

# Business Informatics Case Study 2

## Part I: Vodafone Fiji

1. Define the problems faced by Vodafone Fiji. Explain which enterprise-wide application system(s) could solve these issues and how?

- Understanding changing customer behaviour and preferences, due to them lacking the technological infrastructure to store and analyse customer data efficiently. Management can't make informed decisions about improving customer satisfaction. Acquisition of several other telecommunication companies increased the amount and variety of data (different formats etc.) making it even more complex. Vodafone Fiji's customers are prepaid customers, meaning they're always looking for better and cheaper options (Even more important to know your customer).
- CRM: By coordinating business processes that deal with customers in sales, marketing, and customer service and so improving customer satisfaction and increasing customer retention.

2. How did Oracle tools change decision-making and performance at Vodafone Fiji?

- It made working with all the customer data possible and gave them access to fast real-time and accurate data analytics, which allowed them to make informed decisions and personalise its offering to customers. This led to an increase in performance and customer satisfaction. Queries can be completed 5 times faster than before.

3. What are the business and revenue models of Vodafone Fiji and Oracle?

- Business model: Vodafone Fiji provides wireless telecommunication services with the aim of delivering cutting-edge technology to the people of Fiji. Oracle provides enterprise software products to businesses.
- Revenue model: Vodafone Fiji gets its revenue through selling its services via prepay or postpay (subscribers) methods. Oracle gets its revenue through licensing these enterprise application systems

4. Which of Vodafone Fiji or Oracle is the intermediary?

Oracle plays the role of the intermediary in this case. Vodafone Fiji is part of Amalgamated Telecommunication Holdings with additional companies in the nearby geographic area. The amount of data to be managed and stored is more than what the Vodafone Fiji original databases can handle. Additionally, there is new data belonging to the newly acquired companies which creates information imperfection in this market. Oracle as an economic entity in this scenario offers an added value to Vodafone Fiji that surpasses its costs compared to the estimated cost of updating the original data storage system.

5. How Autonomous Data Warehouse Cloud ADWC can be used as a Business Intelligence Tool?

Autonomous Data Warehouse Cloud can be used as a Business Intelligence tool by different means, such as the automation of routine tasks, allowing the DB administrators to do higher level and strategic work. By providing different functionalities to handle and transform data efficiently, helping to make decisions more rapidly. Most importantly a highly scalable database that encompasses the data from the different economic entities participating in the Holding that Vodafone Fiji is a part of. Finally, the capacity to make informed business decisions adapted to the different needs of their customers as well as adapted to the different market cycles.

## Part II: Identifying Opportunities and Challenges of Social Media - Bitcoin Suisse AG

i) Social media is one of the four areas of the e-commerce presence map. It covers activities like Conversation, Engagement, Sharing and Advice.

### Advantages:

1. **Increased brand awareness:** By using social media, *Bitcoin Suisse* can reach a wider audience and therefore increase awareness about their services and offerings.
2. **Cost-effective advertising:** Compared to other, more traditional advertising methods, social media is relatively affordable. This enables *Bitcoin Suisse* to reach a larger audience without spending significant amounts of money. One of the reasons that social media marketing is more cost-effective is that social media platforms allow for precise targeting. This enables *Bitcoin Suisse* to reach its target groups directly.
3. **Real-time customer feedback:** Social media platforms enable clients to give immediate feedback and allows *Bitcoin Suisse* to engage with them, helping the company to understand customer needs better.
4. **Reputation management:** Social media allows *Bitcoin Suisse* to monitor and manage its reputation, by addressing customer concerns, promoting positive news, and showcasing its thought leadership in the crypto industry.

### Disadvantages:

1. **Negative publicity:** The open nature of social media platforms means that any negative feedback or reviews can quickly spread, potentially damaging *Bitcoin Suisse*'s reputation and brand image. For example, when the U.S. Treasury Department's Office of Foreign Assets Control (OFAC) gave out compliance recommendations considering what had happened with Tornado Cash in late 2022, many validators of the Ethereum blockchain started censoring transactions. Many centralised Ethereum staking providers, *Bitcoin Suisse* included, were then in the limelight on social media platforms like Twitter for following the guidelines of the OFAC.
2. **Time-consuming:** Creating content, managing accounts, and engaging with audiences can be time-consuming. The required resources could be directed toward other aspects of the business.
3. **Regulatory compliance:** Like any other financial service provider, *Bitcoin Suisse* is subject to strict regulations. They must ensure that their content on social media adheres to the rules, which can be challenging given the fast-paced nature of social media

ii) Social media brought new features and opportunities in the fields of advertising, brand building, market research, and customer service compared to older approaches.

1. **Advertising:** Social media allows less expensive advertising compared to traditional methods like television and does that in a more targeted way too. Through social media, different audiences can be reached within a short time, which allows *Bitcoin Suisse* to quickly spread advertisements of current interest. In addition, the customization of ads to different customer groups through social media is more effective in terms of reaching customer interests.
2. **Brand building:** In past times, brand building was done mostly in a one-directional way, namely from a company through channels to the customers. Thanks to social media, users

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including companies can connect with others all over the world, creating a huge network effect. *Bitcoin Suisse* can profit from that by interacting with customers.

3. **Market research:** As with advertising, market research in the traditional way is more costly than with social media. Traditional market research includes surveys and interviews, two time-consuming methods, difficult to implement and the range is limited too. *Bitcoin Suisse* can profit from large data on customers from social media and analyse it to get qualitative and real-time results.
4. **Customer service:** Customer service through social media is more personal, allowing *Bitcoin Suisse* to connect to many customers and do so in personalised ways, also profiting from large data available on social media. Again, traditional services like call centers are costly and not very efficient in handling customer queries. *Bitcoin Suisse* can use social media to address customers and their needs faster, resulting in higher customer satisfaction.

To conclude, *Bitcoin Suisse* can profit from social media thanks to the range of customers it reaches, cost-effectiveness, and time-saving. The downside is that bad publicity can quickly be created, so *Bitcoin Suisse* has to carefully manage its online presence and avoid any action that might damage its image.