

Business intelligence

Technology, Information Technology



Business intelligence Memo Business intelligence memo

Human Resource Department

FROM:

Martin Sommer,

Managing Director.

Subject Re: The emergence of digital business strategy

I want to bring to your attention that in this article, the authors highlight how the emergence of digital business strategy has transformed businesses in the world. The author asserts that the organization must align its business IT with the chosen business strategy in order to avoid making unnecessary losses. It is significant to note that both established and starting companies have adopted modern technologies in their businesses through standard protocols such as the mobile web and the internet. This is because these new business technologies have helped shape firms business strategy as cross-functional and global processes that help business activities to be conducted across boundaries of time, distance, and function (El Sawy et al, 2013).

The authors argue that digital technologies cannot be separated from businesses because it helps firms operate in distinct forms of dynamic capabilities relevant for difficult environments. In addition, digital technologies are reshaping the structure of social interaction in both the enterprise and consumer space with social sites and social media easing the means of interaction. The author wants to make it clear that digital technologies have introduced new trends in business strategy (El Sawy et al, 2013). They include emergence of huge information, pervasive connection

between businesses and customers, enhanced price, growth of cloud computing and international supply chains. The author observes that digital business strategy has led to emergence of new organization shifts such as trans-functional role for information technology, increased knowledge with information technology and limitation of old business models.

Furthermore, the emergence of digital business strategy has resulted in digitization of services and products and data or information around them (El Sawy et al, 2013). This incorporates the design of services and products with other related platforms using digital resources. The increase in speed of digital business strategy makes firms to reason about time and distance in significant ways.

Thank You.

C/c Sales and Marketing Department,
Martin Sommer, Managing Director

Reference

El Sawy, O, Bharadwaj, A & Pavlov, P. (2013). Digital business strategy: Toward a next generation of insights. *MIS Quarterly*, 37 (2), 471.