The role of information technology systems in the performance of mergers and acquisitions
Agenda

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Introduction

In order to be successful in the business world, companies must obtain a competitive advantage over their competitors. There are five forces that define any competitive situation:

• Rivalry among existing firms in the industry
• The threat of new competitors
• The threat of substitute products and services
• The firms relationship with the suppliers
• The firms relationship with the customers
Case Overview

Along with using these forces to their advantage, companies, such as TUI Deutschland, can also use information systems to give them a competitive edge. TUI Deutschland is the leading tour operator in the world, founded in 1923 and based out of Hannover, Germany. Being the largest tourism company in the world, maintaining a competitive edge is not easy, especially when dealing with the numerous factors that play into making a customer's experience the best it can be.

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Technology Overview

Upon identifying their management issue, Matthias Wunderlich, head of Business Intelligence at TUI Deutschland, lead a team in developing an information system to make the process easier. The information system allows the company to set attractive prices for customers, while still maintaining or achieving their set margins. It has eliminated the necessity for a time consuming, laborious, procedure, calculating combinations and dependencies until the optimum result is achieved.

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Integration of Research

With a company like TUI Deutschland, targeted pricing is extremely important. The business has to be able to ensure that they are capable of producing a certain rate of return on investment. Setting optimal prices can be difficult when a business seeks to maintain their status as the lead in their industry. However, with the integration of the information system, TUI Deutschland can stay ahead of other hotel industries by ensuring their prices correlate with customers wants, needs and desires.

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Conclusion

In conclusion, the benefits of integrating information systems into businesses are evident, as TUI Deutschland significantly improved their data management after the development of their new system - which in turn led to the reduction of time-consuming labor that could otherwise be used to enhance the growth of the company as a whole.
Bibliography


