**Message Board Chapter 4**

|  |  |
| --- | --- |
| Local vs Enterprise IT approach | |
| [Paul Collado](javascript:void(0);) |  |
| Today 8:17 PM    205 words |  |
|  | | In a local IT architecture our fast food chain would concentrate on having the basic infrastructure like having a database for its inventory and records and payroll program for its employees, also since it has a small but loyal group of customers, all its new ideas would concentrate in pleasing these customers.  Also it would have a small budget therefore, less expenses and less money to risk in an expansion vision. It is more likely to use a sense –and-respond approach and also to take advantage of free software like MySQL for its data base for example.  While in an enterprise IT architecture our fast food chain would have a more specialized infrastructure like a distributed database to better manage its multiple locations, also it would have a bigger group of customer not as loyal as the local approach but way bigger, and therefore all its new ideas would concentrate in pleasing populations not individuals. With a bigger customer base comes bigger budget and that means more expenses and more money to risk in a broader expansion vision. It is more likely to use to risk in a big choice long commitment approach while keeping the sense-and respond approach at the same time. |

**Replies**

|  |  |
| --- | --- |
| Re: Message Board 4 Discussion | |
| [Paul Collado](javascript:void(0);) |  |
| Today 8:27 PM    89 words |  |
|  | | Michael:  I totally agree with your point of a local approach has a small focused audience, and i think is good because allows them to better know each customer and give personalized attention. I also liked the point you mention about both systems (local and enterprise) not being interchangeable. i just have one question...how would you know that there is a good opportunity to make a big move with the right move for the customer if you can't keep  a clear image of what your company needs to do? |

|  |  |
| --- | --- |
| Re: Message board 4 | |
| [Paul Collado](javascript:void(0);) |  |
| Today 8:40 PM    71 words |  |
|  | | Ryan:  I think it was really cool how you compared the local approach to a small town grocery store,  and the enterprise approach to Apple, but i think it would been better to use Shoprite or any other major supermarket just to continue with the food industry.  I think you were very clear in your explanations specially in how the fast food started and how it was becoming a large enterprise. |