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Optimizing expanses through the use information technologies in companies and organizations

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Abstract. The function and advantages of information technologies in businesses and organizations are covered in this article. Ways to avoid wasting and mobilize saving time and resources to core function are analyzed.

Keywords: Information technology(AI), optimizing costs, customer segment, streamline processes, automation, remote employment, virtual collaboration, cloud services, data analytics.

In highly competitive free market conditions, all business and companies try to reduce cost, get maximum profit and expand customer segment through different tactics. Over the past few ears, information technologies are used across the world in order to process faster and eliminate resource waste increasing efficiency and productivity. With the right IT tools and strategies, organizations can achieve significant cost savings without sacrificing quality or productivity [1].

For businesses in a variety of industries, IT services are key to eliminating expenses. Organizations can realize significant cost savings, streamline workflows, and optimize operations by applying advanced technologies and innovative methods. The business value of IT is not just about cost savings or efficiency gains, but also about driving revenue growth, improving customer satisfaction, and managing risks effectively [2]. Listed below are a number of critical fields in which IT services can have considerable influence:

Streamline Processes. This can involve task automation, less paperwork, and the elimination of manual procedures. Businesses may increase efficiency and save money and time by simplifying their operations.

Remote employment and virtual collaboration. It is possible to operate from a location other than a central office operated by the employer and it is also beneficial for employers to hire talented and high-skilled individuals in the case of competition in the global labor market**.** Organizations can save on office space and related expenses by allowing employees to work from home, due to the rise of remote work. This not only minimizes costs but also improves employee work-life balance, leading to in higher productivity. Teleconferencing, online collaboration platforms, and project management software can help to reduce the need for in-person meetings and travel expenses. This not only saves money on travel expenses, but it also enhances productivity by allowing employees to work remotely.

Digital transformation is not just about implementing new technologies, but about fundamentally changing the way your organization operates and creates value for customers [2]. Online work became available with the help of advanced technologies.

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Cloud Services. Organizations are able to minimize their IT infrastructure requirements by utilizing cloud computing services. Given that the cloud provider offers these services, they are spared the expense of purchasing cost-intensive hardware and software. Significant cost savings are also achieved because there is no longer a need for regular maintenance and upgrades.

Data analytics. Businesses can find cost-saving opportunities and obtain insightful knowledge about their operations by employing data analytics tools. This can involve figuring out where processes are inefficient, cutting waste, and maximizing inventory levels. Technology is a game-changer when it comes to expense optimization. Embrace it and stay ahead of the curve [3].

Automation. Repetitive and effort-required tasks are implemented by automation. Businesses can increase efficiency and decrease the need for manual labor by automating tasks like data entry, invoicing, and customer service through the use of IT tools like robotic process automation.

The key to successful expense optimization lies in leveraging technology to automate processes and eliminate unnecessary expenses [4].

Digital marketing. Utilizing digital marketing, more businesses gain authority and promote products quickly and in a cost-effective way. The Internet allows businesses to advertise globally and reach consumers from all points of the world.

The art of business value is about understanding and articulating the value proposition of your products and services, and constantly adapting and improving to meet the changing needs of your customers [5].

In conclusion, IT has a huge impact on companies’ future strategies; without advanced technologies, companies offering their goods and services may lose their reputation or not become a well-known brand. IT plays a crucial role in every stage of the process, from manufacturing to reaching the consumer.

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АНАЛИЗ И СТРАТЕГИИ ОБЕСПЕЧЕНИЯ БЕЗОПАСНОСТИ ПЕРСОНАЛЬНЫХ ДАННЫХ: СОВРЕМЕННЫЕ ВЫЗОВЫ И РЕШЕНИЯ

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АННОТАЦИЯ

В условиях нарастающей цифровизации и использования технологий, персональные данные становятся все более важным активом в обществе. Использование информационных технологий и цифровых услуг в стране растет с каждым годом, что вызывает необходимость обеспечения надлежащей защиты персональной информации граждан. Охрана этих данных становится основным приоритетом для пользователей, организаций и государства. В данной статье представлен обзор современных вызовов и решений в области обеспечения безопасности персональных данных с учетом технологического развития и регулятивных мер.

Ключевые слова: персональные данные, киберпреступники, социальная инженерия, кибербезопасность, шифрование данных, управление доступом, авторизация.

Введение: Современная цифровая эпоха характеризуется высоким уровнем доступности и обработки персональных данных. Однако, с ростом количества сетевых нарушений и киберпреступности, вопрос обеспечения безопасности персональных данных становится все более важным. В данной статье представлен обзор существующих методов и вызовов в области безопасности персональных данных, а также предложены рекомендации для их защиты.

Использование базы данных, интернета и смарт-устройств, сбор и обработка персональных данных стало незаменимой практикой для многих организаций в бизнесе, здравоохранении, образовании и государственных структурах.

Для регулирования отношений возникающие при обработке и защите персональных данных, независимо от применяемых средств обработки, включая информационные технологи, был принят Закон Республики Узбекистан от 02 июля 2019 года за № ЗРУ-547 “О персональных данных” [1].

Преимущества создания персональных данных:

- Структурированное и организованное хранение данных;
- Управление данными;
- Широкий доступ;
- Повышенная производительность;
- Легкость анализа данных.

Однако, данная практика влечет за собой ряд рисков и угроз безопасности персональных данных. Данные могут быть скомпрометированы, украдены или