

## 資訊服務業之智能業務戰略轉型研究 以融易網路公司為例

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### 摘要

在大數據、人工智慧、物聯網及區塊鏈..等資訊技術的推波助瀾下，資訊服務業正式進入智能業務時代，在面對強烈的同業競爭及國際市場的快速變化常會出現資源瓶頸。資訊服務業者基於永續經營及成長需要，無法避免再造或轉型。但如何擬定轉型策略、如何因應轉型來設計智能業務服務系統，實攸關轉型的成敗。台灣軟體業面對國內市場的全球化競爭，如何透過轉型來優化業務資源配置、建立競爭優勢及增進業績成長，是業界亟欲探討的問題。本研究採用個案研究方法，分析個案因商業智能引起的業務轉型策略，並進一步設計開發智能業務服務系統，創造企業可持續的競爭優勢。

With the help of information technology such as Big Data, Artificial Intelligence, Internet of Things and blockchain, the information service industry has officially entered the era of intelligent business. In the face of strong horizontal competition, international situation and rapid market changes, resource bottlenecks often appear. Information service providers cannot avoid reengineering or transformation based on their sustainability and growth needs. However, how to formulate a transformation strategy and how to design an intelligent business service system in response to the transformation is a matter of success or failure. In the face of global competition in the domestic market, the Taiwan software industry must be transformed to operate in a sustainable manner. How to optimize business resource allocation, build competitive advantage and enhance performance growth through transformation is an issue that the industry is eager to explore. This study uses case-study methods to analyze the business transformation strategy of business cases caused by business intelligence, and further design and develop intelligent business service systems to create sustainable competitive advantages.

關鍵詞：Digital Business Transformation、Transformation、BI