

# Chapter 83

## Planned Investment in Information Technology Companies: Innovative Methods of the Management in IT

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### **ABSTRACT**

*Planned investment has become indispensable for strengthening the management in IT companies. In this chapter, the authors present three innovative methods in a cycle of causes and effects, where the second method is effect of the first and the third is cause of the first and effect of the second method. The first method aims to motivate the human resources with organizational learning and the growth in the professional career. The second method aims to measure the performance, the productivity, the organizational learning, and the growth in the professional career. The third method aims to estimate the anticipation of the costs for the construction of the software project and analysis of planned investment for the better decision making. This motivator scenario, with effect of anticipative and strengthening that aligns methods in a cycle of causes and effects, enabling the analysis of planned investment for the better decision making in the IT companies, provides the government, generates revenue, moves the economy, and generates more wealth for Brazil.*

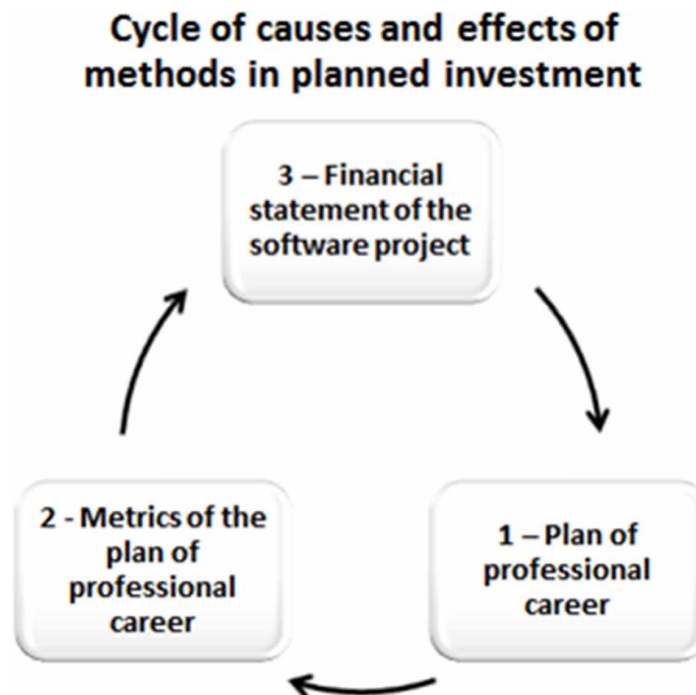
### **BACKGROUND**

This chapter aims to present three essential innovative methods for strengthening of information management in the information technology companies, among them the most important is the professional career plan linked to the quality of the software development process in the IT companies, in the following, the metrics the career plan and then the financial statement of the software project.

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The three innovative methods are aligned in a cycle of causes and effects that enable the analysis of planned investment for better decision making in the IT companies, as shown the Figure 1.

*Figure 1. Cycle of causes and effects of the innovative methods planned investment*  
*Source: Prepared by the authors, 2016*



Contextualising the Figure 1, the second method is effect of the first method and the third method is cause of the first method and effect of the second method, enabling the analysis of planned investment in the IT companies.

According to Soares, Zaidan and Jamil (2013), the professional career plan is an interactive dynamic and productive of learning and growth, incremental, in the professional career and aims to motivate the human resources with organizational learning and the growth in the professional career, besides to meeting the needs and expectations of the company and the customer with the continuous improvement in the construction of the contracted service.

The the same authors (2014), the metrics of the professional career plan were defined in a PDCA cycle with based on the percentage of execution of each task. The objective is to measure the performance and the productivity of human resources, how much construction of the contracted service, organizational learning and the growth in the professional career.

For Soares, Zaidan (2016), the financial statement of the software project was defined based on the metrics of the professional career plan, in order to anticipate the factors that threaten the achievement of the expected results, as well as reduce costs and maximize profits.

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