


Pengantar

1

IF5171 Fundamental Intelijensi Bisnis

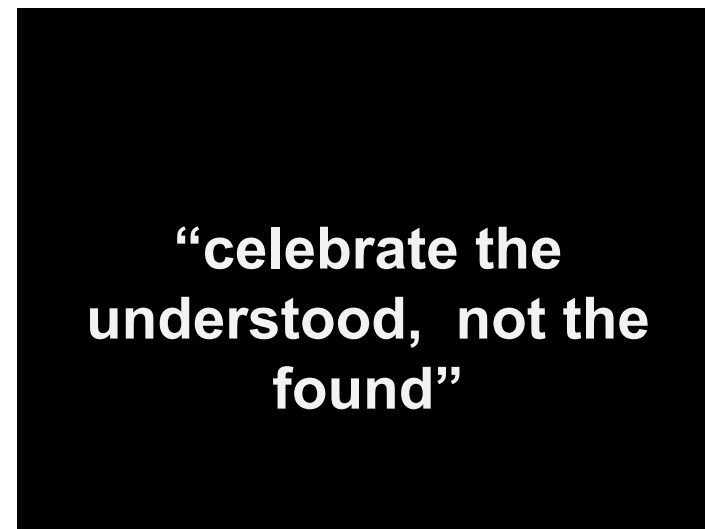
Windy Gambetta
Semester I 2013/14

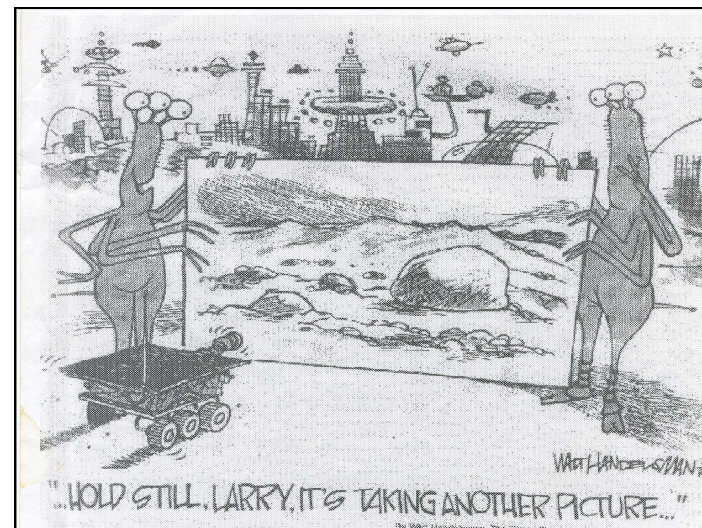


Business Intelligence?

MPST1 - Introduction

2

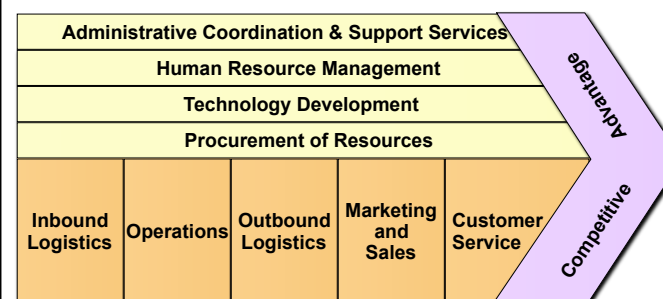




IT Doesn't Matter – Nicholas Carr

- The basis for a sustainable competitive advantage is not ubiquity but scarcity.
- The core functions of IT have become available to all.
- Computer programs today are industry specific, most “right out of box”. That is they are commodities.
- Costs of doing business – paid by all but provide distinction to none.

The Value Chain



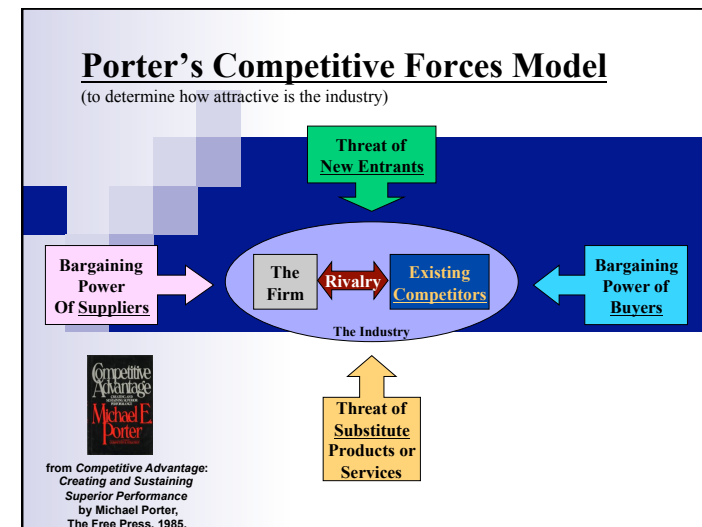
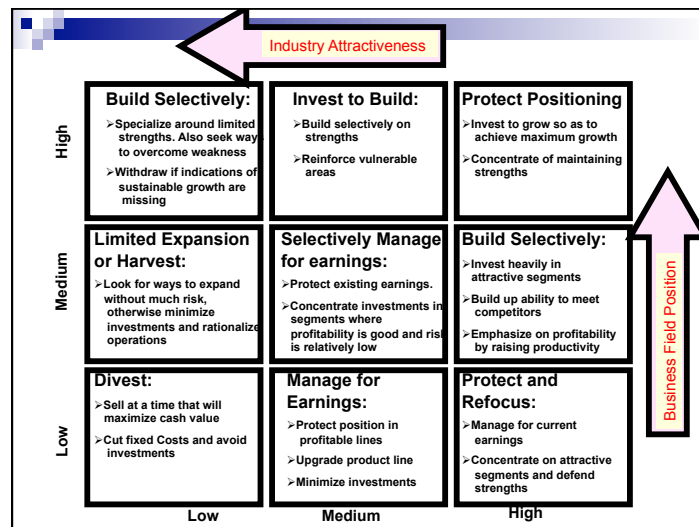
SI UNTUK APA?

- Mengingat yang lalu – menyimpan data histori sebagai rekaman apa yang terjadi dan untuk memfasilitasi beberapa analisis
- Mengatasi keadaan saat ini – merekam berbagai transaksi dan otomatisasi berbagai proses transaksi
- Menyiapkan untuk kedepan – menyediakan informasi untuk memfasilitasi berbagai proses pengambilan keputusan dan perencanaan.

9

Which Information System?

- **Information systems that provide a firm with competitive products and services which give it a strategic advantage over its competitors in the marketplace.**
 - Information systems that promote business innovation, improve operational efficiency.



Porter's Generic Strategy:

Overall Cost Leadership

- At a given level of quality and large market
- Economy of scale possible, win on volume
- Process efficiency, unique access to low cost materials and manpower, vertical integration, cost avoidance, access to capital, skill in process design, efficient outlet channels
- Risks – matching services, price war, equalizing technology, market consolidation

Porter's Generic Strategy:

Differentiation

- Unique service valued by customer – better or different from competitors – brand loyalty
- Maybe able to charge premium, pass on higher costs, cannot be easily copied, barrier to entry
- Strong R&D; innovative service; strong marketing and sales to convey the message; reputation is important
- Risks – imitation; change in taste/need; slow growth

Porter's Generic Strategy:

Focus

- Concentrate on a market segment – niches, specialization to achieve cost or differentiation
- Enlarge market - globalization
- Need customer loyalty as barrier to entry
- Usually low volume – subject to supplier power
- Higher costs can be passed on – charge premium
- R&D and marketing important, need to know the market well and substitution is easy
- Risks – imitation; change in taste/need; large competition can enter segment easily; others might also focus on smaller segment

Generic Strategies and Industry Forces

Industry Force	Generic Strategies		
	Cost Leadership	Differentiation	Focus
Entry Barriers	Ability to cut price in retaliation deters potential entrants.	Customer loyalty can discourage potential entrants.	Focusing develops core competencies that can act as an entry barrier.
Buyer Power	Ability to offer lower price to powerful buyers.	Large buyers have less power to negotiate because of few close alternatives.	Large buyers have less power to negotiate because of few alternatives.
Supplier Power	Better insulated from powerful suppliers.	Better able to pass on supplier price increases to customers.	Suppliers have power because of low volumes, but a differentiation-focused firm is better able to pass on supplier price increases.
Threat of Substitutes	Can use low price to defend against substitutes.	Customer's become attached to differentiating attributes, reducing threat of substitutes.	Specialized products & core competency protect against substitutes.
Rivalry	Better able to compete on price.	Brand loyalty to keep customers from rivals.	Rivals cannot meet differentiation-focused customer needs.

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