EPISODE #3

Technology & Business Outcomes:

Why Systems Alone Are Not Enough?

EPISODE HIGHLIGHTS

In INGENIO's 3rd Expert Talk, we contrasted information systems theory with the realities of the business world, where systems are often adopted to meet operational and regulatory requirements rather than as tools for growth. We explored how proper planning and effective utilization can strengthen competitive advantage, highlighting the critical role of people: understanding from the outset why change is taking place, how it affects them, and what value it can bring to the business.

THE SYSTEM IS NOT THE OUTCOME

Success is measured not only by whether a system works, but also by whether people have adopted it in their daily work, whether it enables more effective decision-making, and whether it contributes to achieving business objectives.

EFFECTIVE PLANNING STARTS WITH BUSINESS PROCESSES

Before deciding how a system should operate, we need to understand how the business operates, where the challenges lie, and what it aims to achieve with the system. These factors guide the planning and design decisions throughout the implementation process.



THE CONSULTANT BRIDGES BUSINESS NEEDS AND TECHNOLOGY

Through targeted questions and close collaboration with the business, the consultant identifies needs and requirements, drawing on expertise and best practices to develop an effective and practical implementation plan.

CHANGE REQUIRES MANAGEMENT LEADERSHIP

Management needs to clearly communicate the purpose of the change, support employees, and ensure appropriate training. Otherwise, even a well-designed system may not be utilized as expected.