

Business email

Business



IT-enabled business strategy AFFILIATION: IT-Enabled Business Strategy

Introduction Now-a-days, Information Technology (IT) has become a crucial part of the organization and it has become imperative for it to utilize the best options available in the market. With the rapid advancements in the field of technology, the companies have realized that they can remain competent only if they make effective use of the IT systems that are present for the corporate entities (Teece, 2010). There must be proper alignment between the business and IT strategies so that the desired targets are successfully attained.

Advantages of aligning business and IT strategies

In order to ensure that the competitiveness of the firm is well-maintained, it is vital for the management team to create appropriate level of Business-IT alignment strategies. Following are the primary positive aspects of this alignment for any form of business organization:

1. Source of competitive edge – Any corporation that implements the latest technology in its business processes such as marketing, production, sales, operations and etc. has more chances of enhancing its performance in the respective market. When both IT and business strategies move in the same direction, there is high probability that the top most IT components are used in the business operations. Every stakeholder from employees to end-consumer is satisfied with the company and its operations.
2. Value-added offerings – When IT strategy is considered as an integral part of the business plan, the core competence of the company can be strategically developed. The businesses can reap the benefits of availing the opportunities of employing the up-to-date technology for boosting their performance in the long-run. It ensures that the business plan is well-

integrated and synchronized by efficiently managing the company's resources.

3. Communication enhancement and synergy – When there is harmonization in IT and business strategies, everyone has clarity about the course of action that has to be pursued for successful attainment of the vision. There is even precision about the plan that has to be followed and everyone can make a better and well-informed decision after assessment of available resources.

Role of IT in enhancing business strategy

IT can help a business in availing the opportunities that are unexploited in the market and deliver unlimited business benefits. For instance, IT system such as SAP or Oracle can help an organization in keeping track of its business operations every second; these systems ensure that every aspect of the company is properly covered and monitored so that its performance becomes efficient and progresses at an accelerating pace.

Likewise, Vendor Managed Inventory (VMI) technology allows the production departments to effectively manage the resources and ensure that the cost component of operations is kept to a minimum level. All IT systems allow the companies to achieve their targeted goals such as enhancing the business performance, increasing the market share, curtailing the cost amount and flourishing competitively in the business environment.

Hence, IT systems assist a company in delivering superior quality offerings to the end consumers. It even ensures that the business has the most updated information about the market trends and is also able to maintain its edge in the market by presenting the customers with the unique and innovative offerings that are compatible to their current level of requirements.

Conclusion

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It is important for every organization to ensure that it implements that technology within its business operations which will align properly with its business strategy. In order to gain the advantages of the latest technology and achieve the goals of the business, there should be alignment between IT and business strategies. When each strategy will complement each other, there will be huge chances that the IT supports a corporation in delivering its business purpose and ensure successful accomplishment of the business strategy.

Reference

Teece, D. J. (2010). Business models, business strategy and innovation. *Long Range Planning*, 43, 172-194.