

# Use of information technology to bring competitive advantage essay examples

[Business](#), [Company](#)



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### Introduction

Information systems are by no means a source of competitive advantage. Many organizations are investing towards information systems to reap the benefits that are associated. Information systems have been known to enhance business processes and bring competitive advantage for many organizations. This paper will look at the technology use in Google Company, in which has been seen to be using technology effectively. The objectives of the organization are to come up with systems and structures that will enable it to tap into the online opportunities widely seen to be a great opportunity. They are striving to take advantage of the opportunities to be popular platform that will be used by many online shoppers. Their mission is therefore to develop their platform to get the best out of the processes. This company is growing very fast. One area that can be recommended is their cloud computing. Most processes are shifting to the cloud. Most companies are shifting to cloud computing. Google, with their Googledocs still has a lot of potential. This is a marketing opportunity that would be ceased. This is a homerun. Google docs have contributed positively to educational affairs. It has enabled students from different places to share information concerning class work. Students, through the use of spreadsheet of Google docs, are able to compare their class work and commend on them. This is very important as it will help the student to exchange ideas and learn more from their colleagues who might be using different books. Google docs have also benefited students because they can share and compare the

exams they are taking in the school. It is also important to note that teachers have different techniques of teaching students and thus the understanding rate of students differs. It is therefore important that these students create discussion group through the use Google docs so that they can help each other.

One of the recommendations that can be implemented by the company is that of online customer relationship management (CRM). With this information system, the company will be in a position to understand the clients and know what they want. With online CRM, the customer needs will be understood. It is important to understand client. The use of technology can be used to get the feedback from the client. Customer history and preferences can be used to make new products. Google has grown extensively and it has aligned their processes. There has been growing concerns that businesses should align themselves to tap from information technology. There have been four major issues that have been said to be of major concern with many organizations. One of the issues include business process engineering, business and IT alignment, IT strategic planning and privacy and security. Given the fact that nearly all operations of the company are done online, an online CRM should be implemented. This will boost the company to get feedback from clients from many places. They will be able to get information that will be used to further their competitive advantage against the competition.

## **References**

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