



Competitive Advantage from Information Technology

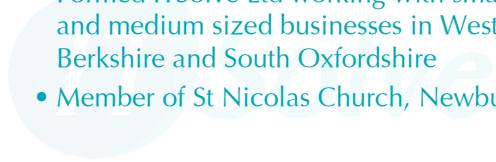
Charles Zealey MA MBCS



Charles Zealey



- 35 years experience with computers
- Degree in Mathematics
- ICL (now Fujitsu Europe) for 18 years
- Formed ITsolve Ltd working with small and medium sized businesses in West Berkshire and South Oxfordshire
- Member of St Nicolas Church, Newbury



Breaking News.....



- Button in horrific F1 accident



Today's Session



- History
 - This revolution has taken place in our lifetimes
- Case Studies
 - How other people have done it
- Some tools for you
 - Keep your own IT under review

History



- First computers produced in the late 1940s
- Use in Military/Government
- Early use in Lyons Corner Shops c 1955
- "Mainframe era" – 1950s to 1970s
- "PC Era" -1980s to 1990s
- "Internet Era" – since 2000

Case Study (1)



- Computerisation of PAYE (COP)
- Started 1980, updated 1997, replaced 2009
- Major Government project using hardware and software at the limits of development
- Realised significant gains, but at considerable cost

Case Study (2)



- Swift Couriers, a Newbury Based Courier Company
- Grown to £5m pa over last twenty years
- Computerised since mid 1990's.
- Replaced system in 2006, giving capacity to double turnover in last three years



Case Study (3)



- Small Business selling via Internet
- Development of bespoke business application costing c £5k enabled them to double turnover in 3 months



Why IT?



- IT enables you to
 - Do things you could not do before
 - Do things better than you did before
 - Save cost



A process for analysing your IT 

- Now
- Next
- Strategic



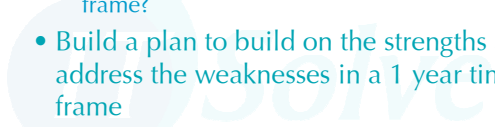
Now 

- What have you got
- Does it work?
- What would you do if it broke?
- Is it secure?
- Review against key listed technologies
- Develop a plan



Next 

- Review strengths and weaknesses of IT in a business context
 - Does it meet the needs of the business and will it continue to do so in a three year time frame?
- Build a plan to build on the strengths and address the weaknesses in a 1 year time frame



Strategic



- Consider Opportunities and Threats to business in respect of IT
- Understand what competitors are doing
- Aim to make as good as they need to be to meet the threats and exploit the opportunities
- Build a three year development plan

Conclusion



- The world of technology is changing fast
- The rationale
 - Do new things
 - Do things better
 - Save cost
- Like anything else IT needs planning

Questions



- We live in a world obsessed by making progress. How do you reconcile this with the needs of individuals for jobs and a sense of self-worth?
- Think of examples you have seen of the introduction of new systems. What went well? What went badly?
- As Christians, how can we use Information Technology to make Jesus better known?
