

The player system
stakeholder

The player system stakeholder

- The player or the system stakeholder are the component or any individual that contributes in developing and using an information system in the organization
- They are broadly categorized as
 - System owners
 - System user
 - System designers
 - System builder
 - System analyst

Information Systems (IS) Stakeholders

- What is an information worker?
- “any person whose job involves creating, collecting, processing, distributing, and using information” (Bentley & Whitten, 2007)
- An information worker is **person who uses information to assist in making decisions or taking actions or a person who creates information that informs the decision or actions of others.**
- Examples people in supervisor roles: shop manager , bank manager

IS Stakeholders

Information Worker

- Think of any professional and try describe them in terms of being an information worker?
- Examples: Accountant, Doctor, Librarian, etc.

System Owner

- Own the system! Upper levels of Management
- Mainly interested in the business objectives of the system
 - What will the system cost?
 - What strategic benefits will the system bring to our business?
 - How do we measure the value of the system to the business?

System User

- System Users are the majority of information workers affected by IS
- Less concerned with the business and strategic imperatives underpinning IS
- More concerned with the functionality of the IS
 - Does it let them do what they want to do?
 - How easy is the system to use?
- Internal & External System Users (Continued)

System User (Continued)

- Internal System Users: Employees of the business that owns the IS
 - Clerical and Service Workers - Day to day transaction processing. Inputting information, processing payments, writing letters etc.
 - Knowledge Workers – Business specialists who perform highly skilled and specialized work, e.g. lawyers, accountants, engineers etc. IS provide them with data analysis and information to do their work
 - Supervisors, Middle Managers, Executive Managers – IS provides access to all the information needed to support their problem solving and decision making activities.

System User (Continued)

- External System Users: Customers and Other Businesses
 - Customers – Often interact with IS of a business when purchasing products or services. E.g. Amazon, tickets.ie
 - Suppliers – Contemporary supply chain management solutions are IS based allowing suppliers to interact with businesses
 - Partners – When companies partner with others to create or improve services or build new products.
 - Employees – Remote access employees such as sales reps

System Designers

- Technology Specialists for Information Systems
- Translate business requirements into a feasible technical solution
- Interested in IT choices such as:
 - Databases Networking Security Programming Languages

System Builders

- Another layer of technology specialists but are different from System Designers in that they construct the IS based on the design specifications!
- In small organizations the system designers and system builders are often the same but in larger organizations they are not. Why?

System Analysts

- Each of the other stakeholders have very different perspectives on IS. For instance, the System Owner will likely have very different perspectives on an IS than that of a System Designer.
 - Some are only concerned with **technical issues**
 - Others only with **business issues**
 - A communications gap exists between people who need the IS and those that understand ITA key role of System
 - **Analyst is to bridge this gap!**

System Analyst

- Their role overlaps all the other roles of the other stakeholders. They need, at the least, a general understand of each of the other stakeholder concerns.
- **Facilitates interaction between groups of stakeholders.**
- Analyze current and possible future IS for a business. This is not just a technology issue but concerns people, process, and technology

Example: Library in UCC prior to IT enabled IS

- Think about the stakeholders of an IS in any company. Try and write a sentence on each of the stakeholders and their perspective of the IS??
- Look at the following example and think about different scenarios!

Example: Library in UCC prior to IT enabled IS

- System Owner:
 - UCC Library Managers. Want an IS to reduce costs of running library. Currently very labor intensive; implementation of new IS will remove a great deal of admin work through automation
- System User:
 - One group of main users are front end desk staff. The process for checking out a book is long, tedious, and laborious. Difficult to find student information in log book, incomplete data entered in log books etc.

Example: Library in UCC prior to IT enabled IS

- System Designer:
 - Design technical solution from business requirements. Create a design of database to store information on students and books. Based on the Users issues they include specific details on what data must be entered into the system such as book return date!
- System Builder:
 - Builds the technical solution using software code, databases, networks and implements security

Example: Library in UCC prior to IT enabled IS

- System Analyst:
 - Conveys business requirements from System Owners and System Users to technical stakeholders such as System Designers and Builders and vice versa! Bridges the Gap!!!
 - E.g. System User to System Analyst: I want a system that will reduce the amount of time to check out a book for a student. Currently we must check a “Students” log book to ensure the student has no fines. We must then enter the book details into a the “Book Checkout” log book.
 - System Analyst to System Designer: Need to store student information and book information in a system. Checking out a book requires examining a students record first for fines so having a quick and easy student information lookup is essential. Also, linking the student information to checked out books must be included in the design