

ISM 50

Midterm Study Guide

ROI Analysis

None on the midterm!

IT History

What distinguished the Data Processing Era from the Micro-Era?

What distinguished the Micro-Era from the Networking Era?

Why did Data Processing Managers feel threatened in the Micro-Era?

Messerschmitt 2.3

Information

Data

Browse, Navigate, Search

Hyperlink

Information Push

Information Pull

O'Brien Chapter 2

Porter's Competitive Forces

Why is Porter's Competitive model useful?

Porter's Strategies

- Cost Leadership Strategy

- Differentiation Strategy

- Innovation Strategy

- Growth Strategy

- Alliance Strategy

Lock in customers and suppliers

Switching Costs

Barriers to Entry

Porter's Value Chain

Business Function

Business Process (also in Messerschmitt 3.3.1)

Business Process Re-engineering

- (Also called Business Transformation in Messerschmitt 3.3.1)

Interenterprise Information Systems

Knowledge vs. Information

Knowledge Management

Messerschmitt 3.1

Departmental Applications

Enterprise Applications

Commerce Applications

Customer Care or Customer Relationship Management (CRM) (see Assignment 3)

Messerschmitt 3.2

Transaction Processing Systems (see lecture 7 slides)
Batch transaction processing (see lecture 7 slides)
On-line Transaction Processing (OLTP)
Workflow
Centralized Computing
Decentralized Computing
Human Resource Management (see Assignment 3)

Messerschmitt 3.3

Operations
Business Processes
Business Transformation
ERP (Enterprise Resource Planning)
Decision Support
Knowledge Management (also in O'Brien Ch2)

Messerschmitt 3.4

Electronic Commerce
 Inter-enterprise Commerce (B2B)

- Direct Procurement
- Indirect Procurement
- Supply chain Management (SCM)
- Mass Customization
- Electronic Data Interchange (EDI)

 Consumer Commerce (B2C)
 Interconsumer Commerce (C2C)
E-Commerce Transaction
 Matching Buyers and Sellers

- Catalog, Advertising, Intermediary Recommendation

 Negotiating Terms and Conditions

- Auction, Fix Price, Price Discrimination

 Consummation

- Order, Fulfillment, Payment

 Customer Service
Intermediaries

Messerschmitt 4

Data vs. Information
Information represented as data
Is it always possible to recover information from data?
Regeneration

Messerschmitt 4.3

System Architecture Elements

- Decomposition
- Functionality
- Interaction

Why architect systems in this way?

Emergence

Messerschmitt 4.4

Software Layering

What is the benefit of architecting software with layers?

Operating System

Middleware

File System

Database Management System

Network Functions

Message

Packet

Network Topology

Storage

- File System
- Database
- DBMS (Database Management System)

Messerschmitt 4.5

internet

Internet

intranet

extranet

Mobile Internet Access

Nomadic Internet Access

Messerschmitt 5

Client Server Architecture

Peer to Peer Architecture

Three-tier Client Server Architecture

Thin Clients

World Wide Web

Case Studies

Cisco ERP

What are some of the actions that Cisco took that contributed to the successful deployment of ERP?

What mistakes did Cisco make?

What are the most important lessons that another company that wants to deploy ERP could learn from Cisco's experience?

Frito-Lay Case

What was the HHC?

What were the main reasons why Frito Lay deployed the HHC?

What changes in marketing strategy did Frito-Lay believe the HHC data would help enable?

How might the HHC project change Frito-Lay's competitive position with its direct competitors, new entrants, and its customers?

Alibris Case

How did Alibris plan to change Interloc's revenue model?

What were the potential benefits and risks of this change?

How did Alibris plan to avoid becoming dis-intermediated?

Why did Alibris abandon Thunderstone software, and why did it choose to switch Oracle?

What made Alibris' IT challenge particularly difficult compared to what other e-commerce companies faced?

Sun Case

Why is the total cost of ownership (TCO) of a Windows PC much higher than the purchase price?

What is a thin-client? Why might it have the potential to reduce the TCO?

What are the drawbacks of having thin-client vs. a traditional fat-client?