

## Business Driven Technology Chapter 1

Whether you are a CEO, CFO, board member, or an IT executive, *From Business Strategy to Information Technology Roadmap: A Practical Guide for Executives and Board Members* lays out a practical, how-to approach to identifying business strategies and creating value-driven technology roadmaps in your organization. Unlike many other books on the subject, you will not find theories or grandiose ideas here. This book uses numerous examples, illustrations, and case studies to show you how to solve the real-world problems that business executives and technology leaders face on a day-to-day basis. Filled with actionable advice you can use immediately, the authors introduce Agile and the Lean mindset in a manner that the people in your business and technology departments can easily understand. Ideal for executives in both the commercial and nonprofit sectors, it includes two case studies: one about a commercial family business that thrived to become a multi-million-dollar company and the other about a nonprofit association based in New York City that fights against child illiteracy.

Unlike any other MIS textbook franchise, our Baltzan texts (*Business Driven Technology*, *Business Driven Information Systems* and *M: Information Systems*) discuss various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives should drive technology choices. Every discussion in these texts first addresses the business needs and then addresses the technology that supports those needs. *Business Driven Technology 5e* offers you the flexibility to customize your course according to your needs and the needs of your students by covering only essential concepts and topics in the five core units, while providing additional in-depth coverage in the business and technology plug-ins. This text contains 20 chapters, 20 business plug-ins, and 12 technology plug-ins offering you the ultimate flexibility in tailoring content to the exact needs of your MIS or IT course. The unique construction of this text allows you to cover essential concepts and topics in the five core units while providing you with the ability to customize a course and explore certain topics in greater detail with the business and technology plug-ins. Plug-ins are fully developed modules of text that include student learning outcomes, case studies, business vignettes, and end-of-chapter material such as key terms, individual and group questions and projects, and case study exercises. We realize that instructors today require the ability to cover a blended mix of topics in their courses. While some instructors like to focus on networks and infrastructure throughout their course, others choose to focus on ethics and security. *Business Driven Technology* was developed to easily adapt to your needs. Each chapter and plug-in is independent so you can: \*Cover any or all of the chapters as they suit your purpose. \*Cover any or all of the business plug-ins as they suit your purpose. \*Cover any or all of the technology plug-ins as they suit your purpose.

\*Cover the plug-ins in any order you wish. Baltzan, Business Driven Technology 5e: Engaging \* Flexible \* 100% Supported

For MIS specialists and nonspecialists alike, a comprehensive, readable, understandable guide to the concepts and applications of decision support systems.

Computers, communications, digital information, software—the constituents of the information age—are everywhere. Being computer literate, that is technically competent in two or three of today's software applications, is not enough anymore. Individuals who want to realize the potential value of information technology (IT) in their everyday lives need to be computer fluent—able to use IT effectively today and to adapt to changes tomorrow. Being Fluent with Information Technology sets the standard for what everyone should know about IT in order to use it effectively now and in the future. It explores three kinds of knowledge—intellectual capabilities, foundational concepts, and skills—that are essential for fluency with IT. The book presents detailed descriptions and examples of current skills and timeless concepts and capabilities, which will be useful to individuals who use IT and to the instructors who teach them.

Business Driven Technology 7e provides the ultimate flexibility in tailoring content to the exact needs of your MIS or IT course! Business Driven Technology 7e offers flexibility to customize according to your needs and the course and student needs by covering essential concepts and topics in the five core units, while providing additional in-depth coverage in the business and the technology plug-ins. Plug-ins are fully developed modules of text that include student learning outcomes, case studies, business vignettes, and end-of-chapter material such as key terms, individual and group questions and projects, and case study exercises. Each chapter and plug-in is independent so you can:

- Cover any or all of the chapters as they suit your purpose.
- Cover any or all of the business plug-ins as they suit your purpose.
- Cover any or all of the technology plug-ins as they suit your purpose.
- Cover the plug-ins in any order you wish.

Security is too important to be left in the hands of just one department or employee—it's a concern of an entire enterprise. Enterprise Security Architecture shows that having a comprehensive plan requires more than the purchase of security software—it requires a framework for developing and maintaining a system that is proactive. The book is based Deliver enterprise data analytics success by following Prashanth's prescriptive and practical techniques. Today, organizations across the globe are looking at ways to glean insights from data analytics and make good business decisions. However, not many business enterprises are successful in data analytics. According to Gartner, 80% of analytics programs do not deliver business outcomes. McKinsey consulting says, less than 20% of the companies have achieved analytics at scale. So, how can a business enterprise avoid analytics failure and deliver business results? This book provides ten key analytics best practices that will improve the odds of delivering enterprise data analytics solutions

successfully. It is intended for anyone who has a stake and interest in deriving insights from data analytics. The three key differentiating aspects of this book are:

- Practicality. This book offers prescriptive, superior, and practical guidance.
- Completeness. This book looks at data analytics holistically across the four key data analytics domains - data management, data engineering, data science, and data visualization.
- Neutrality. This book is technologically agnostic and looks at analytics concepts without any reference to commercial analytics products and technologies.

Dr. Southekal proves why he is one of the leading thinkers on data and analytics today. 'Analytics Best Practices' is an indispensable guide for business leaders and those looking to get into the analytics field on the nuances, challenges, and immense opportunities with data. Douglas B. Laney Principal, Data & Analytics Strategy, Caserta, and author of "Infonomics" Dr. Southekal's book is a treasure trove of best practices and practical examples from the field of Data Analytics. Upen Varanasi CEO & Co-Founder, Riversand Technologies What I like about this book is its focus on real-world best practices with an extensive set of practical tips and tricks. It provides an important bridge between the data management and business operations sides of a business. Michael Wade Professor of Innovation & Strategy, IMD Business School Prashanth's book is accessible and practical – an excellent guide for corporate leaders who want to produce meaningful business results from the use of data and analytics to create true business value. Irina Pelphrey Senior Director, Walmart Corporation This book is a must on the desks of business executives and decision makers at all levels in an organization who want to truly understand what it takes to become a successful data driven organization. Ram Kumar Senior Vice President, Quantum Dr. Prashanth Southekal has created a practical guidebook for realizing business value from data and analytics investments. Highly recommended. Randy Bean Founder & CEO, NewVantage Partners Prashanth's second book starts with the right title – it is always about BUSINESS VALUE. The practices explored here will help anyone interested to achieve these goals. Mario Faria Gartner Research Board The Analytics Best Practices book is one of the most comprehensive and well-researched books I have come across on data analytics. Ameet Shetty Former Chief Data and Analytics Officer, McDonald's Corporation I would encourage all professionals to read this easy to navigate, thoughtful and pragmatic book as it is relevant to all of us seeking to maximize the ROI for our organizations. Lisa M. Wardlaw Former EVP, Global Chief Digital Strategy Officer, MunichRe Deriving actionable insights from data requires that linkage to be clear between art and science and this book does just that. Chris Leonard, Director, Digital Strategy & Transformation, Plains Midstream Prashanth's book simplifies the complex world of data analytics, and one to understand the drivers of bringing valued results to an organization. Matthew Joyce Senior Solution Architect, SAS-Institute

For any organization to be successful, it must operate in such a manner that knowledge and information, human

resources, and technology are continually taken into consideration and managed effectively. Business concepts are always present regardless of the field or industry – in education, government, healthcare, not-for-profit, engineering, hospitality/tourism, among others. Maintaining organizational awareness and a strategic frame of mind is critical to meeting goals, gaining competitive advantage, and ultimately ensuring sustainability. The Encyclopedia of Organizational Knowledge, Administration, and Technology is an inaugural five-volume publication that offers 193 completely new and previously unpublished articles authored by leading experts on the latest concepts, issues, challenges, innovations, and opportunities covering all aspects of modern organizations. Moreover, it is comprised of content that highlights major breakthroughs, discoveries, and authoritative research results as they pertain to all aspects of organizational growth and development including methodologies that can help companies thrive and analytical tools that assess an organization's internal health and performance. Insights are offered in key topics such as organizational structure, strategic leadership, information technology management, and business analytics, among others. The knowledge compiled in this publication is designed for entrepreneurs, managers, executives, investors, economic analysts, computer engineers, software programmers, human resource departments, and other industry professionals seeking to understand the latest tools to emerge from this field and who are looking to incorporate them in their practice. Additionally, academicians, researchers, and students in fields that include but are not limited to business, management science, organizational development, entrepreneurship, sociology, corporate psychology, computer science, and information technology will benefit from the research compiled within this publication.

Powerful Earthquake Triggers Tsunami in Pacific. Hurricane Isaac Makes Landfall in the Gulf Coast. Wildfires Burn Hundreds of Houses and Businesses in Colorado. Tornado Touches Down in Missouri. These headlines not only have caught the attention of people around the world, they have had a significant effect on IT professionals as well. The new 2nd Edition of Business Continuity and Disaster Recovery for IT Professionals gives you the most up-to-date planning and risk management techniques for business continuity and disaster recovery (BCDR). With distributed networks, increasing demands for confidentiality, integrity and availability of data, and the widespread risks to the security of personal, confidential and sensitive data, no organization can afford to ignore the need for disaster planning. Author Susan Snedaker shares her expertise with you, including the most current options for disaster recovery and communication, BCDR for mobile devices, and the latest infrastructure considerations including cloud, virtualization, clustering, and more. Snedaker also provides you with new case studies in several business areas, along with a review of high availability and information security in healthcare IT. Don't be caught off guard—Business Continuity and Disaster Recovery for IT Professionals, 2nd Edition, is required reading for anyone in the IT field charged with keeping information secure and systems up and running. Complete coverage of the 3 categories of disaster: natural hazards, human-caused hazards, and accidental / technical hazards Extensive disaster planning and readiness checklists for IT infrastructure, enterprise applications, servers and desktops Clear guidance on developing alternate work and computing sites and emergency facilities Actionable advice on emergency readiness and response Up-to-date information on the legal implications of data loss following a security breach or disaster

From traditional brick and mortar to new start-ups, businesses are harnessing the power of digital enterprise as a cost-effective model to deliver goods and services online. Digital enterprise strategy is adopted for transforming business, streamlining processes, and making the best use of online technologies to enhance interaction with customers and employees and deliver excellent customer experience in real time. Digital enterprises increasingly need digital workers to establish greater digital skills to bear on every activity and to drive management, strategy, and innovation, which are key for digital enterprise transformation. The Handbook of Research on Management and Strategies for Digital Enterprise Transformation is a crucial reference source that discusses leveraging technology for the customers', employees', and suppliers' benefit, as well as integrating complex processes to management, marketing, production, manufacturing, and financial systems. Combining management, strategy, technology, and digital enterprise topics into one book provides the reader with a holistic understanding of the new developments in these emerging fields. This study will also include key topics of interest on how to address structural changes underway in the local and global business environment for digital enterprise transformation. Featuring research on topics such as e-commerce, organizational learning, and agile management, this book is ideally designed for business professionals, policymakers, researchers, students, and managers.

Building a Practical Information Security Program provides users with a strategic view on how to build an information security program that aligns with business objectives. The information provided enables both executive management and IT managers not only to validate existing security programs, but also to build new business-driven security programs. In addition, the subject matter supports aspiring security engineers to forge a career path to successfully manage a security program, thereby adding value and reducing risk to the business. Readers learn how to translate technical challenges into business requirements, understand when to "go big or go home," explore in-depth defense strategies, and review tactics on when to absorb risks. This book explains how to properly plan and implement an infosec program based on business strategy and results. Provides a roadmap on how to build a security program that will protect companies from intrusion Shows how to focus the security program on its essential mission and move past FUD (fear, uncertainty, and doubt) to provide business value Teaches how to build consensus with an effective business-focused program

The chapters cover what instructors want students to know about MIS. Extended Learning Modules (XLM) show students what they can do with MIS. The instructor controls the mix by picking the chapters and XLMs to cover. A contemporary writing style and a wealth of examples engage students like no other MIS text.

East Asian Business in the New World: Helping Old Economies Revitalize discusses how to conduct business in East Asia. The main objective of the book is to help American workers and businesses gain competitive advantages in a global marketplace in which the emerging Asian economies are rapidly becoming major players. The American economy appears to be on decline, especially relative to the rapidly rising economies in places such as China. To revitalize the American economy and those of the 'old world', we must pay close attention to the economies with which America competes. The objective of this book is two-fold, with an initial focus on the opportunities and challenges of doing business in East Asia that includes tactics that will help readers understand Asian economies and business practices so that they can compete more successfully in the region. Secondly, the book seeks to teach readers how the U.S. can learn from East Asia in revitalizing its own economy. This is what sets the book apart as it analyzes the social institutions in major Asian countries, including the political, economic, and cultural institutions, and then compares them with the institutions in the U.S., identifying the strengths and weaknesses of U.S. institutions and providing strategic and policy recommendations that may help the U.S. economy and American firms compete in the global

marketplace. Discuss how America and older economies can learn from Asia Provides a theoretical framework of rule-based vs. relation-based governance to help readers understand the differences in doing business in Asia vs. doing business in mature economies Offers business insights based on the author's business experience in Asia Approaches the topic from a comparative perspective

Fundamentals of 3D Food Printing and Applications provides an update on this emerging technology that can not only create complex edible shapes, but also enable the alteration of food texture and nutritional content required by specific diets. This book discusses 3D food printing technologies and their working mechanisms within a broad spectrum of application areas, including, but not limited to, the development of soft foods and confectionary designs. It provides a unique and contemporary guide to help correlate supply materials (edible inks) and the technologies (e.g., extrusion and laser based) used during the construction of computer-aided 3D shapes. Users will find a great reference that will help food engineers and research leaders in food science understand the characteristics of 3D food printing technologies and edible inks. Details existing 3D food printing techniques, with an in-depth discussion on the mechanisms of formation of self-supporting layers Includes the effects of flow behaviour and viscoelastic properties of printing materials Presents strategies to enhance printability, such as the incorporation of hydrocolloids and lubricant enhancers 3D printing features of a range of food materials, including cereal based, insect enriched, fruits and vegetables, chocolate and dairy ingredients Business development for chocolate printing and the prospects of 3D food printing at home for domestic applications Prosumer-driven 3D food printing Safety and labelling of 3D printed food

"What do you need to become a data-driven organization? Far more than having big data or a crack team of unicorn data scientists, it requires establishing an effective, deeply-ingrained data culture. This practical book shows you how true data-drivenness involves processes that require genuine buy-in across your company ... Through interviews and examples from data scientists and analytics leaders in a variety of industries ... Anderson explains the analytics value chain you need to adopt when building predictive business models"--Publisher's description.

"Moby-Dick" is considered to be one of the Great American Novels and a treasure of world literature, one of the great epics in all of literature. The story tells the adventures of wandering sailor Ishmael, and his voyage on the whaleship Pequod, commanded by Captain Ahab. Ishmael soon learns that Ahab has one purpose on this voyage: to seek out Moby Dick, a ferocious, enigmatic white sperm whale. In a previous encounter, the whale destroyed Ahab's boat and bit off his leg, which now drives Ahab to take revenge... Herman Melville (1819–1891) was an American novelist, short story writer, and poet of the American Renaissance period. His best known works include Typee (1846), a romantic account of his experiences in Polynesian life, and his whaling novel Moby-Dick (1851).

Recent years have yielded significant advances in computing and communication technologies, with profound impacts on society. Technology is transforming the way we work, play, and interact with others. From these technological capabilities, new industries, organizational forms, and business models are emerging. Technological advances can create enormous economic and other benefits, but can also lead to significant changes for workers. IT and automation can change the way work is conducted, by augmenting or replacing workers in specific tasks. This can shift the demand for some types of human labor, eliminating some jobs and creating new ones. Information Technology and the U.S. Workforce explores the interactions between technological, economic, and societal trends and identifies possible near-

term developments for work. This report emphasizes the need to understand and track these trends and develop strategies to inform, prepare for, and respond to changes in the labor market. It offers evaluations of what is known, notes open questions to be addressed, and identifies promising research pathways moving forward.

The rapid evolution of information technology (IT) is transforming our society and its institutions. For the most knowledge-intensive entities of all, research universities, profound IT-related challenges and opportunities will emerge in the next decade or so. Yet, there is a sense that some of the most significant issues are not well understood by academic administrators, faculty, and those who support or depend on the institution's activities. This study identifies those information technologies likely to evolve in the near term (a decade or less) that could ultimately have a major impact on the research university. It also examines the possible implications of these technologies for the research university's activities (learning, research, outreach) and its organization, management, and financing and for the broader higher education enterprise. The authoring committee urges research universities and their constituents to develop new strategies to ensure that they survive and thrive in the digital age.

Building software is harder than ever. As a developer, you not only have to chase ever-changing technological trends but also need to understand the business domains behind the software. This practical book provides you with a set of core patterns, principles, and practices for analyzing business domains, understanding business strategy, and, most importantly, aligning software design with its business needs. Author Vlad Khononov shows you how these practices lead to robust implementation of business logic and help to future-proof software design and architecture. You'll examine the relationship between domain-driven design (DDD) and other methodologies to ensure you make architectural decisions that meet business requirements. You'll also explore the real-life story of implementing DDD in a startup company. With this book, you'll learn how to:

- Analyze a company's business domain to learn how the system you're building fits its competitive strategy
- Use DDD's strategic and tactical tools to architect effective software solutions that address business needs
- Build a shared understanding of the business domains you encounter
- Decompose a system into bounded contexts
- Coordinate the work of multiple teams
- Gradually introduce DDD to brownfield projects

Business Driven Information Systems 2nd edition takes a contemporary approach by discussing how business initiatives should ultimately drive technology choices. This edition offers an impressive variety of new case studies - real world examples of MIS in action- including coverage of Wikileaks, Myki and Apple innovations. Integrated coverage of mobile technologies, cloud computing and social networking reflects the emerging business environments that await today's business graduate. Business Driven Information Systems provides the foundation that will enable students to achieve excellence in business, whether they major in operations management, manufacturing, sales, marketing, finance, human

resources, accounting, or virtually any other business discipline.

A staggering 70% of digital transformations have failed as per McKinsey. The key reason why enterprises are failing in their digital transformation journey is because there is no standard framework existing in the industry that enterprises can use to transform themselves to digital. There are several books that speak about technologies such as Cloud, Artificial Intelligence and Data Analytics in silos, but none of these provides a holistic view on how enterprises can embark on a digital transformation journey and be successful using a combination of these technologies. FORMULA 4.0 is a methodology that provides clear guidance for enterprises aspiring to transform their traditional operating model to digital. Enterprises can use this framework as a readymade guide and plan their digital transformation journey. This book is intended for all chief executives, software managers, and leaders who intend to successfully lead this digital transformation journey. An enterprise can achieve success in digital transformation only if it can create an IT Platform that will enable them to adopt any new technology seamlessly into existing IT estate; deliver new products and services to the market in shorter durations; make business decisions with IT as an enabler and utilize automation in all its major business and IT processes. Achieving these goals is what defines a digital enterprise -- Formula 4.0 is a methodology for enterprises to achieve these goals and become digital. Essentially, there is no existing framework in the market that provides a step-by-step guide to enterprises on how to embark on their successful digital transformation journey. This book enables such transformations. Overall, the Formula 4.0 is an enterprise digital transformation framework that enables organizations to become truly digital.

Data Warehousing in the Age of the Big Data will help you and your organization make the most of unstructured data with your existing data warehouse. As Big Data continues to revolutionize how we use data, it doesn't have to create more confusion. Expert author Krish Krishnan helps you make sense of how Big Data fits into the world of data warehousing in clear and concise detail. The book is presented in three distinct parts. Part 1 discusses Big Data, its technologies and use cases from early adopters. Part 2 addresses data warehousing, its shortcomings, and new architecture options, workloads, and integration techniques for Big Data and the data warehouse. Part 3 deals with data governance, data visualization, information life-cycle management, data scientists, and implementing a Big Data-ready data warehouse. Extensive appendixes include case studies from vendor implementations and a special segment on how we can build a healthcare information factory. Ultimately, this book will help you navigate through the complex layers of Big Data and data warehousing while providing you information on how to effectively think about using all these technologies and the architectures to design the next-generation data warehouse. Learn how to leverage Big Data by effectively integrating it into your data warehouse. Includes real-world examples and use cases that clearly demonstrate Hadoop, NoSQL,

HBASE, Hive, and other Big Data technologies Understand how to optimize and tune your current data warehouse infrastructure and integrate newer infrastructure matching data processing workloads and requirements

Written by renowned data science experts Foster Provost and Tom Fawcett, *Data Science for Business* introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, *Data Science for Business* provides examples of real-world business problems to illustrate these principles. You'll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your company's data science projects. You'll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you can use it for competitive advantage Treat data as a business asset that requires careful investment if you're to gain real value Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way Learn general concepts for actually extracting knowledge from data Apply data science principles when interviewing data science job candidates

The most powerful force in the world economy today is the redefinition of the relationship between state and marketplace - a process that goes by the name of privatization though this term is inadequate to express its far-reaching changes. We are moving from an era in which governments sought to seize and control the 'commanding heights' of the economy to an era in which the idea of free markets is capturing the commanding heights of world economic thinking. Basic views of how society ought to be organized are undergoing rapid change, trillions of dollars are changing hands and so is fundamental political power. Great new wealth is being created - as are huge opportunities and huge risks. Taking a worldwide perspective, including Britain, where the process began with Mrs Thatcher, Europe and the former USSR, China, Latin America and the US, *THE COMMANDING HEIGHTS* shows how a revolution in ideas is transforming the world economy - why it is happening, how it can go wrong and what it will mean for the global economy going into the twenty-first century.

*Business-Driven IT-Wide Agile (Scrum) and Kanban (Lean) Implementation: An Action Guide for Business and IT Leaders* explains how to increase IT delivery capabilities through the use of Agile and Kanban. Factoring in constant change, communication, a sense of urgency, clear and measurable goals, political realities, and infrastructure needs, it cove BDT takes a business-first approach, improving students' perception of the value of IS within the business discipline. This perspective allows instructors to more easily demonstrate how technology and systems support business performance and growth.

The adaptive chapter/plug-in organization enables the instructor to adjust content according to their business or technical preferences.

Security is a major consideration in the way that business and information technology systems are designed, built, operated, and managed. The need to be able to integrate security into those systems and the discussions with business functions and operations exists more than ever. This IBM® Redbooks® publication explores concerns that characterize security requirements of, and threats to, business and information technology (IT) systems. This book identifies many business drivers that illustrate these concerns, including managing risk and cost, and compliance to business policies and external regulations. This book shows how these drivers can be translated into capabilities and security needs that can be represented in frameworks, such as the IBM Security Blueprint, to better enable enterprise security. To help organizations with their security challenges, IBM created a bridge to address the communication gap between the business and technical perspectives of security to enable simplification of thought and process. The IBM Security Framework can help you translate the business view, and the IBM Security Blueprint describes the technology landscape view. Together, they can help bring together the experiences that we gained from working with many clients to build a comprehensive view of security capabilities and needs. This book is intended to be a valuable resource for business leaders, security officers, and consultants who want to understand and implement enterprise security by considering a set of core security capabilities and services.

Despite many uncertainties in cloud computing, one truth is evident: costs will always tend to go up unless you're actively engaged in the process. Whether you're new to managing cloud spend or a seasoned pro, this book will clarify the often misunderstood workings of cloud billing fundamentals and provide expert strategies on creating a culture of cloud cost management in your organization. Drawing on real-world examples of successes and failures of large-scale cloud spenders, this book outlines a road map for building a culture of FinOps in your organization. Beginning with the fundamental concepts required to understand cloud billing concepts, you'll learn how to enable an efficient and effective FinOps machine. Learn how the cloud works when it comes to financial management Set up a FinOps team and build a framework for making spend efficiency a priority Examine the anatomy of a cloud bill and learn how to manage it Get operational recipes for maximizing cloud efficiency Understand how to motivate engineering teams to take cost-saving actions Explore the FinOps lifecycle: Inform, Optimize, and Operate Learn the DNA of a highly functional cloud FinOps culture

The technological revolution has reached around the world, with important consequences for business, government, and the labor market. Computer-aided design, telecommunications, and other developments are allowing small players to compete with traditional giants in manufacturing and other fields. In this volume, 16 engineering and industrial experts representing eight countries discuss the growth of technological advances and their impact on specific industries and regions of the world. From various perspectives, these distinguished commentators describe the practical aspects of technology's reach into business and trade.

The integration of technological innovations, such as In-Memory Analytics, Cloud Computing, Mobile Connectivity, and Social Media, with business practice can enable significant competitive advantage. In order to embrace recent challenges and changes in the governance of IT strategies, SAP and its think tank - the Business Transformation Academy (BTA) - have jointly developed the Digital Capability Framework (DCF). Digital Enterprise Transformation: A Business-Driven Approach to Leveraging Innovative IT by Axel Uhl and Lars Alexander Gollenia outlines the DCF which comprises six specific capabilities: Innovation Management, Transformation Management, IT Excellence, Customer Centricity, Effective Knowledge Worker, and Operational Excellence. In cooperation with the University of Applied Sciences and Arts Northwestern Switzerland, University of St. Gallen (Switzerland), Queensland University of Technology (Australia), University of Liechtenstein (Principality of Liechtenstein), and Karlsruhe Institute of Technology (Germany), SAP and the BTA have been validating each capability and the corresponding maturity models based on analyzing several 'lighthouse' case studies comprising: SAMSUNG, IBM, Finanz Informatik, The Walt Disney Company, Google Inc., HILTI AG. Digital Enterprise Transformation presents how these companies take advantage of innovative IT and how they develop their digital capabilities. On top the authors also develop and present a range of novel yet hands-on Digital Use Cases for a number of different industries which have emerged from innovative technological trends such as: Big Data, Cloud Computing, 3D Printing and Internet of Things.

This book will show organizations how business model innovation should be a key focus area in today's global economy. It features cases from businesses around the globe who have developed their own business models to achieve high levels of performance and interviews from key executives. A primary focus in the book will be on the role of technology in driving and enabling changes to fundamental facets of a business. Business model innovation is occurring around the world, in essentially every industry and in processes ranging from R&D to M&A, supply chain, and marketing. Case examples will be included from ABB, IKEA, Apple, Tata, SHARP, Daudi Aramco, DeBeers, Telefonica, Valero Energy, LEGO, Proctor & Gamble, among others. The Baltzan and Phillips approach in Business Driven Technology discusses various business initiatives first and prolifically through the Business Plug-Ins, and how technology supports those initiatives second. The premise for this unique approach is that business initiatives drive technology choices in a corporation. With 21 Business Plug Ins, instructors may customize the degree in which the business initiative is explored prior to the technology solution making those possible. This approach takes the difficult and often intangible MIS concepts, brings them down to the student's level, and applies them using a hands-on approach to reinforce the concepts. BDT provides the foundation that will enable students to achieve excellence in business, whether they major in operations management, manufacturing, sales, marketing, etc. BDT is designed to give students the ability to understand how information technology can be a point of strength in an organization.

"This book offers insights into issues, challenges, and solutions related to the successful application and management aspects of electronic business, providing a comprehensive framework for researchers and practitioners in understanding the growing demand of e-business research"--Provided by publisher.

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings? Describes how organizations must change to compete in the information age "a provocative new book" -- The New York Times AI-centric organizations exhibit a new operating architecture, redefining how they create, capture, share, and deliver value. Marco Iansiti and Karim R. Lakhani show how reinventing the firm around data, analytics, and AI removes traditional constraints on scale, scope, and learning that have restricted business growth for hundreds of years. From Airbnb to Ant Financial, Microsoft to Amazon, research shows how AI-driven

processes are vastly more scalable than traditional processes, allow massive scope increase, enabling companies to straddle industry boundaries, and create powerful opportunities for learning--to drive ever more accurate, complex, and sophisticated predictions. When traditional operating constraints are removed, strategy becomes a whole new game, one whose rules and likely outcomes this book will make clear. Iansiti and Lakhani: Present a framework for rethinking business and operating models Explain how "collisions" between AI-driven/digital and traditional/analog firms are reshaping competition, altering the structure of our economy, and forcing traditional companies to rearchitect their operating models Explain the opportunities and risks created by digital firms Describe the new challenges and responsibilities for the leaders of both digital and traditional firms Packed with examples--including many from the most powerful and innovative global, AI-driven competitors--and based on research in hundreds of firms across many sectors, this is your essential guide for rethinking how your firm competes and operates in the era of AI.

The Art of Network Architecture Business-Driven Design The business-centered, business-driven guide to architecting and evolving networks The Art of Network Architecture is the first book that places business needs and capabilities at the center of the process of architecting and evolving networks. Two leading enterprise network architects help you craft solutions that are fully aligned with business strategy, smoothly accommodate change, and maximize future flexibility. Russ White and Denise Donohue guide network designers in asking and answering the crucial questions that lead to elegant, high-value solutions. Carefully blending business and technical concerns, they show how to optimize all network interactions involving flow, time, and people. The authors review important links between business requirements and network design, helping you capture the information you need to design effectively. They introduce today's most useful models and frameworks, fully addressing modularity, resilience, security, and management. Next, they drill down into network structure and topology, covering virtualization, overlays, modern routing choices, and highly complex network environments. In the final section, the authors integrate all these ideas to consider four realistic design challenges: user mobility, cloud services, Software Defined Networking (SDN), and today's radically new data center environments. • Understand how your choices of technologies and design paradigms will impact your business • Customize designs to improve workflows, support BYOD, and ensure business continuity • Use modularity, simplicity, and network management to prepare for rapid change • Build resilience by addressing human factors and redundancy • Design for security, hardening networks without making them brittle • Minimize network management pain, and maximize gain • Compare topologies and their tradeoffs • Consider the implications of network virtualization, and walk through an MPLS-based L3VPN example • Choose routing protocols in the context of business and IT requirements • Maximize mobility via ILNP, LISP, Mobile IP, host routing, MANET, and/or DDNS • Learn about the challenges of removing and changing

services hosted in cloud environments • Understand the opportunities and risks presented by SDNs • Effectively design data center control planes and topologies

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