

IT Transformation

KEEL Technology “Executes” Business Strategy

Abstract: CEOs are recognizing that they need to get more from their IT organizations and are asking that CIOs take a more active role in defining and executing the business strategy. This means more than just providing tools to support business decisions. It means taking an active role in creating a more efficient business model. In the industrial age “machines” were created to amplify the capabilities of humans in manufacturing (more production and higher quality). The computer age brought about new ways to manipulate information and control those machines. The computers have created more and more “information” for humans to interpret. Database engines, search engines, data mining tools, and business intelligence tools have all provided support for collecting and organizing information for those poor humans to interpret. If it was economically and physically possible, all humans on earth could probably be applied to interpreting the data. And when they were finished, they wouldn’t be able to “explain” how the information was interpreted to begin with. One might suggest that for CIOs to take a more active role in executing a business strategy, it would be most helpful to provide a way to mechanize the business execution strategy. That is the objective of this paper.