MyAlert is an interactive case study whose objective is to analyse the technological implications of strategic decisions taken by MyAlert, a company located in a very dynamic, fast-growth market, i.e. mobile data services.

The different chapters of the case are the following:
- My Alert
- Buongiorno
- My Alert & Buongiorno
- Technology and the future

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In 1999 Jorge Mata created MyAlert as an 'alerts portal', which allowed its users to define through the internet what information they wanted to receive on their mobile phones via text messages.

Through different interactive resources, students analyse the history of MyAlert to understand the competitive advantage they have achieved. Statements from Jorge Mata, founder of MyAlert, provide the case's story line.

Exactly this way, the company would deal with the current principal problems:
- It could both consolidate its first mover advantage and develop advantages of supply (scale) and demand (customer basis) which help to convert it into a sustainable competitive advantage,
- it would help to reconsider some of the company's current characteristics and turn them into strengths (for example, the present geographical over-diversification) at the same time as helping it to take advantage of the main market opportunities, due to its greater presence and more solid financial position.
In September 2001, the meetings of both MyAlert and Buongiorno shareholders approved the merger by means of an exchange of shares. Buongiorno took over all of the MyAlert capital and later the MyAlert shareholders underwrote 33% of Buongiorno. Andrea Casalini was to be the CEO in the merged company.

2001 A NEW MERGED COMPANY: BUONGIORNO-MYALERT

One year after the merger, let’s analyse Buongiorno MyAlert’s business. It has grown more complex and can be analysed according to the following factors: services/products it sells (interactive marketing/publicity and technological services), business model (standard sale of licence services and tailor-made services) and type of customer (corporate or final user).

Use this information to complete the table, and then click on “OK.”

<table>
<thead>
<tr>
<th>TYPE OF SERVICE</th>
<th>BUSINESS MODEL</th>
<th>CORPORATE CUSTOM</th>
<th>FINAL USER</th>
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</thead>
<tbody>
<tr>
<td>Publicity and contents</td>
<td>Standard services</td>
<td></td>
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<tr>
<td>Techology</td>
<td>Standard services (charged to the customer)</td>
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The case also shows the fusion of My Alert and Buongiorno, an Italian technology company.

Students will analyse the pros and cons of the merging.

Statements from Mauro del Rio, founder of Buongiorno, provide further insight into the relationship.