Creating Business Agility: How Convergence of Cloud, Social, Mobile, Video, and Big Data Enables Competitive Advantage

Rodney Heisterberg, Alakh Verma

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Creating Business Agility: How Convergence of Cloud, Social, Mobile, Video, and Big Data Enables Competitive Advantage provides a game plan for integrating technology to build a smarter, more customer-centric business. Using a series of case studies as examples throughout, the book describes the agility that comes from collaborative commerce, and provides key decision makers the implementation roadmap they need to build a successful business ecosystem. The focus is on Business Agility Readiness in terms of the five major changes affecting the information technology landscape, and how data-driven delivery platforms and decision-making processes are being reinvented using digital relationships with a social business model as the consumer world of technology drives innovation and collaboration.

Cloud computing, social media, next-gen mobility, streaming video, and big data with predictive analytics are major forces now for a competitive advantage, and *Creating Business Agility* provides leaders with a roadmap for readiness. Business leaders tasked with innovation and strategy will find that *Creating Business Agility* provides important insight from an informed perspective.

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