

Management Information Systems

MANAGING
THE
DIGITAL FIRM
Eighth Edition

Kenneth C. Laudon Jane P. Laudon

MANAGEMENT INFORMATION SYSTEMS

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Eighth Edition

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New York University

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Azimuth Information Systems

Prentice-Hall of India (AMMERIA Brimford)
New Dollar- 110 001
2003

PART I ORGANIZATIONS, MANAGEMENT, AND THE NETWORKED ENTERPRISE 1

CHAPTER 1 MANAGING THE DIGITAL FIRM 2

1.1 Why Information Systems? 4

The Competitive Business Environment and the Emerging Digital From, 4 * What Is an Information System? 8 * Window on Technology: UPS Compete. Globally with Information Technology. 10 * A Business Perspective on Information Systems, 10 * MIS in Action: Manager's Toolkit: How to Analyze a Business Information System Problem, 12

1.2 Contemporary Approaches to Information Systems 15
Technical Approach, 15 • Behavioral Approach, 15 • Approach of This Text:
Sociotechnical Systems, 16

1.3 Toward the Digital Firm: The New Role of Information Systems in Organizations 17

The Widening Scope of Information Systems, 17 • The Network Revolution and the Internet, 17 • New Options for Organizational Design: The Digital Firm and the Collaborative Enterprise, 19 • The Digital Firm: Electronic Commerce, Electronic Business, and New Digital Relationships, 23 • Window on Organizations: Why Are Internet Only Banks Smiling in the United Kingdom? 24

1.4 Learning to Use Information Systems: New Opportunities with Technology 25
The Challenge of Information Systems: Key Management Issues, 26 * Integrating Text
with Technology: New Opportunities for Learning, 29 * Make IT Your Business, 30

Management Wrap-Up 31 * Summary 31 * Key Terms 32 * Review Questions 32 * Application Software Exercises Database Exercises Adding Value to Information for Management Decision Making 33 * Group Project 33 * Tools for Interactive Learning 33 * Case Study: Shop Ko and Pamida: Systems Triumph or Tragedy? 34

CHAPTER 2 INFORMATION SYSTEMS IN THE ENTERPRISE 36

2.1 Major Types of Systems in Organizations 38
Different Kinds of Systems, 39 * Six Major Types of Systems, 40 * Relationship of Systems to One Another, 46

2.2 Systems from a Functional Perspective 47
Sales and Marketing Systems, 47 • Manufacturing and Production Systems, 48 •
Finance and Accounting Systems, 49 • Human Resources Systems, 50

23 Enserprise Applications: Enterprise Systems and Systems for Supply Chain Management, Customer Relationship Management, and Knowledge Management 51

Integrating Functions and Business Processes, 51 * Emerprise Systems, 52 * Supply Chain Management and Collaborative Commerce, 55 * Window on Management: The Joy of Collaboration, 61 * Customer Relationship Management, 61 * Window on

Organizations: Curromer Relationship Management: A Boon for Financial Services, 63

* M15 in Action: Manager's Toulleit: How to Benefit from Customer Relationship

* M15 in Action: Manager's Toulleit: How to Benefit from Customer Relationship

Management. 64 * Knowledge Management Systems in the Enterprise, 64 * Make IT

Your Duriness, 65

Management Wrap-Up 69 * Summary 66 * Key Terms 67 * Review Questions 67 * Application Software Exercise: Spreadsheet Exercise: Improving Supply Chain * Application Software Exercise: Spreadsheet Exercise: Improving Supply Chain * Management 68 * Group Project 68 * Tools for Interactive Learning 68 * Case Study: Can Information Systems Save U.S. Steell 68

CHAPTER 3 INFORMATION SYSTEMS, ORGANIZATIONS, MANAGEMENT,

- 3.1 Organizations and Information Systems 75
 What Is an Organization? 75 Common Features of Organizations, 76 Unique
 Features of Organizations, 78
- 3.2 The Changing Role of Information Systems in Organizations 80 *
 Information Technology Infrastructure and Information Technology Services, 80 *
 Window on Organizations: E-commerce, South Korean and Middle Eastern Style, 81
 * How Information Systems Affect Organizations, 82 * The Internet and
 Organizations, 85
- 3.3 Managers, Decision Making, and Information Systems 85

 The Role of Managers in Organizations, 85 Managers and Decision Making, 87 Implications for the Design and Understanding of Information Systems, 90
- 3.4 Information Systems and Business Strategy 91
 What Is a Strategic Information System? 91 Business-Level Strategy and the Value
 Chain Model, 91 Window on Management: Dueling Travel Sites, 95 Firm-Level
 Chain Model, 91 Window on Management: Dueling Travel Sites, 95 Firm-Level
 Strategy and Information Technology, 98 Industry-Level Strategy and Information
 Systems: Competitive Forces and Network Economics, 99 Using Systems for
 Systems: Competitive Forces and Network Economics, 99 Using Systems for
 Systems: Competitive Advantage: Management Issues, 101 MIS in Action: Manager's
 Competitive Advantage: Management Issues, 101 MIS in Action: Manager's
 Toolkit: Identifying Opportunities for Strategic Information Systems, 102 Make IT
 Your Business, 102

Management Wrap-Up 103 * Summary 103 * Key Terms 104 * Review Questions 105 * Application Software Exercise: Database Exercise: Using a Database for Strategic Business Development 105 * Group Project 105 * Tools for Interactive Learning 106 * Case Study: What Happened to Kmart? 106

CHAPTER 4 THE DIGITAL FIRM: ELECTRONIC BUSINESS AND ELECTRONIC COMMERCE 110

- 4.1 Electronic Business, Electronic Commerce, and the Emerging Digital Firm 112 Internet Technology and the Digital Firm, 113 • New Business Models and Value Propositions, 114
- 4.2 Electronic Commerce 118

 Categories of Electronic Commerce, 118 Customer-Centered Retailing, 118 Window on Management: Customer Communities Become Product Development Tools, 122 Business-to-Business Electronic Commerce: New Efficiencies and Relationships, 123 Window on Organizations: Covisint: The Vision and the Reality, 126 Electronic Commerce Payment Systems, 126
- 4.3 Electronic Business and the Digital Firm 128

 How Intranets Support Electronic Business, 129 Intranets and Group

 Collaboration, 129 Intranet Applications for Electronic Business, 130 Supply

 Chain Management and Collaborative Commerce, 132

4.4 Management Challenges and Opportunities 134
Unproven Business Models, 135 * Business Process Change Requirements, 136 *
Legal Issues, 136 * Trust, Security, and Privacy, 136 * M15 in Actions Manager's
Toofkits Digitally Enabling the Enterprise: Top Questions to Ask, 137 * Make FF
Your Business, 137

Management Wrap-Up 138 * Summary 138 * Key Terms 139 * Review Questions 140 * Application Software Exercises Spreadshees Exercises Analysing a Dot.Com Business 140 * Group Project 140 * Tools for Interactive Learning 140 * Case Study: How Much Can the Internet Help GMI 141

CHAPTER 5

ETHICAL AND SOCIAL ISSUES IN THE DIGITAL FIRM 144

- 5.1 Understanding Ethical and Social Issues Related to Systems 146
 A Model for Thinking Abous Ethical, Social, and Political Issues, 147 * Moral
 Dimensions of the Information Age, 147 * Key Texhnology Trends That Raise Ethical
 Issues, 148
- 5.2 Ethics in an Information Society 150

 Basic Concepts: Responsibility, Accountability, and Liability, 150 * MIS in Actions Manager's Toofkitt How to Conduct an Ethical Analysis, 151 * Candidate Ethical Principles, 151 * Professional Codes of Conduct, 152 * Some Real World Ethical Dilemmas, 152
- 5.3 The Moral Dimensions of Information Systems 15.3
 Information Rights: Privacy and Freedom in the Internet Age, 153 Window on Organizations: Privacy for Sale, 158 Property Rights: Intellectual Property, 159 Accountability, Liability, and Control, 162 System Quality: Data Quality and System Errots, 164 Quality of Life: Equity, Access, and Boundaries, 165 Window on Management: Alberta Narrows Its Digital Divide, 169 Management Actions: A Corporate Code of Ethics, 170 Make IT Your Business, 171

Management Wrap-Up 171 * Summary 171 * Key Terms 172 * Review Questions 173 * Application Software Exercise: Word Processing and Web Page Development Tool Exercise: Creating a Simple Web Site 173 * Group Project 173 * Tools for Interactive Learning 173 * Case Study: The FBI and Digital Surveillance: How Far Should It Go? 174

PART I PROJECT

ANALYZING BUSINESS PROCESSES FOR AN ENTERPRISE SYSTEM 177

PART II

INFORMATION TECHNOLOGY INFRASTRUCTURE 179

CHAPTER 6

MANAGING HARDWARE AND SOFTWARE ASSETS 180

- 6.1 Computer Hardware and Information Technology Infrastructure 182
 The Computer System, 182 Computer Processing, 184 Storage, Input and
 Output Technology, 186
- 6.2 Categories of Computers and Computer Systems 190
 Classifying Computers, 190 Computer Networks and Client/Server
 Computing, 191 Network Computers and Peer-to-Peer Computing, 191
- 6.3 Types of Software 193

 System Software and PC Operating Systems, 193 * Programming Languages and Contemporary Software Tools, 196 * Window on Technology: Can Linux Go

Mainscream? 197 * Application Software Packages and Productivity Software, 202 * Software for Emerprise Integration, 206

6.4 Managing Handware and Software Assets 207

Hardware Technology Requirements for Electronic Commerce and the Digital Fitm,
Hardware Technology Requirements for Electronic Commerce and the Digital Fitm,
207 * Total Cost of Ownership (TCO) of Technology Assets, 208 * Rent or Build
207 * Total Cost of Ownership (TCO) of Technology Service Providers, 208 * Window on Managements
Decisions: Using Technology Service Providers, 208 * Window on Managements
United Technologies Corporation Overhault its IT Infrastructure, 209 * MIS in
United Technologies Corporation Overhault its IT Infrastructure, 209 * MIS in
Actions: Manager's Toolkit: How to Calculate the Total Cost of Ownership (TCO) of
Actions: Manager's Toolkit: How to Calculate the Total Cost of Ownership (TCO) of
Technology Americ, 210 * Make IT Your Business, 212

Management Wrap-Up 212 * Summary 213 * Key Terms 214 * Review Questions 215 * Application Software Exercise: Spreadsheet Exercise: Evaluating Hardware and 215 * Application Software Project 216 * Tools for Interactive Learning 216 * Software Options 215 * Group Project 216 * Move for Mary Kay Inc.? 216

Case Study: Convolidating Servers: A Wise Move for Mary Kay Inc.? 216

CHAPTER 7 MANAGING DATA RESOURCES 218

7.1 Organizing Data in a Traditional File Environment 220
File Organization Terms and Concepts, 220 * Problems with the Traditional File Environment, 221

7.2 The Database Approach to Data Management 223

Database Management Systems, 224 • Types of Databases, 225 • Window on Management: A Database Shows the World Awash in Stolen Nuclear Material, 226

• Querying Databases: Elements of SQL, 230

7.3 Creasing a Database Environment 231

Designing Databases, 231 • Distributing Databases, 232 • Management Requirements for Database Systems, 233

7.4 Database Trends 234

Multidimensional Data Analysis, 235 • Data Warehouses and Datamining, 236 • MIS

Multidimensional Data Analysis, 235 • Data Warehouse Serve the Business, 237

in Action: Manager's Toolkit: How to Make a Data Warehouse Serve the Business, 237

• Databases and the Web, 238 • Window on Organizations: Public Databases for Sale:

Boon to Business or Threat to Privacy? 241 • Make IT Your Business, 242

Management Wrap-Up 242 * Summary 243 * Key Terms 243 * Review Questions 244 * Application Software Exercise: Database Exercise: Building a Rational Database for a Small Business 244 * Group Project 244 * Tools for Interactive Learning 245 * Case Study: Harrah's Big Database Gamble 245

CHAPTER 8 TELECOMMUNICATIONS AND NETWORKS 248

8.1 Components and Functions of a Telecommunications System 250
Telecommunications System Components, 250 • Functions of Telecommunications
Systems, 251 • Types of Signals: Analog and Digital, 252 • Communications
Channels, 252 • Communications Processors and Software, 256

8.2 Communications Networks 257
Network Topologies, 257 • Private Branch Exchanges, Local Area Networks (LANs), and Wide Area Networks (WANs), 258 • Network Services and Broadband Technologies, 261 • Network Convergence, 262

Window on Management: Monitoring Employees on Networks: Unethical or Good Business? 264 • Electronic Mail and Groupware, 264 • Voice Mail and Fax, 265 • Teleconferencing, Dataconferencing, and Videoconferencing, 265 • Window on Organizations: Closing the Healthcare Gap with Videoconferencing, 266

Digital Information Services, Distance Learning, and E-Learning. 266 * Electronic Data Interchange, 267 * MIS in Actions Manager's Toolkits I — oping a Business-Driven Telecommunications Plan, 269 * Make IT Your Business, 269

Management Wrup-Up 270 * Summary 270 * Key Terms 271 * Review Questions 272 * Application Software Exercise 272 * Group Project 272 * Tools for Interactive Learning 272 * Case Study: Resemblath International Travels a Telecommunications Route to Success 273

CHAPTER 9

THE INTERNET AND THE NEW INFORMATION TECHNOLOGY INFRASTRUCTURE 276

- 9.1 The New Information Technology (11) Infrastructure for the Digital Firm 278 Enterprise Networking and Internetworking, 278 * Standards and Connectivity for Digital Integration, 279 * Window on Organizations: Technology and Business Standards Work Hand-in-Hand, 281
- 9.2 The Internet: Information Technology Infrastructure for the Digital Firm 282
 What Is the Internet? 282 * Internet Technology and Services, 282 * Window on
 Technology: Sports Soccer Scores with Voll?, 287 * Next Generation Networks and
 Internet2, 288
- 9.3 The World Wide Web 289
 Searching for Information on the Web, 289 Intranets and Extranets, 291 The Wireless Web, 292
- 9.4 Support Technology for Electronic Commerce and Electronic Business 296
 Web Servers and Electronic Commerce Servers, 296 MIS in Actions Manager's
 Toolkits How to Integrate the Wireless Web into Business Strategy, 296 Customer
 Tracking and Personalization Tools, 297 Web Content Management Tools, 298 •
 Web Site Performance Monitoring Tools, 298 Web Hosting Services, 298
- 9.5 Management Issues and Decisions 299
 The Challenge of Managing the New Information Technology Infrastructure, 299
 Some Solutions, 301
 Make IT Your Business, 302

Management Wrap-Up 302 • Summary 303 • Key Terms 304 • Review Que-tions 304 • Application Software Exercise: Spreadsheet Exercise: Analyzing Web Site Visitors 304 • Group Project 305 • Tools for Interactive Learning 305 • Case Study: Does Wine Retailing Have a Future on the Internet? 305

PART II

CREATING A NEW INTERNET BUSINESS 309

PART III

MANAGEMENT AND ORGANIZATIONAL SUPPORT SYSTEMS FOR THE DIGITAL FIRM 311

CHAPTER 10

MANAGING KNOWLEDGE FOR THE DIGITAL FIRM 312

10.1 Knowledge Management in the Organization 315
Organizational Learning and Knowledge Management, 315 * Systems and Infrastructure for Knowledge Management, 316

10.2 Information and Knowledge Work Systems 317

Distributing Knowledge: Office and Document Management Systems, 317 • Creating Knowledge: Knowledge Work Systems, 319 • Window on Management: Managing Construction Projects with the Internet, 320 • Sharing Knowledge: Group Collaboration Systems and Enterprise Knowledge Environments, 323 • Window on

Organizations: A Knowledge Portal Becomes Descons' Competitive Weapon, 326 * MIS in Action Manager's Toulkin Establishing the Business Requirements of an Enterprise Information Portal, 327

What Is Artificial Intelligence? 327 - Why Business Is Interested in Artificial
What Is Artificial Intelligence? 327 - Why Business Is Interested in Artificial
Intelligence, 328 - Capturing Knowledge: Expert Systems, 328 - Organizational
Intelligence: Case-Based Reasoning, 332

10.4 Other Intelligent Techniques 333
Neural Networks, 333 * Fuzzy Logic, 335 * Genetic Algorithms, 536 * Intelligent Neural Networks, 337 * Make IT Your Business, 339

Management Wrap-Up 339 « Summary 340 » Key Terms 341 » Review Questions
341 » Application Software Exercise: Expert System Exercise: Building a Simple Expert
System for Resirement Planning 341 » Group Project 341 » Tools for Interactive
Learning 342 » Case Study: Can Boeing Keep Flying Hight 342

CHAPTER 11 ENHANCING MANAGEMENT DECISION MAKING FOR THE DIGITAL FIRM 346

11.1 Decision-Support Systems (DSS) 349

MIS and DSS, 349 • Types of Decision-Support Systems, 350 • Window on

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at WH Smith PLC, 352 • Components of DSS,

Organizations: Data Drives Insights at

11.2 Group Decision-Support Systems (GDSS) 360
What Is a GDSS? 360 • Overview of a GDSS Meeting, 361 • How GDSS Can
Enhance Group Decision Making, 362

11.3 Executive Support in the Enterprise 303

The Role of Executive Support Systems in the Organization, 363 • Benefits of Executive Support Systems, 364 • Executive Support Systems and the Digital Firm, Executive Support Systems, 364 • Executive Support Systems and the Enterprise, 365 • 364 • Window on Management: Digital Cockpits Help Steer the Enterprise, 365 • Make IT Your Business, 368

Management Wrap-Up 369 • Summary 369 • Key Terms 370 • Review Questions
370 • Application Software Exercise: Spreadsheet Exercise: Performing Breakeven Analysis
and Sensitivity Analysis 370 • Group Project 371 • Tools for Interactive Learning 371
• Case Study: Can DSS Help MasterCard Master the Credit Card Business? 371

PART III

DESIGNING AN ENTERPRISE INFORMATION PORTAL 374

PART IV BUILDING INFORMATION SYSTEMS IN THE DIGITAL FIRM 375

CHAPTER 12 REDESIGNING THE ORGANIZATION WITH INFORMATION SYSTEMS 376

12.1 Systems as Planned Organizational Change 378
Linking Information Systems to the Business Plan, 379 • MIS in Action: Manager's Toolkit: How to Develop an Information Systems Plan, 379 • Establishing Organizational Information Requirements, 380 • Systems Development and Organizational Change, 382

12.2 Business Process Reengineering and Process Improvement 384

Business Process Reengineering, 384 * Steps in Effective Reengineering, 386 *
Process Improvement: Total Quality Management (TQM) and Six Sigma, 387

12.3 Overview of Systems Development 389
Systems Analysis, 389 * Systems Design, 390 * Completing the Systems
Development Process, 392 * Window on Managements Overseas-China Banking
Corporation Spearheads a Masterful Systems Conversion, 393

12.4 Alternative System-Building Approaches 395
Traditional Systems Lifecycle, 395 * Prototyping, 395 * Application Software
Packages, 397 * End-User Development, 398 * Outsourcing, 399

12.5 Application Development for the Digital Firm 400
Object-Oriented Development, 401 * Rapid Application Development (RAD), 402 *
Web Services, 402 * Window on Technology: The Lure of Web Services, 405 *
Make IT Your Business, 406

Management Wrap-Up 406 * Summary 407 * Key Terms 408 * Review Questions 408 * Application Software Exercise: Database Exercise: Designing a Customer System for Auto Sales 409 * Group Project 409 * Tools for Interactive Learning 410 * Case Study: Can Brady Corporation Redesign Its Systems for Success? 410

CHAPTER 13 UNDERSTANDING THE BUSINESS VALUE OF SYSTEMS AND MANAGING CHANGE 414

13.1 Understanding the Business Value of Information Systems 416
Traditional Capital Budgeting Models, 417 • Case Example: Primrose, Mendelson, and Hansen, 418 • Strategic Considerations, 423 • Information Technology Investments and Productivity, 425

13.2 The Importance of Change Management in Information System Success and Failure 426

Information System Problem Areas, 427 • Window on Organizations: Is the Premium at InsWeb Too High for Users? 428 • MIS in Action: Manager's Toolkit: Designing a User-Friendly Web Site, 429 • Change Management and the Concept of Implementation, 429 • Causes of Implementation Success and Failure, 430 • Change Management Challenges for Enterprise Applications, Business Process Reengineering (BPR), Supply Chain Management, and Customer Relationship Management, 433 • System Implications of Mergers and Acquisitions, 433

Controlling Risk Factors, 434 • Designing for the Organization, 436 • Window on Management: Royal Dutch/Shell Masters Change Management, 437 • "Fourth-Generation" Project Management, 438 • Make IT Your Business, 439

Management Wrap-Up 439 * Summary 440 * Key Terms 440 * Review Questions 441 * Application Software Exercise: Spreadsheet Exercise: Capital Budgeting for a New CAD System 441 * Group Project 441 * Tools for Interactive Learning 441 * Case Study: The U.S. State Department Tries to Upgrade Its IT Infrastructure 442

PART IV REDESIGNING BUSINESS PROCESSES FOR HEALTHLITE
PROJECT YOGURT COMPANY 444

PART V

MANAGING INFORMATION SYSTEMS IN THE DIGITAL FIRM 447

CHAPTER 14

INFORMATION SYSTEMS SECURITY AND CONTROL 448

14.1 System Vulnerability and Abuse 450
Why Systems Are Vulnerable, 450 * Window on Organizations: What Can Be Done
Why Systems Are Vulnerable, 450 * Window on Organizations: What Can Be Done
About Internet Credit Card Theft: 452 * Concerns for System Builders and Users,
453 * System Quality Problems: Software and Data, 454

14.2 Greating a Control Environment 457

General Controls and Application Controls, 457 • Protecting the Digital Firm, 459 •

General Controls and Application Controls, 457 • Protecting the Digital Firm, 469 •

MIS in Action: Manager's Toulkin How to Develop a Disaster Recovery Plan, 460 •

MIS in Action: Manager's Toulkin How to Develop a Disaster Recovery Plan, 460 •

Developing a Control Structure: Costs and Benefits, 464 • The Role of Auditing in the Control Process, 465

14.3 Ensuring System Quality 467
Software Quality Assurance Methodologies and Tools, 467 • Data Quality Audits and Data Cleansing. 474 • Window on Management: Toyota's Data Spins Out of Control, 475 • Make IT Your Business, 476

Management Wrap-Up 476 * Summary 477 * Key Terms 477 * Review Questions 478 * Application Software Exercise: Spreadsheet Exercise: Performing a Security Risk Assessment 478 * Group Project 478 * Tools for Interactive Learning 479 * Case Study: Rogue Currency Trades at Allied Irish Banks: How Could It Happen? 479

CHAPTER 15

MANAGING INTERNATIONAL INFORMATION SYSTEMS 482

15.1 The Growth of International Information Systems 484

Developing an International Information Systems Architecture, 485 • The Global Environment: Business Drivers and Challenges, 486 • State of the Art, 488

15.2 Organizing International Information Systems 489
Global Strategies and Business Organization, 489 • Global Systems to Fit the Strategy, 490 • Reorganizing the Business, 491

15.3 Managing Global Systems 491

A Typical Scenario: Disorganization on a Global Scale, 491 • Strategy: Divide,
Conquer, Appease, 492 • Implementation Tactics: Cooptation, 494 • The
Management Solution, 494 • Window on Management: GN Netcom's Global
Systems Challenge, 495

15.4 Technology Issues and Opportunities for Global Value Chains 496

Main Technical Issues, 496 • MIS in Action: Manager's Toolkit: How to Develop a
Global E-Commerce Strategy, 498 • New Technical Opportunities and the Internet, 499

• Window on Technology: CIBA Vision Brings Worldwide Inventory into Clear

Sight, 500 • Make IT Your Business, 501

Management Wrap-Up 501 * Summary 502 * Key Terms 502 * Review Questions 502 * Application Software Exercise: Database and Web Page Development Tool Exercise: Building a Job Database and Web Page for an International Consulting Firm 503 * Group Project 503 * Tools for Interactive Learning 503 * Case Study: Nextle Struggles with Enterprise Systems 503

PART V PROJECT ASSESSING THE TOTAL COST OF OWNERSHIP (TCO) OF A WEB SITE 506

Case Study 1: Birch Point Lodge 507

Case Study 2: Japan Airlines: Impact of E-Ticketing 511

Case Study 3: Skandiabanken: Developing Information Capabilities for an Effective E-Business Strategy (Abridged) 521

Case Study 4: Growing an Application from Collaboration to Management Support—The Example of Cuparla 529

REFERENCES R1

INDEXES II

PHOTO AND SCREEN SHOT CREDITS P1