

Strategic Information Systems and Inter- organisational Systems

Kevin Bramasta Arvyto Wardhana / 13

Muhammad Khoirul Anwarudin / 19



Strategic Information Systems (SIS)

A **Strategic Information System (SIS)** is a system designed to support an organization's strategy by using data, information processing, and communication technologies.

It helps businesses make better decisions, improve operations, and gain a competitive edge in the market. By aligning technology with business goals, SIS enables companies to respond to changes more effectively and achieve their objectives.

Defining Strategic Information Systems

01.

Competitive Advantage

SIS are designed to provide organisations with a strategic edge over competitors through innovative uses of information technology.

02.

Alignment with Business Goals

SIS are closely aligned with an organisation's overall business strategy, supporting key objectives and decision-making.

03.

Transformative Capabilities

SIS have the power to fundamentally change business processes, product/service offerings, and industry dynamics.

Characteristics of Strategic Information Systems

Unique Capabilities

SIS leverage advanced technologies to deliver unique functionalities that competitors cannot easily replicate.

Long-Term Focus

SIS are designed with a long-term, strategic vision rather than solely addressing short-term operational needs.

Cross-Functional Impact

SIS have a broad impact, influencing multiple departments and business functions within an organisation.





■ Cost Leadership

SIS can help organizations reduce operational costs and increase efficiency, enabling a cost-based competitive advantage.

■ Product/Service Differentiation

SIS can be used to create unique, innovative offerings that set an organisation apart from competitors.

■ Market Segmentation

SIS can enable organisations to better target and serve specific customer segments, gaining a niche advantage.

■ First-Mover Advantage

Pioneering the use of SIS can help organisations establish market dominance and deter new entrants.

Competitive Advantage through Strategic Information Systems

Challenges in Strategic Information Systems Implementation

01.

Organizational Resistance

Employees may be reluctant to adopt new technologies that disrupt established processes and workflows.

02.

Technological Complexity

Implementing advanced, enterprise-wide SIS can be technically challenging and require significant resources.

03.

Alignment Difficulties

Ensuring seamless integration between IT systems and business operations can be a complex undertaking.

04.

Budgetary Constraints

Significant upfront investments are often required to develop and deploy transformative SIS.

05

Inter-organizational Information Systems (IOS)

An **Interorganizational System (IOS)** is a networked system that connects multiple companies, allowing them to collaborate and share information seamlessly. By integrating their processes and data, these organizations can function as a unified system to achieve shared goals such as improving supply chain efficiency, reducing costs, and enhancing customer service.

IOS facilitates real-time communication and coordination between businesses, enabling them to streamline operations, respond quickly to market demands, and work more effectively as partners in a broader business ecosystem.

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IMPORTANCE

■ Cross-Company Integration

IOS enables the seamless exchange of information and resources between multiple organisations.

■ Competitive Advantage

Effective IOS implementation can provide a strategic edge through improved coordination and efficiency.

■ Streamlined Operations

IOS can optimize supply chain management, logistics, and other inter-company processes.

■ Ecosystem Development

IOS fosters the creation of business ecosystems with enhanced collaboration and value co-creation.

Types of Inter-organisational Systems

■ B2B Marketplaces

Online platforms that facilitate transactions and collaboration between businesses.

■ Supply Chain Management

Systems that coordinate the flow of goods, services, and information across the supply chain.

■ Electronic Data Interchange (EDI)

Standards-based systems for the automated exchange of business documents between organizations.



Benefits and Challenges of Inter-organisational Systems

■ Improved Efficiency

IOS can streamline operations and reduce costs through better coordination and automation.

■ Increased Flexibility

IOS enable organizations to quickly adapt to changing market conditions and customer needs.

■ Security and Privacy Risks

Increased data sharing and cross-company access heighten the need for robust security measures.

■ Enhanced Collaboration

iOS promotes stronger collaborations and enhanced information sharing among organizations.

■ Integration Complexity

Aligning diverse systems, processes, and data standards across organizations can be challenging.

01

Amazon

Leveraged SIS to disrupt the retail industry and achieve market dominance through innovations like Amazon Web Services and Prime.

02

Walmart

Utilized SIS and IOS to streamline its supply chain, reduce costs, and provide a seamless omnichannel shopping experience.

Case Studies:

Successful
Implementation of
Strategic Information
Systems and IOS

03

FedEx

Implemented advanced IOS to optimize its global logistics network, enabling real-time package tracking and delivery optimization.

04

Heathrow Airport

Implemented IOS to coordinate operations between airlines, ground handlers, and other stakeholders, improving efficiency and passenger experience.

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Conclusion

Strategic Information System provides a competitive advantage by integrating information technology into business strategies.

Inter-organizational System enhances collaboration between organizations, driving efficiency and improving market positioning.

Thank You

Any Question?