

Business Driven Technology



Business-Driven Technology: How Innovation Fuels Growth

Introduction:

In today's rapidly evolving business landscape, technology isn't just a supporting player; it's the star of the show. Business-driven technology isn't simply about adopting the latest gadgets; it's a strategic approach that leverages innovation to solve specific business challenges, drive efficiency, and unlock unprecedented growth opportunities. This comprehensive guide will delve into the core principles of business-driven technology, exploring its key components, practical applications, and the crucial steps businesses can take to successfully integrate it into their operations. We'll cover everything from identifying your business needs to measuring the ROI of your technological investments.

1. Defining Business-Driven Technology:

Business-driven technology is fundamentally different from simply adopting technology for technology's sake. It's a proactive, strategic approach where technology solutions are carefully selected and implemented to directly address specific business needs and objectives. This means starting with a clear understanding of your business goals, identifying pain points, and then searching for technological solutions that offer measurable improvements. This approach contrasts with reactive technology adoption, where businesses simply implement the latest trend without a clear understanding of how it aligns with their overall strategy.

2. Key Components of a Successful Business-Driven Technology Strategy:

2.1 Needs Assessment & Strategic Planning:

The foundation of any successful business-driven technology strategy is a thorough needs assessment. This involves identifying key business challenges, analyzing current processes, and defining measurable goals. This assessment informs the strategic planning phase, where you define the specific technologies needed to achieve your objectives, along with implementation timelines and budget allocation. Ignoring this crucial first step often leads to wasted resources and ineffective technology adoption.

2.2 Data-Driven Decision Making:

Business-driven technology relies heavily on data. Effective strategies involve implementing systems to collect, analyze, and interpret data to gain actionable insights. This data-driven approach allows businesses to make informed decisions, optimize processes, and personalize customer experiences. Investing in robust data analytics platforms is crucial for unlocking the full potential of your technology investments.

2.3 Integration & Automation:

Seamless integration between different technological systems is critical. Fragmentation can lead to inefficiencies and data silos. Automation, through technologies like Robotic Process Automation (RPA) and AI-powered tools, can streamline repetitive tasks, freeing up valuable employee time for more strategic initiatives.

2.4 Cybersecurity & Data Privacy:

As businesses become increasingly reliant on technology, cybersecurity becomes paramount. A robust cybersecurity framework is essential to protect sensitive data from breaches and ensure business continuity. This includes regular security assessments, employee training, and investment in robust security systems. Data privacy compliance, adhering to regulations like GDPR and CCPA, is equally crucial.

2.5 Continuous Improvement & Adaptation:

Technology is constantly evolving. A successful business-driven technology strategy embraces continuous improvement and adaptation. This includes regularly reviewing your technology stack, exploring emerging technologies, and adapting to changing business needs. Regular performance reviews and feedback mechanisms are crucial to maintaining a dynamic and responsive technological infrastructure.

3. Practical Applications of Business-Driven Technology:

The applications are vast and diverse, spanning across various industries and departments:

3.1 Customer Relationship Management (CRM): CRM systems provide tools for managing customer interactions, improving customer service, and enhancing sales processes.

3.2 Enterprise Resource Planning (ERP): ERP systems integrate various business functions, streamlining operations and improving data visibility across the organization.

3.3 Supply Chain Management (SCM): Technology solutions optimize supply chain operations, improving efficiency, reducing costs, and enhancing visibility.

3.4 Artificial Intelligence (AI) and Machine Learning (ML): AI and ML are transforming businesses by automating tasks, improving decision-making, and personalizing customer experiences.

3.5 Cloud Computing: Cloud solutions offer scalable and cost-effective IT infrastructure, providing businesses with access to powerful computing resources without significant upfront investment.

4. Measuring the ROI of Business-Driven Technology:

Measuring the return on investment (ROI) of technology initiatives is essential to justify expenditures and demonstrate the value of technology investments. Key metrics include improved efficiency, reduced costs, increased revenue, enhanced customer satisfaction, and improved employee productivity. Regular monitoring and reporting are crucial to track progress and identify areas for improvement.

Conclusion:

Business-driven technology isn't just a trend; it's a necessity for survival and growth in today's competitive market. By adopting a strategic, data-driven approach, businesses can leverage technology to solve problems, drive efficiency, and unlock significant opportunities for growth. Remember that successful implementation requires careful planning, continuous monitoring, and a commitment to adapting to the ever-changing technological landscape. The key is to align technology with your overarching business goals, ensuring it serves as a powerful engine for innovation and progress.

FAQs:

1. What if my business is small? Can I still benefit from business-driven technology? Absolutely. Even small businesses can benefit from implementing targeted technology solutions to address specific needs, improve efficiency, and enhance customer interactions. Cloud-based solutions are particularly beneficial for smaller businesses, offering scalability and cost-effectiveness.

2. How do I choose the right technology for my business? Start by conducting a thorough needs assessment, clearly defining your goals, and identifying your pain points. Then, research different technology solutions that align with your needs and budget. Consider consulting with technology experts to get personalized recommendations.
3. What is the biggest risk associated with implementing business-driven technology? One of the biggest risks is poor planning and integration. Failing to properly assess your needs, integrate systems effectively, or adequately address cybersecurity concerns can lead to significant setbacks and wasted resources.
4. How can I ensure my employees are adequately trained on new technologies? Invest in comprehensive training programs that cater to different learning styles. Provide ongoing support and access to resources. Encourage employee feedback to identify areas for improvement in the training process.
5. How do I measure the success of my business-driven technology initiatives? Define clear, measurable goals before implementation. Track key performance indicators (KPIs) that align with your goals, and regularly review the data to assess the effectiveness of your initiatives. Remember to consider both quantitative and qualitative data to gain a holistic understanding of the impact.

business driven technology: Business-Driven Technology Paige Baltzan, 2014-02-16 Unlike any other MIS textbook franchise, this text discusses 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: Business Driven Technology Stephen Haag, Paige Baltzan, Amy Phillips, 2006 Takes a business-first approach to improve students' perception of the value of IS within the business discipline. This perspective allows instructors to demonstrate how technology and systems support business performance and growth. This work enables the instructor to adjust content according to their business or technical preferences.

business driven technology: Business Driven Technology Paige Baltzan, 2012-02

business driven technology: Business Driven Information Systems Paige Baltzan, 2008 The Baltzan and Phillips approach in *Business Driven Information Systems* discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives drive technology choices in a corporation. Therefore, every discussion addresses the business needs first and addresses the technology that supports those needs second. 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. BDIS provides the foundation that will enable students to achieve excellence in business, whether they major in operations management, manufacturing, sales, marketing, etc. BDIS is designed to give students the ability to understand how information technology can be a point of strength in an organization.--Publisher's website.

business driven technology: Business-driven Information Technology David R. Laube, Raymond F. Zammuto, 2003 That every manager needs to know in order to use information technology effectively. Business professionals will value the book because it covers a range of important areas that few know completely. University students will find the book a valuable source of necessary information for technology and management courses. Rarely is so much diverse expertise brought together and focused in a single book. Book jacket.

business driven technology: Digital Enterprise Transformation Axel Uhl, Lars Alexander Gollenia, 2016-04-22 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.

business driven technology: *Driven* Robert Herjavec, 2010-09-21 Robert Herjavec has lived the classic "rags to riches" story, from having \$20 in his pocket to starting up technology companies worth hundreds of millions of dollars. Now the star of television's Dragons' Den and Shark Tank, this son of Croatian immigrants earned his incredible wealth by overcoming the odds with hard work and determination. On television, Herjavec bankrolls the best inventions and shoots down the best of intentions. Now, he's sharing his hard-won wisdom in one of the most inspirational business books of recent times. In *Driven*, Herjavec shares the secrets that took him from his job waiting tables to growing his nascent technology company into a world-class conglomerate, The Herjavec Group. Herjavec's principles are as valuable in the living room as they are in the boardroom. Anyone can succeed, on their own terms, by following his sage but simple advice—if they're willing to take chances, to take control of their own future and to stay true to their own visions.

business driven technology: Formula 4.0 for Digital Transformation Venkatesh Upadrista, 2021-05-26 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.

business driven technology: From Business Strategy to Information Technology Roadmap Tiffany Pham, David K. Pham, Andrew Pham, 2018-09-03 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.

business driven technology: The Art of Network Architecture Russ White, Denise Donohue, 2014-04-02 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

business driven technology: IT-Driven Business Models Henning Kagermann, Hubert Osterle, John M. Jordan, 2010-11-09 A look at business model innovation's crucial role in today's global business environment. Showing organizations how business model innovation should be a key focus area in today's global economy, this book features cases from businesses around the globe that have developed customized business models and achieved spectacular levels of performance. Case examples from well-known innovation leaders IKEA, Apple, Tata, SHARP, Saudi Aramco, De Beers, Telefonica, Valero Energy, LEGO, and Proctor & Gamble Shows businesses how to get beyond traditional business models to take better advantage of emerging opportunities Coauthored by former CEO of SAP AG, the world's largest provider of enterprise software Filled with interviews with key executives, this book reveals the role of technology in driving and enabling changes to fundamental facets of a business. Companies around the world are innovating their business models with tremendous results. IT-Driven Business Models shows interested organizations how they can start the process.

business driven technology: Business Driven Project Portfolio Management Mark Price Perry, 2011-03-15 Business Driven Project Portfolio Management covers the top 10 risks that

threaten project portfolio management success and offers practical alternatives to help ensure achievement of desired results. Written from a business perspective, it contains the executive insights, management strategy, tactics, processes and architecture needed for the successful implementation, ongoing management, and continual improvement of project portfolio management (PPM) in any organization. Key Features: --Presents actionable tools, techniques and solutions to the top 10 PPM risks and execution difficulties that most organizations and program management offices (PMOs) face --Includes real case examples that organizations and PMOs of all shapes and sizes seeking to effectively management project portfolios will find beneficial --Shares insightful and practical advice from executives of leading PPM providers, coupled with the wisdom of highly experienced operational executives who manage PMOs, use PPM applications, and are responsible for PPM success --WAV offers downloadable PPM-related episodes of The PMO Podcast™, an executive overview presentation of the book's content, solutions to end-of-chapter questions for professors, and 100 practical tips for implementing PPM within your organization — available from the Web Added Value™ Download Resource Center at www.jcrosspub.com

business driven technology: *Artificial Intelligence and Machine Learning for Business* Steven Finlay, 2018-07 Artificial Intelligence (AI) and Machine Learning are now mainstream business tools. They are being applied across many industries to increase profits, reduce costs, save lives and improve customer experiences. Organizations which understand these tools and know how to use them are benefiting at the expense of their rivals. Artificial Intelligence and Machine Learning for Business cuts through the hype and technical jargon that is often associated with these subjects. It delivers a simple and concise introduction for managers and business people. The focus is very much on practical application and how to work with technical specialists (data scientists) to maximize the benefits of these technologies. This third edition has been substantially revised and updated. It contains several new chapters and covers a broader set of topics than before, but retains the no-nonsense style of the original.

business driven technology: *Business Driven Information Systems* Paige Baltzan, Amy L. Phillips, 2012 Business Driven Information Systemsstory:Business Driven Information Systemsdiscusses 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 first addresses the business needs and then addresses the technology that supports those needs. This text 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. Business Driven Information Systemsis designed to give students the ability to understand how information technology can be a point of strength for an organization.

business driven technology: *Data-Driven Technology for Engineering Systems Health Management* Gang Niu, 2016-07-27 This book introduces condition-based maintenance (CBM)/data-driven prognostics and health management (PHM) in detail, first explaining the PHM design approach from a systems engineering perspective, then summarizing and elaborating on the data-driven methodology for feature construction, as well as feature-based fault diagnosis and prognosis. The book includes a wealth of illustrations and tables to help explain the algorithms, as well as practical examples showing how to use this tool to solve situations for which analytic solutions are poorly suited. It equips readers to apply the concepts discussed in order to analyze and solve a variety of problems in PHM system design, feature construction, fault diagnosis and prognosis.

business driven technology: *Technological Entrepreneurship* Ian Chaston, 2017-01-28 This comprehensive book responds to the growing demand to study entrepreneurship as a key driver of innovation and competitive advantage. Challenging the existing idea that technological entrepreneurship exists predominantly in SMEs and as a result of market demands, the author argues that a commitment to entrepreneurship remains the most effective strategy for sustaining wealth generation for both organisations and entire nations. The aim of Technological

Entrepreneurship is to provide the reader with additional knowledge and understanding of the concepts associated with the exploitation of technological entrepreneurship, and to demonstrate how associated management principles are somewhat different to those utilised in market-driven entrepreneurship. Validation of presented theoretical concepts is achieved through coverage of processes and practices utilised by real world organisations seeking to achieve maximum wealth generation, with specific emphasis on how technological entrepreneurship is the source of disruptive innovation within service sector organisations and how the philosophy is causing fundamental change in the provision of healthcare.

business driven technology: Business Driven Information Systems Paige Baltzan, Amy Phillips, 2015-03-26 Business Driven Initiatives first; Technology second Business Driven Information Systems discusses 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 first addresses the business needs and then addresses the technology that supports those needs. This text 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. Business Driven Information Systems is designed to give students the ability to understand how information technology can be a point of strength for an organization.

business driven technology: AI-Driven Intelligent Models for Business Excellence Samala Nagaraj, Korupalli V. Rajesh Kumar, 2022 As digital technology is taking the world in a revolutionary way and business related aspects are getting smarter this book is a potential research source on the Artificial Intelligence-based Business Applications and Intelligence--

business driven technology: Knowledge Driven Service Innovation and Management: IT Strategies for Business Alignment and Value Creation Chew, Eng K., 2012-11-30 This book provides a comprehensive collection of research and analysis on the principles of service, knowledge and organizational capabilities, clarifying IT strategy procedures and management practices and how they are used to shape a firm's knowledge resources--Provided by publisher.

business driven technology: EDGE Jim Highsmith, Linda Luu, David Robinson, 2019-08-02 EDGE: The Agile Operating Model That Will Help You Successfully Execute Your Digital Transformation "[The authors'] passion for technology allows them to recognize that for most enterprises in the 21st century, technology is THE business. This is what really separates the EDGE approach. It is a comprehensive operating model with technology at its core." —From the Foreword by Heidi Musser, Executive Vice President and Principal Consultant, Leading Agile; retired, Vice President and CIO, USAA Maximum innovation happens at the edge of chaos: the messy, risky, and uncertain threshold between randomness and structure. Operating there is uncomfortable but it's where organizations "invent the future." EDGE is a set of fast, iterative, adaptive, lightweight, and value-driven tools to achieve digital transformation, and EDGE: Value-Driven Digital Transformation is your guide to using this operating model for innovation. Jim Highsmith is one of the world's leading agile pioneers and a coauthor of the Agile Manifesto. He, Linda Luu, and David Robinson know from their vast in-the-trenches experience that sustainable digital transformation requires far more than adopting isolated agile practices or conventional portfolio management. This hard, indispensable work involves changing culture and mindset, and going beyond transforming the IT department. EDGE embraces an adaptive mindset in the face of market uncertainty, a visible, value-centered portfolio approach that encourages continual value linkages from vision to detailed initiatives, incremental funding that shifts as strategies evolve, collaborative decision-making, and better risk mitigation. This guide shows leaders how to use the breakthrough EDGE approach to go beyond incremental improvement in a world of exponential opportunities. Build an organization that adapts fast enough to thrive Clear away unnecessary governance processes, obsolete "command and control" leadership approaches, and slow budgeting/planning cycles Improve collaboration when major, fast-paced responses are necessary Continually optimize investment allocation and monitoring based on your vision and goals Register your product for convenient access to

downloads, updates, and/or corrections as they become available. See inside book for details.

business driven technology: *Beyond Good* Theodora Lau, Bradley Leimer, 2021-03-30 Learn how technological disruption has scaled the business for good movement to a new achievable reality and discover how you can do well by doing good with your business too.

business driven technology: Data-Driven Business Models for the Digital Economy Rado Kotorov, 2020-04-21 Today the fastest growing companies have no physical assets. Instead, they create innovative digital products and new data-driven business models. They capture huge market share fast and their capitalizations skyrocket. The success of these digital giants is pushing all companies to rethink their business models and to start digitizing their products and services. Whether you are a new start-up building a digital product or service, or an employee of an established company that is transitioning to digital, you need to consider how digitization has transformed every aspect of management. Data-driven business models scale not through asset accumulation and product standardization, but through disaggregation of supply and demand. The winners in the new economy master the demand for one and the supply to millions. Throughout the book the author illustrates with examples and use cases how the market competition has changed and how companies adept to the new rules of the game. The economic levers of scale and scope are also different in the digital economy and companies have to learn new tactics how to achieve and sustain their competitive advantage. While data is at the core of all digital business models, the monetization strategies vary across products, services and business models. Our Monetization Matrix is a model that helps managers, marketers, sales professionals, and technical product designers to align the digital product design with the data-driven business model.

business driven technology: Business Driven Technology Paige Baltzan, 2014-01-10 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: Demand-Driven Business Strategy Cor Molenaar, 2022-02-23 Demand-Driven Business Strategy explains the ways of transforming business models from supply driven to demand driven through digital technologies and big data analytics. The book covers important topics such as digital leadership, the role of artificial intelligence, and platform firms and their role in business model transformation. Students are walked through the nature of supply- and demand-driven models and how organizations transform from one to the other. Theoretical insights are combined with real-world application through global case studies and examples from Amazon, Google, Uber, Volvo and Picnic. Chapter objectives and summaries provide consistent structure and aid learning, whilst reflective questions encourage further thought and discussion. Comprehensive and practical, this is an essential text for advanced undergraduate and postgraduate students studying strategic management, marketing, business innovation, consumer behavior, digital transformation and entrepreneurship.

business driven technology: Model-Driven Design Using Business Patterns Pavel Hruby, 2006-08-02 This book shows how to apply pattern ideas in business applications. It presents more than 20 structural and behavioral business patterns that use the REA (resources, events, agents) pattern as a common backbone. The developer working on business frameworks can use the patterns to derive the right abstractions and to design and ensure that the meta-rules are followed by the developers of the actual applications. The application developer can use these patterns to design a business application, to ensure that it does not violate the domain rules, and to adapt the application to changing requirements without the need to change the overall architecture.

business driven technology: Business Driven PMO Success Stories Mark Price Perry, 2013-01-13 Business Driven PMO Success Stories was written by and with over two dozen contributing authors from the worldwide project management and project management office (PMO) community. It offers executives, managers, and all those involved in the projects of the organization,

an understanding of the value a PMO can provide, the knowledge they need to determine the purpose of their PMO, and how to craft a PMO best suited to fulfill that purpose.

business driven technology: Essentials of Business-Driven Information Systems

McGraw-Hill Higher Education, Paige Baltzan, Amy L. Phillips, 2008-02-01

business driven technology: Delivering Utility Computing Guy Bunker, Darren Thomson, 2006-06-14 Learn how to design and deploy utility computing systems to save costs and improve the value that IT delivers. The economic downturn that occurred after the .com boom and bust has put the cost of IT in the spotlight. By following the principles of utility computing, also known as on-demand computing, real-time infrastructure, or adaptive enterprise, businesses can improve the IT services they offer, whilst reducing costs and improving agility. Delivering Utility Computing proposes and documents a methodology for delivering utility computing, and provides detailed advice on its principles and benefits. The authors describe a complete and step-by-step process for adapting to a utility computing system, based on proven methodology. Delivering Utility Computing: Provides a comprehensive description of the utility model, offering guidance on design, deployment and maintenance issues, and a strong section on service level agreements (SLAs). Explains in detail how to improve efficiencies and achieve cost reduction in the IT department. Adopts a thorough approach, taking into account current baselines, phasing, task involved, success factors and best practice principles. Presents a method rooted in theory, yet broad-based and practical, illustrated throughout with examples and real-world case studies. This invaluable text provides CIOs, CFOs, system administrators, IT policy makers and professionals looking to develop utility computing practices in their organizations, as well as researchers in computer science, statisticians, engineers, and graduate students, with an in-depth understanding of the concepts and practicalities of utility computing.

business driven technology: Applied Data Science Martin Braschler, Thilo Stadelmann, Kurt Stockinger, 2019-06-13 This book has two main goals: to define data science through the work of data scientists and their results, namely data products, while simultaneously providing the reader with relevant lessons learned from applied data science projects at the intersection of academia and industry. As such, it is not a replacement for a classical textbook (i.e., it does not elaborate on fundamentals of methods and principles described elsewhere), but systematically highlights the connection between theory, on the one hand, and its application in specific use cases, on the other. With these goals in mind, the book is divided into three parts: Part I pays tribute to the interdisciplinary nature of data science and provides a common understanding of data science terminology for readers with different backgrounds. These six chapters are geared towards drawing a consistent picture of data science and were predominantly written by the editors themselves. Part II then broadens the spectrum by presenting views and insights from diverse authors – some from academia and some from industry, ranging from financial to health and from manufacturing to e-commerce. Each of these chapters describes a fundamental principle, method or tool in data science by analyzing specific use cases and drawing concrete conclusions from them. The case studies presented, and the methods and tools applied, represent the nuts and bolts of data science. Finally, Part III was again written from the perspective of the editors and summarizes the lessons learned that have been distilled from the case studies in Part II. The section can be viewed as a meta-study on data science across a broad range of domains, viewpoints and fields. Moreover, it provides answers to the question of what the mission-critical factors for success in different data science undertakings are. The book targets professionals as well as students of data science: first, practicing data scientists in industry and academia who want to broaden their scope and expand their knowledge by drawing on the authors' combined experience. Second, decision makers in businesses who face the challenge of creating or implementing a data-driven strategy and who want to learn from success stories spanning a range of industries. Third, students of data science who want to understand both the theoretical and practical aspects of data science, vetted by real-world case studies at the intersection of academia and industry.

business driven technology: Business Driven PMO Setup Mark Price Perry, 2009-05-15

Featuring contributions from more than 20 distinguished executives and subject matter experts, this unique reference challenges various traditional approaches and strategies for the PMO and explains how to set up a business-driven PMO using an extensively proven roadmap adaptable to any type or size organization.

business driven technology: Information-Driven Business Robert Hillard, 2010-08-23

Information doesn't just provide a window on the business, increasingly it is the business. The global economy is moving from products to services which are described almost entirely electronically. Even those businesses that are traditionally associated with making things are less concerned with managing the manufacturing process (which is largely outsourced) than they are with maintaining their intellectual property. Information-Driven Business helps you to understand this change and find the value in your data. Hillard explains techniques that organizations can use and how businesses can apply them immediately. For example, simple changes to the way data is described will let staff support their customers much more quickly; and two simple measures let executives know whether they will be able to use the content of a database before it is even built. This book provides the foundation on which analytical and data rich organizations can be created. Innovative and revealing, this book provides a robust description of Information Management theory and how you can pragmatically apply it to real business problems, with almost instant benefits. Information-Driven Business comprehensively tackles the challenge of managing information, starting with why information has become important and how it is encoded, through to how to measure its use.

business driven technology: Consumer-Driven Technologies in Healthcare: Breakthroughs in Research and Practice Management Association, Information Resources, 2018-07-06 The world of medical technologies is undergoing a sea change in the domain of consumer culture. Having a grasp on what appeals to consumers and how consumers are making purchasing decisions is essential to the success of any organization that thrives by offering a product or service. As such, it is vital to examine the consumer-centered aspects of medical technological developments that have a patient-centered focus and allow patients to take part in their own personal health and wellness. Consumer-Driven Technologies in Healthcare: Breakthroughs in Research and Practice is a critical source of academic knowledge on the use of smartphones and other technological devices for cancer therapy, fitness and wellness, chronic disease monitoring, and other areas. The tracking of these items using technology has allowed consumers to take control of their own healthcare. Highlighting a range of pertinent topics such as clinical decision support systems, patient engagement, and electronic health records, this publication is an ideal reference source for doctors, nurse practitioners, hospital administrators, medical professionals, IT professionals, academicians, and researchers interested in advancing medical practice through technology.

business driven technology: Enterprise Security Architecture Nicholas Sherwood, 2005-11-15 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

business driven technology: Business Driven Technology Paige Baltzan, 2009

business driven technology: Advances and Applications in Model-Driven Engineering Díaz, Vicente García, 2013-08-31 As organizations and research institutions continue to emphasize model-driven engineering (MDE) as a first-class approach in the software development process of complex systems, the utilization of software in multiple domains and professional networks is becoming increasingly vital. Advances and Applications in Model-Driven Engineering explores this relatively new approach in software development that can increase the level of abstraction of development of tasks. This publication covers the issues of bridging the gaps between various disciplines within software engineering and computer science. Professionals, researchers, and students will discover the most current tools and techniques available in the field to maximize efficiency of model-driven software development.

business driven technology: Business Driven Technology Stephen Haag, Paige Baltzan, Amy Phillips, 2008 BDT takes a business-first approach, starting each chapter by explaining the value of a business initiative and then detailing the technology that enables the initiative. This revolutionary approach instantly demonstrates the 'why' to business students without boring them with the 'how'. The adaptive chapter/plugin organization allows the instructor to adjust content according to their business or technical preferences.

business driven technology: Competing in the Age of AI Marco Iansiti, Karim R. Lakhani, 2020-01-07 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. Now with a new preface that explores how the coronavirus crisis compelled organizations such as Massachusetts General Hospital, Verizon, and IKEA to transform themselves with remarkable speed, 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.

business driven technology: Decisively Digital Alexander Loth, 2021-05-28 Discover how to survive and thrive in an increasingly digital world Digital strategy should consist of more than just updating your business' desktop computers and buying the newest smartphones for your employees. It requires the reimagining of existing business processes and the implementation of the latest technologies into current business activity to enable new capabilities for your firm. In Decisively Digital: From Creating a Culture to Designing Strategy, digital strategy advisor and author Alexander Loth leverages his extensive experience working with Microsoft, CERN, and SAP to deliver a robust and accessible exploration of what it takes for a company to unlock the potential of new digital technologies. You'll discover how to: Utilize new technologies to establish a digital culture and realize the benefits of modern work for your employees Unleash the abilities that come with processing big data and taking advantage of data democracy, analytics, and cloud computing Implement artificial intelligence, blockchain, process automation, and IoT in a way that goes beyond the hype and delivers real business results Packed with interviews with industry leaders and real-world customer examples, Decisively Digital is ideal for CIOs, CDOs, and other executives and professionals who need to know how technology can improve their businesses and power results today and tomorrow.

business driven technology: Data Science for Business Foster Provost, Tom Fawcett, 2013-07-27 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

business driven technology: Advanced Digital Marketing Strategies in a Data-Driven Era Saura, Jose Ramon, 2021-06-25 In the last decade, the use of data sciences in the digital marketing environment has increased. Digital marketing has transformed how companies communicate with their customers around the world. The increase in the use of social networks and how users communicate with companies on the internet has given rise to new business models based on the bidirectionality of communication between companies and internet users. Digital marketing, new business models, data-driven approaches, online advertising campaigns, and other digital strategies have gathered user opinions and comments through this new online channel. In this way, companies are beginning to see the digital ecosystem as not only the present but also the future. However, despite these advances, relevant evidence on the measures to improve the management of data sciences in digital marketing remains scarce. Advanced Digital Marketing Strategies in a Data-Driven Era contains high-quality research that presents a holistic overview of the main applications of data sciences to digital marketing and generates insights related to the creation of innovative data mining and knowledge discovery techniques applied to traditional and digital marketing strategies. The book analyzes how companies are adopting these new data-driven methods and how these strategies influence digital marketing. Discussing topics such as digital strategies, social media marketing, big data, marketing analytics, and data sciences, this book is essential for marketers, digital marketers, advertisers, brand managers, managers, executives, social media analysts, IT specialists, data scientists, students, researchers, and academicians in the field.

BUSINESS | English meaning - Cambridge Dictionary

BUSINESS definition: 1. the activity of buying and selling goods and services: 2. a particular company that buys and.... [Learn more.](#)

BUSINESS () - Cambridge Dictionary

BUSINESS 0000, 0000000000, 00;0000, 0000, 00, 00, 00;0000;00;0000, 00000, 00 ...

BUSINESS () () () () () - Cambridge Dictionary

BUSINESS: 0000000000, 00;0000, 0000, 00, 00, 00;0000;00;0000, 00000, 00 ...

BUSINESS in Simplified Chinese - Cambridge Dictionary

BUSINESS translate: □, □□□□□□□□, □□;□□□□, □□□□, □□, □□, □□;□□□□;□□;□□□□, □□□□□□ ...

ENTREPRENEURIAL | English meaning - Cambridge Dictionary

ENTREPRENEURIAL definition: 1. relating to someone who starts their own business or is good at seeing new opportunities to make.... [Learn more.](#)

PROFIT | English meaning - Cambridge Dictionary

PROFIT definition: 1. money that is earned in trade or business after paying the costs of producing and selling goods.... Learn more.

ENTERPRISE | English meaning - Cambridge Dictionary

ENTERPRISE definition: 1. an organization, especially a business, or a difficult and important plan, especially one that.... Learn more.

VENTURE | English meaning - Cambridge Dictionary

VENTURE definition: 1. a new activity, usually in business, that involves risk or uncertainty: 2. to risk going.... Learn more.

SERVICE | English meaning - Cambridge Dictionary

SERVICE definition: 1. a government system or private organization that is responsible for a particular type of.... Learn more.

INCUMBENT | English meaning - Cambridge Dictionary

INCUMBENT definition: 1. officially having the named position: 2. to be necessary for someone: 3. the person who has or.... Learn more.

BUSINESS | English meaning - Cambridge Dictionary

BUSINESS definition: 1. the activity of buying and selling goods and services: 2. a particular company that buys and.... Learn more.

BUSINESS (詞)の意味 - Cambridge Dictionary

BUSINESS 事業, 商売, 経営, 業, 職業, 仕事, 商社, 会社, 業種, 業態, 業界, 業界 ...

BUSINESS (詞)の意味 - Cambridge Dictionary

BUSINESS 事業, 商売, 経営, 業, 職業, 仕事, 商社, 会社, 業種, 業態, 業界, 業界 ...

BUSINESS in Simplified Chinese - Cambridge Dictionary

BUSINESS translate: 业, 商业, 事业, 经营, 业种, 职业, 行业, 工业, 商业, 商业, 商业, 商业 ...

ENTREPRENEURIAL | English meaning - Cambridge Dictionary

ENTREPRENEURIAL definition: 1. relating to someone who starts their own business or is good at seeing new opportunities to make.... Learn more.

PROFIT | English meaning - Cambridge Dictionary

PROFIT definition: 1. money that is earned in trade or business after paying the costs of producing and selling goods.... Learn more.

ENTERPRISE | English meaning - Cambridge Dictionary

ENTERPRISE definition: 1. an organization, especially a business, or a difficult and important plan, especially one that.... Learn more.

VENTURE | English meaning - Cambridge Dictionary

VENTURE definition: 1. a new activity, usually in business, that involves risk or uncertainty: 2. to risk going.... Learn more.

SERVICE | English meaning - Cambridge Dictionary

SERVICE definition: 1. a government system or private organization that is responsible for a particular type of.... Learn more.

INCUMBENT | English meaning - Cambridge Dictionary

INCUMBENT definition: 1. officially having the named position: 2. to be necessary for someone: 3. the person who has or.... Learn more.

[Back to Home](#)