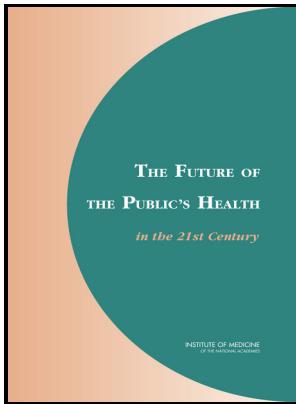


Delivering competitive advantage - the changing role of business systems in the insurance industry

City University Business School, Centre for Insurance and Investment - Reimagining the technology operating model



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Reimagining the technology operating model

When the objectives are not clear, it is futile to accept direction and achievement of results. One of the challenges for firms is to understand the need for culturally sensitive decisions when using the strategic management process and to anticipate ever-changing complexity in their decisions and operations. Global warming, bioterrorism, and increased pollution suggest that perhaps there is now no greater threat to business and society than the continuous exploitation and decimation of our natural environment.

Strategic Management for Competitive Advantage

Organizations may have hundreds of technology capabilities, but in our experience, the following 10 core technology disciplines encompass most of the capabilities delivered through the technology function figure 2.

Strategic Management for Competitive Advantage

Conventional sources of competitive advantage such as economies of scale and huge advertising budgets are not as effective as they once were. Cerrejon was looking to improve the coordination and orchestration between several areas — the commercialization offices Dublin and Atlanta , For this, Cerrejon required a collaborative solution that besides bringing agility to the business, offered flexibility and would allow satisfying the requirements of local regulations.

Delivering a Competitive Advantage Through ECM

We offer a wide variety of fulfilling Graduate opportunities that span from all business disciplines. In retrospect, one chairman confided that he had overestimated the value of confidentiality. Such strategies can bring massive industrial change and economy can flourish.

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