# Answer ALL questions below related to the following Case Study

Cab-Ride Inc. (CB) is an Asian based e-hailing company. It has e-hailing services such as taxis, private cars, car-pooling and bike taxis depending on the geographical area. In Malaysia, there are over 30,000 drivers. CB has expanded into other consumer services such as hotels, car for hire, airline ticket purchasing, food ordering, grocery shopping and delivery.

1. It is imperative for CB to serve its customers well by managing all customer data efficiently. The IT Head at CB plans to implement ERP (Enterprise Resource Planning) for efficiency, discuss ERP and the prerequisites to installing an ERP system at CB.

(10 marks)

Lec10\_ManagingInformationResources

ERP provides the means to consolidate data to give management a corporate-wide view of operations

An important prerequisite to installing an ERP system is data consistency

* Data definitions cleaned up
* Shared data controlled
* Data distribution managed
* Data quality maintained

At its core, an ERP is an application that automates business processes, and provides insights and internal controls, drawing on a central database that collects inputs from departments including accounting, manufacturing, supply chain, sales, marketing and human resources (HR).

Once information is compiled in that central database, leaders gain cross-departmental visibility that empowers them to analyze various scenarios, discover process improvements and generate major efficiency gains. That translates to cost savings and better productivity as people spend less time digging for needed data.

ERP software that’s tailored to meet the needs of an individual business pays major dividends, making these systems a critical tool for companies across industries and of all sizes. Many of the world’s best-known and most successful firms have leaned on ERP for the last quarter century. Now, this software can be configured and priced to meet the needs of all-size businesses.

Put simply, an ERP system helps unify people, processes and technology across an organization.

1. Recommend **two (2)** methods how digital convergence can be applied at CB. Include in the recommendation, appropriate digital convergence functions for CB delivery.

(10 marks)

Lec06\_ManagingTelecommunication

Digital convergence is the intertwining of various forms of media – voice, data and video

Convergence is now occurring because IP has become the network protocol of choice

* When all forms of media can be digitized, put into packets and sent over an IP network, they can be managed and manipulated digitally and integrated in highly imaginative ways

Convergence of multimedia

IP telephony (VoIP) and Video telephony

* e.g., Vonage, Skype
* Conferencing

Setting up a collision among four massive industries

1. Information Technology

Led by the U.S.

1. Consumer electronics industry

Camera, TV, Video Camera, Computer, Tablet

1. Telecommunications industry

Wireless players

Data networking

1. All the separate medias – books, newspaper, TV, radios, telephone, entertainment

Will be replaced by integrated digital appliances

Digital convergence can change business operation

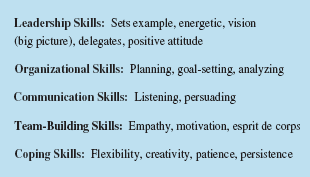
The Internet and its protocols are taking over

1. CB plans to develop a new Car Authentication System using its internal resources for safety. Discuss the roles of the IT Project Manager and Project Champion to ensure the new project is successfully implemented at CB.
2. marks)

Lec04\_ManagingIssuesInSystemDevelopment

Project Manager (PM)

* Typically systems projects are lead by IT project managers who possess technical knowledge and project management skills
* A project manager’s main responsibility is to plan and execute the project
* The following non-technical skills are important for successful project management:



Project Champion

* A role played by a business manager with high credibility
* Requires enthusiasm and excellent communication
* Can be the same as the project sponsor, but often more effective if the champion is a lower-level business manager who is highly impacted by the project

1. CB is embarking on the possibility of adopting Monolithic or Best of Breed outsourcing. Discuss these types of outsourcing and recommend one that is suitable for CB with your justifications.
2. marks)

Lec03\_ManagingITOperation

Types of Outsourcing

* Monolithic Outsourcing
  + Huge outsourcing contracts that involved almost entire IT operations
* Transitional Outsourcing
  + Either they outsourced maintenance of their legacy systems so their staffs could concentrate on building new client-server systems
  + Or they outsourced client-server development to specialist and kept maintenance in-house
* Best-of-Breed Outsourcing
  + Selective outsourcing based on vendor specialty
    - Desktop support, data center operations, network management
  + Coordination is a challenge here,
  + No single company was best in class in all areas
* Business Process Outsourcing (BPO)
  + Outsourcing all or most of a reengineered process (BPR) that has large IT component
* E-business Outsourcing
  + With arrival of business use of Internet, outsourcing has been one way that companies can quickly get Web sites up and handling business
    - Preferred mode of operations in Internet-based firms, outsource the development and operation of web site
    - Allow a company to move fast, remain flexible and minimize fixed costs in computer hardware
  + Utility Computing
    - On-demand pricing model (pay for what you use)

**(Total: 40 marks)**