**Assignment 3 Management Information Systems 18/19 year1, term2**1918IN121B Assignments Management Information Systems

Handing out: week 51 (dec.19)   
Deadline : week 2 (jan.10) on paper at the beginning of the class in week 2  
 or in in my paper-mailbox on the same day; no later than 4 pm.

**Individual assignment.**   
*Please fill out this Word form (available at BB) digital. Enter your student number, name and group code.   
Give your answers in the appropriate boxes; make the boxes larger, if necessary.   
Equal solutions of different students are all rated “Fail”.   
Hand in the your printed paper; no plastic folders, just paper and a staple.*

Success, Dieter Nijdam

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**I Enterprise systems (Ch9)**

Mention the top 3 ERP software-vendors for Dutch companies in 2017.

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| 1. SAP | 2. Microsoft | 3. EXACT |

Visit [www.sap.com](http://www.sap.com) SAP has many partner companies offering extra SAP services.

Mention 4 of those services.

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| 1. Essential business service |
| 2. Innovation services and solutions |
| 3. Impementation service |
| 4.Cloud services |

**II In Ch.10 (E-commerce) 7 Internet Business models are discussed, including the "Portal" model.  
Mention below 4 other models. Specify for each model 2 examples (preferable Dutch organizations)  
with a brief explanation. (no examples from the book).**

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| **Internet Business model** | **Example** | **Explanation** |
| 1  E-tailer | Bol.com | E-tailer is the selling of goods directly to the customers or to an individual business. For example, think about bol and Zalando. These are two famous retail online shops in Nederland that sell their products directly to their customers. |
| Zalando.com |  |
| 2  Transaction broker | AvaTrade | A transaction broker works as a middleman who helps the customer by processing their online sales transactions and for that, they charge money every time when there is a transaction.  AvaTrade and Axitrade are two dutch companies who helps the users to invest their money . In returns , they charge small money. |
| Axitrader |  |
| 3.Content Provider | Dutchnews.nl | They generate revenue by creating digital content, uploading photos, videos , writing news etc. For example, think about dutchnews.nl which offer news in free . But , through their website they show some advertisement which generate revenue for them. And on youtube, content creator uploads their videos and they also generate money by advertisement which shows on their videos. |
| YouTube.com |  |
| 4.  Community provider | Messenger | Community provider is a place where people can meet each other who has similar interests and also they can share their ideas, daily life etc. Messenger and what’s app are the most popular community provider where people can chat and talk each other. |
| What’s App |  |

**III Where does the letters of the following terms stand for? (Ch9, Ch10, Ch13)   
Give an explanation and optionally, give an example, which clarifies the concept**

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| **Term** | **meaning of the letters** | **explanation** |
| **ERP** | **Enterprise Resource Planning** | ERP is a software that help a business to integrate and manage the different function of that business like finance, human resource, marketing and production. |
| **CRM** | **Customer Relationship Management** | CRM is a strategy that is used by companies for interaction with customers, building relationships with customers, increasing sales, and improving customer support. |
| **EDI** | **Electronic Data Interchange** | EDI is a computer-to-computer data exchange of a business like purchase orders, invoices, and shipping notifications. |
| **BPR** | **Business Process Reengineering** | Business process re-engineering is the rethinking of a company’s work for improving customer service, cutting their operational cost and become a world class company. |
| **CBD** | **Central Business Disstrict** | The name is saying itself what is CBD. It basically means the commercial and business center of a city. For example, think about New York which business hub is Manhattan and it is the CBD of New York. |
| **CASE** | **Computer-Aided Software Engineering** | Computer-Aided Software Engineering tools are the software tools that automate our development and reduce a lot of repetitive works. Some of the cade tools are diagramming tools, analysis tools, documentation generators, and code generators. |
| **RAD** | **Rapid Application Development** | RAD is a methodology to develop software within a very short amount of time. It reduces cycle time and improved productivity. |
| **JAD** | **Joint Application Design** | JAD is a methodology to design and develop an application where clint is directly involved. As a result, there is always higher client satisfaction and low mistakes. |

**IV Which 5 steps are processed when companies are practicing Business Process Management (Ch13)?**

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| **1.** Identify process for change |
| **2.**Analyze existing processes |
| **3.** Design the new process |
| **4.**Implement the new process |
| **5**Continuous measurement |

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*If your assignment 1 or 2 (so one of both) has a “Fail” score, hereby an extra change to recover this.   
If you have 2 “Pass” scores, you can skip this.*

**Extra assignment V  
Case Ch10 E-commerce. P432-433  
Can Pandora Succeed with Freemium? Answer the following questions :**

1. Sign Porter’s competitive forces model (see also Ch3) for Pandora and give an explanation of the different parts   
   of the model for Pandora. What are the competitive forces Pandora is dealing with?
2. Explain in own words how Pandora’s “freemium” business model has developed during the years.   
   How does the company generate revenue? What are the most important factors for success ?
3. How is Pandora doing now ?

Give recent information ( 2017 or 2018) about number of users, their revenues and their market share in the USA ( what are the two most important competitors ? ).