

1. Record Nr.	UNINA9910254925603321
Titolo	Shaping the Digital Enterprise : Trends and Use Cases in Digital Innovation and Transformation / / edited by Gerhard Oswald, Michael Kleinemeier
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2017
ISBN	3-319-40967-0
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (XIV, 335 p. 85 illus., 3 illus. in color.)
Disciplina	658.4038
Soggetti	Management information systems Application software Management Industrial management Leadership Enterprise Architecture Information Systems Applications (incl. Internet) Innovation/Technology Management Business IT Infrastructure Business Strategy/Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Part I: Cross-Industry Trends -- Part II: Industry-Specific Trends -- Part III: Use Cases.
Sommario/riassunto	Digitalization, defined as the process of moving to a digital business, is no longer a choice but an imperative for all businesses across all industries and regions. Taking a step toward becoming a digital enterprise is demanding and challenging. This book sheds light on cross-industry and industry-specific trends in digital innovation and transformation and on digitalization use cases. The dimensions of customer centricity, leadership and strategy, business models, including offerings (products and services), processes, structure and governance, people and skills, culture, and technology foundation can serve as orientation for digitalization. The articles in this book touch on

all dimensions of this digital innovation and transformation framework and offer possible answers to some of the pressing questions that arise when practitioners seek to digitalize their business.
