Chapter 3
New Technologies and the Impact on the Business Environment

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ABSTRACT

This chapter presents an approach to the strategic role of new technologies, like tablets and cloud computing, and the impact on the business environment. It discusses the importance of companies to understand and use these new technologies in their various organizational processes, always looking for the strategic alignment of information technology with organizational strategy. The chapter also discusses the contribution of information technology to the information systems of companies, through the resources and solutions available today, such as tablets and cloud computing. The research method is the survey conducted in firms located in an industrial Brazilian shoe industry.

INTRODUCTION

We are in the XXI century and living in a knowledge society, where business is changing rapidly and where success and survival depend on the organization's ability to adjust to dynamic business environment. In this context, some questions arise: How can we develop the best strategy for business? How information systems can contribute to the strategy? What is the contribution of information technology to the existing information systems in business?

The purpose of this chapter is to seek to understand the importance and strategic role of information and information technology in the business environment. After the main themes of literature related to the subject as: systems and enterprise organizational strategic planning, the strategic role of information and the contribution of information technology for information systems, we defined the following research questions, which will be key to the development of this research:

- How to identify and understand and use these new technologies on business environment?
- How to identify the need and contribution of resources and solutions currently available through information technology.

The research will be conducted, with companies of an industrial sector Brazilian and have aims to raise and analyze the degree of maturity of the use new technologies.

BACKGROUND

Systems and Enterprises, Information, and Information Systems

The concept of systems lead to understanding the complexity of modern business as a whole. System is a set of interdependent elements or an organized or parts that interact and form a unitary whole complex. However, we must distinguish closed systems, such as machines and watch open systems, such as biological and social systems: the man, the organization and society (Laudon & Laundon, 2007). A system is closed if no material enters or leaves and it is open if there is import and export and, consequently, changing components. The open system can be understood as a set of parts in constant interaction, constitute a whole geared for certain purposes and in permanent interdependent relationship with the external environment. A system may be composed successively of subsystems (also set of interdependent parts) that relate to each other, forming the larger system. Open systems involve the idea that certain entries are entered into the system and processed, generate certain outputs. The company draws on material resources, human and technological, whose processing resulting goods or services to be supplied to the market, as illustrated in Figure 1.

Another important concept is the information and information systems. Information can be considered as the result of data handling and

Figure 1. The company viewed as an open system (Author Self, 2010)
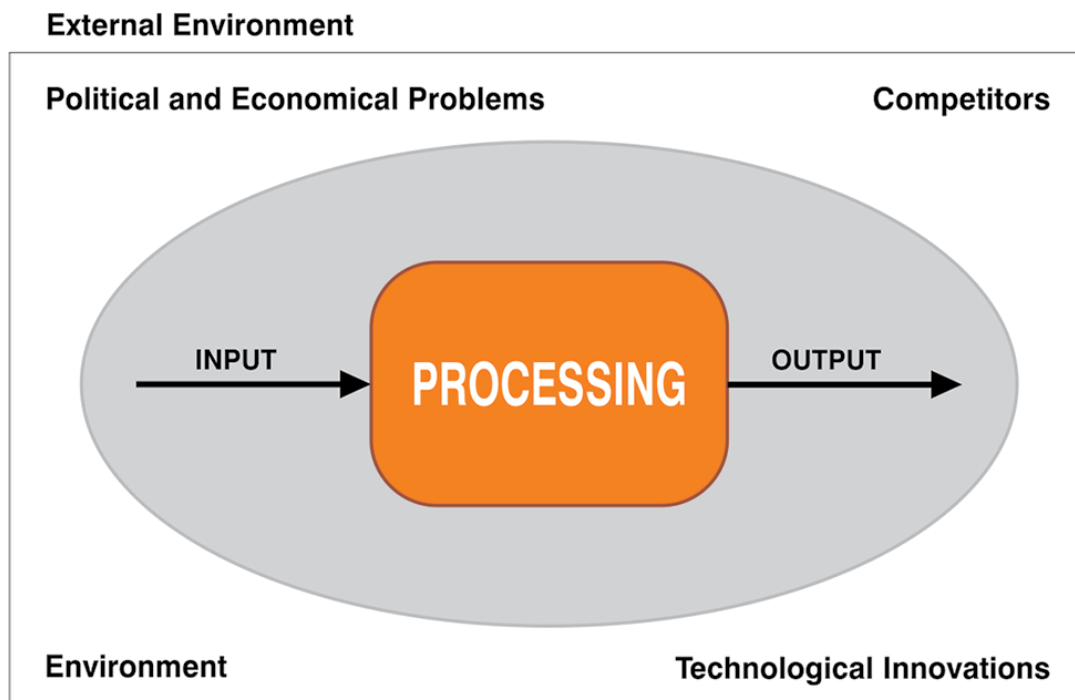
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