CONTENTS

Part 1

Digital Technology for Revenue Growth, Profitability, and Innovation

Digital Technology Creates New Levers for Growth and Improved Performance 1

Case 1.1, Opening Case: China's Digitization Expands Business
Opportunities and GDP 2

1.1 Digital Technology Transforming How Business Is Done 4

1.2 Business Process Management 10

1.3 Competitive Advantage and SWOT Analysis 14

1.4 Enterprise Technology Trends 20

1.5 IT Expertise Adds Value to Your Career 22

Case 1.2, Business Case: Pei Wei Asian Diner Deploys Mobile and Social Channels 25

Case 1.3, Video Case: London's PIE Mapping Grows to Global Scale with Cloud Services 26

Data Governance, IT Architecture, and Cloud Strategies 27

Case 2.1, Opening Case: Grupo Fármacos Builds Business Capabilities 28

2.1 Data Governance Strategy 30

2.2 Enterprise IT Architecture 35

2.3 Information and Decision Support Systems 40

2.4 Data Centers and Cloud Computing 46

2.5 Cloud Services Delivery Models 53

Case 2.2, Business Case: BMW Becomes More Competitive with Private and Hybrid Clouds 57

Case 2.3, Video Case: Cloud Computing: Three Case Studies 58

Data Management, Big Data, and Business Intelligence 59

Case 3.1, Opening Case: Asia Capital Reinsurance Leverages Data Analytics Platforms 60

3.1 Database Management Systems 62

3.2 Big Data and Analytics 70

3.3 Data and Text Mining 79

3.4 Business Intelligence 81

Case 3.2, Business Case: How the World's Largest Beverage Company Competes 86

Case 3.3, Video Case: Hertz Dominates Global Car Rental Market 87

⁴ Digital Networks and the Triple Bottom Line 89

Case 4.1, Opening Case: "One Sony" Strategy Simplifies Global Collaboration 90

4.1 Data Networks and API 92

4.2 Wireless and Mobile Infrastructure 100

4.3 Messaging and Collaboration Technology 103

4.4 Sustainability and the Triple Bottom Line 106

Case 4.2, Business Case: Customizable Web and Mobile Business Apps 113

Case 4.3, Video Case: Popcart Technology Takes Consumers from Inspiration to Preparation 114

Cybersecurity, Risk Management, and Financial Crime 116

Case 5.1, Opening Case: Nearly 40% of South Korea Hacked in Insider Data Theft 117

5.1 Data Breaches and Cybersecurity Challenges 118

5.2 IT Risk Management 125

5.3 Mobile, App, and Cloud Security Challenges 138

5.4 Financial Crime and Fraud Defenses 140

Case 5.2, Business Case: LinkedIn Hack: Lessons Learned and Hidden Dangers 144

Case 5.3, Video Case: Targeted Botnets 146

Part 2 Reaching, Engaging, and Retaining Consumers

6 Internet Technologies and Search Strategies 149

Case 6.1, Opening Case: Nike Golf Drives Web Traffic with Search Engine Optimization 150

6.1 Search Technology 153

6.2 Organic Search and Search Engine Optimization 158

6.3 Paid Search Strategies and Metrics 162

6.4 Semantic Web and Search 164

6.5 Recommendation Engines 167

Case 6.2, Business Case: Baidu and Qihoo SEO—Optimising for Chinese Customers 172

Case 6.3, Video Case: Learning Power Search 173

7 Social Media Strategies and Metrics 175

Case 7.1, Opening Case: How ASOS Manages Its Social Channels 175

7.1 Social Media Strategies and Communities 177

7.2 Social Communities and Engagement 183

7.3 Social Monitoring, Metrics, and Analytics 191

7.4 Social Media Failures and Lessons Learned 195

Case 7.2, Nonprofit Case: L&L Society of Canada Social Marketing
Strategy 199

Case 7.3, Video Case: Rise of Social Networks at Deutsche Bank 200

Retail, Mobile, and E-Commerce 202

Case 8.1, Opening Case: Louis Vuitton Mobile Commerce

Strategy 202

8.1 Retail Channels 204

8.2 B2C E-Commerce 206

8.3 B2B E-Commerce and E-Procurement 210 8.4 Mobile Commerce and Transactions 214

Case 8.2, Business Case: Hot Mobile App WeChat Revives QR

Codes 225

Case 8.3, Video Case: Mobile Visual Search Technology 225

Part 3

Tactical and Operational Support Systems 227

Case 9.1, Opening Case: Ducati Redesigns Its Operations 228

9.1 Business Challenges 231

9.2 Manufacturing, Production, and Transportation Management Systems 235

9.3 Sales and Marketing Systems 241

9.4 Accounting and Finance Systems 243

9.5 Human Resource Systems and Ethics 251

Case 9.2, Business Case: HSBC Fights Fraud in Split Second

Decisions 255

Case 9.3, Video Case: United Rentals Optimizes Its Workforce with Human Capital Management 256

Strategic Enterprise Systems 257

Case 10.1, Opening Case: 3D Printing 258

10.1 Enterprise Systems 261

10.2 Enterprise Social Platforms 265

10.3 Enterprise Resource Planning Systems 269

10.4 Supply Chain Management Systems 275

10.5 Customer Relationship Management Systems 280

Case 10.2, Business Case: SAP Implementation Fail 286

Case 10.3, Video Case: Conversations in the Cloud with 4.8 Billion

Consumers 287

Part 4

Data Visualization and Geographic Systems 289

Case 11.1, Opening Case: Global 500 and Agencies Visualize with StatSilk 290

11.1 Data Visualization 291

11.2 Enterprise Data Mashups 297

11.3 Digital Dashboards 300

11.4 Geographic Information Systems 303

Case 11.2, Visualization Case: Are You Ready for Football? 307

Case 11.3, Video Case: The Beauty of Data Visualization 307

IT Strategy and Balanced Scorecard 308

Case 12.1, Opening Case: Superior Performance with Balanced

Scorecard 308

12.1 IT Strategies 311

12.2 IT-Business Alignment 316

12.3 Balanced Scorecard Method 318

12.4 Cloud and Vendor Strategies 321

Case 12.2, Business Case: British-Swedish Biopharmaceutical Ends

\$1.4 Billion Outsourcing Contract 328

Case 12.3, Data Analysis: Third-Party versus Company-Owned

Offshoring 329

Project Management and SDLC 331

Case 13.1, Opening Case: Keeping Your Project on Track, Knowing

When It Is Doomed 332

13.1 Project Management and Project Portfolios 336

13.2 Project Stages: Planning, Execution, and

Budgeting 339

13.3 Project Stages: Monitoring, Control, and Closing 347

13.4 System Development Life Cycle 349

Case 13.2, Business Case: Steve Jobs' Project Management

Style 353

Case 13.3, Demo Case: Mavenlink Project Management

Software 354

Glossary G-1

Organizational Index O-1

Name Index N-1

Subject Index s-1