Assessment Task 1

IAB305

Student Number	Team Member Name
9748431	Lincoln Holmans
10841091	Chanwoo Kim
10917853	Hyun Suk Jin
11102527	Kaushikraj Srihari
10795758	Phoenix Griffin

Tutor: Ignatius Chukwudi

Version: 1

Date: 16.09.2022

Video links:

- https://www.dropbox.com/s/uooigia5v0f90ju/IAB305%20Assignment%201.mp4?dl=0
- https://www.youtube.com/watch?v=0fpAF9RJLuM

Unit: _IAB305 Information Systems Lifecycle Management_ Group#: Tues 12-2pm VIRTOLT26 02

We, the undersigned, declare that:
1. We have complied with all staff members' instructions for this assessment.
2. We understand that plagiarism involves using another person's (or persons') ideas or work as one's own, as explained in the QUT MOPP at C5.3, which is available at: http://www.mopp.qut.edu.au/C/C_05_03.jsp.
3. We understand that it is a breach of academic integrity to assist or allow another person to copy our work.
4. We declare that this work is entirely our own, and no part of it has been copied from any other person's (or persons') words or
ideas, except as specifically acknowledged using inverted commas and appropriate referencing.
5. We declare that any other person or persons except where such collaboration has been authorised by the lecturer concerned have written no part of this assessment for us.
6. We give permission for our assessment to be reproduced (copied), communicated, compared with other sources, and stored (Including electronically) to detect plagiarism and agree that plagiarism detection software may be used.
7. We declare that this assessment has not been submitted, in whole or in part, for any other unit at QUT or any other institution, unless authorised by the relevant lecturer.
8. Each member of the group's approximate contribution has been truthfully stated in the table below.

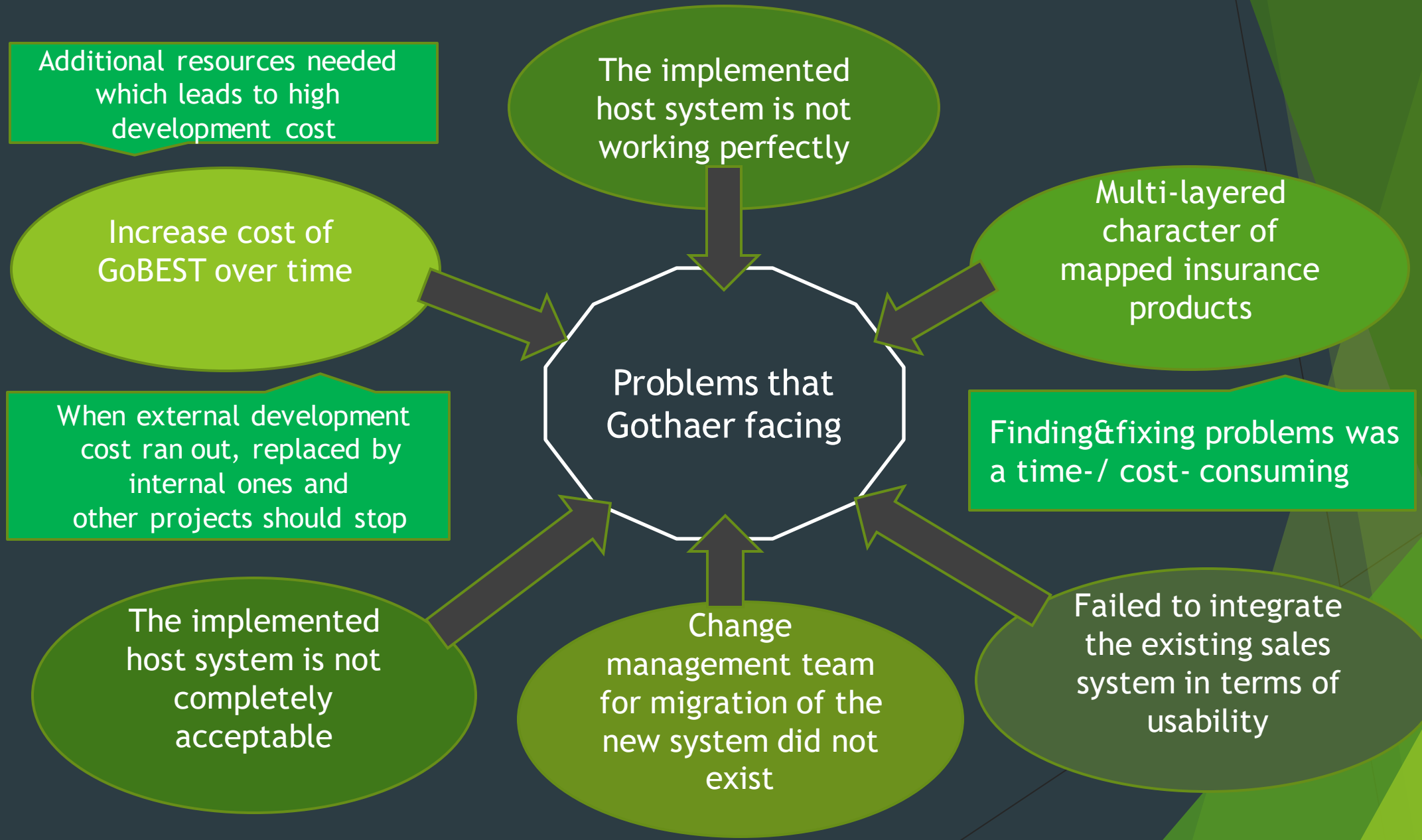
Write the name and student number of each of your group members in a separate column. For each person, indicate the extent to which your team agrees with the statement on the left:

SA = Strongly Agree
A = Agree
D = Disagree
SD = Strongly Disagree

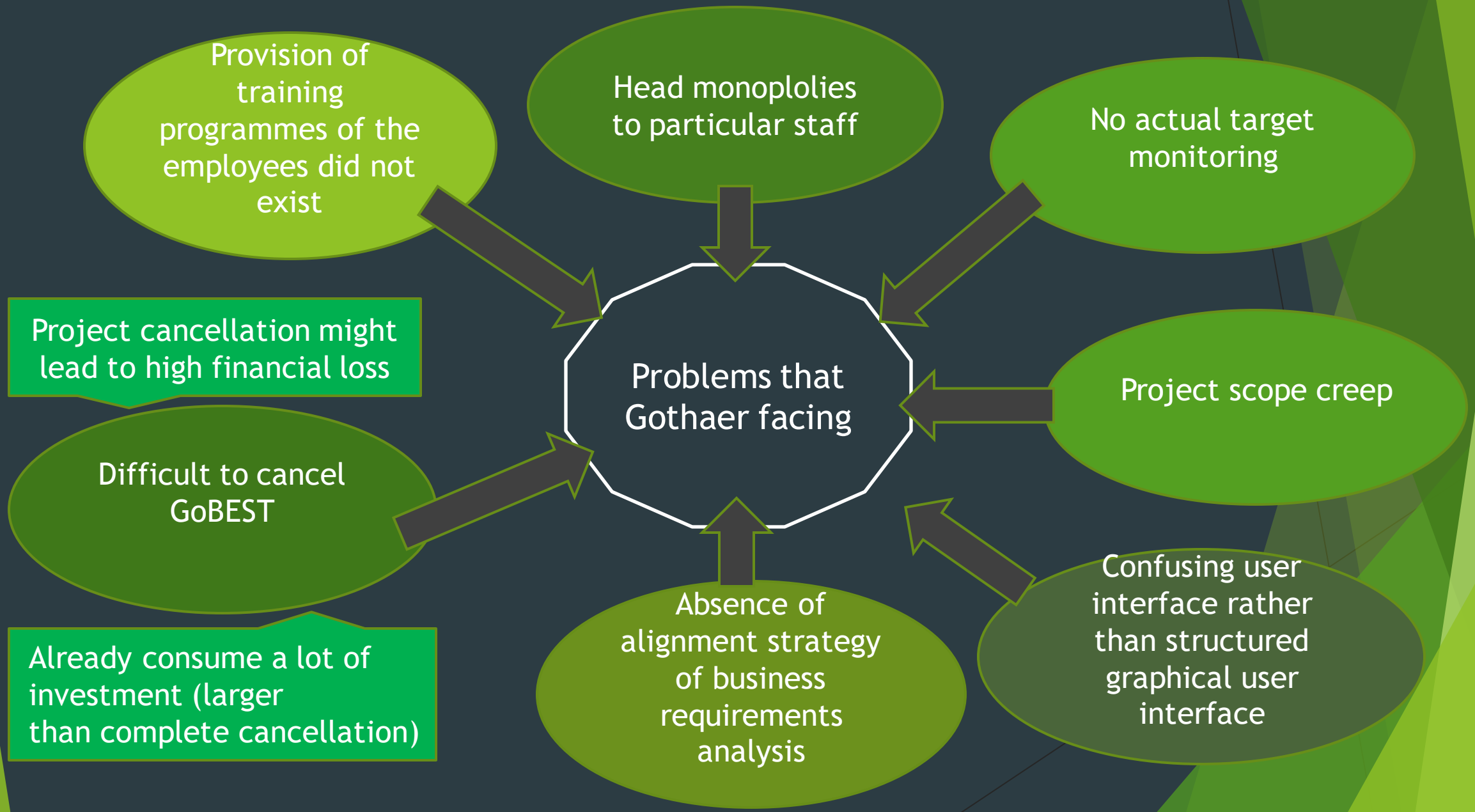
Evaluation Criteria	Student Name	Student Name	Student Name	Student Name	Student Name
	Chanwoo Kim	Lincoln Holmans	Hyun Suk Jin (Dane Jin)	Kaushikraj Srihari	Phoebe Griffin
Attends meetings regularly, contributes meaningfully to group discussions.	SA	SA	SA	SA	SA
Completes assigned tasks on time.	SA	SA	SA	SA	SA
Prepares work in a professional manner.	SA	SA	SA	SA	SA
Demonstrates a cooperative and supportive attitude.	SA	SA	SA	SA	SA
Contributes significantly to the success of the project.	SA	SA	SA	SA	SA
Based on these considerations, state a peer percentage mark that each team member should receive from 0-100%	100%	100%	100%	100%	100%
Signature:	Chanwoo Kim	Lincoln Holmans	Hyun Suk Jin	Kaushikraj Srihari	Phoebe Griffin

Adapted from a peer evaluation form developed at Johns Hopkins University (October 2006)

Gothaer Problem Solution - Current Situation Analysis



Current Situation Analysis



Strategic Analysis

External Environment

Threat of New Entrants:

- Medium entry level
- Start-up company brings business models
- Young customers are willing to use digitalised services
- Low buyer's switching cost
- Low R&D expense

Threat of Substitutes:

- Difficult to substitute insurance cover
- There are multiple substitute covers in the market
- Some of covers are relatively cheaper

Bargaining Power of Suppliers:

- The insurance company can be the supplier
- The suppliers are affected by European Central Bank's policy of low interest rates

Competitive Rivalry:

- High competition
- A few large insurance companies received most of premiums
- High customer loyalty to established brands
- Top ranked competitors have a strong finance support
- Highly competitive in online services

Bargaining Power of Buyers:

- Buyers are sensitive to price change
- Buyers are willing to contract cheaper cover
- Buyers can compare different alternatives easily with comparison websites
- Once buyers purchase a cover, they used not to change their cover easily

Strategic Analysis External Environment

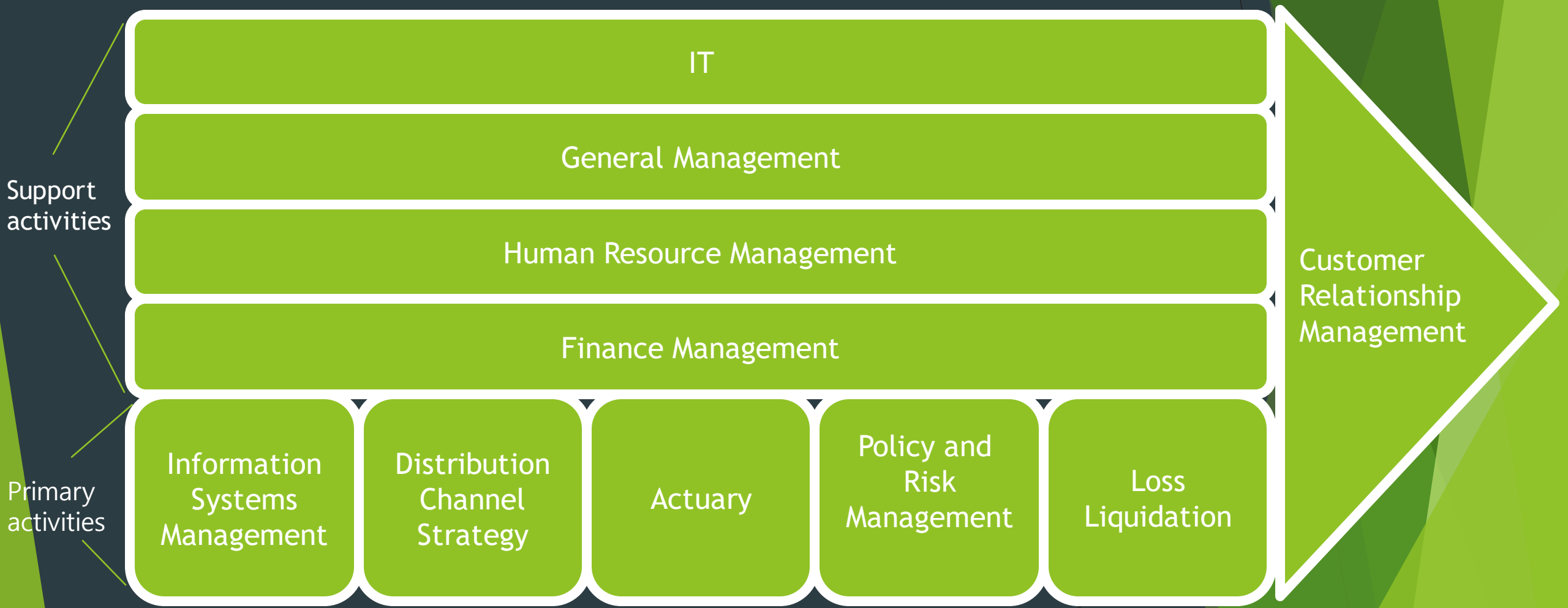
	Competitive Force	Implication	Use of IS to Combat
Competitive Force	Traditional rivals within your industry	Competition in price, increased demand for various products, increased cost for product development	• Implement automated system to reduce process costs (Such as automated calculation) • Use various data resources to fulfill customers' needs with various insurance products
	Threat of new entrants into your market	Decreased market share, increased capacity in the industry, appearance of a new solution approach, reduced price	• Analyse start-up companies' strength by organising data and enhance strategy • Use existing data resources that the new entrants do not have to provide optimised services for customers • Enhance online solutions to fulfil young customers' needs
	Threat of substitute products from other industries	Decreased market share, loss of existing customers, reduced chance to have new customers, appearance of various solution approaches	• Use data in database to better assess trends • Derive information from system to design various insurance products • Reinforce sales force by enabling select a predefined contract on the system easily
Bargaining Power	Customers' bargaining power	Demand for various products, pressure to increase quality, reduced products price, demand for various channel approaching to insurance products	• Use computer assisted system to improve insurance products • Implement online channel to monitor customer needs • Implement CRM to better service
	Suppliers' bargaining power	Increased costs, weakened relationship, reduced quality	• Enhance social solution based on the information system to identify new suppliers • Use online channel to enhance relationship with existing suppliers

Strategic Analysis Internal Environment

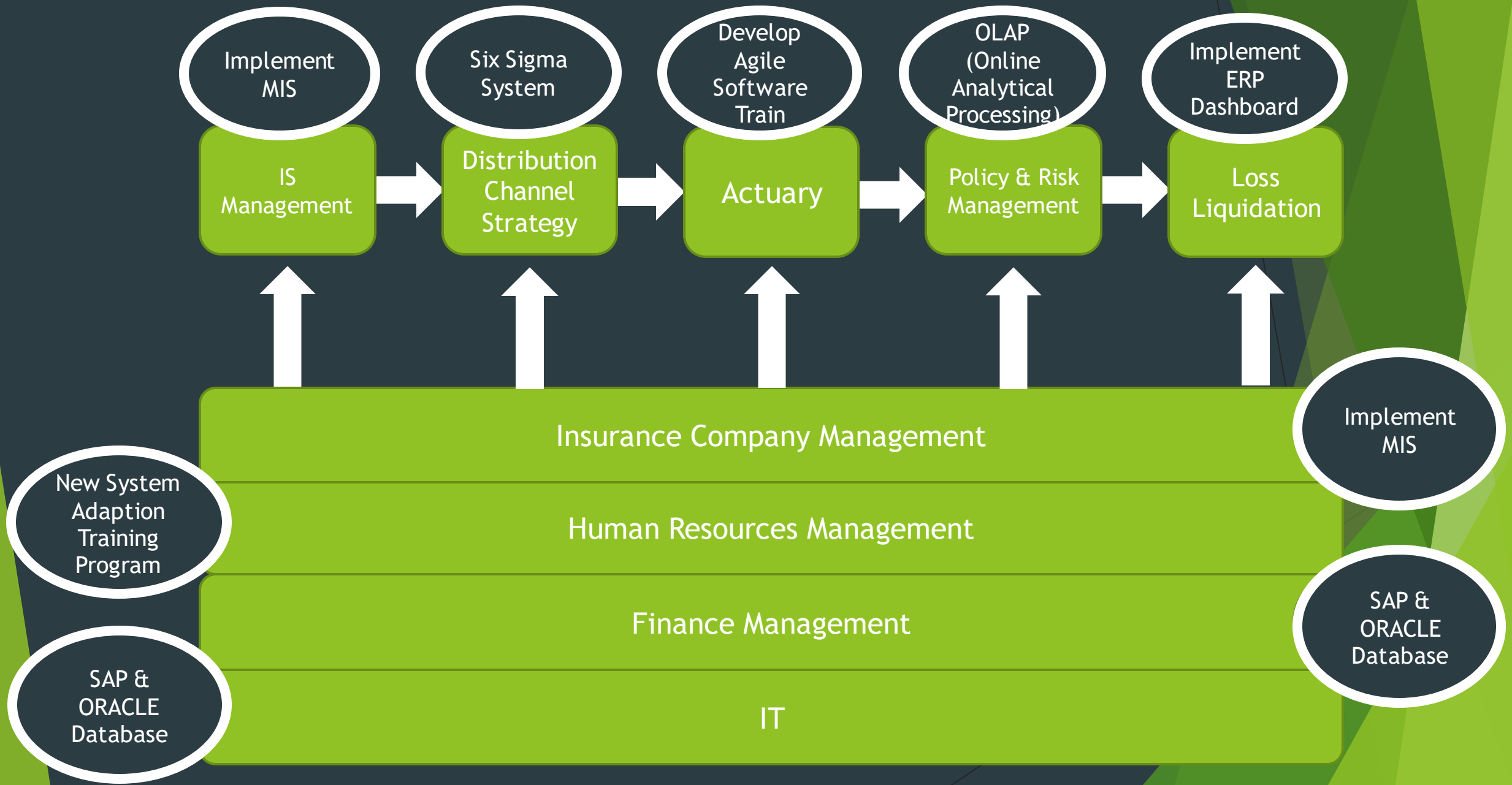
- Gothaer's major Functional Areas -

Function	Purpose
IT	Managing the data storage and check the status of IT infrastructure installations in the organisation
Information Systems Management	Form a group of IS specialists, and analyse which IS systems to implement for each process or risk, and apply new IS systems to organization's projects
Human Resources Management	Managing human resources within the organisation
Finance & Accounting	Checking the organization's financial status and estimating the company's future assest's flow
Distribution Channel	Managing the manufacturers and deciding which channel to use for providing products to the organisation's buyers
Actuary	Analyse the statistics of customer's accident status and calculate the premium rate
Policy and Risk Management	Be familiar with the policies and risks which relate to the organization and identify which solutions to solve the risks
Loss liquidation	Managing the customer's contract and payment status. Identifying the default contracts and issues
Customer Relationship	Collecting the data of customers and analysing customers' features and preferences. Planning the marketing strategy based on the customer data

Strategic Analysis Internal Environment(Value Chain)



Strategic Analysis Internal Environment (IS solutions to Value Chain)



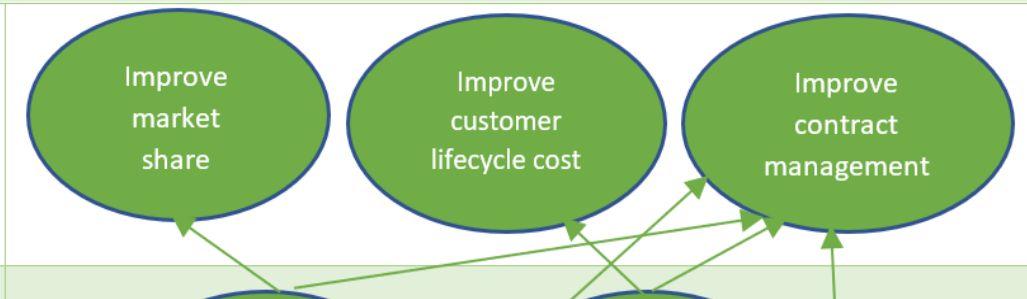
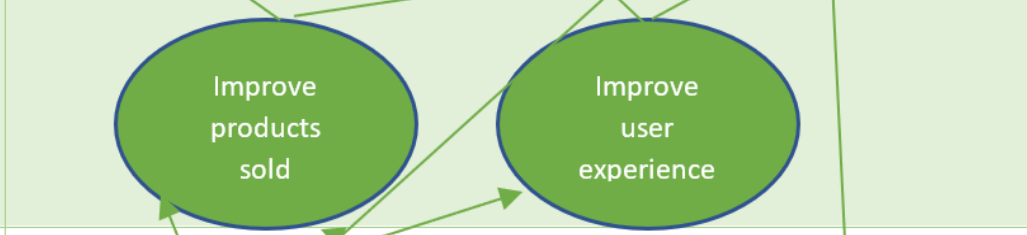
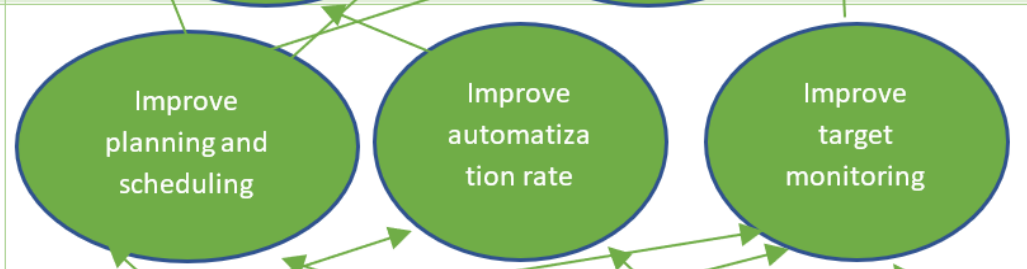
Strategic Analysis Internal Environment (Roles of IS in Value Chain)

	Activities	Role of IS to Implement	Use of IS
Support Activities	IT	Outsource new IT DEV	• Hire new IT developers to update the desktop/program and develop structured user interface
	Human Resources Management	New system adaption training programs	• Training/recruit program to make workers get used to the new IT/IS program
	General Management (Insurance company management)	Implement MIS	• Analyze the data in management information storage, extract the key information of insurance products and rearrange the layer of the product structure
	Finance Management	SAP / ORACLE database	• New data storage that contains the critical information of finance and manage possible budget allocation to information system in the company

Strategic Analysis Internal Environment (Roles of IS in Value Chain)

	Activities	Role of IS to Implement	Use of IS
Primary Activities	Information Systems Management	Implement MIS	• External / Internal management information storage, add, edit, remove, and send data
	Distribution Channel Strategy	Six Sigma System	• Analyse the data of which relates to the provider, customer and define which distribution channel to implement
	Actuary	Develop Agile Software for the team	• Organise team with Agile process to analyze the uncertainty of insurance company and monitor the target of the customers
	Policy & Risk Management	OLAP(Online Analytical Processing)	• Organise and arrange data to prerpare for multiple risks from regulations that can make changes of project plans to organisation
	Loss Liquidation	Implement ERP Dashboard	• Central Interface to display default status of borrower, loan mortgage assesst based on the multiple kinds of data

Strategy Map

Business Objectives and Strategy Map		Objectives	Indicators: Measurement	Indicators: Target	Action Plan: Initiatives
Financial perspective		Improve financial outcome Improve customer lifecycle cost Improve contract management	- Net profit -Customer lifecycle cost -Revenue growth	25%(inc) 30% (dec) 15% (inc)	-Implement new system -Implement CRM
Customer perspective		Improve products sold Improve user experience	-Amount of inventory sold -Customer satisfaction	40% (inc) 75%(inc)	-Improve communication with customers -Reduce confusion
Internal business perspective		Improve planning and scheduling Improve automatization rate Improve target monitoring	-Quality -Workflow -Customer traffic	50% (inc) 60%(inc) 30% (inc)	-Update to modern technology -Implement planning system
Learning and Growth perspective		Improve information system/ database Improve employee attitude Improve teamwork Improve Staff Skills	-Employee Attitude -Employee motivation -Decrease in problems	90% (inc) 90% (inc) 50%(inc)	-Systems are linked -Implement problem solving strategies -Training for updated technology

Business Model

Key Partners

- Staff
- Sales Management
- IT Management
- Financial Management
- Product Management
- Customers
- Gothaer Financial Holdings
- Gothaer Mutual Company (Parent Company)
- Investment Partners

Key Activities

- Assessing risks in different occupations or circumstances
- Handle claims
- Provide customised recommendations
- Sell various insurance covers
- Investment

Value Propositions

- High quality consultations
- 24/7 support for roadside assistance
- Risk Coverage
- Brand guarantee on quality

Relatonships

- Detailed coverage plans
- Quality customer support
- Brand guarantee

Customer Segments

- Private Customers
- Small to medium sized business
- Self-employed customers

Channels

- Central claims hotline
- Website
- Local Gothaer insurance offices
- Online contact format
- Online claims report

Key Resources

- Staff
- Gothaer brand
- Market experience
- Customer base

Cost Structure

- Staff Costs
- Official Rental Fee
- Research and development maintenance on IT infrastructure
- Research and development of business practices

Revenue Streams

- Insurance Premiums
- Interest on capital from insurance premuims
- Service Cost

Overall Lessons

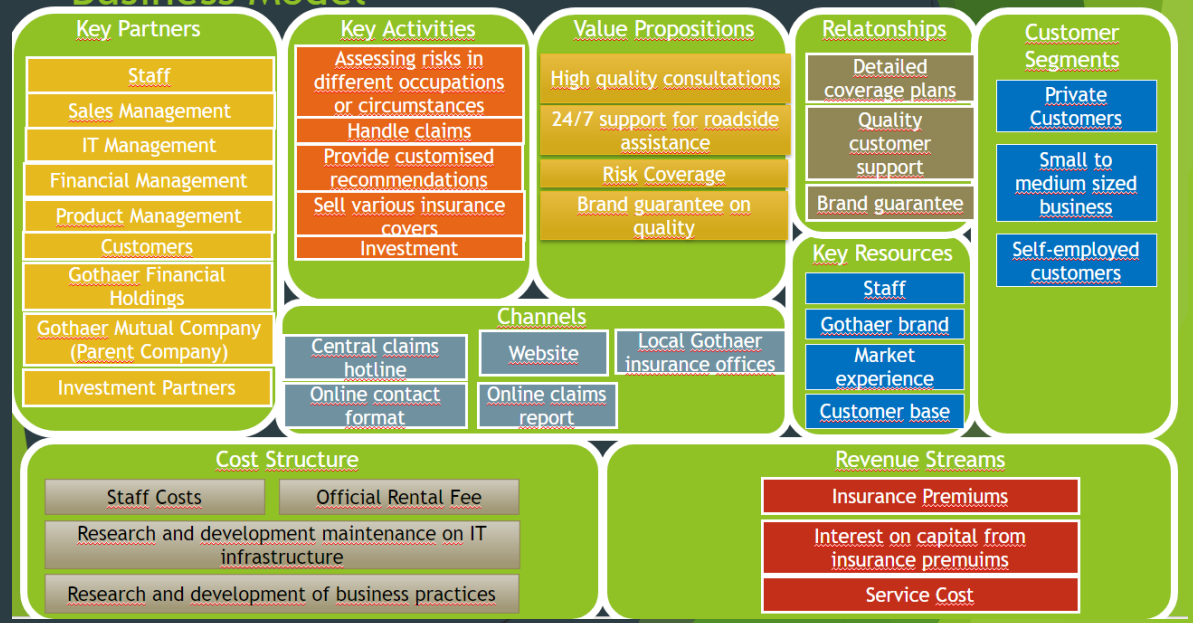
Strategic Analysis Internal Environment

- Gothaer's major Functional Areas -

Function	Purpose
IT	Managing the data storage and check the status of IT infrastructure installations in the organisation

Strategy Map

Business Model



Strategic Analysis External Environment

	Competitive Force	Implication
	Traditional rivals within your industry	Competition in price, increased demand for various products, increased cost for product development