

What's happening in BIS

CHANGE	BUSINESS IMPACT
TECHNOLOGY	
Cloud computing platform emerges as a major business area of innovation	A flexible collection of computers on the Internet begins to perform tasks traditionally performed on corporate computers. Major business applications are delivered online as an Internet service (Software as a Service, or SaaS).
Big data	Businesses look for insights from huge volumes of data from Web traffic, e-mail messages, social media content, and machines (sensors) that require new data management tools to capture, store, and analyze.
A mobile digital platform emerges to compete with the PC as a business system	The Apple iPhone and Android mobile devices are able to download hundreds of thousands of applications to support collaboration, location-based services, and communication with colleagues. Small tablet computers, including the iPad, Google Nexus, and Kindle Fire, challenge conventional laptops as platforms for consumer and corporate computing.
MANAGEMENT	
Managers adopt online collaboration and social networking software to improve coordination, collaboration, and knowledge sharing	Google Apps, Google Sites, Microsoft Windows SharePoint Services, and IBM Lotus Connections are used by over 100 million business professionals worldwide to support blogs, project management, online meetings, personal profiles, social bookmarks, and online communities.
Business intelligence applications accelerate	More powerful data analytics and interactive dashboards provide real-time performance information to managers to enhance decision making.
Virtual meetings proliferate	Managers adopt telepresence videoconferencing and Web conferencing technologies to reduce travel time, and cost, while improving collaboration and decision making.
ORGANIZATIONS	
Social business	Businesses use social networking platforms, including Facebook, Twitter, and internal corporate social tools, to deepen interactions with employees, customers, and suppliers. Employees use blogs, wikis, e-mail texting, and messaging to interact in online communities.
Telework gains momentum in the workplace	The Internet, wireless laptops, smartphones, and tablet computers make it possible for growing numbers of people to work away from the traditional office. Fifty-five percent of U.S. businesses have some form of remote work program.
Co-creation of business value	Sources of business value shift from products to solutions and experiences, and from internal sources to networks of suppliers and collaboration with customers. Supply chains and product development become more global and collaborative; customer interactions help firms define new products and services.

Laudon and Laudon (2014). Management Information Systems: Managing the Digital Firm. 13th edn. Pearson.