

UMEÅ UNIVERSITY

MANAGING THE DIGITAL ENTERPRISE

Individual Assignment 1

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1 Effects of digitalization

The digitalization of business and organization has a big impact on companies, reshaping the way they operate and compete. These changes can be analyzed through the lens of *Scale*, *Scope*, and *Speed*. *Scale*, *Scope* and *Speed* are also referred to as the three dimensions of digital business. [2]

Definitions

Scale	describes the rate at which products are created. [1, 2]
Scope	describes the investment in customer relationships or physical distribution. [1, 2]
Speed	describes a way in which existing capabilities are improved and new capabilities are developed. [1, 2]

Companies extended their *Scale* in the industrial era by increasing sales of products. This was limited by physical attributes such as reaching enough costumers. Digitalization enables companies to reach a gloibal market more easily.

TODO

Scale:

- Digitalization enables companies to reach a global scale more easily.
- Scalability in terms of infrastructure and resources has also improved.
- Data-driven decision-making at scale is now possible.

Scope:

- Digitalization has broadened the scope of business activities.
- The scope of competition has expanded as well.
- Business ecosystems and partnerships have become more important.

Speed:

- Digitalization has accelerated the pace of business operations.
- Product development cycles have shortened.
- Customer expectations for speed have increased.

Overall, digitalization has transformed the business landscape by increasing the potential for scale, expanding the scope of business activities, and accelerating the speed of operations. However, companies must also adapt to these changes by developing digital capabilities, embracing innovation, and continuously monitoring and adjusting their strategies to thrive in the digital era. Failure to do so can leave them at a competitive disadvantage in an increasingly digitalized world.

2 Fast movers

3 Requirements to become a fast mover

[2] [3] [4]

Literatur

- [1] David Ing. *Slides for the ABI Focus Series*. 2001. URL: http://www.systemicbusiness.org/pubs/2001_IBM_ABI_Scale_Scope_Speed.pdf.
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- [4] Prof. Dr. Manuel Wiesche. *Lecture notes in Digitalisierung*. 2021.