

# **Information Management and Organization in a Big High-Tech Company Q versus a Start-up Company U: Case Study/Anat Hakak**

## **Abstract**

There is a growing awareness among organizations to the importance of information management and organization tools. Many researchers show the significant contribution of information management tools to the process of sharing and transmitting organizational information and to organizational efficiency and prosperity. This research compares information management and organization tools of a high-tech company to the ones existing in a start –up company, in order to learn about the information needs and processes in these two companies. In order to compare the two companies questionnaires were distributed to employees, managers in the two companies were interviewed and documents related to the creation or the purchasing of the two tools were reviewed. The results of this research point at two main conditions to the success of organizational information tools. The first condition is the awareness of the senior management to the important role of the tools and management’s active involvement in enforcing procedures for overall use of the tools among the company’s employees. According to the research, there is a correlation between the management’s involvement and the awareness of the employees to the information tools and to their level of use. Another influencing factor on the success of information tools is budget. This factor is often an obstacle to start-up companies struggling to survive and succeed in a short period of time, with minimal investment in long run planning. The results of the research confirm the hypothesis that there is a larger number of information tools in the big high-tech company, compared to the start-up company and that the tools in the big company are more technologically advanced. A hypothesis which was refuted in the research is that start-up employees are more aware of the information tools in their company than the ones in the big high-tech company. The results show that start-up companies have similar information needs to these of big companies. The

