

Business Strategy and Enterprise Systems Exercise	
1.1 Company Name, Location and URL	Bungie Bellevue, Washington <a href="https://www.bungie.net/">https://www.bungie.net/</a>
1.2 Business Products or Services (What does your business do?)	Bungie is a video game developer, some of their products include the original Halo series Destiny, and most recently Destiny 2. They have an online store where they sell merchandise based on the Destiny universe, such as shirts, figures, pins, music, and more. They also have the Bungie Foundation which is their outlet for donations and charitable events.
1.3 Mission Statement (What is its mission?)	"We use the best technology and the best talent in the industry, assembled together in the best place, to create compelling games, stories, and worlds."
1.4 Value Proposition (How does it adds value?)	Bungie adds value with the community it tries to cultivate. They develop their games in a way that enables cooperation between multiple people, which incites long lasting friendships around a common point, their video game. In my opinion, the value that Bungie adds to the video game scene is how it brings people together.
1.5. Business Model (How does it generate revenues?)	Bungie's business model is currently centered around their only game currently being updated and developed, Destiny 2. Each year a major DLC (Downloadable Content) is released at an average price of \$40. They also have what they call a "Seasonal Model", where every 3 months an update is added to the game, smaller than the yearly releases, but still a good size. These go for \$10 every time. This is like a subscription service, if a player wants to do everything that is possible in a year, they will have to spend \$80. This does not factor the possibility of a player wanting to purchase in-game items with Premium Currency.
2. 1 Business Strategy (Which one of the Porter's generic business strategies is your business pursuing?)	Differentiation Strategy
2.2. Justification of the above choice	Bungie is developing Destiny 2 to be unique from other games in its genre. Most games trying to emulate Destiny's success fall short in comparison and this has to do with how skilled Bungie's development teams are. They have a reputation of always coming back from the worst and coming back stronger and better.
2.3. Value Chain Analysis (Which of the value chain activities should your company focus on to increase the value of its products/services for customers?)	Bungie, as a video game developer, should focus on the Service aspect and the Operations aspect of the Value Chain.
2.4. Justification of the above choice	In defense of the Service aspect of the Value Chain, Bungie has one product out now that they are maintaining. This is where most of their value comes from, and it needs to be one of their top priorities. Though, the Operations aspect of the Value Chain is also

	important. They need to develop updates, patches, and bug fixes for their product. Without them, their value drops, and the product is dead.
3.1. Possible Use and Impact of ERP	ERP's possible use would be for the daily operations of Bungie. This could be mainly used for their finances. The impact of ERP would be improved insight, efficiency, and collaboration within the department.
3.2. Possible Use and Impact of CRM	CRM's possible use would be to track customer details. Destiny 2 is a massive game with hundreds of thousands of players. Bungie would use CRM to manage user information such as accounts, payment info, and help requests.
3.3. Possible Use and Impact of SCM	SCM's possible use would be on the development side of Bungie. This management tool would help organize and coordinate people from each part of their development process. The impact here would be a better flow through development, which could decrease production times and turn out new updates for their product more efficiently.
3.4. Possible Use and Impact of ECM and/or other Enterprise Systems	ECM's possible use would be to manage the business operations at Bungie. Behind the scenes, excluding game development, ECM would be used to manage other teams at Bungie.
4.1 Recommended Enterprise System (Which one of the above four enterprise systems would you select to implement in the business to support the value chain activities and the generic business strategy?)	I would recommend Supply Chain Management (SCM) systems to Bungie.
4.2. Justification of the above choice (Why? How does your choice fit to the business model, focused value chain activity, and/or chosen generic strategy within the characteristics of the industry?)	SCM systems would be the best fit for a business such as Bungie because they need to be able to properly manage the process of developing their game Destiny 2. Bungie has a massive game they need to develop and update. SCM systems would help organize them and increase the rate at which they can move between different teams in order to push out sometimes desperately needed updates.
5.1 Would you recommend to use own data center (on-premise) or cloud services (if cloud, which one of SaaS, PaaS or IaaS) to implement the enterprise system you chose for 4.1?	I would recommend the use of cloud services to implement the SCM system at Bungie.
5.2 Justification of the above choice (Why?) by elaborating both pros and cons.	I chose cloud-based services over on-premises because Bungie is moving further towards a work at home culture. The recent pandemic helped move this process along, but as it seems to come down, Bungie is still allowing their employees to develop Destiny 2 from their own homes. This decision of theirs is also shown in that they are now hiring outside of their area of Bellevue, Washington. Bungie now has work at home position in multiple states. A cloud service helps connect multiple people in various locations and would be more work for them than an on-site service.