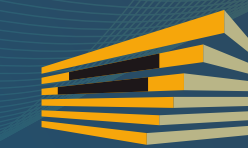


## Expert assistance in search, selection and deployment of ICT solutions for improving organisation and business performance



### TYPE OF R+D RESULT

New technology  
New product  
[ **New service** ]  
New knowledge or skill



### COMMERCIAL MATURITY LEVEL

Conceptual idea  
Proof of concept (design)  
Validated in a controlled  
environment  
Validated in a real environment  
[ **Successfully implanted** ]



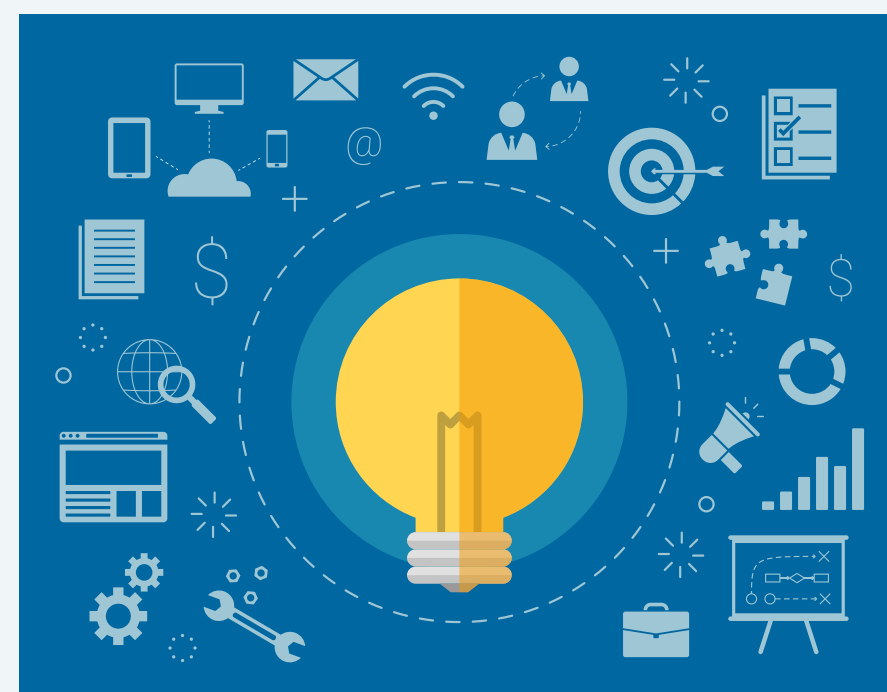
### PROTECTION LEVEL

[ **Non- applicable** ]  
Patent  
Software  
Know - how  
Utility model

### Description of the solution. Problem solved

Frequently, costly investments on ICT are made by companies. Sometimes, these investments do not generate any improvement in business results in terms of cost reduction, income increases, quality improvement or risk reduction. In addition to this, communication problems between the executive team and the ICT area of the organisation are quite common.

The service here offered implies diagnosing of the current technology situation of the company. In this evaluation, the fundamental reference is the way the company creates value. In addition to this, when necessary, this evaluation will be based on those ICT to be implemented and the search for providers of such technologies in the market. If needed, the process of implementation of these technologies can be also monitored.



This service is based on the researches carried out by the authors, which are based on interviews with directors of more than 50 different companies, mainly from tourism area. The results of these researches have been published

on first level scientific journals and they highlight a clear connection on ICT investment and business results. Among these publications, we find the following cited below:

- Melián-González, S., & Bulchand-Gidumal, J. (2016). A model that connects information technology and hotel performance. *Tourism Management*, 53, 30-37.
- Bulchand-Gidumal, J., & Melián-González, S. (2011). Maximizing the positive influence of IT for improving organizational performance. *The Journal of Strategic Information Systems*, 20(4), 461-478.

In this line of research, a relationship between investment on technology and performance of the organisations has been found when taking into account the different possibilities. These last are targeted to ensure technology investment, which is reflected on one or several of the key activities of the company's performance. This relationship will be explored for each organisation according to its strategy and market positioning.

Also, this service can be oriented towards improving communication between the executive team and the ICT area of the organisation.

### Fields of commercial application

- Tourism: Hotel groups, independent hotels, travel agencies, transport companies and restaurants
- Other organisations from the private sector, with more than 50 employees.

### Market opportunity

Current digitisation context determines the presence of technology in the companies. In a greater or lesser degree, all companies are or will be in a position of technology dependence. Taking into account the current scientific evidence in terms of how technology improves the business performance, this is a necessary condition for capitalising the investment on technology. Although anyone is able to understand the convenience of relying on technology, there are many studies stating that implementation of technology does not guarantee a better business performance.

### Competitive advantage

This service is developed for each necessity, being analysed the business strategy, current positioning and middle term vision.

Methodology to be implemented is based on the results of the scientific research in terms of the relevance of technology in business performance.

At the same time, instead of assuming trends or modes, analysis is done under the accuracy of the research techniques. This service is not related to any specific technology or products.

### Resources needed to be implemented

Research staff from the ULPGC with proven experience on this type of projects.

**AUTHOR**  
Jacques Bulchand, Sidumal y Santiago Melián González

**CONTACT**  
Oficina Transferencia de Resultados de Investigación (OTRI)  
@ arivero@fpct.ulpgc.es  
☎ 928 45 99 56 / 43

<https://otri.ulpgc.es/>