

# Chapter 2

## Competing with Information Technology

# Does IT provide organizations with a competitive advantage?



# Long-term competitive strategies

- Lock in customers/suppliers/partners
  - And lock out competitors
  - Deter them from switching to competitors
  - Build in switching costs
  - Make customers and suppliers dependent on the use of innovative IS
- Staying a step ahead of competitors
- Creating “the place” (first mover advantage)
  - Ebay
  - Facebook