STRATEGIC ADVANTAGES OF MICROSOFT OFFICE 365, SHAREPOINT AND POWER PLATFORM IN CORPORATE INFORMATION SYSTEMS

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Abstract
The article examines the strategic benefits of implementing Microsoft Office 365, SharePoint and Microsoft Power Platform in Enterprise Information Systems (EIS). Based on a review of official Microsoft documentation and research literature on strategic IT alignment and dynamic capabilities, it is shown how the listed platforms improve operational efficiency, accelerate digital transformation, ensure security and reduce the total cost of ownership. Arguments are made about the synergistic effect of an integrated ecosystem (Microsoft products) in achieving organizational goals.

Keywords: Microsoft Office 365, SharePoint, Power Platform, corporate information systems, strategic advantages, cloud technologies, digital transformation.

Introduction

The scientific novelty of the article lies in the comprehensive analysis of the strategic advantages of using Microsoft 365, SharePoint and Power Platform in corporate ecosystems, as well as in substantiating their role in accelerating digital transformation and increasing corporate agility based on modern research.

Enterprise information systems (EIS) are a key element for coordinating activities, structuring information and facilitating management decisions at enterprises. Up-to-date EIS must meet all modern requirements, namely support for mobile devices, ensure data security, integrate with other systems and promptly implement new business initiatives.

Cloud infrastructures and low-code development platforms are becoming increasingly important as they enable companies to simultaneously improve operational efficiency and provide agility to achieve competitive advantages in the marketplace. These technologies enable organizations to optimize infrastructure costs, accelerate development and innovation, and improve data security through the use of modern information security tools. EIS built on cloud technologies and low-code platforms provide the flexibility and scalability needed to successfully adapt to changing business conditions.

The implementation of Office 365, as scientific research shows, leads to increased staff productivity, optimization of IT costs and strengthening of communication between employees. Scientists note that the use of cloud technologies in organizations leads to a significant increase in productivity (+ 25%), improved collaboration between employees (+ 30%) and a decrease in operating costs (– 20%) [1].

SharePoint plays a key role in organizing document flow and managing corporate knowledge. According to published data from Microsoft , over 200 million users worldwide use SharePoint to establish collaboration, automate business processes, and integrate with other platforms [2]. In an article by scientists S. Khumalo and M. Mearns, it is noted that «centralized storage and content management based on SharePoint contributes to greater transparency of business operations and reduces decision-making time» [3].

Power Platform, which combines Power BI, Power Apps and Power Automate provides companies with tools for developing applications, conducting analytics and automating tasks without deep knowledge of programming. According to forecasts of the American research and consulting company «Gartner», by 2025, 70% of new corporate applications will be developed using low-code or no-code platforms, which allows accelerating the implementation of digital solutions by 4-5 times, compared to traditional development methods [4].

Thus, in the scientific literature, the strategic benefits of integrating these solutions are considered in the context of:

- increasing corporate agility. According to J. W Ross, CM Beath and M. Mocker , the strategy of creating an architecture designed for digital transformations allows organizations to achieve sustainable success by increasing business agility [5];

- reducing the time it takes to perform operations. In a scientific article by N. Forsgren, J. Humble and G. Kim, it is stated that «the use of DevOps practices significantly reduces the delivery time of software solutions and improves operational efficiency» [6];

- increasing the level of digital maturity of organizations. The authors of the article «Leading Digital: Turning Technology into Business Transformation» notes that «companies with a high level of digital maturity, capable of effectively combining digital and management competencies, achieve better business results» [7].

Therefore, Microsoft's aggregate usage Office 365, SharePoint and Power The Platform provides comprehensive improvements in the efficiency of corporate information systems through process automation, improved collaboration and data integration.

We have already mentioned above that in the context of modern digital transformation, companies are striving to implement integrated cloud platforms, which are key factors in increasing operational efficiency and strengthening competitiveness. An ecosystem that includes Microsoft Office 365, SharePoint and Power Platform is a comprehensive solution for managing information resources, optimizing staff interactions and automating business processes.

The authors of the article «The Advantages of Digital Maturity» writes that «an organization's level of digital maturity directly correlates with its ability to effectively integrate and adapt innovative technologies» [7]. Using unified solutions, such as the Microsoft ecosystem , can speed up this process. SharePoint, in particular, helps increase the transparency of business operations and reduce the time it takes to make management decisions by centralizing corporate content management [8].

Complementing the functionality, Power Platform, a low -code / no-code tool, significantly accelerates the development and implementation of digital solutions.

The combined use of these platforms creates significant strategic advantages:

1. Operational access to data. The speed of decision-making increases due to the ability to instantly obtain relevant information.

2. Reduced costs. Costs for developing and maintaining corporate applications are reduced.

3. Improved cross-functional collaboration. Collaboration between different departments and geographically distributed teams is optimized.

4. Strengthening information security. Built-in access control mechanisms and security policies ensure a high level of compliance with corporate standards.

Microsoft integration Office 365, SharePoint and Power Platform is not just a technical solution, but a strategic approach aimed at systematically improving operational efficiency and strengthening the company's position in the market.

To systematize the benefits associated with the implementation of integrated Microsoft cloud platforms, it is advisable to use an analytical approach, comparing them with traditional methods of organizing information systems (Table 1). This analysis will identify key success factors (Table 2) and determine strategic benefits for the organization.

Microsoft integrated platforms and traditional IT systems

Criterion	Integrated Microsoft Platforms	Traditional IT systems
Speed of implementation	High (weeks)	Low (months/years)
Cost of development	Relatively low	Tall
Flexibility	Tall	Medium/low
Integration	Seamless	Limited
Scalability	Light	Difficult

Table 2 - Strategic advantages of Microsoft platforms in corporate information systems

Platform	Key Benefits
Office 365	Integration of communications and document management, high mobility, support for collaborative work
SharePoint	Centralized data storage, content management, integration with other services
Power Platform	Rapid application creation, low-code / no-code development, process automation

Synergistic effect achieved through the integration of Microsoft functionality Office 365, SharePoint and Power Platform, provides organizations with comprehensive strategic advantages. This approach helps accelerate digital transformation processes, increase the adaptability of business processes, optimize interactions between employees and, as a result, reduce overall operating costs.

Analysis of the data available in the study allows us to conclude that the use of Microsoft 365, SharePoint and Power The Platform as a whole creates a number of strategic advantages:

- increasing the speed of decision-making due to operational access to data;

- reduction of costs for development and maintenance of applications;
- improving interaction between departments and distributed teams;
-increasing the level of information security thanks to built-in access control policies.
Thus, the integrated use of the Microsoft ecosystem allows companies not only to tactically improve individual processes, but also to achieve strategic sustainability and leadership in the conditions of an ever-changing digital space. Based on the obtained results, we have developed a number of practical recommendations aimed at increasing the efficiency of using Microsoft 365, SharePoint and Power Platform in a corporate environment.

Table 3 – Recommendations to improve the efficiency of using Microsoft 365, SharePoint and Power Platform in a corporate environment

Direction	Recommendations
CIO/CTO Strategy	Develop a strategic digital transformation plan with a focus on low-code tools (Power Platform).
Piloting	Start with low-complexity projects (e.g. automating one business process) to demonstrate quick ROI.
Creation of CoE	Establish a Center of Expertise (Center of Excellence) for platform management, governance and user training.
Employee training and engagement	Organize training for citizens developers and IT specialists, including quizzes , workshops and the use of AI assistants.
Performance Monitoring	Regularly analyze metrics: development time, performance, costs and user engagement .
Risk management	Maintain a balance between democratizing development and complying with security and data governance standards.

Our research confirms that the combined use of Microsoft 365, SharePoint and Power Platform creates a stable foundation for successful digital transformation of companies. This synergy contributes to increased corporate agility, reduced operational cycles and overall growth of digital maturity. The integration of these solutions into a single ecosystem allows organizations to more effectively adapt to dynamically changing market conditions, optimize cross-functional interaction and increase the transparency of business processes.

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