions that are not readily available within the company's existing framework.

In terms of opportunities, Adhornet is well-positioned to capitalize on the growing demand for data-driven insights and analytics. With businesses across industries increasingly relying on data to drive decision-making, Adhornet can leverage its expertise in this area to expand its market reach and attract new clients.

Furthermore, Adhornet faces a variety of threats in the market landscape, including stiff competition from established players and disruptive technologies. To

maintain its competitive edge, Adhornet must continuously innovate and stay abreast of emerging trends and technologies in the information services industry.

Evaluation of Current Market Trends and Competitor Analysis: In addition to analyzing its own information services, Adhornet must also conduct a thorough evaluation of current market trends and perform a comprehensive competitor analysis to stay ahead of the curve. (Denisova,2024,p.35).

Market trends indicate a growing demand for real-time data analytics, cloud-based solutions, and AI-driven insights. Adhornet can capitalize on these trends by incorporating advanced analytics capabilities into its services and offering flexible cloud-based solutions to meet the evolving needs of its clients.

Competitor analysis reveals that Adhornet operates in a highly competitive landscape, with several key players vying for market share. By closely monitoring competitors' offerings, pricing strategies, and customer feedback, Adhornet can identify areas for differentiation and develop targeted strategies to maintain its competitive edge.

In conclusion, a thorough current assessment of Adhornet's existing information services, including a SWOT analysis and evaluation of market trends and competitors, is essential for the company to identify its strengths, weaknesses, opportunities, and threats. Armed with this valuable insight, Adhornet can develop targeted strategies to enhance its service offerings, expand its market reach, and maintain its competitive position in the information services industry. (Baldin,2024,p.245).

Strategic goals:in order to effectively manage a company providing information services, such as Adhornet, it is essential to establish clear strategic goals that align with the overall objectives and vision of the organization. These strategic goals serve as a roadmap for optimizing information services and driving the company towards sustainable growth and success.

Define specific goals for information services optimization:the first step in strategic goal setting is to define specific objectives for optimizing information services within Adhornet. These goals should be tailored to address the unique needs and

challenges of the organization, taking into consideration factors such as market dynamics, customer preferences, and technological advancements. (Kasich,2017,327).

Specific goals may include enhancing data management processes to improve efficiency and accuracy, developing new service offerings to meet emerging customer demands, or implementing innovative technologies to enhance service delivery and customer experience.

Ensure alignment with overall company objectives and vision: it is crucial to ensure that the strategic goals for information services optimization are aligned with the broader objectives and vision of Adhornet as a company. This alignment ensures that efforts to optimize information services contribute directly to the overarching mission and long-term goals of the organization. (Kozhushko ,2016, p. 210).

For example, if one of Adhornet's primary objectives is to become a market leader in data analytics, strategic goals for information services optimization may focus on expanding data analytics capabilities, investing in talent development, and forging strategic partnerships with technology providers in the data analytics space. Set Measurable Targets and Timelines for Achieving Goals: In order to effectively measure progress and track the success of information services optimization efforts, it is essential to establish measurable targets and timelines for achieving strategic goals. These targets should be specific, measurable, achievable, relevant, and time-bound (SMART), enabling Adhornet to monitor performance and make data-driven decisions to drive progress towards its objectives. (Drucker, 2012,p. 111).

For example, if the strategic goal is to improve data management processes, measurable targets may include reducing data processing times by a certain percentage within a specified timeframe, or increasing data accuracy levels to meet predefined benchmarks.

By setting clear and measurable targets, Adhornet can effectively gauge the impact of its information services optimization initiatives and make adjustments as needed to stay on track towards achieving its strategic goals. (Ignatieva,2018, p. 211).

In conclusion, establishing clear strategic goals for information services optimization, ensuring alignment with overall company objectives and vision, and

setting measurable targets and timelines are essential steps in effectively managing a company like Adhornet in the dynamic and competitive landscape of information services provision. These strategic goals serve as a guiding framework for driving growth, innovation, and success in the organization's information services operations. (Buleyev,2019,p. 13).

Resource allocation:effective resource allocation is critical for the successful management of a company providing information services, such as Adhornet. Properly assessing and allocating resources ensures that the organization can optimize its operations, deliver high-quality services, and maintain a competitive edge in the market. This section will delve into the process of resource allocation within Adhornet, covering financial, human, and technological aspects.

Assess available resources:before embarking on any resource allocation decisions, Adhornet must conduct a thorough assessment of its available resources. This includes evaluating its financial capabilities, human capital, and technological infrastructure. (Zhebka,2019, p. 2].

Financial resources: adhornet should review its financial statements, including cash flow, revenue streams, and budgetary constraints, to determine the financial resources available for information services optimization.

Human resources: the company should assess the skills, expertise, and availability of its workforce to ensure that it has the necessary talent to support its information services initiatives. This may involve conducting a skills gap analysis and identifying areas where additional training or recruitment may be required.

Technological resources: adhornet should evaluate its existing technological infrastructure, including hardware, software, and IT systems, to determine the resources available for optimizing information services. This assessment should also consider any upcoming technological upgrades or investments that may be necessary to support the company's strategic goals.(Kobelev,2014, p. 47).

Determine budget allocation for information services optimization: based on the assessment of available resources, Adhornet can then determine the budget allocation for information services optimization. This involves identifying the specific areas

within the information services department that require investment and allocating financial resources accordingly.

For example, if the strategic goal is to enhance data analytics capabilities, Adhornet may allocate a portion of its budget towards investing in advanced analytics tools, hiring data scientists, and providing training to existing staff members.

It is essential for Adhornet to establish a clear budget allocation plan that aligns with its strategic goals and allows for flexibility to adapt to changing market conditions and emerging opportunities.

Identify potential areas for resource reallocation or investment:

in addition to determining budget allocation for information services optimization, Adhornet should also identify potential areas within the organization where resource reallocation or additional investment may be beneficial.

This could involve reallocating human resources from non-critical areas to support information services initiatives, investing in new technologies to improve operational efficiency, or exploring strategic partnerships and collaborations to leverage external resources and expertise. (Grashina, 2016,p. 201).

By identifying potential areas for resource reallocation or investment, Adhornet can ensure that its resources are allocated in a manner that maximizes their impact and supports the achievement of its strategic goals.

In conclusion, effective resource allocation is essential for the successful management of a company providing information services like Adhornet. By assessing available resources, determining budget allocation, and identifying potential areas for resource reallocation or investment, Adhornet can optimize its operations, deliver high-quality services, and maintain a competitive edge in the market. (Ignatieva, 2018,p. 102).

Technology integration: in the fast-paced world of information services, staying abreast of emerging technologies is paramount for companies like Adhornet to remain competitive and meet the evolving needs of their clients. This section will delve into the process of technology integration within Adhornet, focusing on exploring emerging

technologies, assessing their feasibility and potential impact, and developing a plan for their integration while ensuring compatibility and efficiency.

Explore emerging technologies relevant to information services: the first step in technology integration is to explore emerging technologies that are relevant to Adhornet's information services offerings. This involves keeping a pulse on the latest trends and innovations in the industry, ranging from advancements in data analytics and artificial intelligence to new tools and platforms for content delivery and management. (Baldin ,2024,p. 147).

For example, Adhornet may explore the potential of blockchain technology for enhancing data security and integrity, or investigate the use of machine learning algorithms for predictive analytics and personalized content recommendations.

By actively exploring emerging technologies, Adhornet can identify opportunities to enhance its information services portfolio, improve operational efficiency, and deliver greater value to its clients.

Assess feasibility and potential impact on adhornet's operations: once potential emerging technologies have been identified, Adhornet must assess their feasibility and potential impact on its operations. This involves conducting a detailed analysis of factors such as cost, scalability, technical requirements, and regulatory considerations. (Kovalev,2022, p. 87).

For instance, Adhornet may evaluate the feasibility of adopting cloud computing solutions to streamline data storage and processing, taking into account factors such as data privacy regulations and security requirements.

Additionally, Adhornet must assess the potential impact of integrating new technologies on its existing operations, including any changes to workflow processes, staff training needs, and client interactions.

By conducting a thorough feasibility assessment, Adhornet can make informed decisions about which emerging technologies to pursue and prioritize, ensuring that they align with the company's strategic goals and contribute to its long-term success. (Kozhushko,2016, p. 144).

Develop a plan for integrating new technologies while ensuring compatibility and efficiency:once the feasibility and potential impact of emerging technologies have been assessed, Adhornet can develop a comprehensive plan for integrating these technologies into its operations. This plan should outline the steps and resources required to implement the new technologies effectively, while ensuring compatibility with existing systems and maximizing operational efficiency.

Key components of the integration plan may include:

-Identifying key stakeholders and establishing clear communication channels to facilitate collaboration and alignment throughout the integration process.

-Developing a timeline and milestones for each stage of the integration, ensuring that progress is tracked and monitored effectively.

-Allocating resources, including budget, personnel, and technology infrastructure, to support the integration efforts.

-Implementing robust testing and quality assurance processes to identify and address any potential issues or challenges during the integration process.

-Providing training and support to staff members to ensure they are equipped with the knowledge and skills required to effectively utilize the new technologies. (Kaplan, 2017,p. 17).

By developing a detailed plan for integrating new technologies, Adhornet can minimize disruption to its operations, maximize the benefits of the technology investments, and position itself for continued growth and success in the dynamic landscape of information services provision.

Process improvement:efficient and effective information service delivery processes are crucial for the success of companies like Adhornet in providing top-notch services to their clients. This section will focus on the process improvement initiatives within Adhornet, covering the evaluation of current information service delivery processes, identification of bottlenecks and areas for improvement, and implementation of streamlined processes to enhance efficiency and quality of services. (Drucker,2012, p. 17).

Evaluate current information service delivery processes: the first step in process improvement is to conduct a comprehensive evaluation of Adhornet's current information service delivery processes. This involves analyzing each step of the service delivery chain, from initial client engagement to final service delivery and support.

Adhornet should assess factors such as process efficiency, accuracy, customer satisfaction levels, and adherence to industry standards and best practices. This evaluation may include gathering feedback from clients and internal stakeholders, conducting process mapping exercises, and benchmarking against industry peers.

By understanding the strengths and weaknesses of its current processes, Adhornet can identify areas for improvement and develop targeted strategies to enhance service delivery. (Emelyanov ,2018,p. 4).

Identify bottlenecks and areas for improvement: based on the evaluation of current information service delivery processes, Adhornet must then identify bottlenecks and areas for improvement. Bottlenecks refer to points in the process where workflow is hindered or slowed down, resulting in delays or inefficiencies.

Common bottlenecks in information service delivery processes may include manual data entry tasks, lack of automation in repetitive processes, communication gaps between departments, or outdated technology platforms. [27, p. 29].

Adhornet should also identify areas where improvements can be made to enhance the overall quality of its services, such as increasing data accuracy, reducing turnaround times, or improving response times to client inquiries.

By pinpointing bottlenecks and areas for improvement, Adhornet can prioritize its process improvement efforts and allocate resources effectively to address these challenges. (Baldin,2024,p.245).

Implement streamlined processes to enhance efficiency and quality of services: once bottlenecks and areas for improvement have been identified, Adhornet can begin implementing streamlined processes to enhance efficiency and quality of services. This may involve:

-Automating manual tasks and streamlining workflows to reduce processing times and improve accuracy.

-Implementing new technology solutions or upgrading existing systems to support streamlined processes and improve service delivery.

-Improving communication and collaboration between departments to ensure seamless coordination throughout the service delivery chain.

-Providing training and support to staff members to ensure they are equipped with the skills and knowledge required to effectively execute streamlined processes.

By implementing these process improvement initiatives, Adhornet can enhance the efficiency and quality of its information services, resulting in improved client satisfaction, increased operational effectiveness, and a competitive advantage in the market.

In conclusion, process improvement is essential for companies like Adhornet to continuously enhance their information service delivery processes, drive efficiency, and maintain a high standard of service quality. By evaluating current processes, identifying bottlenecks and areas for improvement, and implementing streamlined processes, Adhornet can optimize its operations and deliver exceptional value to its clients. (Baldin,2024,p.235).

Risk management:as Adhornet strives to optimize its information services, it's crucial to proactively identify and address potential risks and challenges that may arise along the way. By developing robust risk management strategies, Adhornet can minimize disruptions to its operations and ensure the successful implementation of its optimization initiatives. This section will outline Adhornet's approach to risk management, covering the identification of potential risks, development of mitigation strategies, and establishment of contingency plans. [45, p. 103].

Identify potential risks and challenges associated with the optimization of information services:before embarking on the optimization of information services, Adhornet conducts a comprehensive risk assessment to identify potential risks and challenges that may impact the success of its initiatives. These risks can encompass various areas, including technological, operational, regulatory, and financial aspects.

Technological risks: Adhornet may face challenges related to the integration of new technologies, such as compatibility issues with existing systems, data security vulnerabilities, or technical glitches during implementation. (Baldin,2024,p.236).

Operational risks: risks associated with operational processes, such as disruptions to service delivery, resource constraints, or lack of adequate training for staff members.

Regulatory risks: Adhornet must also consider regulatory compliance requirements, such as data privacy laws, industry regulations, and cybersecurity standards, to ensure that its optimization initiatives remain in compliance with relevant regulations(Baldin,2024,p.237).

Financial risks: adhornet may encounter financial risks, such as cost overruns, budget constraints, or fluctuations in market conditions that impact the availability of financial resources for optimization efforts.

By identifying these potential risks and challenges, Adhornet can proactively develop mitigation strategies to address them and minimize their impact on its operations. (Baldin,2024,p.238).

Develop mitigation strategies to address identified risks:once potential risks and challenges have been identified, Adhornet develops mitigation strategies to address them effectively. These strategies are designed to mitigate the likelihood and impact of each risk, reducing the probability of negative outcomes.

For example, to address technological risks related to data security vulnerabilities, Adhornet may implement robust encryption measures, access controls, and regular security audits to safeguard sensitive information and mitigate the risk of data breaches. (Baldin,2024,p.239).

To mitigate operational risks such as disruptions to service delivery, Adhornet may develop contingency plans, establish redundant systems, and implement robust monitoring and response mechanisms to address issues promptly and minimize downtime.

Similarly, to address regulatory risks, Adhornet may establish compliance frameworks, conduct regular audits, and engage with legal advisors to ensure that its

optimization initiatives remain in compliance with relevant regulations. (Baldin,2024,p.240).

Establish contingency plans to minimize disruptions to operations: in addition to developing mitigation strategies, Adhornet establishes contingency plans to minimize disruptions to its operations in the event that risks materialize despite mitigation efforts. Contingency plans outline specific actions to be taken in response to various risk scenarios, ensuring that Adhornet can respond

For example, in the event of a data breach, Adhornet's contingency plan may include steps such as notifying affected parties, conducting forensic investigations to identify the root cause of the breach, and implementing remediation measures to prevent future incidents.

Similarly, in the event of a service disruption, Adhornet's contingency plan may include procedures for activating backup systems, reallocating resources, and communicating with clients to minimize the impact on service delivery.

By establishing robust contingency plans, Adhornet can effectively respond to unforeseen events and ensure the continuity of its operations, even in the face of potential risks and challenges. (Baldin,2024,p.241).

In conclusion, risk management is a critical aspect of managing a company providing information services like Adhornet. By proactively identifying potential risks, developing mitigation strategies, and establishing contingency plans, Adhornet can minimize disruptions to its operations and ensure the successful optimization of its information services.

Performance Measurement:In order to effectively manage a company providing information services like Adhornet, it is crucial to establish a robust performance measurement framework. This section will outline Adhornet's approach to performance measurement, covering the definition of key performance indicators (KPIs), implementation of a monitoring and evaluation system, and regular review of performance data to adjust strategies as needed. (Baldin,2024,p.242).

Define key performance indicators (KPIs) for tracking progress: adhornet begins by defining key performance indicators (KPIs) that align with its strategic objectives

and provide meaningful insights into the performance of its information services. These KPIs are carefully selected to measure various aspects of Adhornet's operations, including service quality, efficiency, customer satisfaction, and financial performance.

Examples of KPIs for adhornet may include -Service uptime and availability: Measuring the percentage of time that Adhornet's information services are operational and accessible to clients.

-Client satisfaction ratings: Assessing client feedback and satisfaction levels through surveys or customer feedback mechanisms.

-Turnaround time for service delivery: Tracking the time it takes for Adhornet to fulfill client requests and deliver information services.

-Financial metrics: Monitoring revenue growth, profitability, and return on investment (ROI) for information services initiatives.

By defining clear and relevant KPIs, Adhornet can effectively track progress towards its strategic objectives and identify areas for improvement.

-       Implement a Monitoring and Evaluation System to Assess the Effectiveness of Optimization Efforts:

Once KPIs have been defined, Adhornet implements a robust monitoring and evaluation system to assess the effectiveness of its optimization efforts. This system involves collecting relevant data on the defined KPIs, analyzing performance metrics, and evaluating the impact of optimization initiatives on Adhornet's operations and outcomes. (Baldin,2024,p.243).

Adhornet may utilize various tools and technologies, such as data analytics software, dashboard reporting systems, and performance management platforms, to gather and analyze performance data in real-time.

Additionally, Adhornet establishes regular review processes and performance review meetings to discuss progress against KPIs, identify trends and patterns, and make data-driven decisions to drive continuous improvement.

Regularly review performance data and adjust strategies as needed:in order to maintain agility and responsiveness in the dynamic landscape of information services

provision, Adhornet regularly reviews performance data and adjusts strategies as needed based on the insights gained from performance measurement.

This involves conducting regular performance reviews, analyzing trends and patterns in performance data, and identifying areas for improvement or optimization. (Baldin,2024,p.244).

For example, if performance data indicates a decline in client satisfaction ratings, Adhornet may conduct further analysis to identify the root cause of the issue and develop targeted strategies to address client concerns and improve satisfaction levels.

Similarly, if financial metrics indicate that certain optimization initiatives are not yielding the expected returns, Adhornet may reevaluate its investment priorities and reallocate resources to more promising opportunities. [5, p. 198].

By regularly reviewing performance data and adjusting strategies as needed, Adhornet can ensure that its information services remain aligned with strategic objectives, responsive to market dynamics, and continuously optimized for maximum effectiveness and impact.

In conclusion, performance measurement is a critical aspect of managing a company providing information services like Adhornet. By defining key performance indicators (KPIs), implementing a monitoring and evaluation system, and regularly reviewing performance data to adjust strategies as needed, Adhornet can effectively track progress, identify areas for improvement, and drive continuous optimization of its information services. (Baldin,2024,p.245).

Conclusion:in conclusion, the strategic plan for optimizing information services at Adhornet encompasses a comprehensive framework aimed at driving innovation, enhancing efficiency, and delivering exceptional value to clients. This plan emphasizes the importance of aligning information services with the overall objectives and vision of the company while continuously evaluating and adapting to the dynamic market environment.

The key points of the strategic plan for information services optimization at Adhornet can be summarized as follows:Strategic goals: adhornet has defined specific goals for optimizing information services, ensuring alignment with the overall

company objectives and vision. These goals are measurable and time-bound, providing a clear roadmap for achieving success.(Balashov,2015,p.2).

Resource allocation: adhornet has assessed available resources and determined budget allocation for information services optimization. This includes financial, human, and technological resources, ensuring efficient utilization and maximum impact. (Berman 2016, p. 40).

Technology integration: adhornet has explored emerging technologies relevant to information services, assessed feasibility, and developed a plan for integrating new technologies while ensuring compatibility and efficiency.

Process improvement: adhornet has evaluated current information service delivery processes, identified bottlenecks and areas for improvement, and implemented streamlined processes to enhance efficiency and quality of services.

Talent development: adhornet has assessed the skill sets and expertise within the information services team, identified training needs, and developed a talent development plan to ensure the team is equipped to meet strategic objectives. (Berman 2016, p. 41).

Risk management: adhornet has identified potential risks and challenges associated with the optimization of information services, developed mitigation strategies, and established contingency plans to minimize disruptions to operations.

It is essential to emphasize the importance of ongoing evaluation and adaptation in a dynamic market environment. Adhornet must continuously monitor performance, gather feedback, and adjust strategies as needed to stay agile and responsive to changing market conditions, technological advancements, and customer needs. [33].

Moving forward, the next steps for implementation and execution of the plan at Adhornet include:

Implementation of the strategic initiatives outlined in the plan, including technology integration, process improvement, and talent development efforts.

Regular monitoring and evaluation of performance against defined KPIs to track progress and identify areas for improvement.

Continuous communication and collaboration across departments to ensure alignment and synergy in executing the strategic plan. (Berman 2016, p. 42).

Flexibility to adapt and adjust strategies based on evolving market dynamics and emerging opportunities.

Ongoing investment in innovation and research to stay ahead of the curve and maintain a competitive edge in the information services industry.

By following through with these next steps, Adhornet can effectively execute its strategic plan for information services optimization, driving growth, innovation, and success in the dynamic and competitive landscape of information services provision. (Berman 2016, p. 43).

Appendices: As part of the strategic plan for optimizing information services within Adhornet company, the following appendices are included to provide additional supporting documents and resources:

- Continuous development
- Strategies for continuous improvement

In the realm of Human Resources, a skills matrix is developed to outline the skill sets and expertise within the information services team. Furthermore, a training needs assessment is conducted to highlight areas for skill enhancement and professional development.

Regarding Technology Integration, documentation of emerging technologies relevant to information services is compiled. This includes conducting feasibility studies and assessments for integrating new technologies, as well as defining technical specifications and requirements for their integration.

Process Improvement involves creating process mapping diagrams to illustrate current information service delivery processes. Through analysis, bottlenecks and areas for improvement are identified and documented, leading to the establishment of streamlined processes and standard operating procedures.

Talent Development initiatives include the formulation of a talent development plan outlining training programs, workshops, and certifications for team members.

Additionally, mentorship and career development programs are implemented for staff members.

Risk Management entails preparing a risk assessment report that identifies potential risks and challenges associated with information services optimization. Mitigation strategies and contingency plans are then developed to address the identified risks.

Finally, Performance Measurement involves establishing a Key Performance Indicators (KPIs) dashboard that provides real-time performance data. Monitoring and evaluation reports are generated to track progress against strategic objectives.

These appendices serve as valuable supporting documents and additional resources relevant to the strategic plan for optimizing information services within Adhornet company. They provide detailed insights and information to guide the implementation and execution of the plan, ensuring its effectiveness and success in driving growth and innovation within the organization. (Kovalev, 2016,p. 37).

CHARTER 2. EXPLORING ADHORNET: NAVIGATING THE LANDSCAPE OF EFFECTIVE INFORMAYION SERVICES MANAGEMENT

2.1 Overview of Adhornet company.Importance of effective information services management

In today's rapidly evolving business landscape, the effective management of information services is paramount for companies to thrive and remain competitive. This presentation aims to delve into the intricacies of managing a company providing information services, using the Adhornet company case as a focal point.

Brief overview of the presentation's objective:the primary objective of this presentation is to explore the multifaceted aspects of managing a company that offers information services. Through an analysis of Adhornet's management practices, we will uncover valuable insights into the strategies, challenges, and best practices associated with information services management. (Voronkova, 2014,p. 137).

Importance of effective information services management in modern business environments: in the digital age, where data has become the lifeblood of businesses, effective information services management is indispensable. It encompasses the strategic planning, organization, and utilization of information resources to drive operational efficiency, innovation, and, ultimately, business success.

Effective management of information services enables companies to harness the power of data to make informed decisions, optimize processes, and deliver superior products and services to customers. Moreover, it plays a pivotal role in ensuring data security, compliance with regulations, and mitigating risks associated with data breaches or misinformation. (Hetman,2018, p. 154).

Furthermore, in today's interconnected global economy, where information flows across borders seamlessly, companies must adopt robust management practices to effectively leverage information as a strategic asset. This involves not only managing internal information systems but also navigating complex networks of partners, suppliers, and stakeholders to create value and maintain a competitive edge.

Overall, the importance of effective information services management cannot be overstated in modern business environments. It serves as the cornerstone of organizational resilience, agility, and innovation, empowering companies to thrive in an increasingly data-driven world. Through a deep dive into the Adhornet company case, we aim to unravel the keys to successful information services management and glean valuable insights for businesses navigating the complexities of the digital era. (Hetman,2018, p. 154).

Overview of Adhornet company. Adhornet, a pioneering company in the realm of information services, has been at the forefront of revolutionizing how businesses manage and leverage data to drive growth and innovation. Founded on the principles of excellence and innovation, Adhornet has emerged as a trusted partner for organizations seeking to harness the power of information to gain a competitive edge in today's dynamic business landscape.

With a vision to empower organizations with actionable insights derived from data, they laid the foundation for what would soon become a leading player in the information services industry. (Hetman,2018, p. 155).

Over the years, Adhornet has evolved and expanded its offerings, leveraging cutting-edge technologies and strategic partnerships to stay ahead of market trends and meet the evolving needs of its clients. From its humble beginnings as a startup, Adhornet has grown into a global powerhouse, serving a diverse clientele across industries and geographies.

Core information services offered:At the heart of Adhornet's service portfolio lies a comprehensive suite of information services designed to empower businesses with the insights they need to succeed in today's competitive landscape. These core information services include: data analytics and insights: adhornet employs advanced analytics techniques to uncover actionable insights from vast volumes of data, enabling businesses to make informed decisions and drive strategic initiatives.

According to Google Trends, the global search interest in "affiliate marketing" has been steadily increasing since 2020, showing signs of acceleration. The trend reached its peak in August 2022 and continued to surge, hitting record highs in 2023.

This growth trajectory reflects the growing significance of digital income streams in recent years.

Notable moments in the trend include a spike to a score of 57 in May 2021, a remarkable peak of 73 during the last week of December 2022, and an unprecedented score of 100 in the first week of 2023. These milestones illustrate the enduring popularity and effectiveness of affiliate marketing as a prominent income-generating strategy in our digital economy. In Figure 2.1. trend growth of affiliate marketing is presented.

Figur 2.1.1 Trend growth «affiliate marketing»
*Source: https://drews-review.com/youtube*

With the proliferation of data breaches and cybersecurity threats, Adhornet offers robust security solutions to safeguard sensitive information and ensure compliance with industry regulations.

Aadhornet assists businesses in efficiently managing and integrating disparate data sources, enabling seamless access to critical information and enhancing operational efficiency.Adhornet's team of seasoned experts provides strategic consulting and advisory services, guiding businesses through their digital transformation journey and helping them unlock the full potential of their information assets. (Hetman,2018, p. 157). Recognizing that every business is unique, Adhornet offers customized solutions tailored to the specific needs and objectives of each client, ensuring maximum value and impact.

Affiliate marketing maintains its upward trajectory, establishing itself as a thriving global industry. According to the Performance Marketing Association's report,

the industry witnessed an impressive 47% growth from 2018 to the conclusion of 2021, showcasing its integral role for many retailers.

Projections for the future indicate a continuation of this upward trend Figur. 2.2. By the end of 2023, global spending on affiliate marketing is expected to reach $14.3 billion, with forecasts indicating a further increase to $15.7 billion by 2024. This rapid expansion underscores the growing reliance of businesses worldwide on affiliate marketing as they engage with consumers in the ever-expanding eCommerce landscape.
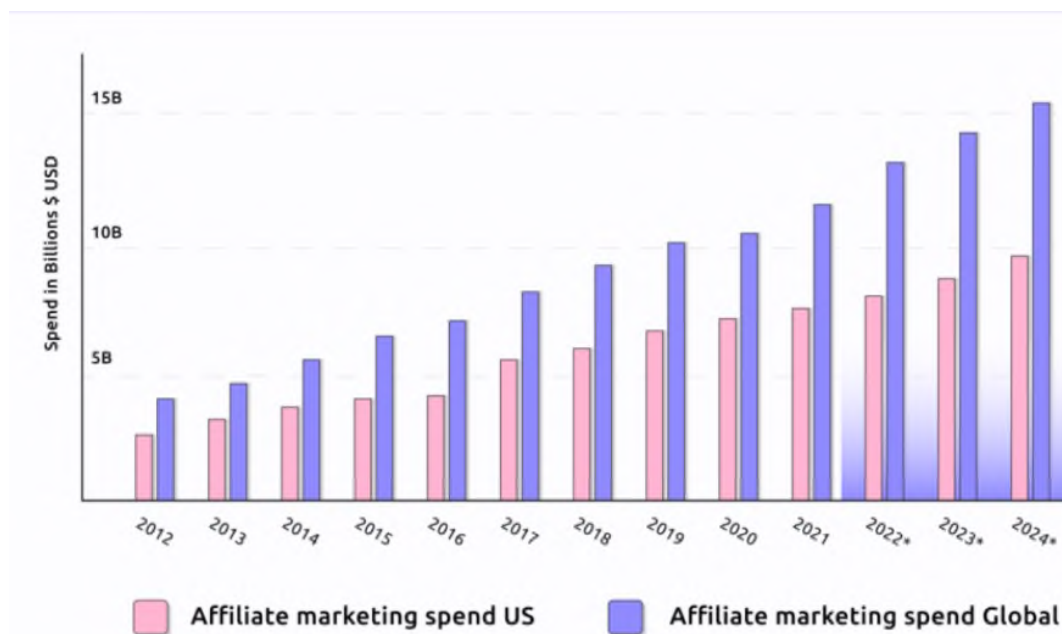
Figur 2.1.2. Affiliate Marketing US\Global Market Size
Source:https://www.linkedin.com/posts/pam-rosen_i-am-so-loving-the-performance-marketing-activity-7164009810294689793-jYa5

Through its comprehensive range of information services, Adhornet empowers businesses to harness the power of data to drive growth, innovation, and competitive advantage in today's data-driven world. With a relentless focus on excellence and customer satisfaction, Adhornet continues to set the standard for information services management, helping businesses thrive in an increasingly complex and interconnected global marketplace.

Since its inception, Adhornet has been at the forefront of innovation in the field of information services, continuously evolving to meet the changing needs of its clients

and the dynamic business landscape. The evolution of information services within Adhornet can be traced through several key phases:

In the early years, Adhornet focused on establishing its presence in the market and building its core capabilities in data management and analytics. During this phase, the company laid the groundwork for its future growth and success, investing in technology infrastructure and talent acquisition to support its information services offerings. (Hetman,2018, p. 158).

As he demand for information services grew, Adhornet embarked on a period of expansion and diversification, broadening its service portfolio to encompass a wider range of offerings. This phase saw the introduction of new services such as information security and compliance, consulting, and customized solutions, allowing Adhornet to cater to the diverse needs of its expanding client base.

With rapid advancements in technology, Adhornet continuously invested in cutting-edge tools and platforms to enhance its information services capabilities. The adoption of technologies such as artificial intelligence, machine learning, and cloud computing enabled Adhornet to deliver more sophisticated and innovative solutions to its clients, driving greater value and impact. (Vecherkovski, 2018,p. 2).

As Adhornet grew its presence in the global market, it emerged as a leader in the information services industry, setting the standard for excellence and innovation. This phase saw Adhornet solidify its position as a trusted partner for businesses worldwide, leveraging its expertise and experience to drive digital transformation and empower organizations with actionable insights derived from data.

Throughout its history, Adhornet has achieved numerous milestones and key developments that have shaped its evolution and contributed to its success as a leading provider of information services. Some of the notable milestones include:

These milestones and developments underscore Adhornet's commitment to innovation, excellence, and customer satisfaction, positioning the company for continued growth and success in the dynamic and competitive landscape of information services.(Voronkov,2014, p. 65).

effective information services management encompasses the strategic planning, organization, and utilization of information resources within a company to achieve its goals and objectives. It involves the efficient collection, storage, analysis, and dissemination of information to support decision-making processes and drive business performance. Effective management of information services also entails ensuring the security, integrity, and accessibility of data while adhering to relevant regulatory requirements and industry standards. Moreover, it involves the alignment of information technology (IT) initiatives with business strategies to maximize the value of information assets and promote innovation and competitiveness. (Hetman, 2018,p. 237). However, the company also has a large number of competitors on the market. The main ones are presented below. As businesses increasingly embrace affiliate marketing to boost product promotion, affiliate networks have evolved their services to cater to this demand. These networks vary in the benefits they offer both affiliate marketers and brands, providing unique features and advantages tailored to their specific needs.

Shopify Collabs is an app-based marketing tool and affiliate network designed to facilitate seamless connections between brands and content creators, influencers, and other affiliates. It simplifies the workflow process by offering features such as collecting affiliate applications, organizing with "send & track" gifting capabilities integrated through Shopify, and customizing affiliate links and codes. Creators meeting specific criteria can apply for the Collabs Network, gaining access to their favorite brands, creating affiliate links without approvals, and receiving immediate commissions upon onboarding.

In terms of competition with companies like Adhornet, Shopify Collabs stands out due to its integration with the Shopify platform, making it convenient for brands already using Shopify for eCommerce. Additionally, Shopify Collabs offers a streamlined process for both creators and brands, emphasizing accessibility, community-building opportunities, and low-cost access to a large pool of affiliates. This combination of features and integration with a widely-used eCommerce platform gives Shopify Collabs a competitive edge in the affiliate marketing space.

ShareASale is a reputable affiliate network that has helped its parent company generate significant revenue for publishers and advertisers. With over 270,000 publishers and 25,000 brands to choose from, it offers a wide range of product categories and affiliate programs. Publishers can sign up for free and have the option to apply for various programs without any cost. The platform caters to both website owners and social media influencers, making it suitable for beginners in the affiliate marketing space.

In terms of competition with companies like Adhornet, ShareASale stands out due to its extensive network of publishers and brands, offering a diverse range of products and commission rates. Additionally, its free sign-up and user-friendly interface make it an attractive option for both advertisers and publishers looking to maximize their affiliate marketing efforts.

AWIN, the parent company of ShareASale, was voted the best CPS (cost per sale) network in North America in 2023. With over 25,000 brands in its network, AWIN offers a wide range of merchant options for publishers. The platform is praised for its user-friendly interface, easy navigation, and excellent customer service, making it an attractive option for affiliate marketers.

In terms of competition with companies like Adhornet, AWIN's extensive network of brands, user-friendly interface, and positive user feedback position it as a strong competitor in the affiliate marketing space. Additionally, its recognition as the best CPS network in North America further solidifies its standing in the industry.

CJ Affiliate, formerly known as Commission Junction, is a major affiliate network founded in 1998. It boasts over 3,800 brands globally on its platform. To join CJ Affiliate, users need to complete several steps, including providing contact information and adding their promotional properties like websites or social media accounts.

One notable feature of CJ Affiliate is its open developer portal for API access, offering technical resources and tools to help publishers personalize customer offers, access credit card information, and conduct targeted link searches by keyword or category.

In terms of competition with companies like Adhornet, CJ Affiliate's extensive network of brands and developer-friendly features make it a significant player in the affiliate marketing industry. Its long-standing presence and robust technical capabilities position it as a strong competitor in the market.

In summary, there are several significant competitors in the affiliate marketing industry today, such as ShareASale (owned by AWIN), CJ Affiliate, and Adhornet. Each of these companies has its own advantages and features that determine their competitiveness.

ShareASale and AWIN offer a wide range of brands for publishers, with user-friendly interfaces and excellent customer support. CJ Affiliate, with its large global brand base and advanced developer portal for API access, provides a more technically oriented approach to affiliate marketing.

Adhornet, while not as well-known as ShareASale or CJ Affiliate, still provides its clients with a wide range of opportunities to earn through affiliate programs. Ultimately, competition among these companies stimulates innovation and improves services in the affiliate marketing industry, which is in demand among both publishers and brands.

Effective management of information services plays a pivotal role in determining the success and competitiveness of a business in today's digital era. Several key reasons underscore the significance of effective information services management for business success:

Information is a critical asset that enables informed decision-making at all levels of an organization. Effective management ensures that decision-makers have access to accurate, timely, and relevant information to make strategic choices that drive the company's growth and profitability. (Hetman, 2018,p. 238).

Well-managed information services streamline business operations by optimizing processes, reducing redundancy, and eliminating inefficiencies. This leads to improved productivity, cost savings, and enhanced customer satisfaction, ultimately contributing to the bottom line.

Effective management of information services fosters a culture of innovation and adaptability within the organization. By leveraging data-driven insights, companies can identify emerging trends, market opportunities, and customer preferences, allowing them to innovate products, services, and business models to stay ahead of the competition.

I information services management includes measures to mitigate risks associated with data breaches, cyber threats, and regulatory non-compliance. By implementing robust security protocols, data governance frameworks, and compliance mechanisms, businesses can safeguard their information assets and protect their reputation and brand integrity. (Hetman, 2018,p. 239).

In today's customer-centric business landscape, effective information services management is essential for delivering a seamless and personalized customer experience. By leveraging customer data and analytics, companies can anticipate customer needs, tailor products and services to meet their preferences, and build long-lasting relationships that drive loyalty and advocacy.

Ultimately, effective management of information services confers a competitive advantage to businesses by enabling them to leverage their information assets as strategic differentiators. Companies that effectively harness data and information to drive innovation, optimize operations, and deliver superior customer experiences are better positioned to outperform their competitors and sustain long-term success in the marketplace. (Hetman, 2018,p. 240).

In summary, effective management of information services is indispensable for businesses seeking to thrive in today's digital economy. It empowers organizations to harness the power of data as a strategic asset, driving growth, innovation, and competitive advantage while mitigating risks and ensuring compliance with regulatory requirements. As businesses continue to navigate the complexities of the digital landscape, effective information services management will remain a cornerstone of success and resilience in the face of constant change and disruption. [46, p. 204].

Core Information Services Offered: Description of Primary Services Provided by Adhornet: Adhornet, as a leading provider of information services, offers a

comprehensive suite of solutions designed to empower businesses with actionable insights derived from data. The primary services provided by Adhornet encompass:

Adhornet leverages advanced analytics techniques and cutting-edge technologies to analyze vast volumes of data and extract meaningful insights. Through data visualization, predictive modeling, and statistical analysis, Adhornet helps businesses uncover patterns, trends, and correlations within their data, enabling informed decision-making and strategic planning. (Hetman, 2018,p. 241).

Information security and compliance: in an era of increasing cyber threats and regulatory scrutiny, Adhornet provides robust information security solutions to safeguard sensitive data and ensure compliance with industry regulations. From implementing security protocols and access controls to conducting risk assessments and security audits, Adhornet helps businesses mitigate risks and protect their information assets from unauthorized access, breaches, and vulnerabilities.

Information management and integration:adhornet assists businesses in efficiently managing and integrating disparate data sources across their organization. By centralizing data storage, optimizing data workflows, and implementing data governance frameworks, Adhornet helps businesses streamline their information management processes, enhance data quality, and facilitate seamless access to critical information across departments and systems. (Hetman, 2018,p. 242).

Consulting and advisory services: adhornet's team of seasoned experts provides strategic consulting and advisory services to guide businesses through their digital transformation journey. From assessing current information services capabilities to developing customized roadmaps and implementing technology solutions, Adhornet helps businesses align their information services initiatives with their broader organizational objectives, driving innovation and competitive advantage.

Customized solutions: recognizing that every business is unique, Adhornet offers customized solutions tailored to the specific needs and objectives of each client. Whether it's developing bespoke analytics dashboards, designing tailored security frameworks, or providing specialized training and support, Adhornet collaborates

closely with clients to deliver solutions that address their specific challenges and unlock the full potential of their information assets. (Hetman, 2018,p. 243).

Overview of the target market and client base:adhornet's target market encompasses a diverse range of industries and sectors, including but not limited to finance, healthcare, retail, manufacturing, and technology. From small businesses to multinational corporations, Adhornet serves clients of all sizes and scales, spanning various geographies and market segments.

Adhornet's client base comprises organizations seeking to leverage data-driven insights to drive growth, innovation, and competitive advantage. These clients rely on Adhornet's expertise and experience in information services management to navigate the complexities of the digital landscape, address their unique business challenges, and unlock new opportunities for success. (Hryneva, 2017.p. 2).

Overall, Adhornet's core information services cater to the diverse needs and objectives of its target market and client base, empowering businesses across industries to harness the power of data to achieve their strategic goals and drive sustainable growth in today's increasingly competitive and data-driven business environment.

Conclusion:recap of key points discussed: throughout this presentation, we have explored the intricacies of managing a company providing information services, with a focus on the Adhornet company case. We began by providing an overview of Adhornet's history, background, and core information services offerings. We then delved into the importance of effective information services management in modern business environments, highlighting its role in driving strategic decision-making, operational efficiency, innovation, and competitive advantage. (Zhebka,2019,p.1

Next, we examined the core information services offered by Adhornet, including data analytics and insights, information security and compliance, information management and integration, consulting and advisory services, and customized solutions. We explored how these services empower businesses to leverage data as a strategic asset, driving growth, innovation, and competitiveness.

Emphasis on the critical role of information services management for adhornet's success:

Effective information services management is not just a core competency for Adhornet; it is the cornerstone of our success and our commitment to delivering value to our clients. By strategically managing our information services offerings, we have been able to stay ahead of market trends, anticipate client needs, and deliver innovative solutions that drive business outcomes. (Berman, 2014,p. 344).

At Adhornet, we recognize that our success is intricately linked to the success of our clients. That's why we are committed to continuously investing in our information services capabilities, staying abreast of emerging technologies and industry best practices, and maintaining a customer-centric approach in everything we do. Our dedication to excellence in information services management sets us apart in the marketplace and positions us as a trusted partner for businesses seeking to harness the power of data to achieve their strategic objectives.

Closing remarks and invitation for further discussion: in conclusion, effective management of information services is paramount for businesses seeking to thrive in today's digital economy. As we navigate the complexities of the digital landscape, Adhornet remains committed to delivering innovative solutions, driving value for our clients, and shaping the future of information services management. (Beshelev ,2014,p. 104).

We invite further discussion on how Adhornet can partner with your organization to unlock the full potential of your information assets and drive sustainable growth in today's competitive business environment. Thank you for your time and attention, and we look forward to the opportunity to collaborate with you.

As Adhornet continues to thrive in the rapidly evolving information services sector, a strategic evaluation using a SWOT analysis provides invaluable insights into its operational dynamics, market positioning, and future growth pathways. This analysis will dissect the Strengths, Weaknesses, Opportunities, and Threats related to Adhornet, offering a structured perspective on its current competitive landscape and potential future directions. By understanding these elements, Adhornet can effectively plan and implement strategies that capitalize on its strengths, address its weaknesses, enhance its market position, and mitigate potential risks.

SWOT Analysis of Adhornet

Strengths:

1. _Innovative Data Solutions_: Adhornet's strong focus on innovative data analytics and insights positions it as a leader in providing cutting-edge solutions that empower businesses with actionable information.

2. _Experienced Team_: With a team of seasoned experts, Adhornet offers strategic consulting and advisory services that guide businesses through their digital transformation journeys, enhancing client trust and satisfaction.

3. _Global Reach_: From its origins as a startup, Adhornet has grown into a global entity, serving a diverse clientele across multiple industries and geographies, which diversifies its revenue streams and reduces market-specific risks.

4. _Customized Solutions_: The company's commitment to providing tailored solutions ensures that it meets the specific needs of each client, enhancing client retention and loyalty.

Weaknesses:

1. _Integration Challenges_: As the company grows, integrating disparate data sources efficiently remains a challenge, potentially affecting the seamlessness of service delivery and operational efficiency.

2. _Scalability of Services_: Rapid expansion could strain existing resources, affecting the quality of service and the ability to maintain personalized client interactions.

Opportunities:

1. _Growing Demand for Data Analytics_: The increasing global trend towards data-driven decision making presents significant growth opportunities for Adhornet in expanding its clientele and service offerings.

2. _Advancements in Technology_: Leveraging newer technologies such as AI and machine learning could enhance Adhornet's offerings, making them more competitive and efficient.

3. _Expansion into Emerging Markets_: There is potential for expansion into emerging markets, where demand for information services is growing and less saturated than in developed economies.

Threats:

1. _Intense Competition_: The information services industry is highly competitive, with numerous players vying for market share, which could pressure pricing and profitability.

2. _Technological Disruptions_: Rapid technological changes pose a risk, as failing to keep up can lead to obsolescence.

3. _Data Security_: In an era where data breaches are common, maintaining the security of client data is critical; any failure in this area could damage Adhornet's reputation and client trust.

Table 2.1. SWOT Analysis for Adhornet

SWOT Analysis for Adhornet
Strengths
- Innovative Data Solutions
- Experienced Team
- Global Reach
- Customized Solutions
Weaknesses
- Integration Challenges
- Scalability of Services
Opportunities
- Growing Demand for Data Analytics
- Advancements in Technology
- Expansion into Emerging Markets
Threats
- Intense Competition
- Technological Disruptions

- Data Security

Source: created by author

Concluding Analysis

The SWOT analysis of Adhornet underscores a robust business model marked by a strong portfolio of innovative data solutions, a skilled team, and a global operational base. However, challenges such as integration complexities and the need for scalable solutions are evident. Moving forward, Adhornet should focus on harnessing emerging technological advancements and exploring new market territories to sustain its growth and competitive edge. Additionally, strengthening data security measures and enhancing service scalability will be crucial in mitigating threats and capitalizing on the growing global demand for advanced information services. This strategic focus will not only reinforce Adhornet's market position but also drive its contributions to the digital economy's broader landscape.

Figure 2.4. Examples of a strategic plan (Beshelev ,2014,p. 104).

2.2. IT Infrastructure, Security, and Employee Development

Regulatory compliance: adhornet operates in a regulatory environment governed by data protection laws and industry standards. Compliance with regulations such as the General Data Protection Regulation (GDPR) and the Health Insurance Portability and Accountability Act (HIPAA) is imperative to avoid legal repercussions and financial penalties. Adhornet's robust cybersecurity measures help ensure compliance with these regulations, thereby mitigating regulatory risks. (Beshelev ,2014,p. 105].

Business continuity and reputation management: a breach in cybersecurity can have severe repercussions for Adhornet, ranging from financial losses to damage to its reputation and brand image. By investing in robust cybersecurity measures, Adhornet

demonstrates its commitment to protecting customer data and ensuring business continuity, thereby preserving its reputation and credibility in the market.

Competitive advantage: in today's hyperconnected world, customers prioritize security when choosing information service providers. By implementing best-in-class cybersecurity measures, Adhornet gains a competitive edge by offering clients enhanced data protection and peace of mind. This fosters customer loyalty and strengthens Adhornet's position in the market. (Beshelev ,2014,p. 106).

In conclusion, the management of IT security is paramount for Adhornet in its provision of information services. By implementing comprehensive security protocols and measures, Adhornet safeguards sensitive information, ensures regulatory compliance, maintains business continuity, and gains a competitive advantage in the market, thereby reinforcing its commitment to excellence and customer trust.

Compliance with regulatory standards.Explanation of regulatory standards relevant to information services In the ever-evolving landscape of information services, compliance with regulatory standards is not just a legal obligation but a fundamental necessity to ensure the integrity, security, and confidentiality of data handling practices. Adhornet, a leading company in the provision of information services, understands the critical importance of adhering to regulatory standards to maintain trust and credibility among its clients and stakeholders. Regulatory standards relevant to information services encompass a wide range of laws and guidelines designed to protect sensitive data and ensure responsible data management practices. Among these standards are: The General Data Protection Regulation (GDPR), a comprehensive data protection law that governs the processing and handling of personal data of individuals within the European Union (EU) and European Economic Area (EEA). GDPR mandates strict requirements for consent, data breach notification, data subject rights, and international data transfers. The Health Insurance Portability and Accountability Act (HIPAA), a US federal law that sets privacy and security standards for protecting patients' medical information. HIPAA applies to healthcare providers, health plans, and healthcare clearinghouses, requiring safeguards for the confidentiality, integrity, and availability of protected health information (PHI). The payment card in dustry data

security standard (PCI DSS), a set of security standards established to ensure the secure handling of credit card information during payment transactions. PCI DSS applies to organizations that store, process, or transmit cardholder data, outlining requirements for network security, encryption, access control, and regular security testing.

CCPA mandates transparency about data collection practices, opt-out mechanisms, and reasonable security measures to protect consumer data. ISO/IEC 27001, an internationally recognized standard for information security management systems (ISMS). ISO/IEC 27001 provides a systematic approach to managing sensitive company information, including risk assessment, security controls, and ongoing monitoring and improvement. (Arefieva,2015, p. 15).

Adhornet's approach to ensuring compliance with these standards.Adhornet's approach to ensuring compliance with these regulatory standards is proactive, multifaceted, and integrated into its organizational culture. The company recognizes that compliance is not just a checkbox exercise but a continuous commitment to responsible data management and privacy protection. Adhornet invests in regulatory awareness and training programs to educate its employees about relevant regulatory standards and their implications for information services. Employees are equipped with the knowledge and understanding of their roles and responsibilities in compliance, fostering a culture of accountability and diligence. The company develops and maintains robust policies and procedures that align with regulatory requirements, covering data handling practices, security controls, incident response procedures, and privacy protections. These policies are documented, regularly reviewed, and updated to ensure clarity and consistency in compliance efforts. Adhornet implements a structured data governance framework to manage and protect sensitive information effectively. This includes conducting risk assessments, identifying data vulnerabilities, and implementing appropriate controls to mitigate risks. By proactively managing risks, Adhornet enhances its ability to comply with regulatory standards. Technical controls and security measures are a cornerstone of Adhornet's compliance strategy. The company invests in encryption technologies, access controls, intrusion detection systems, and regular security audits to protect client data and ensure compliance with

regulatory standards. These measures are continuously evaluated and updated to adapt to evolving threats and vulnerabilities. Adhornet monitors its compliance with regulatory standards through internal audits and assessments, reviewing adherence to policies and procedures, assessing the effectiveness of security controls, and identifying areas for improvement. Additionally, the company engages third-party auditors to conduct independent assessments of its compliance efforts, ensuring transparency and accountability. In conclusion, compliance with regulatory standards is an integral aspect of Adhornet's management approach in providing information services. By understanding the regulatory landscape, implementing robust policies and procedures, investing in technical controls, and fostering a culture of compliance, Adhornet ensures the legality, security, and privacy of its data handling practices, thereby upholding the trust and confidence of its clients and stakeholders. (Arefieva, 2022,p. 78).

Employee development programs.Description of adhornet's employee development initiatives.Adhornet, a leading company in the provision of information services, places a high priority on employee development and invests in various initiatives to nurture and enhance the skills and capabilities of its workforce. The company offers a range of employee development programs designed to foster professional growth, enhance job satisfaction, and drive organizational success. These initiatives include:

Training and certificationp programs: adhornet provides comprehensive training programs to equip employees with the knowledge and skills required to excel in their roles. These programs cover a wide range of topics, including technical skills, industry best practices, leadership development, and soft skills training. Employees are encouraged to pursue relevant certifications to enhance their credentials and stay abreast of emerging technologies and trends. [40].

Mentorship and coaching: adhornet fosters a culture of mentorship and coaching, where experienced employees mentor and coach junior staff members to support their professional development. Mentorship programs facilitate knowledge sharing, skill

transfer, and career guidance, enabling employees to learn from the expertise and experience of their colleagues. (Arefieva,2015, p. 54).

Cross-functional training and rotational programs: adhornet offers cross-functional training opportunities and rotational programs to expose employees to different roles, projects, and departments within the organization. These programs provide employees with valuable insights into various aspects of the business, broaden their skill sets, and encourage collaboration and teamwork across different teams and functions.

Continuing education and professional development: adhornet supports employees' ongoing education and professional development by providing resources and incentives for further learning and skill enhancement. This may include reimbursement for tuition fees, sponsorship for industry conferences and seminars, and access to online learning platforms and resources. (Andreeva2013, p. 48).

Performance feedback and development planning: adhornet conducts regular performance evaluations and feedback sessions to assess employees' strengths, areas for improvement, and career aspirations. Based on these assessments, personalized development plans are created to outline specific goals, learning objectives, and action steps to support employees' professional growth and advancement within the organization.

Importance of ongoing training and skill development in the IT sector.In the fast-paced and constantly evolving IT sector, ongoing training and skill development are essential for staying competitive, driving innovation, and adapting to technological advancements. The importance of ongoing training and skill development in the IT sector cannot be overstated, and organizations like Adhornet recognize the value of investing in employee development initiatives to ensure the continuous growth and success of their workforce. (Bilovol,2018, p. 74).

Keeping pace with technological advancements: the IT sector is characterized by rapid technological advancements and innovations. Ongoing training and skill development enable employees to stay updated on the latest technologies, tools, and methodologies, ensuring that they remain relevant and proficient in their roles.

Enhancing job performance and productivity: well-trained and skilled employees are more equipped to perform their jobs effectively and efficiently. Ongoing training helps employees develop new skills, improve existing ones, and adopt best practices, leading to enhanced job performance, increased productivity, and better outcomes for the organization. . (Bilovol,2018, p. 75).

Fostering innovation and creativity: ongoing training and skill development stimulate innovation and creativity within the workforce. By exposing employees to new ideas, perspectives, and approaches, organizations like Adhornet encourage employees to think outside the box, explore new solutions, and drive innovation in the IT sector.

Attracting and retaining talent: In today's competitive job market, offering ongoing training and skill development opportunities can be a powerful tool for attracting top talent and retaining high-performing employees. Employees are more likely to stay engaged and committed to organizations that invest in their professional growth and development.

Adapting to change and uncertainty: The IT sector is prone to rapid changes and uncertainties, such as evolving technologies, market trends, and customer demands. Ongoing training and skill development equip employees with the agility, resilience, and adaptability needed to navigate change effectively and thrive in dynamic environments. (Bilovol,2018, p. 76).

In conclusion, employee development programs play a pivotal role in shaping the success and competitiveness of companies like Adhornet in the information services sector. By investing in ongoing training and skill development, organizations empower their workforce to stay relevant, innovative, and resilient in an ever-changing industry landscape.

Management of a company providing information services talent acquisition and retention.Strategies for attracting top it talent to adhornet, to attract top it talent to adhornet, the company can implement several strategies. firstly, adhornet can establish a strong employer brand by showcasing its unique company culture, values, and opportunities for professional growth. this can be done through targeted marketing

efforts, engaging social media presence, and participation in industry events and conferences. . (Bilovol,2018, p. 77).

In addition, adhornet can offer competitive compensation packages that include not only competitive salaries but also attractive benefits such as health insurance, flexible work arrangements, and professional development opportunities. additionally, the company can provide incentives such as bonuses, stock options, and performance-based rewards to motivate top talent to join the organization.

Moreover, adhornet can leverage its existing network and relationships within the industry to actively recruit top it talent. this can involve partnering with universities and technical schools, attending career fairs, and engaging with professional organizations and online communities to identify and attract potential candidates. Finally, adhornet can focus on creating a positive candidate experience throughout the recruitment process. this includes streamlining the application process, providing timely communication and feedback to candidates, and offering a transparent and supportive interview experience.

Methods for retaining skilled employees within the organization,once top it talent has been recruited to adhornet, it is important to implement strategies to retain these skilled employees within the organization. firstly, adhornet can focus on creating a positive work environment that fosters collaboration, creativity, and innovation. this can involve providing opportunities for employees to work on challenging projects, participate in cross-functional teams, and collaborate with colleagues across departments. . (Bilovol,2018, p. 78).

Additionallyadhornet can invest in employee development and training programs to help employees enhance their skills and advance their careers within the organization. this can include providing access to online learning platforms, offering tuition reimbursement for further education, and facilitating mentorship and coaching opportunities.

Moreover, adhornet can implement performance management processes that recognize and reward employees for their contributions to the organization. this can

involve conducting regular performance evaluations, providing constructive feedback and recognition, and offering opportunities for career advancement and growth.

Finally, adhornet can focus on promoting a healthy work-life balance for employees by offering flexible work arrangements, providing access to wellness programs and resources, and promoting a culture of respect and support for employees' personal and professional lives. by implementing these strategies, adhornet can effectively attract and retain top it talent within the organization, ensuring its continued success in providing information services. . (Bilovol,2018, p. 79).

Management of a company providing information services future outlook for it infrastructure and employee development/Anticipated developments in it infrastructure technology

Looking ahead, adhornet can anticipate several developments in it infrastructure technology that will impact the way the company operates. firstly, there is a growing trend towards cloud computing and virtualization, which offer greater flexibility, scalability, and cost-effectiveness for managing it infrastructure. adhornet can expect to adopt cloud-based solutions for its data storage, application hosting, and computing needs, allowing for seamless integration and collaboration across departments. . (Bilovol,2018, p. 80).

Internet of things (iot) is poised to revolutionize the way devices and systems interact and communicate with each other. adhornet can anticipate incorporating iot technologies into its it infrastructure to improve operational efficiency, monitor and analyze data in real-time, and enhance customer experiences.

Artificial intelligence (ai) and machine learning (ml) technologies are becoming increasingly sophisticated and accessible, offering new opportunities for automation, predictive analytics, and personalized services. adhornet can expect to leverage ai and ml algorithms to optimize its it infrastructure, improve decision-making processes, and deliver more intelligent and personalized information services to its customers. . (Bilovol,2018, p. 81).

Finally, cybersecurity will continue to be a top priority for adhornet as it evolves its it infrastructure. with the growing threat of cyber attacks and data breaches, adhornet

can anticipate investing in advanced security technologies and protocols to protect its systems, data, and customers' information from unauthorized access and malicious activities.

Plans for further enhancing employee development programs within adhornet to further enhance employee development programs within adhornet, the company can implement several initiatives. firstly, adhornet can expand its training and development offerings to provide employees with opportunities to acquire new skills and competencies relevant to their roles and career aspirations. this can include technical training on emerging technologies, leadership development programs, and soft skills training such as communication, problem-solving, and teamwork.

Secondly, adhornet can establish mentorship and coaching programs to support employees' professional growth and development. pairing employees with experienced mentors within the organization can provide valuable guidance, feedback, and support as they navigate their careers at adhornet.

Thirdly, adhornet can implement career planning and advancement programs to help employees identify and pursue opportunities for growth and advancement within the organization. this can involve providing employees with access to career development resources and tools, conducting regular career conversations and assessments, and offering support and resources for employees to pursue additional education or certifications relevant to their career goals. . (Bilovol,2018, p. 82).

Finally, adhornet can foster a culture of continuous learning and development by encouraging employees to take ownership of their professional development and providing resources and support for ongoing learning and skill-building. this can include offering access to online learning platforms, sponsoring attendance at industry conferences and events, and promoting knowledge-sharing and collaboration among employees.

By implementing these initiatives, adhornet can continue to enhance its employee development programs, ensuring that its workforce remains skilled, motivated, and equipped to drive the company's success in providing information services.
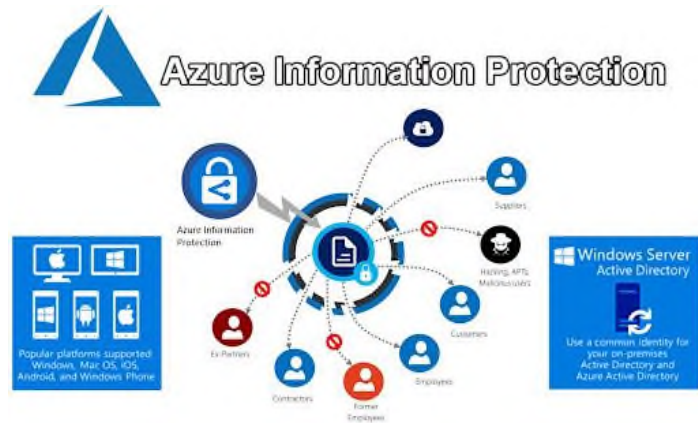
Figure 2.2.1 Infrastructure, security. (Bilovol,2018, p. 83).

Source:https://www.communicationsquare.com/news/microsoft-365-for-enterprise-security-part-3-information-protection/

CHAPTER 3. EMPOWERING EXCELLENCE: CONTINUOUS TRAINING, IMPROVEMENT, AND ADHORNET'S SUCCESS STUDY

3.1 Advice continuous training programs.Skill development initiatives employees

Management of a company providing information services advice continuous training programs.skill development initiatives employees

Effective management of a company providing information services, such as the case of Adhornet, requires a comprehensive approach to continuous training programs and skill development initiatives for employees. in the dynamic landscape of information services, where technology evolves rapidly, employees must constantly update their skills to stay competitive and meet the changing needs of clients. [30, p. 13].

one key aspect of managing continuous training programs is to assess the current skill gaps within the workforce. conducting regular skill assessments can help identify areas where employees need improvement and tailor training programs accordingly. this could involve technical skills related to information technology, as well as soft skills such as communication and problem-solving.

another important consideration is to offer a variety of training methods to accommodate different learning styles and preferences among employees. this could include traditional classroom-style training, online courses, workshops, mentorship programs, and hands-on practical experience. providing flexibility in training options ensures that employees can choose the methods that best suit their needs and schedules. [25, p. 200].

In addition to formal training programs, companies should also encourage a culture of continuous learning and skill development. this could involve promoting self-directed learning initiatives, such as providing access to online resources, encouraging participation in industry conferences and seminars, and supporting professional certifications.

Managers play a crucial role in supporting employees' skill development initiatives. they should actively communicate the importance of continuous learning, provide resources and support for training opportunities, and recognize and reward employees who demonstrate a commitment to improving their skills.

It's also essential to regularly evaluate the effectiveness of training programs and adjust them as needed. soliciting feedback from employees about their training experiences can help identify areas for improvement and ensure that future programs are more tailored to their needs.

Overall, by prioritizing continuous training programs and skill development initiatives, companies like Adhornet can ensure that their workforce remains agile, adaptable, and equipped to thrive in the ever-changing landscape of information services. [8, p. 323].

Figure 3.1.1 Culture of learning and improvement [33].
Source: https://ahaslides.com/ru/blog/continuous-learning-culture/

3.2 Continuous improvement strategies. Key performance indicators (KPIs)
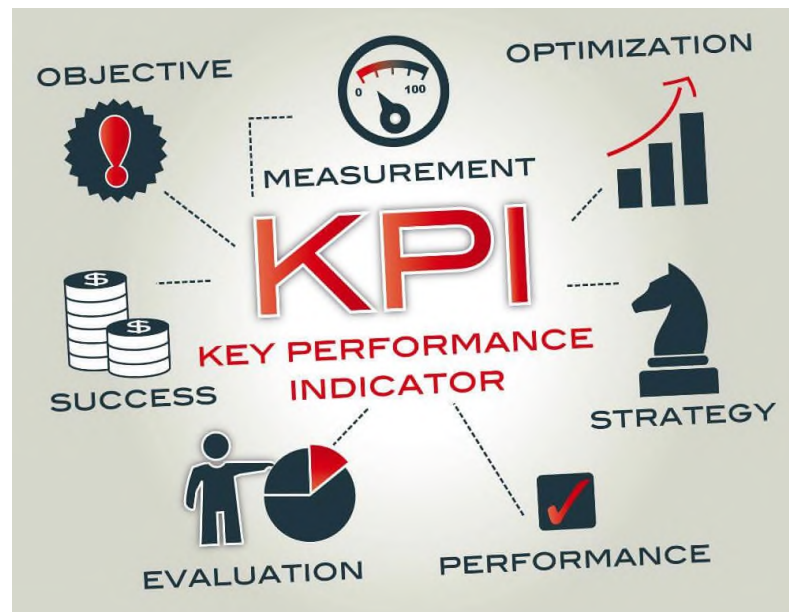
Management of a company providing information services, based on adhornet company case, can be optimized through continuous improvement strategies and the

establishment of key performance indicators (kpis). Continuous improvement is essential in a rapidly evolving industry, ensuring that the company stays competitive and meets the ever-changing needs of its clients. Implementing methodologies such as kaizen or lean management can help streamline processes, reduce waste, and enhance overall efficiency. By fostering a culture of continuous improvement, employees are encouraged to identify areas for enhancement and contribute innovative solutions. [10,p.1109].

when it comes to measuring the success of these improvement efforts, key performance indicators play a crucial role. Kpis provide quantifiable metrics that reflect the company's progress towards its strategic goals. For a company like adhornet, kpis may include metrics related to customer satisfaction, such as net promoter score or customer retention rate. Other relevant kpis could focus on operational efficiency, such as average resolution time for client inquiries or the percentage of projects completed on time and within budget.

It's important for adhornet to carefully select kpis that align with its business objectives and reflect the most critical aspects of its operations. These kpis should be regularly monitored and analyzed to track performance trends and identify areas that require attention. By leveraging data-driven insights from kpis, adhornet can make informed decisions, allocate resources effectively, and drive continuous improvement initiatives forward. [10,p.1110].

In conclusion, the management of a company providing information services, like adhornet, can benefit greatly from continuous improvement strategies and the establishment of key performance indicators. By continuously striving for improvement and measuring progress through kpis, adhornet can enhance its competitiveness, adapt to market dynamics, and ultimately achieve long-term success in the industry.

Drawing 3.2.1 Strategies for continuous improvement. [33].

Source: https://www.linkedin.com/pulse/hse-key-performance-indicators-need-tracked-khaled-ismail

3.3 Adhornet success study. Tips for development. Best practices

Adhornet, a company providing information services, offers a compelling case study for success in the industry. through careful management and strategic decisions, adhornet has established itself as a leader in the field, setting the standard for other companies to follow. here are some tips for development and best practices based on adhornet's success:

-Customer-centric approach: adhornet prioritizes customer satisfaction above all else. by understanding the needs and preferences of their clients, adhornet tailors their services to deliver maximum value. this customer-centric approach fosters long-term relationships and encourages repeat business. [13, p.69].

-Innovation and adaptability: adhornet recognizes the importance of innovation in a rapidly evolving industry. they continuously invest in research and development to stay ahead of emerging trends and technologies. moreover, adhornet remains adaptable, readily adjusting their strategies to meet changing market demands.

-Talent acquisition and retention: adhornet understands that their success relies heavily on the skills and expertise of their employees. they place a strong emphasis on talent acquisition, recruiting top performers who align with their company culture and values. furthermore, adhornet prioritizes employee development and engagement, fostering a supportive work environment that encourages growth and retention.

-Strategic partnerships: adhornet leverages strategic partnerships to expand their reach and capabilities. by collaborating with complementary businesses and industry leaders, adhornet is able to offer a comprehensive suite of services to their clients. these partnerships also facilitate knowledge sharing and mutual growth opportunities. [23,p.99].

-Data-driven decision-making: adhornet relies on data-driven insights to inform their decision-making process. they collect and analyze data from various sources, including customer feedback, market research, and internal performance metrics. this enables adhornet to make informed decisions, identify areas for improvement, and capitalize on emerging opportunities.

In summary, adhornet's success in the management of a company providing information services serves as a valuable case study for industry professionals. by adopting a customer-centric approach, fostering innovation, prioritizing talent acquisition and retention, leveraging strategic partnerships, and embracing data-driven decision-making, companies can emulate adhornet's success and achieve sustainable growth in the competitive landscape of information services. [25,p.79].

CONCLUSIONS

In conclusion, analyzing the fundamentals of service industry evolution through the case of Adhornet company underscores the necessity for effective management strategies in companies providing information services. Success in this dynamic sector demands not only responsiveness to current market demands but also proactive adaptation to rapidly evolving technological and innovative trends. Strategic vision, flexibility, and a capacity for innovative thinking emerge as critical success factors in this industry. Additionally, emphasizing customer interaction and continuous improvement in service quality tailored to their needs and expectations is paramount.

In conclusion, the study of management peculiarities in the informational services market, based on the Adhornet company case, highlights several key insights. Effective management in this sector necessitates a deep understanding of the rapidly evolving technological landscape and the ability to leverage emerging trends to stay competitive. Additionally, proactive measures such as continuous market analysis, strategic partnerships, and investment in talent and infrastructure are crucial for navigating the complexities of the informational services market. Moreover, maintaining a customer-centric approach, focusing on personalized services, and ensuring data security and privacy are essential for building trust and sustaining long-term success in this dynamic industry.In conclusion, the strategic planning for information services and optimization, based on the Adhornet company case, emphasizes the importance of a well-defined roadmap and flexible strategies in navigating the ever-evolving landscape of information services. Adapting to technological advancements, market trends, and customer preferences while optimizing operational processes is crucial for sustainable growth and competitiveness. Furthermore, leveraging data analytics and emerging technologies for informed decision-making and resource allocation is essential. Effective strategic planning requires continuous evaluation and adaptation to ensure alignment with organizational goals and the dynamic nature of the information services industry. By fostering a culture of innovation, collaboration, and agility, companies like Adhornet can

effectively position themselves for success in this rapidly evolving sector. In conclusion, the overview of Adhornet company underscores the significance of effective information services management in today's digital landscape. Adhornet, with its rich history and background, has positioned itself as a key player in providing core information services to its clients. Through its commitment to innovation and customer-centric approach, Adhornet has established itself as a trusted partner in delivering high-quality services tailored to meet the evolving needs of its clientele. The importance of effective management in ensuring the seamless delivery of these information services cannot be overstated, as it directly impacts the company's ability to remain competitive and drive growth in an increasingly interconnected world. As Adhornet continues to adapt to technological advancements and market trends, its strategic focus on effective information services management will remain paramount in sustaining its success and relevance in the industry. In conclusion, effective management of a company providing information services, as exemplified by the Adhornet company case, necessitates a strategic focus on IT infrastructure, security, and employee development. Adhornet's commitment to maintaining a robust IT infrastructure ensures the seamless delivery of information services to its clients while safeguarding against potential cyber threats. By prioritizing security measures and staying abreast of industry best practices, Adhornet demonstrates its dedication to protecting sensitive data and maintaining the trust of its customers. [30, p. 24].

Furthermore, Adhornet recognizes the importance of investing in employee development to cultivate a skilled and adaptable workforce. Through ongoing training programs and professional development opportunities, employees are equipped with the necessary skills and knowledge to thrive in a rapidly evolving technological landscape. This emphasis on employee growth not only enhances the company's capabilities but also fosters a culture of innovation and continuous improvement.

In summary, Adhornet's approach to managing its IT infrastructure, security protocols, and employee development underscores the critical role of these factors in ensuring the success and sustainability of a company providing information services.

By prioritizing these areas, Adhornet sets a strong foundation for delivering high-quality services and maintaining its competitive edge in the industry. [6, p. 124].

In conclusion, effective management of a company providing information services, as demonstrated by the Adhornet company case, necessitates the implementation of continuous improvement strategies and the use of key performance indicators (KPIs) to gauge progress. Adhornet's focus on continuous improvement reflects its commitment to enhancing operational efficiency, optimizing service delivery, and meeting evolving customer needs. [4, p. 65].

By identifying and regularly monitoring relevant KPIs such as customer satisfaction metrics, service uptime, and response times, Adhornet gains valuable insights into its performance and areas for improvement. These KPIs serve as benchmarks for evaluating the effectiveness of strategies and initiatives aimed at driving continuous improvement across the organization.

Furthermore, Adhornet's emphasis on data-driven decision-making and performance measurement enables proactive identification of opportunities for innovation and optimization. Through a systematic approach to continuous improvement, Adhornet maintains its competitive edge and sustains long-term success in the dynamic information services industry. [28, p. 24].

In summary, the Adhornet case underscores the importance of continuous improvement strategies and the use of KPIs in effectively managing a company providing information services. By prioritizing ongoing evaluation and optimization, companies can adapt to changing market dynamics, enhance customer satisfaction, and drive innovation to achieve sustainable growth.

In conclusion, the management of a company providing information services, exemplified by the Adhornet company case, offers valuable insights and best practices for success in the industry. Adhornet's success stems from its strategic focus on several key areas, including proactive adaptation to technological advancements, customer-centric service delivery, and investment in employee development. [45, p. 201].

Drawing from the Adhornet case, several tips for development and best practices emerge:

-Embrace technological innovation: Continuously assess and adopt emerging technologies to enhance service offerings, improve operational efficiency, and stay ahead of competitors.

-Prioritize customer satisfaction: Place a strong emphasis on understanding customer needs, providing personalized solutions, and maintaining high levels of customer satisfaction to build long-term relationships and loyalty.

-Invest in employee development: Provide ongoing training and skill development opportunities to empower employees, foster innovation, and ensure a highly skilled and adaptable workforce.

-Implement robust security measures: Safeguard sensitive data and maintain customer trust by prioritizing cybersecurity measures and adhering to industry best practices for data protection.

-Foster a culture of continuous improvement: Regularly evaluate performance through key performance indicators (KPIs), identify areas for optimization, and implement strategies for continuous improvement across all aspects of the business.

By following these tips and best practices, companies in the information services industry can position themselves for success and sustainable growth, drawing inspiration from the management strategies employed by Adhornet.

SOURCES

1. Andreeva T.A. Integrated system of processes of strategic management of the corporation: Vestnik SGSEU. 2013, 49 p.

2. Assessment of liquidity and solvency in the context ofdiagnostics of the general financial condition of the enterprise. AP Doroshenko. Effective economy.Effective Economy: 2019 ,33 p.

3. Arefieva O.V.: Economic principles of enterprise potential formation, 2015, 4 p.

4. Arefieva O.V., Kharchuk T.V: Actual problems of economy. 2019 ,76 p.

5. Babailov V.K. Management: science and practice: a textbook. V.K. Babailov Kh.: KhNADU, 2015, 275 p.

6. Balashov A.P. Fundamentals of management: a textbook Vuzovskii textbook, 2020, 289 p.

7. Bakai S.S. Organizational culture of the enterprise, methodology and applied aspect of its assessment: S.S. Bakai, V.I. Poltavets: Vestnik Poltava State AgrarianAgrarian Academy, 2017. 52.

8. Balabanova L.V. Personnel management: a textbook: L.V. Balabanova, A.V. Sardak. Sardak. K.: Center for Educational Literature, 2015, 468 p.

9. Bandurka O.M., M.Y. Korobov. Financial activity of the enterprise: textbook, K.: Lybid, 2016, 230 p.

10. B. Berman, J. Evans. Retail trade: a strategic approach. Evan: Williams, 2014, 1183 p.

11. Beshelev S.D. Expert estimates: S.D. Beshelev, F.G. Gurevich: Nauka, 2014 , 214 c.

12. Bilovol R.I. Performance management: a reference outline lectures. Poltava: RVC PUSKU, 2018, 61 p.

13. Bogdanovych O. G. Analysis of the efficiency of the enterprise on the basis on the basis of harmonization of interests of economic influence groups / Bogdanovych: 2017 ,82

14.   Bochkovsky, N.Y. Sapozhnikova O.: Yurydychna Litera, 2016, 225 p.

15.   Drucker P. Classical works on management: P. Drucker; translated from English. United Press, 2012, 224 p.

16.   Denisova AV How to become a project master. AV Denisova: Management of personnel. Personnel management. 2024,62 p.

17.   Demianenko S.I. Management of agricultural enterprises: Study guide.K.: KNEU, 2018,347 p.

18.   Evaluation of the effectiveness of financial and economic activity of theof the enterprise on the basis of financial statements: O.M. Hubaryk: Investments: Practice and Experience. 2018, 41 p.

19.   Eremenko N.Y. Competitive advantages of the enterprise, 2023,56 p.

20.   Emelyanov Y. Management of innovative projects in the company. Problems of theory and practice. 2019, 5 p.

21.   Ginzburg A.I. Economic analysis: subject and methods: a textbook for St. Petersburg: Peter, 2019, 480 p.

22.   Hetman O.O., V.M. Shapoval. Ekonomika predpriyatiya: uchebnyk: K.: Center for Educational Literature, 2018,488 p.

23.   Gorbonos F.V. Economics of enterprises: textbook: F.V. Gorbonos, G.V.Cherevko, N.F. Pavlenchyk, A.O. Pavlenchyk K.: Znannya, 2019 ,463 p.

24.   Goncharov A.B. Financial management: a textbook: Kh, 2015, 240 p.

25.   Grashina M. Fundamentals of project management: M. Grashina, V. Duncan.SPB: Peter, 2016,205 p.

26.   Hryneva V.M. Finances of enterprises in schemes: a textbook, 2017, 3 p.

27.   Koyuda V.O. - Kharkiv: INZHEK Publishing House, Hrytsiuk E.O. Economics of the enterprise: a textbook :E.O. Hrytsiuk K.:Dakor, 2016, 303 p.

28.   Ilchuk M.M. Methodical approaches to assessing the effectiveness of entrepreneurialMethodological approaches to assessing the effectiveness of entrepreneurial activity. Ilchuk MM, Konoval IA, Us SI: Ekonomika APK. 2017, 58 p.

29.   Management of innovative projects in the company. Yu. Emelianov: Problems of theory and practice of management. 2017,38 p.

30.   Management of development :2014,33 p.

31.   Ignatieva I.A. Management of small and medium-sized business organization:Textbook : Ignatieva I.A., Palyvoda O.M., Yankova R.V. : Kyiv: KNUTD, 2018 ,242 p.

32.   Innovation management: textbook. K.V. Baldin and others: Akademiya, 2024, 368 p.

33.   Modern methodology of project management and smallbusiness: what is desirable and impossible Kalyuzhnyi. URL: http://www.khntusg.com.ua/files/sbornik/vestnik_98/46.pdf (the date will return 01.15.2024)

34.   Kaplan R., D. Norton. Strategic unity: creating synergy of the organization with the, trans: Dialectica Williams, 2017,384 p.

35.   Kasich A.O. Methodical approaches to assessing the effectiveness of the enterprise.Kasich A.O : Khimich I.G. 2018 ,179 p .

36.   Karlina T. Organization structure and competitive advantages. T. Karlina.Karlina : Problems of theory and practice of management 2018, 84 p.

37.   Karpenko G. V. Ways to improve the financial condition of the enterprise: G.V. Karpenko, Ekonomika derzhava. 2014,62 p.

38.   Kennedy D. Tough management. Make people work for the result. K.: Nika-Center: Elga; M.: Alpina Publisher, 2016,16 p.

39.   Alpina Publisher: 2016,287 p.

40.   Methodical approaches to determining and evaluating the effectiveness of economic activity of the enterprise: VM Kobelev, DY Slatin, KY Sokolov. 2016, 3 p.

41.   Kobelev V. N. Ways to improve the economic efficiency of the enterprise. Kobelev VN, Miroshnichenko IY: Bulletin of NTU "KhPI." 2015, 77 p.

42.   Kobylyatsky LS Project management: a textbook. K. IAPM, 2018,200 p.

43.   Kovrizhnykh IV Analysis and evaluation of management effectiveness inAnalysis and evaluation of management efficiency in the organization: IV Kovrizhnykh. Barnaul: AF SibAGS, 2022, 86 p.

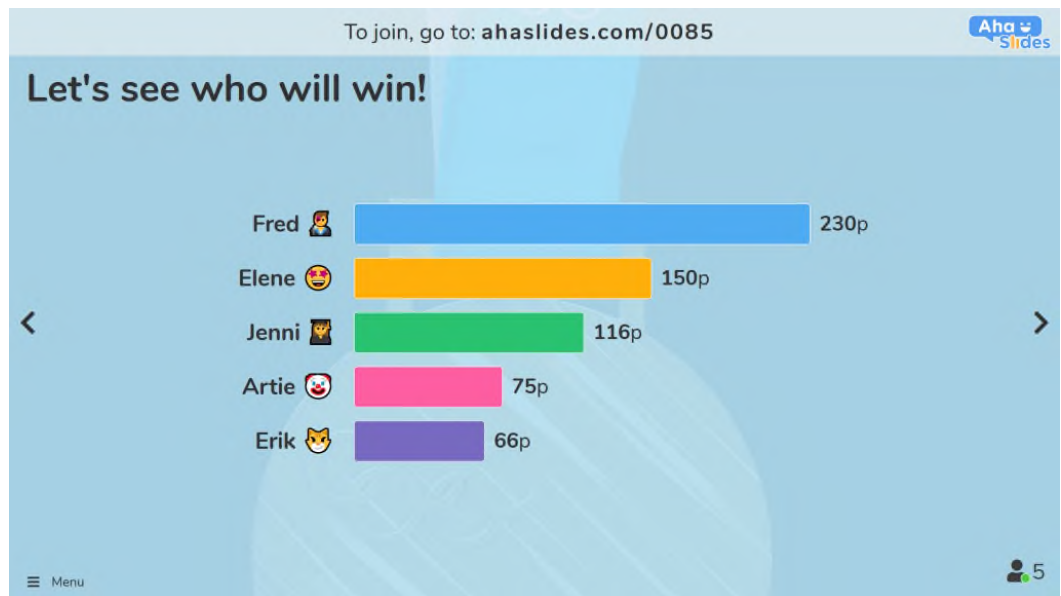44.   Kovalev E.V. Principles of management: a textbook. KhNUIA, 2022, 99 p.

45. Kozhushko L.F., T.O. Kuznetsova, O.Y. Suduk. Fundamentals of management and marketing: a textbook forfor university students. Rivne: NUWHP, 2016, 291 p.

46. Kozhushko L.F. Management of organizations: theory and practice: a textbook. Kozhushko L.F., Kuznetsova T.O. Rivne: NUWHP, 2016, 396 p.

47. Kozachenko G.V. Organization of information support for evaluation of efficiency of enterprise management: G.V. Kozachenko, L.M. Khristenko.Ekonomika i upravlenie. 2024 ,94 p.

48. Synergistic effect of increasing the economicefficiency of an industrial enterprise: I.P. Buleyev, I.D. Paderin. Ekonomika. Finansy. Pravo.2019 ,21 p.

49. Sokolov. Bulletin of the National Technical University "KhPI": a collection of scientific papers. issues: Technical progress and production efficiency. Kharkiv: NTU "KHPI." 2014, 109 p.

50. The Law of Ukraine "On Business Associations" of September , 2014. 100 p.

51. Voronkova V. G. Fundamentals of entrepreneurship: theory and practice: a textbook.: Lira K, 2014. 455 p.

52. Vecherkovski R.Z. Knowledge management in the formation of compe advantages of the enterprise: dissertation Candidate of Economics: specialty "Economics,Organization and Management of Enterprises" 2018, 6 p.

53. Yermolovych L.L. Analysis of financial and economic activity of Analysis of: 2022, 256 p.

54. Zhebka V. V. Financial management: a textbook for students V: 2019, 3 p.

55.   **URL -** *https://99firms.com/blog/software-development-statistics/*

56.   **URL -** *https://kinsta.com/it/statistiche-ingegneria-software/*

57.   **URL -** https://www.precedenceresearch.com/nanofluidics-market\

58. **URL -** *https://www.newyorkmobiletech.com/blog/how-to-build-scalable-ai-app-with-cross-platform*

59. **URL -** *https://link.springer.com/article/10.1007/s11628-021-00438-9*

60. **URL -** *https://www.grandviewresearch.com/industry-analysis/location-intelligence-market*

61. **URL -** *https://drews-review.com/youtube*

62. **URL -** *https://www.linkedin.com/posts/pam-rosen_i-am-so-loving-the-performance-marketing-activity-7164009810294689793-jYa5*

63. URL   -   https://www.communicationsquare.com/news/microsoft-365-for-enterprise-security-part-3-information-protection/

64. **URL -** *https://ahaslides.com/ru/blog/continuous-learning-culture/*

65. **URL   -** *https://www.linkedin.com/pulse/hse-key-performance-indicators-need-tracked-khaled-ismail*

66. **URL -** https://ahaslides.com/ru/blog/how-to-train-your-staff/

67. **URL -** *https://ahaslides.com/ru/blog/how-to-train-your-staff/*

68. **URL   -** *https://www.dreamstime.com/diagram-business-key-performance-indicator-vector-illustration-kpi-s-business-key-performance-indicator-business-vector-image116823990*

APPENDICES

Continuous development

Source: https://ahaslides.com/ru/blog/how-to-train-your-staff/

Appendix B

Strategies for continuous improvement

Source: https://www.dreamstime.com/diagram-business-key-performance-indicator-vector-illustration-kpi-s-business-key-performance-indicator-business-vector-image116823990