



## The Roles of IS-IT in Transforming Enterprises

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By Millie Patel

GRIN Verlag Mrz 2012, 2012. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2011 in the subject Computer Science - Applied, grade: 3.9, University College of Technology and Innovation, Malaysia, language: English, comment: A Distinction was achieved on this essay. Excellent grade! , abstract: This paper focuses on the impact of Information and Communication Technologies on Enterprises and how advanced technologies are used to benefit organizations. The three main areas concerning ICT: Web 2.0, E-commerce technologies and Mobile Applications, are discussed in detail to give the readers a broader view of the potential these technologies hold for organizations all around the world. The rapid development of agile and collaborative IT infrastructures has truly changed the way of communication across different entities. Not only this, intelligent systems are being used to gather information and knowledge that can be used for greater purposes. An example of this is web analytics, to gain market intelligence on any product or service sold in any part of the world. The Internet brings enterprises closer to their stakeholders by improving relationships. Reduced costs and increased productivity are also in the package...



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