



# IS STRATEGY ,MANAGEMENT

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# objectives

- **Strategic use of information.**
- **Support Innovation.**
- **Improve Responsiveness.**
- **Increase Collaboration.**
- **Enhance Customer Insight.**
- **Introduce New Business Models.**
- **strategic organizational competencies.**

# Strategic use of information

- there is a need to consider what companies are using IT for and its consequences for innovation and a variety of performance measures.
- We also found a number of trade-offs between the various performance measures and between successful innovations. Although we were able to find positive effects of IT we argue in favor of developing an information and a knowledge strategy prior to developing an IT strategy

# Strategic use of information

- Information technology plays an important role in delivering value for a business and supporting organizational transformation.
- To achieve that, chief information officers have become key members of board teams developing and delivering strategic solutions for the business.

# 1.Support Innovation

- Organizations that want to improve their innovation capabilities and develop new products or services for the market can use cloud computing to speed up the process
- Cloud computing enables organizations to rent additional IT resources during the development project on a pay-as-you-go basis, rather than investing in fixed resources.
- This provides an important strategic advantage by enabling the organization to get new products to market quickly, ahead of the competition.

## 2.Improve Responsiveness

1. Cloud computing enables organizations to scale up their IT resources quickly in response to changing market conditions.
2. Organizations that offer products and services online may find it difficult to handle a surge in traffic, which could result in lost business.
3. Adding resources from the cloud provides a strategic advantage by enabling them to respond to changes in demand, increase revenue and maintain customer satisfaction.

## 3. Increase Collaboration

- IT solutions that improve collaboration in an organization can provide an important competitive advantage.
- Issuing field service teams with smartphones, for example, enables service engineers to provide a faster, more efficient service to customers. Engineers working on a customer site can set up voice or video conference calls with product or technical experts at headquarters to discuss and resolve a complex issue,
- Offering customer superior service provides a strategic advantage by differentiating an organization from competitors.

## 4. Enhance Customer Insight

- Collecting and analyzing data to gain greater insight into customers' needs and preferences provides a strategic advantage.
- By using powerful analytics software, organizations can develop customized offers and personalized communications that help to increase customer satisfaction and foster loyalty.



# 5. Introduce New Business Models

- Organizations can use IT to make strategic changes to their business models.
- A company that traditionally sold products through retail outlets might use IT to develop an e-commerce model that enables it to reach a wider market, reduce its distribution costs and offer a more convenient service to customers.

# strategic organizational competencies

- (1) IT planning.
- (2) IT budgeting, staffing, and training.
- (3) Internet and Web site capabilities and use.
- (4) the measurement of IT effectiveness.
- (5) board support and involvement in IT decision making.
- (6) leaders' understanding of the strategic potential of information technology.

# IT budgeting, training, and staffing.

- Budgeting for IT hardware and software purchases, training, and staffing are particularly important components of successful implementation.
- , limitations of financial resources, equipment, expertise, and training can have a negative impact on employees and can, further limit the effectiveness of the organization's incorporation of IT into the workplace (Berlinger and Te'eni 1999)