# Strategic Planning for Information Systems

*By John Ward, Joe Peppard*



**Strategic Planning for Information Systems** By John Ward, Joe Peppard

"Accessibility and clarity of purpose maintained throughout."
Journal of Information Technology

"Clear, practical, comprehensive."
Output

"A clear exposition of the impact that IS has had on business performance."
Long Range Planning

"Lucid analysis."
Computer Weekly

Strategic Planning for Information Systems (3rd Edition) explores the impact that Information Systems (IS) have on business performance and the contribution IS makes to the strategic development of organizations. It describes IS tools, techniques and management frameworks - all of which identify opportunities for strategic thinking, and shows how IS is an indispensable component in the implementation of a strategic plan.

Since the earlier edition of Strategic Planning for Information Systems, much has changed in the way business is organized. However, the essence of the book remains the same - it is a practical and comprehensive book written in a clear and straightforward way. This new edition focuses more on strategic management of IS than on the progress made in recent years in either technology or business processes. This 3rd edition is substantially updated and illustrated with new cases material and examples. Additional material will cover the role of ecommerce, knowledge management and benefits management systems. This book will also show why Information Systems and Information Technology investment works for some organizations and not for others.

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**Strategic Planning for Information Systems By John Ward, Joe Peppard Bibliography**

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## Editorial Review

From the Inside Flap
Building on the success of past editions, Strategic Planning for Information Systems considers both the implications of the developments in IS/IT and the most useful aspects of recent thinking and experiences concerning IS/IT strategic management. Topics covered now include:
* New developments in strategic management
* The Internet, e-commerce and e-business
* Outsourcing, including web services and Application Service Providers
* Knowledge management
* Enterprise systems
* Investment appraisal and business benefits delivery
* Managing the IT infrastructure and the supply of IS services
* Organising and resourcing the IS function
* Building relationships between business and IT management
* Developing an IS capability

From the Back Cover
Strategic Planning for Information Systems explores the impact that information systems (IS) and information technology (IT) have on business performance and the contribution that they make to the strategic options of organisations. It describes tools, techniques and management frameworks to both align strategies for IS and IT with business strategy, as well as seek out new opportunities through innovative deployment of technology.

This book demonstrates why strategic planning for information systems is essential to organisational success, especially in times of increasingly rapid change. Over the long term any organisation will get the information systems it deserves, according to the approach adopted to the use and management of IS/IT. To obtain the whole range of benefits available from IS/IT and avoid the potential pitfalls, every organisation must establish the means to manage IS/IT as an integral part of its approach to strategic management.

In the six years since the second edition of Strategic Planning for Information Systems, much has changed in the way business is organised and in the importance of IS for competitive strategies. However, the essence of the book remains the same - it is a practical and comprehensive book written in a clear and straightforward way. The new edition introduces more approaches and techniques to aid in developing and implementing strategies - to enable management and IS/IT professionals to identify what needs to be done and how best to do it.

About the Author
JOHN WARD is Professor of Strategic Information Systems and Director of the Information Systems Research Centre at Cranfield University, School of Management. Before joining Cranfield in 1984, he worked in industry for 15 years and he currently acts as a consultant to a number of major organisations. He has served two terms as President of the UK Academy for Information Systems and been a member of its board since its establishment in 1994.

DR JOE PEPPARD is Senior Research Fellow at Cranfield School of Management where he researches and teaches in the area of information systems and technology strategy and management. A former Irish

international athlete, he is also a Director of Fineos Corporation, a leading solutions provider to the global financial services industry.

## Users Review

**From reader reviews:**

**Cynthia Sharma:**

This Strategic Planning for Information Systems book is simply not ordinary book, you have it then the world is in your hands. The benefit you have by reading this book is actually information inside this publication incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. That Strategic Planning for Information Systems without we comprehend teach the one who looking at it become critical in pondering and analyzing. Don't possibly be worry Strategic Planning for Information Systems can bring when you are and not make your tote space or bookshelves' come to be full because you can have it within your lovely laptop even mobile phone. This Strategic Planning for Information Systems having good arrangement in word in addition to layout, so you will not feel uninterested in reading.

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