

INFO 1500 Intro to IT Fundamentals

Tutorial 2
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Outline

1. Interactive session and discussion
2. Assignment 1 presentations
3. Assignment 1 discussion
4. Assignment 2
5. Review Questions

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Interactive Session: Organizations Domino's Sizzles with Pizza Tracker

Read the Interactive Session and then discuss the following questions:

1. What kinds of systems are described in this case? Identify and describe the business processes each supports. Describe the inputs, processes, and outputs of these systems.
2. How do these systems help Domino's improve its business performance?
3. How did the online pizza ordering system improve the process of ordering a Domino's pizza?
4. How effective are these systems in giving Domino's a competitive edge? Explain your answer.



<http://www.dominos.com/>

1. What kinds of systems are described in this case? Identify and describe the business processes each supports. Describe the inputs, processes, and outputs of these systems.

Transaction processing system:

the point of sale system captures purchase and payment data at a physical location where goods or services are bought and sold using computers, automated cash registers, scanners or other digital devices.

Inputs: customer orders that describe the type of pizza crust, pizza ingredients and toppings, side orders, and delivery location data

Processes: data updates the system's database

Outputs: the number of pizza and side orders sold, cost numbers for ingredients, delivery information, customer information

Management information system:

Inputs: data from the TPS

Processes: transaction data from the TPS are summarized and presented in reports

Outputs: amount of ingredients used, time to make the pizza, the time it takes to deliver it, delivery distances, profit and loss numbers for each menu item, customer demographic data, reports describing sales trends and employee performance

Decision Support system:

Inputs: data from the TPS and external data

Processes: analyze data

Outputs: analyze sales data per menu item, analyze customer demographics, analyze past and potential sales trends.

2. How do these systems help Domino's improve its business performance?

Domino's proprietary point-of-sale system, Pulse, is an important asset in maintaining consistent and efficient management functions in each of its restaurants. Those stores using Pulse reported improved customer service, reduced mistakes, and shorter training times. It's clear from industry analysts that the technology is working to cut costs and increase customer satisfaction.

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3. How did the online pizza ordering system improve the process of ordering a Domino's pizza?

Domino's rolled out its state-of-the art online ordering system, which includes Pizza Tracker. The system allows customers to watch a simulated photographic version of their pizza as they customize its size, sauces, and toppings. The image changes with each change a customer makes. Then, once customers place an order, they are able to view its progress online with Pizza Tracker. Pizza Tracker displays a horizontal bar that tracks an order's progress graphically. As a Domino's store completes each step of the order fulfillment process, a section of the bar becomes red. Even customers that place their orders via telephone can monitor their progress on the Web using Pizza Tracker at stores using Pulse Evolution. In 2010, Domino's introduced an online polling system to continuously upload information from local stores.

4. How effective are these systems in giving Domino's a competitive edge? Explain your answer.

The company's improved business processes are becoming a source of competitive strength because the systems enable the company to innovate and execute its operations more quickly than its rivals. Many of the steps in Domino's business processes are automated which changes the flow of information and makes it possible for more people to access and share information. The technology is also supporting new business models like the online pizza ordering system. Even though Domino's main rivals, Pizza Hut and Papa John's have online ordering capabilities, they lack the Pizza Tracker technology and the simulated pizza features that Domino's has successfully implemented. Today, online orders account for almost 20% of all of Domino's orders, which is up from less than 15% in 2008.

Assignment 1

Assignment 2

- Identifying opportunities for strategic Information Systems.
- Same group as Assignment 1
- Select local company and analyze the business based on the sections in the doc.
- Fill in section in the document and submit the document
- Due: 19th Oct 2012

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Review Questions



1. Describe how the information systems function supports a business.

The information systems department is the formal organizational unit responsible for information technology services. The information systems department is responsible for maintaining the hardware, software, data storage, and networks that comprise the firm's IT infrastructure.

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Review Questions continues...



2. Describe the relationship between information systems and business processes.

Information systems automate manual business processes and make an organization more efficient. Data and information are available to a wider range of decision-makers more quickly when information systems are used to change the flow of information. Tasks can be performed simultaneously rather than sequentially, speeding up the completion of business processes. Information systems can also drive new business models that perhaps wouldn't be possible without the technology.

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Review Questions continues...



3. Explain how Intranets and Extranets help firms integrate information and business processes.

Because intranets and extranets share the same technology and software platforms as the Internet, they are easy and inexpensive ways for companies to increase integration and expedite the flow of information within the company (intranets alone) and with customers and suppliers (extranets). They provide ways to distribute information and store corporate policies, programs, and data. Both types of nets can be customized by users and provide a single point of access to information from several different systems. Businesses can connect the nets to transaction processing systems easily and quickly. Interfaces between the nets and TPS, MIS, DSS, and ESS systems provide input and output for users.

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