

[Hier eingeben]



## IT Strategy

### Exercises

Date:

File name:

KnowDigital

25.12.2019

IT Strategy\_Exercises\_en

### Exercise 1

Give the 5 competitive forces of Porter's Model and explain the model

### Exercise 2

What are the six elements to be defined in an IT Strategy?

### Exercise 3

Define the IT Strategy of Meta Pharma

Meta Pharma was founded at the beginning of the 20th century as a local small wholesale drug business that distributes imported medications. The company wants to gain leadership on global healthcare in the 21st century.

Meta Pharma strongly developed in Europe, especially Switzerland, Germany and the Netherlands. It has chemical plants in the USA, Argentina and Brazil. In the last years, a plant was built in China and one in Korea. Biological laboratories have been launched in Germany, Switzerland, USA and China.

It employs more than 10,000 people in more than 40 countries. It produces 900 million boxes of generic drug products a year, markets its products in more than 100 countries and has an annual revenue of 2 billion US \$.

The company has done several investments in biological developments requesting high amount of money. Therefore, IT expenses need to be optimised.

The board of Meta Pharma asks you to investigate possibilities to reduce IT costs, especially by analysing different project proposals to save costs on mid-term perspective.

Please answer the following questions:

1. What kind of IT Organization?
2. Which Partners? In which areas could an outsourcing be a solution?
3. Which Quality Requirements to be fulfilled?
4. Which IT architecture?
5. How to select strategic IT projects?
6. What kind of IT services?