**MIS 782 Seminar 6: Week 7 (Analytics for competitive advantage)**

We aim to apply the theories, frameworks and models taught in the unit through applying it to real-life cases. Seminar activities are indicative of what will be examined in the unit through assessments and exam!

**Seminar preparation**

Please check the discussion questions below and read the case study: “Saama Technologies: Growth Through a Focused Vertical Market Strategy”. This case study precents a good example to see how data-analytics can offer a base for business innovation and competitive advantage.

**Instructions:** Please read the allocated case study and try to have a discussion in groups of three to four about the following questions. Each group will be assigned one question to answer that has to be presented in front of the class. It will be useful for each group to have a dedicated individual who will present/discuss the answer to the question.

**Case study related questions**

1. *Analyse Saama’s growth from 1997 to 2017. What did you learn about the trade-offs in pursuing opportunistic versus focused growth? Please highlight the role of data analytics in the evolution of Saama from a start-up to an established company.*
2. *Analyse the choice of clinical operations management as a market opportunity. How is this business opportunity aligned with Saama’s internal capabilities? (Think about the value propositions that Saama may offer around data analytics to this market)*
3. *Analyze how LSAC is qualitatively different from the Fluid Analytics Engine and how it creates competitive differentiation for Saama.*
4. *Evaluate the product development pathway that focuses on AI and blockchain technologies. What are the pros and cons of this alternative?*