



Creating Business Agility: How Convergence of Cloud, Social, Mobile, Video, and Big Data Enables Competitive Advantage

By Rodney Heisterberg, Alakh Verma

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Creating Business Agility: How Convergence of Cloud, Social, Mobile, Video, and Big Data Enables Competitive Advantage provides a game plan for integrating technology to build a smarter, more customer-centric business. Using a series of case studies as examples throughout, the book describes the agility that comes from collaborative commerce, and provides key decision makers the implementation roadmap they need to build a successful business ecosystem. The focus is on Business Agility Readiness in terms of the five major changes affecting the information technology landscape, and how data-driven delivery platforms and decision-making processes are being reinvented using digital relationships with a social business model as the consumer world of technology drives innovation and collaboration.

Cloud computing, social media, next-gen mobility, streaming video, and big data with predictive analytics are major forces now for a competitive advantage, and *Creating Business Agility* provides leaders with a roadmap for readiness. Business leaders tasked with innovation and strategy will find that *Creating Business Agility* provides important insight from an informed perspective.

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Editorial Review

From the Inside Flap

Cloud computing, social media, ubiquitous mobility, streaming video, and big data with predictive analytics are the major forces driving competitive advantage in today's forward-thinking businesses.

Creating Business Agility outlines a game plan and proven model for adopting the technology innovations that help build successful digital businesses and make existing businesses smarter and more efficient in their day-to-day operations. In this groundbreaking book, Rodney Heisterberg and Alakh Verma outline leading-edge information management strategies and show how to execute adaptive business approaches that will transform a business's internal processes and external relationships. As they explain, fundamental to this transformation is the ability to reengineer the decision-making processes in order to make better resource allocation decisions. The authors reveal how to sense business ecosystem signals that are key performance indicators and respond with customer insights using predictive analytics. This creates business agility and, when paired with a customer experience management strategy, produces a sustainable competitive advantage.

The book includes a travel destination and event marketing campaign scenario that provides an implementation model that shows how to make the overall process for a digital business work at the virtual enterprise level within the business ecosystem. The authors also offer a series of thoughtful insights of industry leaders that describes the agility that comes from collaborative commerce. The results provide decision makers with the business agility readiness roadmap they need to build a successful system of customer engagement that delivers competitive advantage.

Throughout the book, the authors use accessible language so businesspeople can understand technical issues and technical people can understand business issues. With this understanding, they can collaborate to improve the competitive advantage of their businesses as well as contribute to the quality of life in the global marketplace.

Business executives and leaders tasked with innovation and strategy will find *Creating Business Agility* an accessible and game-changing resource for staying one step ahead of the competition.

From the Back Cover

TRANSFORM YOUR ORGANIZATION BY DEVELOPING TRUE BUSINESS AGILITY

“Surviving in today's business jungle takes agility. It is critical for executives to manage in a way that takes advantage of today's amazing technological advances by changing business processes, offering new products and solutions—in essence, operating in a completely different way than ever before. Rodney Heisterberg and Alakh Verma provide real world cases which illustrate how companies can incorporate these converging technologies in their strategic plans—and learn to thrive in the jungle.”

—**M. R. RANGASWAMI, Founder, Sand Hill Group; Publisher, SandHill.com**

“Business agility produces a sustainable competitive advantage and is the goal for next-generation digital businesses. We define business agility as *innovation via collaboration to be able to anticipate challenges*

and opportunities before they occur.”

—**From the Preface**

Creating Business Agility explores why the convergence of cloud, social, mobile, and video technologies with predictive big data analytics are the five key elements that produce sustainable business value and help to keep the competition at bay. The authors, Rodney Heisterberg and Alakh Verma, offer a compelling story about how the perfect storm of these converging technologies is creating business agility for savvy market leaders. This important book reveals how the next generation of digital businesses and their virtual enterprises can develop competitive advantage by building business ecosystems around the cultivation and harvesting of big data as a “whole product” solution. They explain how this convergence works in terms of the classic input-process-output model of a data processing system expressed as data-driven discovery processes feeding predictive analytics engines to produce insightful factbased decisions.

Creating Business Agility is written in clear and accessible language so that technology experts and business leaders alike can have a clear understanding of the ideas presented. This groundbreaking book integrates the key concepts for digital business as a 360-degree transformation in terms of customer-centric strategy, customerfocused processes, and customer-facing apps.

Forward-thinking business leaders can tap into the game-changing model outlined in *Creating Business Agility* to keep their organizations thriving well into the future.

About the Author

RODNEY HEISTERBERG, PHD, is a professor in the School of Business and Management at Notre Dame de Namur University and Managing Partner at Rod Heisterberg Associates. Heisterberg served as the co-chair of the joint government-industry group that authored the first U.S. standard for providing content management applications through Software-as-a-Service.

ALAKH VERMAM is Director of Product Development (Platform Technology Solutions) at Oracle. He is also adjunct faculty and advisor at the University of California, Berkeley, and University of California, Santa Cruz, and imparts thought leadership on these converging technologies.

Users Review

From reader reviews:

Brandon Harmon:

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Brenda Cornell:

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