

Business Technology Strategy for an Energy Information Company

Stephen J. Andriole, Villanova University, USA

ABSTRACT

Entel¹ produces information, data and knowledge, while supporting the energy industry. It sells this content to governments, universities, companies and non-government organizations (NGOs). It generates forecasts, analyzes energy trends and produces historical data; however, Entel needs to transform itself from a relatively traditional content company to one that exploits digital technology for greater market share and profitability. As the energy industry explodes, the company needs to re-think its products, services and client focus. Technology drives most of these challenges. In this paper, the author presents the business technology strategy developed at Entel. It's an elaborate strategy that calls for the expansion of the overall business model as well as the identification of alternative processes and technologies that will enable the expanded business model.

Keywords: Business Technology Strategy, Digital Technology, Energy Industry, Energy Trends, Forecasts

BACKGROUND

Entel creates world class content that focuses on the oil and natural gas industries. Its production model is similar to the model that defines how journalists work. The reports it produces are consumed by other analysts, investors, government managers and those who manage energy companies. The company has clients around the world: Entel is a global content provider. The company operates in a dynamic world -- to say the least (Bagla, 2005; Grove, 2008; Lovins & Lovins, 1983; Ongena & Van

Oost, 2008; Pimentel & Patzek, 2005; Schwartz, 2004; Tester & DiPippo, 2007; Tester, 2006; Willem, van Leeuwen, & Smith, 2005; World Energy Council, 2004; World Nuclear Association, 2007; World Nuclear Association, 2006).

INTRODUCTION

Entel is at a crossroads. The decision point is the result of market forces, the unchallenged importance of energy, the need to profitably grow, the emergence of disruptive digital technology and the distribution and consumption

DOI: 10.4018/jitr.2010070103

Figure 1. Strategic areas

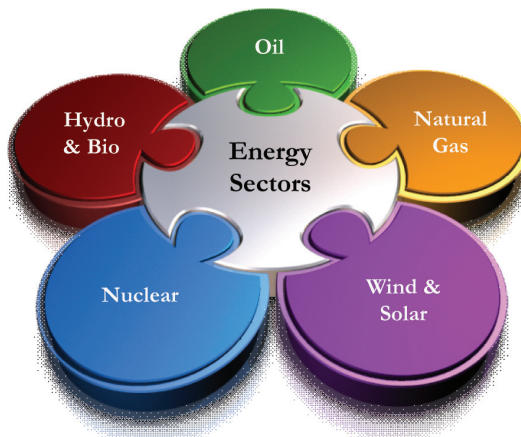


of information that is changing at a rate that no one predicted.

Entel, like many companies whose currency is information, analysis and research, must respond to these trends by re-thinking its

business model, its technological foundation and its revenue streams. The company must also think about how it's organized and managed, and the corporate cultural constraints that

Figure 2. Energy sectors



22 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/article/business-technology-strategy-energy-information/47215

Related Content

Online and Offline Integration Scheme of College English Education Under Big Data Technology

Xiaoli Wang (2024). *Journal of Cases on Information Technology* (pp. 1-13).

www.irma-international.org/article/online-and-offline-integration-scheme-of-college-english-education-under-big-data-technology/348963

Web Access by Older Adult Users

Shirley Ann Becker (2009). *Encyclopedia of Information Science and Technology, Second Edition* (pp. 4041-4046).

www.irma-international.org/chapter/web-access-older-adult-users/14182

Smart Tourism Empowered by Artificial Intelligence: The Case of Lanzarote

Xavier Ferràs, Emma Louise Hitchen, Elisenda Tarrats-Ponsand Nuria Arimany-Serrat (2020). *Journal of Cases on Information Technology* (pp. 1-13).

www.irma-international.org/article/smart-tourism-empowered-by-artificial-intelligence/242978

Efficient Multirate Filtering

Ljiljana D. Milic (2009). *Encyclopedia of Information Science and Technology, Second Edition* (pp. 1294-1299).

www.irma-international.org/chapter/efficient-multirate-filtering/13743

A Review of Online Information Privacy Theories Advanced in Eight AIS Journals Over the Last Decade

Alanawd Alshehri (2024). *Information Resources Management Journal* (pp. 1-22).

www.irma-international.org/article/a-review-of-online-information-privacy-theories-advanced-in-eight-ais-journals-over-the-last-decade/349977