

USING INFORMATION TECHNOLOGY AS A STRATEGIC WEAPON: LESSONS FROM THE RED BARON

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Abstract

Organizations investing in information technology (IT) over the past decades have categorically seen the uses of IT change. At one point, IT was considered a key strategic tool to gain competitive advantage; however, today, acquiring basic IT functions is a necessity in order not to be at a competitive disadvantage. It takes advanced IT systems, coupled with good strategy to develop an IT competitive advantage. With good strategy and advanced IT systems, some organizations can use IT as a weapon to secure market share and/or eliminate the competition. We suggest in this article that there are strategic points of which organizations should be aware during the implementation and use of information technology. These lessons come from the strategic lesson plans of the ace aviation fighter pilot, the Red Baron.

Keywords: IT Strategy, Competitive advantage, Change, Aviation, Technology.

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