

BUSINESS INFORMATION SYSTEMS (INFSI001)

TUTORIAL - WEEK 3

AGENDA

Review

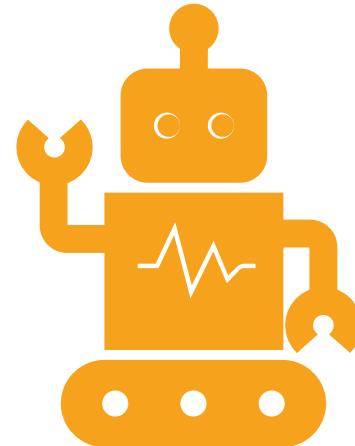
Digital Strategy

Decision Making

Wrap-up

REVIEW

- What are the domains in the TOGAF EA?
- What are the 5 components of the Strategic Diamond?
- What are the myths identified by Gong and Jansen?



THE DIGITAL STRATEGY (OR LACK OF...)

- In the mid 1990s, Blockbuster was the global leader in video rental stores by successfully capitalising on the boom in video cassettes and navigating the transition to DVDs and the expansion into other product lines. At one time Blockbuster operated over 9000 stores and employed over 84,000 staff.
- However, by 2010 they were filing for bankruptcy and eventually all of the stores were closed.
- Not all their failure was due to a lack of digital transformation, but they also failed to capitalise on the emergence of streaming.
- In this exercise, work in small groups to do some research and answer the following:
 1. What were the major reasons for Blockbuster going out of business?
 2. Knowing what you know today, what advice would give the CEO Blockbuster that might help save the business? (Hint – think about the BMC as a reference framework to find value)





Making decisions using AI

- In this exercise you're going to use ChatGPT to make some decisions.
- The following examples will get you started but, as a group, create some additional queries to enter into ChatGPT.
 - Should I get a cat or a dog?
 - How should I decide to buy a new car?
 - As a group, create your own queries.
 - For each of your queries answer the following questions:
 1. How do rate the quality of the ChatGPT response? Is it useful?
 2. Does the response look like it was written by an AI entity?
 3. How could you refine your query to make the response more useful?



QUESTION?