**Case Analysis**

**Appex Corporation**

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**CIS410**

**Appex Corporation**

Appex Corporation is provider management information system and intercarrier network services to cellular telephone companies. They manage the information between the subscribers and roamers charges and mange primary function of a cellular carrier. They have around 75 customers and, served 250 markets in the U.S. and 34 in Canada.

**Strategy**

Every network “Cell” was generally a few to several miles in radius was covered by a base station. Each base station required a receiver, transmitter, and antenna. The base station will pick up the call in their area. The call could be either a landline or microwaves will send Mobile Telephone Switching Office (MTSO). The MTSO will locate the receiver and hook the call into regular network. MTSO is important part of calling progresses. If the receiver or the caller outside their area "home" will charge a roaming fee. Appex used to track the cell phone user’s information in order to provide service and bill them.

**Issues**

* No planning schedule
* Employees do whatever they feel like
* No planning structure
* Bad customer service
* No financial planning
* No information flow.
* Employees care about their title.
* No strong company policy.

**5 forces**

1. Appex has a lot of competition who are having a contracts with them for roaming rate but Appex is ahead of them because of the fixed rate fee for their customer per month.
2. Appex make it difficult for new companies to enter the market because of the fix rate fee and the employees always will get the projects done quickly and cheaply.
3. There are no substitutes for cellular telephone.
4. Appex has power over the suppliers because they have their own brand.
5. Appex has power over the customers because they finished projects cheaply and has cheap fixed rate per month, even though the customer service was bad.

**Stakeholders**

* **Customers**

Appex provided service to cellular carriers to allow the carriers to manage their customer’s cell phone use in their home and roaming territories. These customers have the right to high quality service, and good customer service.

* **Employees**

The employees of Appex have a lot of influence on the organizational structure. they run the company and because of them, they can gain or loss customers .

* **Appex's competitors**

Companies that made contracts with Appex form roaming fee rate.

* **Stakeholders**

The people who invested in the company for in return the company succeed and get money

**Alternatives**

1. **Alternative: Do nothing**

If Appex do nothing, they will have many projects that they cannot get them done on time. It will take long time to train the new employees since the cellular telephone companies are new to the market and not a lot of people know how to use it, which the company will spend a lot of money to teach the new employees.

**Benefits**

* The old crew will know how to get the project done.

**Impact on stakeholders**

* They will lose many customer in the long run because of the bad customer service and project not been done on time.
* They will lose stakeholder because a lot of money spending on new employees and who does not know how to get the projects done.
* Employees will get stress out because of focusing on many projects on one time.
* Competitor companies will get new customers.

1. **Alternative: Changing the structure every six months**

Appex switch to functional organization and change every 6 months. When the employees see a problem they will report it with propose a solution. With this alternative Appex will have fewer problems every 6 months until all problems are gone. It could also Appex changes structure per division.

**Benefits**

* Appex will many divisions and have the own mangers and funding.
* Employees can focus on what their job is.
* Reduce the problems of the company.
* Easy to hire new employees.
* Employees will enjoy working with their own team who has with same idea.

**Impact on stakeholders**

* Increase customer because of good customer service.
* Employees will have less work and enjoy their work.
* Competitor companies will be the same.
* Increase stakeholders because increasing in revues new investors will come.

1. **Alternative: Matrix organizational structure**

Matrix structure will help Appex to improve the decision-making. Every division will have their own work but they will share information horizontally and vertically with other departments and mangers who have related work with the information.

**Benefit**

* Employee will gain knowledge about different part of the company
* Decision-making will be easier
* Employees can focus on what their job is.
* Easy to hire new employees.
* Project will be done fast.

**Impact on stakeholders**

* Increase customer because of good customer service.
* Employees will have less work and enjoy their work.
* Employees will share their opinions.
* Employees with higher knowledge will work in big projects
* Employees will gain higher skills
* Competitor companies will be the same.
* Increase stakeholders because increasing in revues new investors will come.

***My recommendation***

My recommendations is first, Appex should write a new company policy then let the old employees teach the new employees about the job then fire them because the old employees have a routine to follow and it will take them a long time to adapt the new structural. Then apply the matrix organizational structure because new employees are easy to adopt. The matrix structural is good for decision-making because employee's opinion counts and Appex need that. For example, set a price for the new products. The employees will work on the things that were hired for and they share information with other employees from other department, which it will make the environment friendly. That also will help with customer services. It will be easy to accomplish big projects because Appex can select the best employees from the each department to finish the project.