Chap # 01

1. Smart Systems and Smart Ways of Working Help Toyota Become Number One

Problem: Tough competition and demanding customers.
Solutions: Redesigned order and production processes reduce costs, increase revenue, and improve customer service.
What helped them?
They used Oracle E-Business Suite (a powerful software system)
It helps to:

❖ Build cars based on customer orders
❖ Predict what customers will want in the future
❖ Improve planning and reduce waste

What does this show?

Technology (IT) helps businesses:

❖ Understand customer trends
❖ Track quality and costs
❖ Make smarter decisions

It's part of becoming a "digital firm" – using technology for everything in the business

2. UPS's (United Parcel Service) case study:

What does UPS do?

UPS picks up, transports, and delivers packages all over the world It helps people and businesses send and receive goods quickly and safely

Q1:What are the inputs, processing, and outputs of UPS's package tracking system?

❖ Inputs:
   Package info, barcode scans, delivery address, time, location data
❖ Processing:
   System tracks the package, updates location, finds best routes
❖ Outputs:
   Real-time tracking info, delivery updates for customers and staff

Q2:What technologies are used by UPS? How are these technologies related to UPS's business strategy?

- ❖ DIAD (handheld scanner)
- ❖ ORION (route optimization)
- ❖ GPS & Telematics (track trucks)
- ❖ Barcode Scanners
- ❖ Mobile Apps & Website
- ❖ Automated Sorting Machines
- ❖ Cloud Computing & Data Analytics

Q3: What problems do UPS's information systems solve? What would happen if these systems were not available?

- ❖ Faster deliveries
- ❖ Lower fuel costs
- ❖ Better customer service
- ❖ Less errors
- ❖ Stay ahead of competitors

Chap # 2

1. Information Systems Join the Tupperware Party

Problem:The company is growing quickly and needs to switch to a multilevel compensation system (how employees are paid based on different levels or roles).

Solution:They improved their order system and tracked service levels to help boost sales.

What helped them?

They used Oracle Collaboration Suite and Portal (a software system):
- ❖ Order entry through the web (customers can order online easily)
- ❖ Access to all company systems for better communication
- ❖ Personal e-commerce websites for easier customer shopping

What does this show?

- ❖ IT (technology) played a key role in:
- ❖ Creating a fair pay system for employees
- ❖ Connecting all company systems together so they work smoothly
- ❖ Revised business processes (how they handle orders, track sales, and manage employees) brought big improvements!

2. KIA case study:

What does Kia do?

Kia is a car manufacturing company It designs, builds, and sells vehicles around the world

Q1:Why was it hard for Kia to find defects?

- ❖ They used paper reports and manual processes
- ❖ Data was slow to collect and analyze
- ❖ Hard to track defects back to the exact source or part

Q2: What was the business impact of Kia not having an information system to track defects? What other business processes besides manufacturing and production were affected?

Business impact:

- ❖ Slow response to fix issues
- ❖ Customer complaints increased
- ❖ Reputation and sales were hurt
- ❖ Wasted time and money in production

Other affected business areas:

- ❖ Customer service (more complaints, slower help)
- ❖ Supply chain (hard to find which supplier caused a defect)
- ❖ Quality control (less accurate)

Q3: How did Kia's new defect-reporting system improve the way it ran its business?

- ❖ Created a central digital defect-reporting system
- ❖ Allowed faster tracking of problems
- ❖ Helped fix issues quickly
- ❖ Improved car quality and customer satisfaction

Q4: What management, organization, and technology issues did Kia have to address when it adopted its new quality control system?

- ❖ Management had to change old habits
- ❖ Employees needed training on the new system
- ❖ Needed new software and IT support

Q5:What new business processes were enabled by Kia's new quality control system?

- ❖ Real-time defect tracking
- ❖ Faster communication between teams
- ❖ Data-based decisions to improve production
- ❖ Better supplier feedback and monitoring

3. Travel expense case study:

What does MarketStar do?

MarketStar is a company that provides sales and marketing services to other businesses

Q1:What kinds of systems are described here? What valuable information do they provide for employees and managers? What decisions do they support?

An automated expense reporting system called Concur Expense Service

What valuable information does it provide?

❖ Total travel and entertainment (T&E) spending
❖ Details on who spent what, where, and why
❖ Helps employees track expenses easily
❖ Gives managers a clear view of company spending

What decisions does it support?

❖ Approving or rejecting expenses
❖ Budget planning
❖ Finding ways to reduce costs

Q2:What problems do automated expense reporting systems solve for companies? How do they provide value for companies that use them?

Problems solved by automated expense systems:

❖ Removes paperwork and errors
❖ Saves time for employees and managers
❖ Stops fraud or duplicate claims
❖ Improves accuracy and speed of reimbursement

Value for companies:

❖ Faster processing
❖ Lower costs
❖ Better control over spending
❖ More employee satisfaction

Q3:Compare MarketStar's manual process for travel and entertainment expense reporting with its new process based on Concur Expense Service Diagram the two processes

Old Manual Process (MarketStar):

- ❖ Employee saves receipts
- ❖ Fills out paper form
- ❖ Sends to manager
- ❖ Waits for approval
- ❖ Finance enters data manually
- ❖ Reimbursement takes weeks

New Concur Process:

- ❖ Employee uploads receipt photo
- ❖ System reads and fills info
- ❖ Sends to manager for quick approval
- ❖ Finance reviews digitally
- ❖ Fast reimbursement

Q4: What management, organization, and technology issues did MarketStar have to address when adopting Concur Expense Service?

- ❖ Management: Change old habits, train staff
- ❖ Organization: Update policies and workflows
- ❖ Technology: Set up software, connect to finance systems

Q5: Are there any disadvantages to using computerized expense processing systems? Explain your answer

- ❖ Initial setup cost
- ❖ Training needed
- ❖ System errors or bugs can slow things down

Chap # 3

1. Will the New US Airways Be Able to Fly?

Problem: Intense competition and environmental changes.
Solutions: Revising business processes and integrating them with information systems and culture could increase sales and reduce costs.

Selecting the right systems and technology eliminates redundancies, improves business processes, and integrates systems to create a smooth flow between environment, culture, strategy, and operations, ultimately making the business more efficient and effective.

2. 7-eleven case study

What is 7-Eleven?

7-Eleven is a convenience store chain that sells snacks, drinks, groceries, and more — open 24/7 in many places.

Q1: Why is knowing about the customer so important to a company such as 7-Eleven?

❖ Because it helps them:
❖ Stock what people want
❖ Avoid overstocking
❖ Offer the right products at the right time (like hot drinks in winter)

Q2: What are the benefits of 7-Eleven's Retail Information System?

❖ Tracks what sells in each store
❖ Helps reorder popular items fast
❖ Reduces waste and saves money
❖ Improves customer satisfaction

Q3:In terms of Porter's model, what strategic forces does the Retail Information System seek to address?
In Porter's Model, it helps fight:

❖ Competitors – by knowing customer needs better
❖ Suppliers – by buying smart
❖ New entrants – by staying ahead with data
❖ Customer power – by offering what they want

Q4:Which of the strategies described in the chapter does the Retail Information System support?

Strategy it supports:

❖ Product Differentiation – by selling what people want
❖ Customer Intimacy – by understanding local needs
❖ Focus on Market Niche – by customizing each store's stock

3. Amazon case study:

What does Amazon do?

Amazon is a big online shopping company that sells books, electronics, clothes, groceries, and much more. It also offers services like cloud computing (AWS), streaming (Prime Video), and delivery.

Q1: Analyze Amazon.com using the competitive forces and value chain models. How has it responded to pressures from its competitive environment? How does it provide value to its customers?

Competitive Forces Model – How Amazon responds:

- ❖ Traditional Competitors:
  Competes with Walmart, eBay, etc. by fast delivery, low prices.
- ❖ New Entrants:
  Hard for new companies to compete with Amazon's size and tech.
- ❖ Substitute Products:
  Offers variety and Prime services to keep customers loyal.
- ❖ Customer Power:
  Personalizes shopping and gives reviews, deals, fast delivery.
- ❖ Supplier Power:
  Has strong control over suppliers due to its size and reach.

Value Chain Model – How Amazon adds value:

- ❖ Inbound logistics: Efficient warehouses
- ❖ Operations: Automated fulfillment centers
- ❖ Outbound logistics: Fast delivery with Prime
- ❖ Marketing/Sales: Personalized ads, deals
- ❖ Service: Easy returns, good customer support

Q2: Describe Amazon's evolving business strategy.

Amazon's Business Strategy (Then vs Now):

Before: Sold books online
Now: Sells everything + cloud (AWS), devices (Echo), streaming (Prime Video), and more

Q3: Why did the company change its strategy?

Why change? To grow bigger, earn more money, and reduce risk by not depending on one product.

Q4: Do you think Amazon can continue to be successful? Explain your answer.

Yes, if it keeps:

- ❖ Innovating
- ❖ Improving delivery
- ❖ Offering good prices
- ❖ Expanding smartly

But it must also handle challenges like tough competition and regulations.

Chap# 06

1. **Nascar Races to Manage Its Data**

1. NASCAR is a motorsport organization that organizes car racing events, specifically stock car racing.

Problem:NASCAR faces a problem with understanding its fans because their customer data is spread out across different places and not in one easy-to-use system. It makes it hard for NASCAR to know exactly what fans want and how to improve their experience.

Solutions: Use relational database technology to increase revenue and productivity.

Data access rules help control who can see customer information.

Chap # 09

1. Whirlpool Fixes Its Supply Chain

What does it do?

Whirlpool Corporation is a leading American company that designs, manufactures, and markets home appliances.

Problem:Uncontrollable supply chain and outdated systems made it hard for the company to manage inventory and forecast demand accurately.

Solution:The company removed manual processes and used supply chain software to help with inventory allocation and demand forecasting.

Technologies Used:

❖ i2 Technologies forecasting software helps predict demand better.
❖ SAP ERP software helps manage and reduce inventory.

Benefits:

❖ The new system helped reduce excess inventory and boost sales.
❖ IT and digital technology helped improve the entire supply chain, making it more efficient for both the company and its customers.

2. IHOP ((International House of Pancakes) case study:

What does IHOP do?

IHOP (International House of Pancakes) is a popular American restaurant chain specializing in breakfast foods, particularly pancakes.

IHOP didn't know much about its customers. It improved customer knowledge using a CRM
system, helping it customize services and increase satisfaction.

3. **Invacare case study:**

What does invacare do?

Invacare is a global leader in designing, manufacturing, and distributing medical equipment that enhances mobility and promotes active lifestyles.

Q1: How did problems implementing the Oracle enterprise software affect Invacare's business performance?

It caused delays, inventory issues, and poor customer service.

Q2: What management, organization, and technology factors affected Invacare's ERP implementation?

- ❖ Poor planning and lack of clear leadership.(management)
- ❖ Employee resistance and lack of training.(organization)
- ❖ System integration issues and technical glitches.(tech)

Q3: If you were Invacare's management, what steps would you have taken to prevent these problems?

Plan better, train staff well, manage change, and test the system first.

Chap # 10

1. Major League Baseball Hits a Home Run with Information Systems

Problem: MLB faced falling revenue, fewer customers, and rising costs.
Solution: They used websites, mobile ticketing, and data tools to boost sales, cut costs, and better understand fans.
Result: IT helped them grow digitally, reach more people, and make smarter business choices.

2. Allure myspae case study:

What it do?

MySpace is a social networking website where users can create personal profiles, share music, photos, videos, and connect with friends.

Q1: How do businesses benefit from MySpace? How do MySpace members benefit?

- ❖ They advertise, promote music, and reach young audiences.
- ❖ They connect with friends, share content, and discover music.

Q2: Does MySpace create an ethical dilemma? Why or why not?

Yes, because of privacy, safety, and inappropriate content issues.

Q3: Do parent and schools' objections to MySpace have any merit? Should a site like MySpace be allowed to operate? Why or why not?

- ❖ Yes, kids can be exposed to risky content or strangers.
- ❖ Yes, but with strong safety rules and age protections.

Q4: Is there anything that MySpace management can do to make the site less controversial?

Yes, by improving privacy, content moderation, and parental controls.

3. Stonyfield farm case study:

What does it do ?

Stonyfield Farm, also known as Stonyfield Organic, is a U.S.-based company that produces organic dairy products like yogurt, smoothies, milk, and cream.

Q1: How are Unilever executives' wireless handhelds related to the company's business performance?

They help executives access emails and data quickly, improving decision-making and productivity.

Q2: Discuss the potential impact of a security breach at Unilever.

A breach could leak sensitive company data, harming reputation and business operations.

Q3: What management, organization, and technology factors had to be addressed in developing security policies and procedures for Unilever's wireless handhelds?

Management had to set rules, IT had to secure devices, and employees had to follow procedures.

Q4: Is it a good idea to allow Unilever executives to use both BlackBerrys and cell phones? Why or why not?

Only if managed well—using both can improve communication but increases security risks.

Chap # 11

1. Content Management Makes Southern Company a Top Utility Performer

Problem: The company had too many paper documents and slow, scattered systems. Solution: They used Documentum and Oracle software to manage and share documents quickly.

Benefit: Saved time and money by making information easy to find, helping the business run better and faster.

2. Stikeman Elliott Case study:

What does it do?
Stikeman Elliott is a prominent Canadian business law firm

Q1: What are the problems and challenges that a law firm such as Stikeman Elliott faces?

Stikeman Elliott faced challenges in managing and sharing legal knowledge and documents efficiently across multiple offices.

Q2: What solutions are available to solve these problems?

A knowledge management system like Hummingbird Enterprise Webtop can centralize and organize legal documents for better access and collaboration.

Q3: How did implementing Hummingbird address these problems? How successful was the solution? Did Stikeman Elliott choose the best alternative?

Hummingbird improved document access and collaboration, and it successfully addressed the firm's problems, making it a good solution.

3. Procter & Gamble Case Study

P&G uses smart software agents in their supply chain to speed up product delivery and respond quickly
when problems happen.