



Marketing Intelligence

2 – Organizational Information Systems

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2º Semester
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DEPARTAMENTO DE CIÊNCIA
E TECNOLOGIA

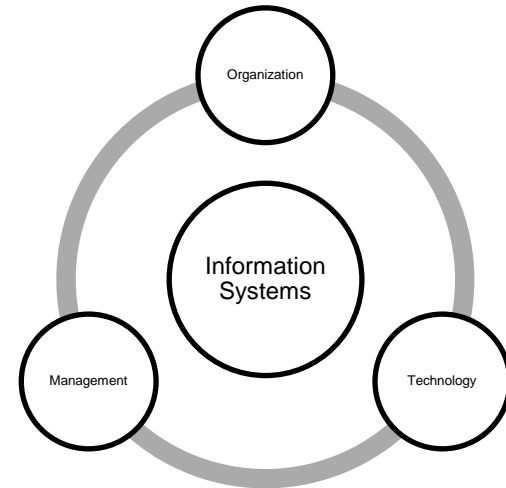


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CONTENT

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6. Types of IS
 1. Transaction Processing Systems (TPS)
 2. Management Information Systems (MIS)
 3. Decision Support Systems (DSS)
 4. Executive Support Systems (ESS)
 5. Integrated Systems

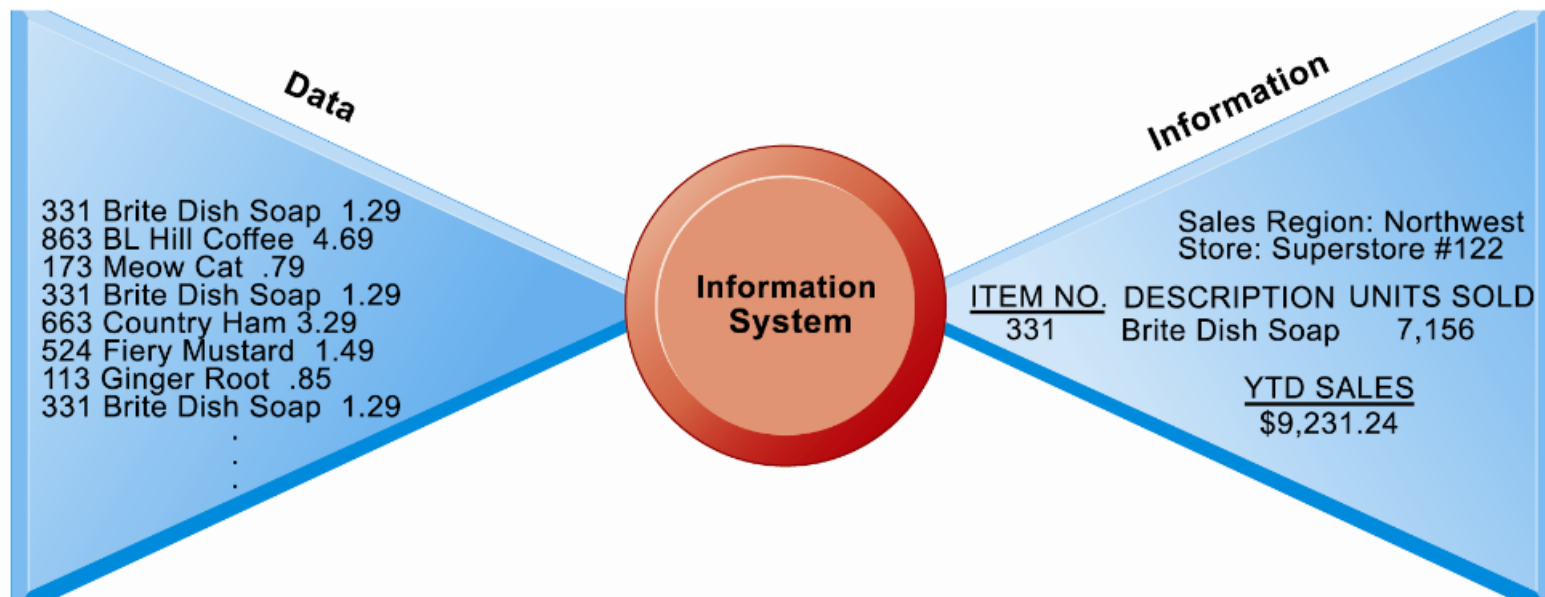
Information System



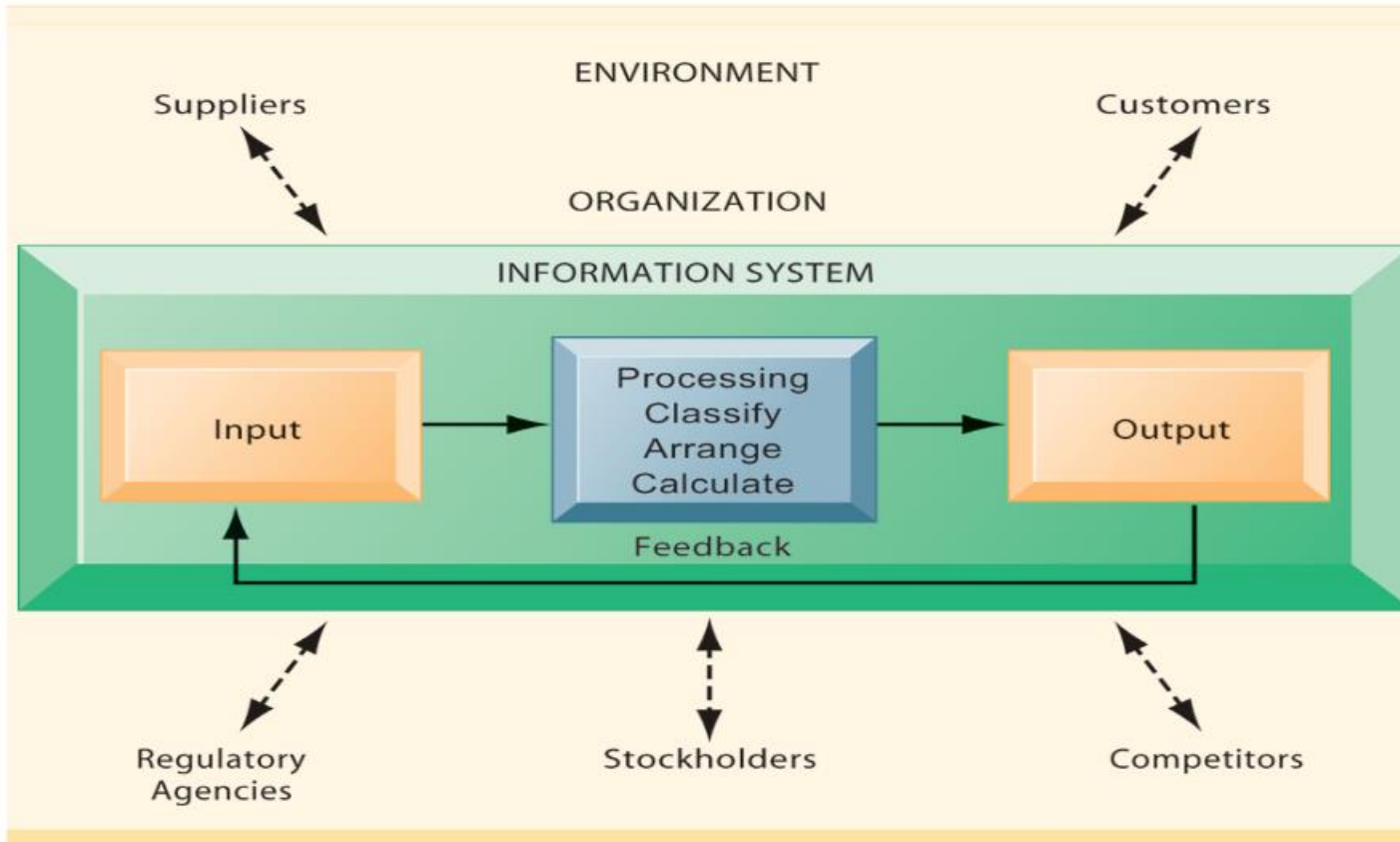
- Set of inter-related components
- Capture, process, store and spread information
- Supports the decision making, coordination and control
- Uses computers and software (technical instruments and basic tools of an IS)
- More than computers:
 - The effective use of IS requires understanding the organization, management and information technology
 - An IS generates value to the organization as a solution for managing the challenges presented by the environment

Data vs. Information

- **Data:** Raw data
- **Information:** processed data (with context)



Activities of an Information System



- **Input:** Capture of raw data from the organization or environment
- **Processing:** Convert raw data into information
- **Output:** Transfer of the processed data to people or activities that use it
- **Feedback:** Output is returned to the organization's members to help evaluate or correct the input

Different perspectives of an IS

Structural

"A group of people, processes, data, models, technology and partially formalized languages, forming a cohesive structure that serves some organizational purpose or function"

Functional

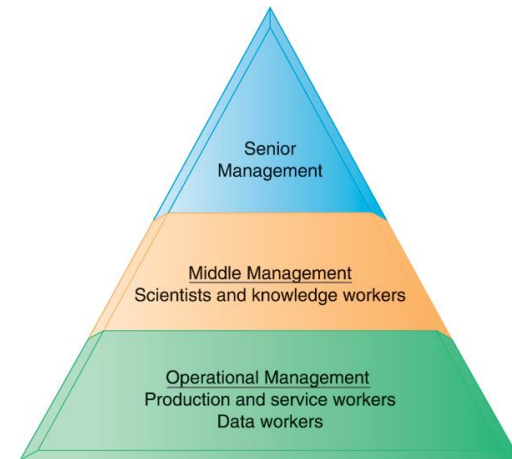
"a technologically implemented means for the registration, storage and dissemination of data / information. IS facilitate the creation and exchange of meanings that serve defined purposes such as control, making sense and reasoning"

Business

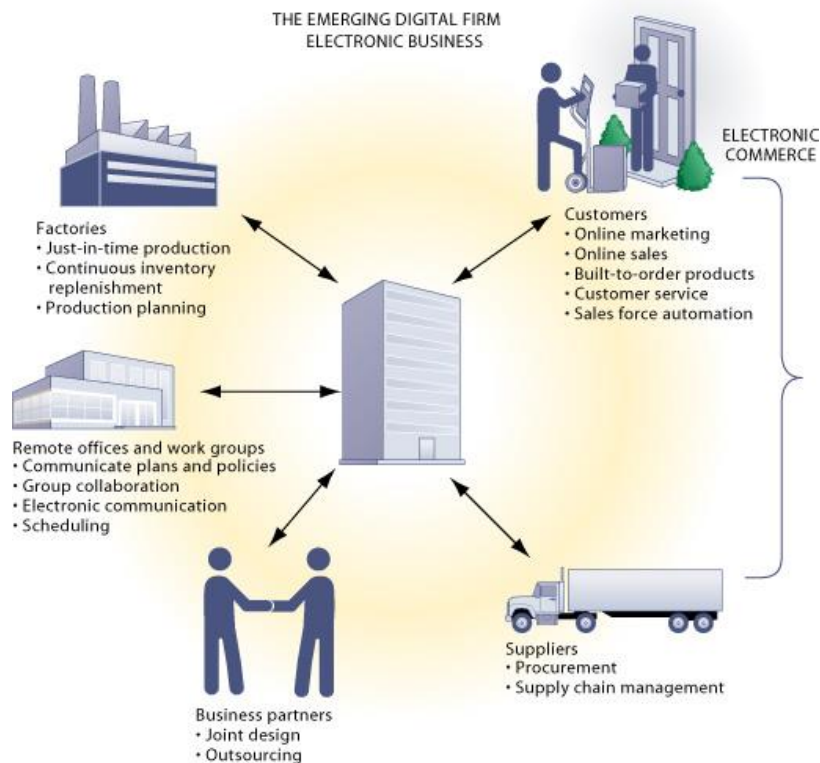
"It is an organizational and management solution based on information technology, for challenges and problems created in a business environment"

The IS's importance on business

- Business organizations are hierarchies that consist of three main levels
 - Information systems support each of these levels
- Business transformation by IS
 - Growing mobile digital platform
 - Increasing use in the "bigdata" business
 - Growth in cloud computing
- Globalization opportunities
 - The Internet has dramatically reduced operating costs on a global scale
 - Increase in foreign trade
 - Presents challenges and opportunities

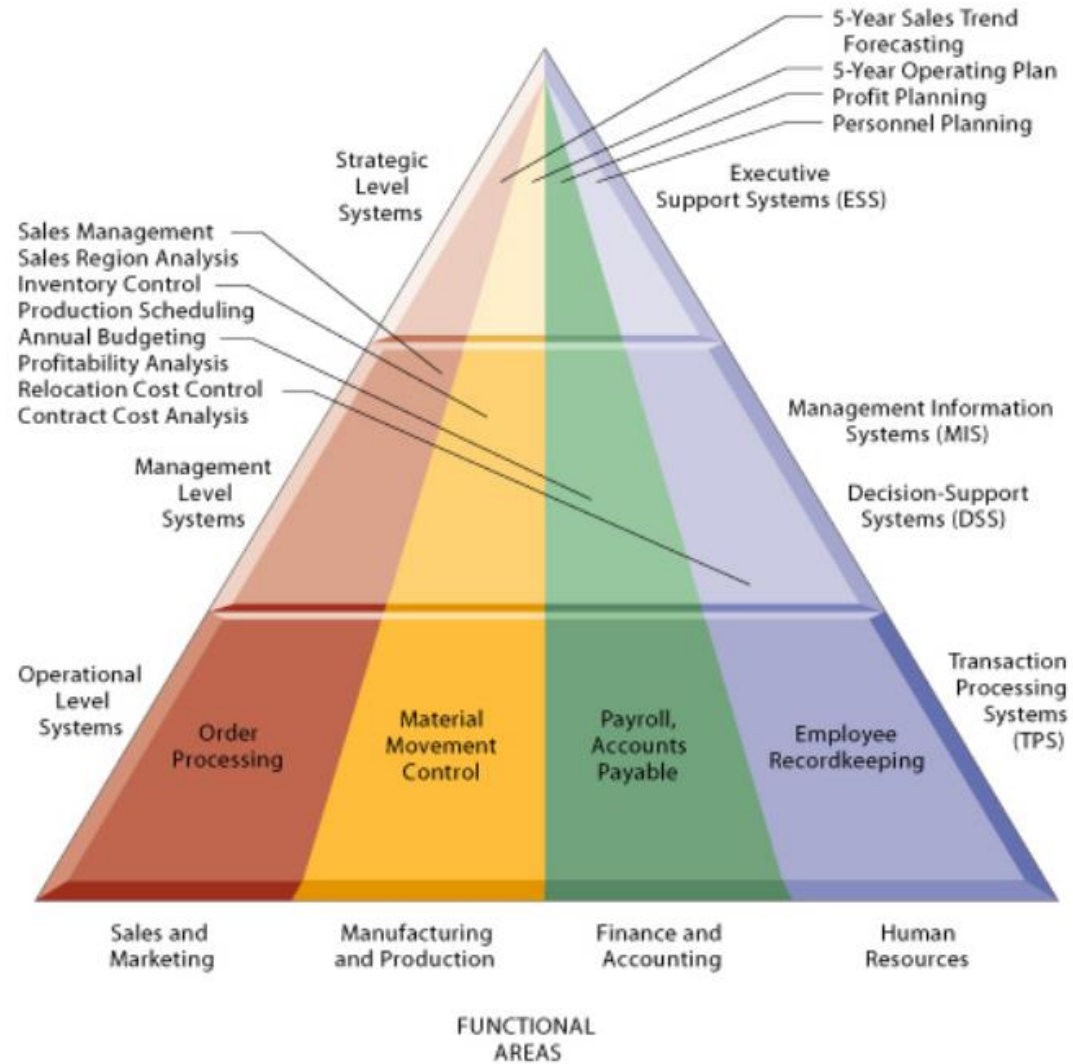


The importance of IS in Business



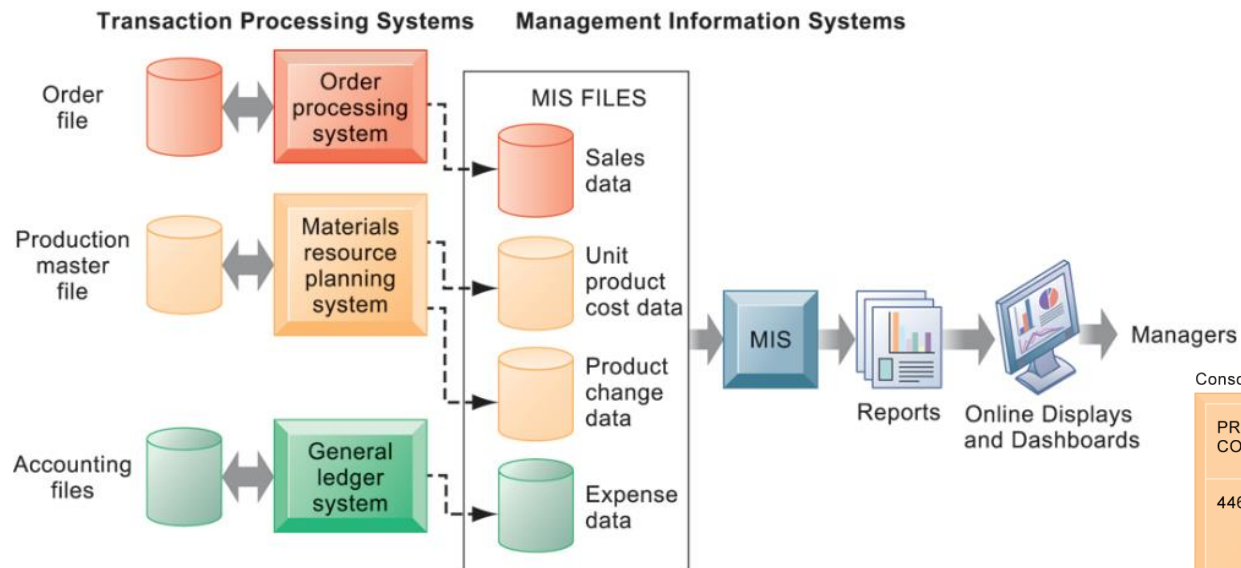
- Growing interdependence between
 - Ability to use information technologies
 - Ability to implement corporate strategies
 - Achieve corporate goals
- Organizations invest in IS to achieve six important business objectives
 1. Operational Excellence
 2. New products, services and business models
 3. Closer relationship with Customers and Suppliers
 4. Improvement in decision making
 5. Competitive advantage
 6. Survival

Types of IS



Management Information Systems (MIS)

- Management level

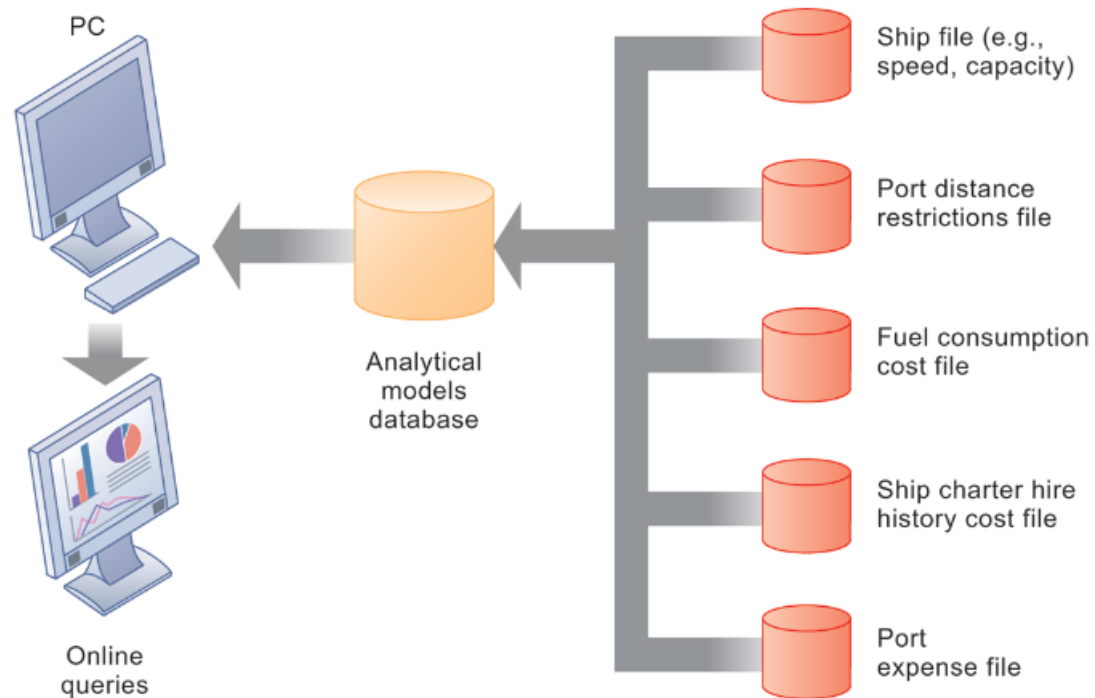


Consolidated Consumer Products Corporation Sales by Product and Sales Region: 2015

PRODUCT CODE	PRODUCT DESCRIPTION	SALES REGION	ACTUAL SALES	PLANNED	ACTUAL versus PLANNED
4469	Carpet Cleaner	Northeast	4,066,700	4,800,000	0.85
		South	3,778,112	3,750,000	1.01
		Midwest	4,867,001	4,600,000	1.06
		West	4,003,440	4,400,000	0.91
		TOTAL	16,715,253	17,550,000	0.95
5674	Room Freshener	Northeast	3,676,700	3,900,000	0.94
		South	5,608,112	4,700,000	1.19
		Midwest	4,711,001	4,200,000	1.12
		West	4,563,440	4,900,000	0.93
		TOTAL	18,559,253	17,700,000	1.05

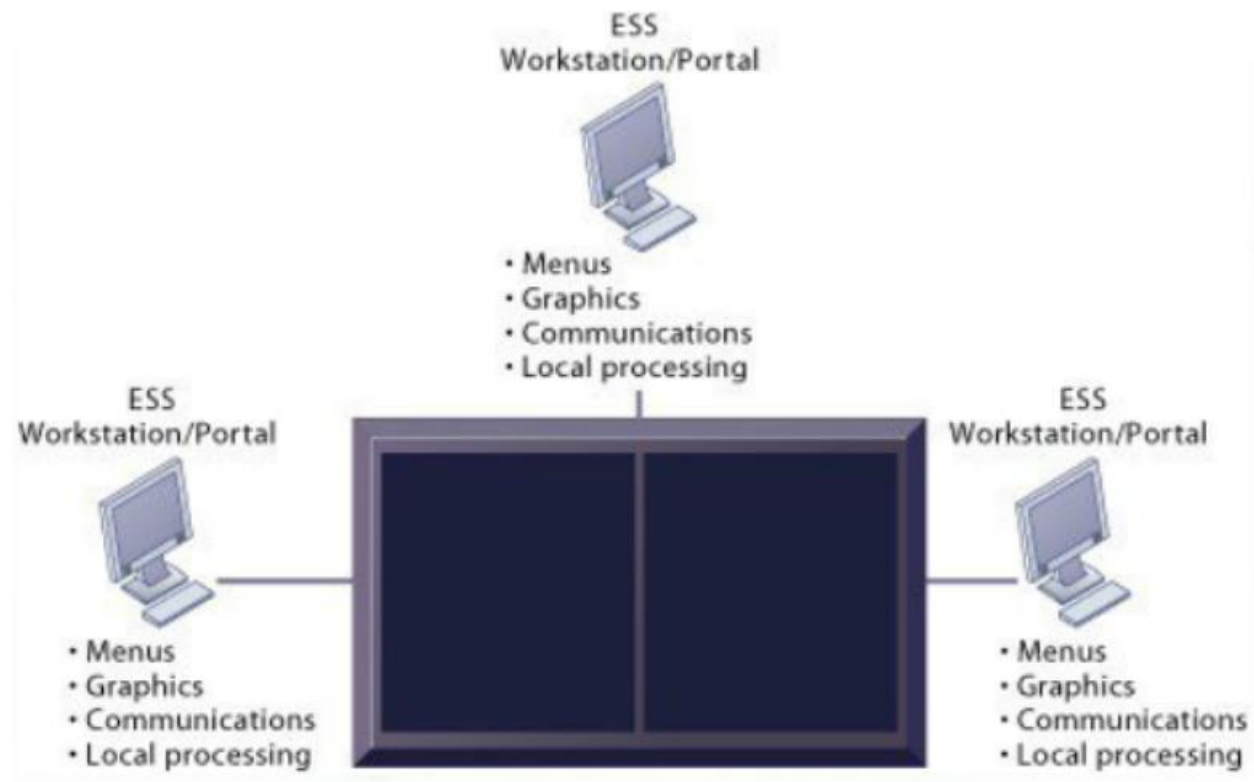
Decision Support Systems (DSS)

- Management Level



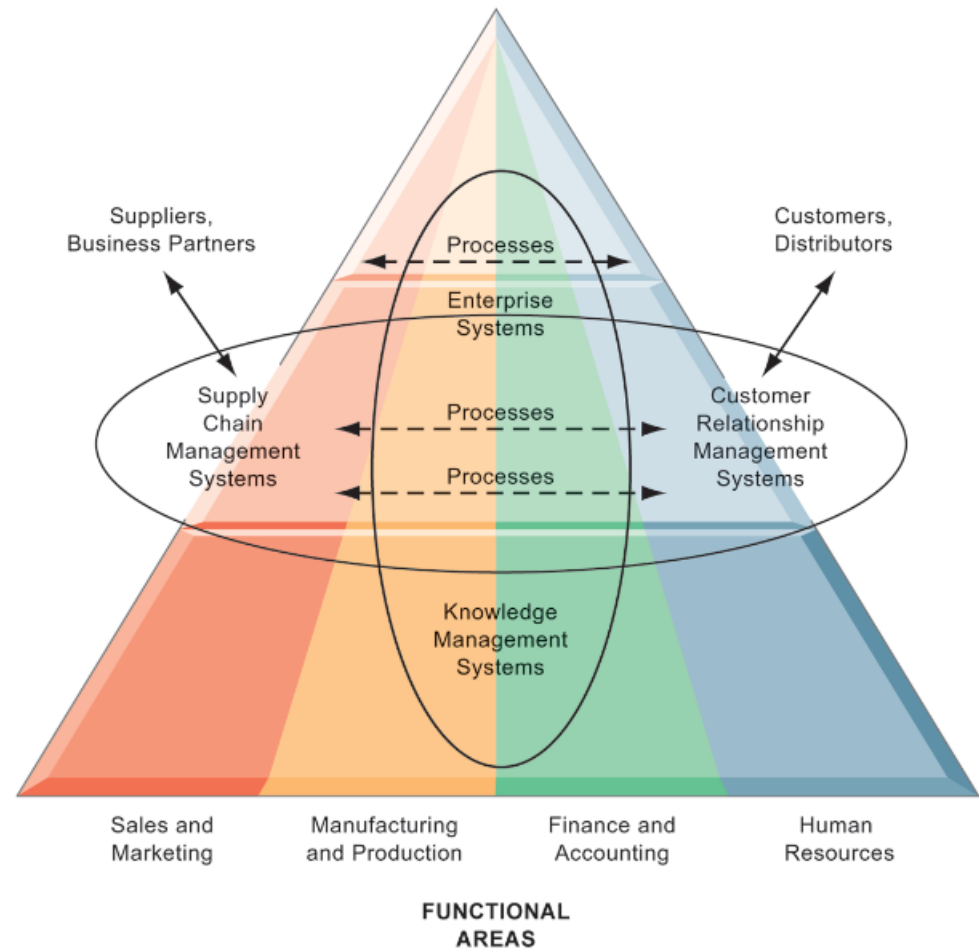
Executive Support Systems (ESS)

- Strategical Level



Integrated Systems

- Systems that connect the company
- Cover different functional areas
- Execute business processes that “go through” the company
- Include all levels of management
- Four applications:
 - Business management systems
 - Enterprise Resource Systems (ERP)
 - Supply chain management systems
 - Supply Chain Management Systems (SCM)
 - Customer relationship management systems
 - Customer Relationship Management Systems (CRM)
 - Knowledge Management Systems
 - Knowledge Management Systems (KM)
 - Ex: Business Intelligence (BI)





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Do conhecimento à prática.