

Strategic Business Challenges

How can you make the internet work for you as a strategic business advantage?

Partnerships and Alliances

Today's economy is encouraging companies to focus on what they do best—their core capabilities—and form partnerships and alliances to provide the rest of the solution. When these networks of partners come together over the Internet—into what is sometimes called an Internet ecosystem—Web communication can be a critical factor in ensuring timely, accurate information exchange.

Checklist

- Do you have any partnership or alliance activity?
- Are your competitors developing partnerships or alliances?
- How effective is your communication with your partners—from dealers and customers to suppliers?

Collaborative Working and Learning Environment

Today's rapidly changing workplace requires your employees to be agile and well informed. Agile companies are changing organizational structures from bureaucratic to horizontal. Cross-functional teams also are becoming more popular as a means of improving cooperation between formerly isolated groups within your company.

Checklist:

- How do your employees collaborate?
- Does your company promote teamwork and cross-functional teams?
- How do you train or educate your employees?
- Do you spend a lot of money on travel expenses for meetings and training?
- Do your employees have the tools they need to work or learn online?

Geographic Expansion

The Internet is breaking down barriers to national and international markets, and conducting business internationally from a single location is a reality.

Checklist:

- Is your company operating throughout the United States? Throughout the world?
- Does your market have global potential?
- Are your clients expanding their geographic base?

Real-Time Communication

The Internet is eliminating barriers of time and distance, which is accelerating the speed of business. This is increasing the need to rapidly communicate an announcement, product launch, or business strategy to your employees, customers and partners.

Checklist:

- How fast can you communicate critical news to large and small audiences?
- How fast can your company process new information?

About Author Chirag Solanki is a Tech Head from igloo360.com, Indian based ERP firm.