Class Announcements

For next time

- Read Cisco Case
- Laudon and Laudon Ch9 “e-commerce: digital markets, digital goods”
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](http://www2.ucsc.edu/lss/tutorial_services.shtml)
• 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.
Figure 3-6
Figure 3-7
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
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.)
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
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.
Examples

On-Line Stock Trading

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