

Model sistem informasi eksekutif sebagai pendukung pengembangan investasi perusahaan = Model of executive information systems as a corporation investment development

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Abstrak

PT XYZ merupakan perusahaan yang sedang berkembang dengan pesat dalam industri penyewaan menara telekomunikasi di Indonesia seiring dengan perkembangan industri telekomunikasi di Indonesia. Untuk memenangkan persaingan bisnis maka perusahaan harus terus melakukan pengelolaan kegiatan usaha secara profesional, termasuk diantaranya mengelola sumberdaya informasi.

Salah satu sumberdaya informasi yang penting bagi perusahaan adalah informasi untuk eksekutif karena perusahaan tersebut memiliki karakteristik padat modal sehingga membutuhkan modal yang besar. Dengan demikian Para Eksekutif membutuhkan berbagai informasi mengenai kinerja perusahaan dan berbagai informasi lain yang dibutuhkan secara cepat, akurat dan lengkap dalam menyakinkan para investor.

Sistem informasi telah menjadi urat nadi bagi perusahaan dalam pengelolaan perusahaan dan pengambilan keputusan yang strategis. Dilakukan pembangunan sistem informasi eksekutif dengan menggunakan metode SDLC (System Development Life Cycle) terhadap sistem informasi eksisting (Project Management System, e-Finance dan Human Resource Information System (HRIS)). Dikembangkan 8 (delapan) kelompok informasi untuk kepentingan para investor yaitu informasi marketing, site development, operation & maintenance, Investment, revenue, capital resources, financial report dan human resources.

Pengembangan sistem informasi Eksekutif disesuaikan dengan kebutuhan eksekutif dalam menyakinkan para investor. Sistem informasi eksekutif ini telah terintegrasi dengan menggunakan data warehouse.

Dengan sistem informasi eksekutif ini maka diharapkan investasi perusahaan dapat meningkat karena kebutuhan informasi oleh eksekutif dapat diperoleh secara cepat, akurat dan sesuai kebutuhan.

.....PT. XYZ is a rapid developing corporation in a Telecommunication industry, which has main focus on leasing tower to Cellular Operators in Indonesia, in line with growth of telecommunication business. In order to gain a competitive advantage in the market, must keep improving the professionalism level in their daily operation, which one of the key point is managing the flow of information among its stake holder. One of the critical point in information distribution systems is an Executive Information Systems (EIS), because a corporation that require big amount of capital in running their business. Therefore, each executive has to be equipped with an high quality of information related to performance of the company and the other important information that they can retrieve in a fast, accurate, and in complete manner, which can be used to make strategic business decision as well as to convince the potential investor / partner.

As such, Information Systems plays important role in managing daily operation of the company and strategic decision making process. In building a high-level Executive Information Systems, PT.XYZ need to conduct analysis to the current systems and accommodate additional requirement gathered from executive members of the company. In order to convince the potential partner / investor, the executive members need to be supplied with 8 information categories: Marketing, Project Status, Operation & Maintenance, Investment, Revenue, Capital Resources, Financial Statement and Human Resources.

The prototype of Executive Information Systems that has been developed, need to be modified to match

executive needs in satisfying the potential partner / investor. It is proven that application of Executive Information Systems in Business Strategy particularly in investment growth, shows a positive trends, mainly in obtaining various strategic information, either related to time, quality of content or the format that easy to understand.