

Assignment 2: MIS Organization

Questions 1

Read Chapter 2 from the textbook and list 15 important and interesting terms with their description based on the context in the chapter.

Answer

1. **Business intelligence:** Business intelligence is a contemporary term for data and software tools for organizing, analyzing, and providing access to data to help managers and other enterprise users make more informed decisions.
2. **Chief information officer:** A senior manager who over sees the use of information technology in the firm.
3. **Chief data officer:** CDO is responsible for the firm's knowledge management program.
4. **Chief knowledge officer:** The chief knowledge officer (CKO) is responsible for the firm's knowledge management program. The CKO helps design programs and systems to find new sources of knowledge or to make better use of existing knowledge in organizational and management processes.
5. **Chief privacy officer:** The CPO is responsible for ensuring that the company complies with existing data privacy laws
6. **Chief security officer:** oversees the firm's information systems security and is in charge of making sure the firm's information security policy is followed.
7. **End user:** End users are representatives of departments outside the information systems group for whom applications are developed.
8. **Collaboration:** Working with others to achieve shared and explicit goals.
9. **Supply Chain Management Systems:** Supply Chain Management Systems let suppliers, buying businesses, distributors, and logistics firms to communicate information on orders, production, inventory levels, and delivery of products and services so that they may effectively source, create, and deliver things.
10. **Customer Relationship Management Systems:** CRM systems give information to enhance revenue, customer happiness, and customer retention by coordinating all company operations involving customers in sales, marketing, and service.

11. **Knowledge Management Systems:** Knowledge Management Systems amass all relevant company knowledge and expertise and make it accessible wherever it is required to enhance business operations and management choices.
12. **Digital dashboard:** Which displays on a single screen graphs and charts of key performance indicators for managing a company.
13. **E-government:** Internet and networking technologies are used to digitally empower government and public sector agencies' connections with individuals, corporations, and other branches of government.
14. **IT governance:** involves the strategy and procedures for the organization's use of information technology.
15. **Systems analysts:** Constitute the principal liaisons between the information systems groups and the rest of the organization.

Questions 2

Describe about what the Enterprise Application mean and give two examples.

Answer

What is Enterprise Application

Enterprise Application is a computer program designed to aid large businesses with a variety of purposes, including data analysis, sales and marketing management, and customer support. Typically, these solutions are intended to service a large number of users and have excellent scalability and integration capabilities.

Example of Enterprise Application: MOPINION

Key Features:

- Customizable feedback forms for websites, native apps and Emails
- Easy integration with other CRM, project management or web analytics applications
- Real-time customer feedback and statistics and the analysis of open texts and values

Mopinion, an all-inclusive user feedback platform, enables digital organizations to handle all digital touchpoints (web, mobile, and e-mail) associated with gaining an understanding of customer behavior. The corporate program allows customers to construct customized feedback forms, including visual user feedback with automated screenshots. Forms that are triggered depending on

user behavior, device type, and demographics can provide valuable information about site visitors and their position in the conversion funnel. In addition, it has dashboards that may be customized and Excel and CSV data importation. Mopinion has a 4.1-star rating on Capterra and a 4.2-star rating on G2Crowd, making it a worthy piece of software to investigate.

Example of Enterprise Application: WORDPRESS

Key Features:

- Free open-source platform that allows businesses to create websites, blogs and/or applications
- More than 7000 themes that you can use as a style for your website and customize additionally
- Thousands of easy-to-install plugins and add-ons for any application scenario

WordPress is a free, open-source content management system that is currently utilized by more than 40 percent of the world's websites. Based on PHP and MySQL, it is quite simple to implement and maintain. There are thousands of free and paid plugins that may be used to customize the CMS in a variety of ways, including design, data collecting, and user interaction. Although WordPress is a comprehensive tool that aids website building for many organizations, it has several limitations compared to commercial CMS alternatives that are significantly more expensive. Therefore, it is not usually advised for very large organizations with specific needs, but it is an excellent business application for small businesses. Both Capterra (4.6 ratings) and G2Crowd (4.3 stars) provide additional weight to this recommendation.