Class Announcements

- Project proposals due on 4/24!!
  - 2-3 pages
  - Give a plan what you will cover in report
  - Cite some references, and show that you have started your research!
  - Remember references must be cited in the body of the text with footnotes or end notes.

Database Tutorials

- Watch videos on ecommons
- Attend 1 of 2 optional tutorial sessions
- Scheduled:

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- Baskin 109

Class tutor

- Class Tutor
  - Xiaoli Li.
  - To schedule an appointment with her:
    - http://www2.ucsc.edu/lss/tutorial_services.shtml

Essentials of Management Information Systems

Chapter 3 Achieving Competitive Advantage with Information Systems

Competing on Business Processes

- Businesses are collections of business processes—
- Some times they are written in manuals, but in many cases business processes are informal.
- To use IS effectively, you need to change business processes.
- Before changing processes, you need to change people’s attitudes and behaviors, and even the organization itself.
Business process management = continuous improvement
- Identify processes for change.
- Analyze existing processes.
- Design new process.
- Implement new process.
- Measure new process.

A radical form of fast change
- Not continuous improvement, but elimination of old processes, replacement with new processes, in a brief time period
- Can produce dramatic gains in productivity, but increases organizational resistance to change

Enterprise Applications

What is an application?
- Computer software that performs useful capabilities for a user, organization, incorporating storage, manipulation, and communication of information.

An organizational application
- Supports an organization

Often called enterprise application
- (An enterprise is an organization with a commercial mission)
Types of organizational applications

- **Departmental**
  - Supports a single functional department
  - Example: An accounts management application for an accounting department.

- **Enterprise**
  - Support enterprise-wide processes and goals.
  - Example: coordinate information between functional departments involved in fulfilling an order.
    (or other cross functional process.)

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Some Types of Organizational Applications

- **Worker Collaboration**
  - Example: video conferencing

- **Operations and Logistics**
  - Example: coordinate movements of goods between sites.

- **Decision Support**
  - Summarize info for execs.

- **Knowledge Management**
  - Organize and retrieve knowledge in company’s documents and databases

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Examples

**Software Merchant**

- **Customer Relationship Management**
  - Maintain a case file of customer questions and complaints.
  - Website of Freq. Asked Ques. And documentation.
  - Chat application for customers to communicate with tech-support personnel.

**On-Line Stock Trading**

- Information Management application for paying customers
- Specialized software to interface with
  - customers
  - stock exchange
  - Customer’s bank

Examples