1. What is the new trend for companies to use information technologies for differentiation? Give two firm specific examples.

In today’s world, many companies apply digital technologies to their operations. Also, many trends force firms to adopt these digital technologies. One of them is to get software into the core of the business model. It means that organizations have to build new digital platforms within the borders of traditional firms. For example, Allianz is the best example of this. In this case, the company used Allianz Direct offering direct customer home and automobile insurance services on a specific digital program throughout the various European market. Another trend could be to look beyond the boundaries of the organization with the aim of fulfilling the cross-sectoral needs of the people on a single digital platform. As an illustration, Zillow and ZPG are targeting to create end-to-end ecosystems spanning search, property comparisons, mortgage shopping, household moving, phone and cable company reconnections, and access to home-improvement professionals. In another part of the world, namely in Asia, WeChat and Kakao started doing the same job as Zillow and ZPG.

1. What kind of IT tools helps companies to benefits productivity gains? Give two specific business case.

Many IT tools help companies to increase their productivity. For example, one of them is digital channels for remote working and meetings. In this case, especially during the pandemic, these tools assisted the businesses to reduce the costs and survive. Because of remote working, some companies even decided to avoid rent expenses. Another one could be the application of automation processes in businesses. As an illustration, during the COVID-19 crisis, according to the regulations imposed by governments, there should be few employees at a given time in an office environment. Therefore, several groceries in the US automate some of their processes by purchasing robots. It helped the company to achieve long-term cost savings. However, IT innovations and productivity gains are not all about cost savings. IT innovations also assist the business produce more output with less input.

1. What kind of global scale technologies help small firms to save money in investment in IT infrastructure? How did a bank use this technology to save money?

Cloud computing aids small firms while investing in IT infrastructure. To be more precise, they relieve organizations from the fixed costs of the data centers. In this case, by doing so, it avoids the companies from in another unnecessary area. Moreover, it promotes investing in technology assets and resources in order to outperform its competitors. For instance, instead of spending a large amount of money, the bank preferred to write a code to a new cloud system in order to digitize data capture around credit risk factors.

1. During covid crisis, what kind of IT related relocation activities were carried out in short times?

COVID-19 crisis taught the business world many lessons. For instance, one of them is about allocating resources to IT. Before the pandemic, companies tended to invest in IT-related systems and activities passively. However, during the crisis, IT-related resources assisted businesses to continue their operations without any downtimes. For this reason, as mentioned in the case study, companies invested two years’ worth of digital transformation in just two months. As an illustration, systems for remote working and migration cloud services are among those investments. Furthermore, the pandemic showed that companies investing heavily in information technologies progress more quickly than others. Since the pandemic has not yet finished, still, we are experiencing a boost in IT-related investments.

1. What seems to the most appropriate approach to digital merger and acquisition (M&A)?

According to new research (Dever, 2021), the most appropriate approach to digital merger acquisition is the programmatic approach. The programmatic M&A approach implicates planning a series of deals around a particular case. Besides, this strategy focuses on and leverages relationships and partnerships while generating new products and services. Moreover, a programmatic procedure offers many benefits to the firms. For example, having higher shareholder return, being less risky than organic growth strategies, reliability during times of economic downturn, and uncertainty are among the beneficial sides of the approach. The method is also good at defining goals, building end-to-end processes, defining and communicating the company’s strengths and ability to execute deals, starting integration planning early, highlighting culture while dealing with sourcing.

Refences

Dever, L. (2021b, December 15). *Programmatic M&A 101: The Key To Creating Value in 2022 & Beyond?* Midaxo. Retrieved February 28, 2022, from <https://bit.ly/3vpKCTS>