

Advances in Basic Business Operations

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The article I found is in reference to Gartner's opinions in what is important to business operations in this day and age. Basically the analyst who is writing this article is saying that it is necessary for businesses to become more flexible and adapt to the market as it changes. He is saying that older practices such as cost saving and efficiency are going to take a bit of a backseat to using modern day advances in analytics and decision making technology. The market today is much more complicated than it once was. There is a significant amount of opportunities out there now then there was before. It's not so much mom and pop stores so much as corporate chains these days.

Because of this the market changes very frequently and it is necessary for companies to adapt to what is in need at that time for them to stay afloat. This method is known to analysts as "Intelligent Business Operations". In doing so, it causes businesses to diversify their products and make it to where they can reach out to many different consumers. They do this utilizing things such as social media tools and mobile phone applications. They are constantly getting feedback from the consumer which in turn is used to develop and produce new products to which the consumer can obtain and use. This also helps companies be able to regulate which products go where; by using this technology, a company can determine where a product is most effective. For instance, if a company's product is more popular in one region of the country versus another, the company can elect to send more of that product out to that part of the country because of the higher demand. Doing this reduces the company's amount of loss they experience due to the lack of consumption. It can also be used in order to place business hubs, such as stores and service centers in different areas of the country making it more convenient for consumers which in turn increases efficiency.

In utilizing this technique it makes it a lot easier for companies to recognize supply and demand and gives them the ability to put what is needed of them in the places where it is needed most. These

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practices alone will revolutionize the way that business is done, and how decisions are made. It will also essentially take away the decision making power that has been required of people for so many years.

Bibliography

Gartner. (07, March 2012). *Gartner says intelligent business operations is the next step for bpm progams*. Retrieved from <http://www.gartner.com/it/page.jsp?id=1943514>