



Strategic Information System



- A strategic information system (SIS) is a computer system that helps organizations analyze market and competitor information, and make decisions to improve their business. SISs are designed to give organizations a competitive edge by helping them:
 - ❑ Create and maintain a competitive strategy
 - ❑ Prevent competitors from gaining an advantage
 - ❑ Deliver products or services that are innovative, differentiated, or lower cost
 - ❑ Focus on a particular market segment