

## 7.6: Summary

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In this chapter, we discussed various information systems such as EDI, TPS, BPM, MIS, DSS, which many US companies, including Walmart, Starbucks, Amazon, Netflix, and Apple, use strategically to create and sustain competitive advantage. Acquiring a competitive advantage is hard, and sustaining it can be just as difficult because of technology's innovative nature. Organizations that want to gain a market edge must understand how they want to differentiate themselves and then use all the elements of information systems (hardware, software, data, people, and process) to accomplish that differentiation.

However, simply adopting the latest technologies does not guarantee a competitive advantage. True differentiation comes from leveraging IT strategically to improve business processes and decision-making. Companies must align technology with clearly defined goals for efficiency, innovation, or customer value. Applications like AI and collaborative systems can provide new capabilities, but require skillful management and implementation to generate real gains.

Technologies are enablers and not an automatic solution. Making smart IT investments aligned with business strategy is key. Ultimately, sustainable competitive advantage arises from combining the right technologies, employee training, infrastructure, and good management.

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