1. What types of information systems and business functions are described in thiscase?

The information systems and business functions described in this case are Transaction Processing Systems (TPS), Customer Relationship ManagementSystems (CRM, and Executive Support systems (ESS). The TPS system isresponsible for tracking ticket reservations and transactions. The CRM systemsprovide customers the ability to communicate with JetBlue and acquire updatedflight information such as cancellations and delays. The ESS system provides seniormanagement a way to address strategic issues and planning based on resultsprovided by the systems.

2. What is JetBlue’s business model? How do its information systems support thisbusiness model?

JetBlue’s business model was based on providing luxury and excellentcustomer service at the lowest price in comparison to other airlines. Jetblue wasable to provide this luxurious flying experience by investing and using informationsystems. These systems automated the process of ticket sales, and baggagehandling, they were also used to manage planes, crews and scheduling.

3. What was the problem experienced by JetBlue in this case? What management,organization, and technology factors were responsible for the problem?