

Strategy Implementation using Enterprise Systems: The Case of a large Utilities Service Provider

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ABSTRACT

The utilities industry, offering services like electricity, gas and water, is currently facing a number of challenges in trying to be competitive and operationally efficient at the same time. Information technology, in the form of large scale Enterprise Systems, has shown the promise of enabling them to run their operations better and at the same time compete better in the market. This case discusses a highly reputed and large utility service provider in Australia and its journey of adopting an Enterprise System. The case further illustrates how the organisation achieved both operational efficiency as well as managed to retain its position at the top end of the market through growth by acquisitions, operational efficiency, innovation and better strategic decisions.

KEYWORDS: Strategy, Enterprise systems, Innovation, Mergers & acquisitions.

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