



GLOBAL E-BUSINESS AND COLLABORATION

2-1

**What Major Features of a Business Are
Important for Understanding the Role of
Information Systems?**



Organizing A Business: Basic Business Functions

Manufacturing and
Production

Sales and Marketing

Product or
Service

Human resources

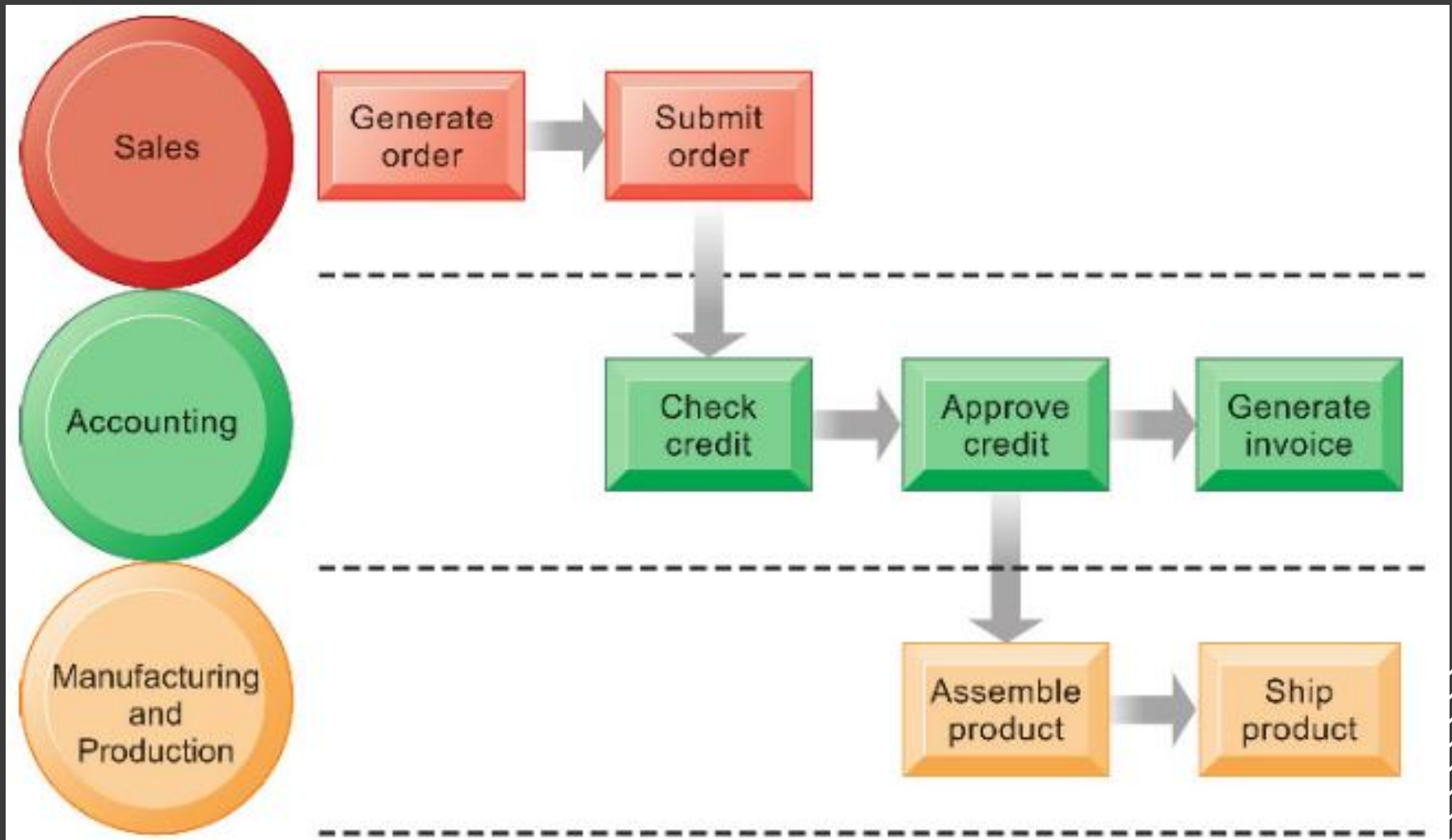
Finance and accounting

BUSINESS PROFILE

Example of Functional Business Process:

Functional Area	Business Process
Manufacturing and Production	Assembling for product
	Check product quality
	Producing bill of materials
Sales and marketing	Identifying customers
	Making customers aware of the product
	Selling the product
Finance and accounting	Paying creditors
	Creating financial statements
	Managing cash accounts
Human resources	Hiring employees
	Evaluating employees' job performance
	Enrolling employees in benefits plans

The Order Fulfillment Process



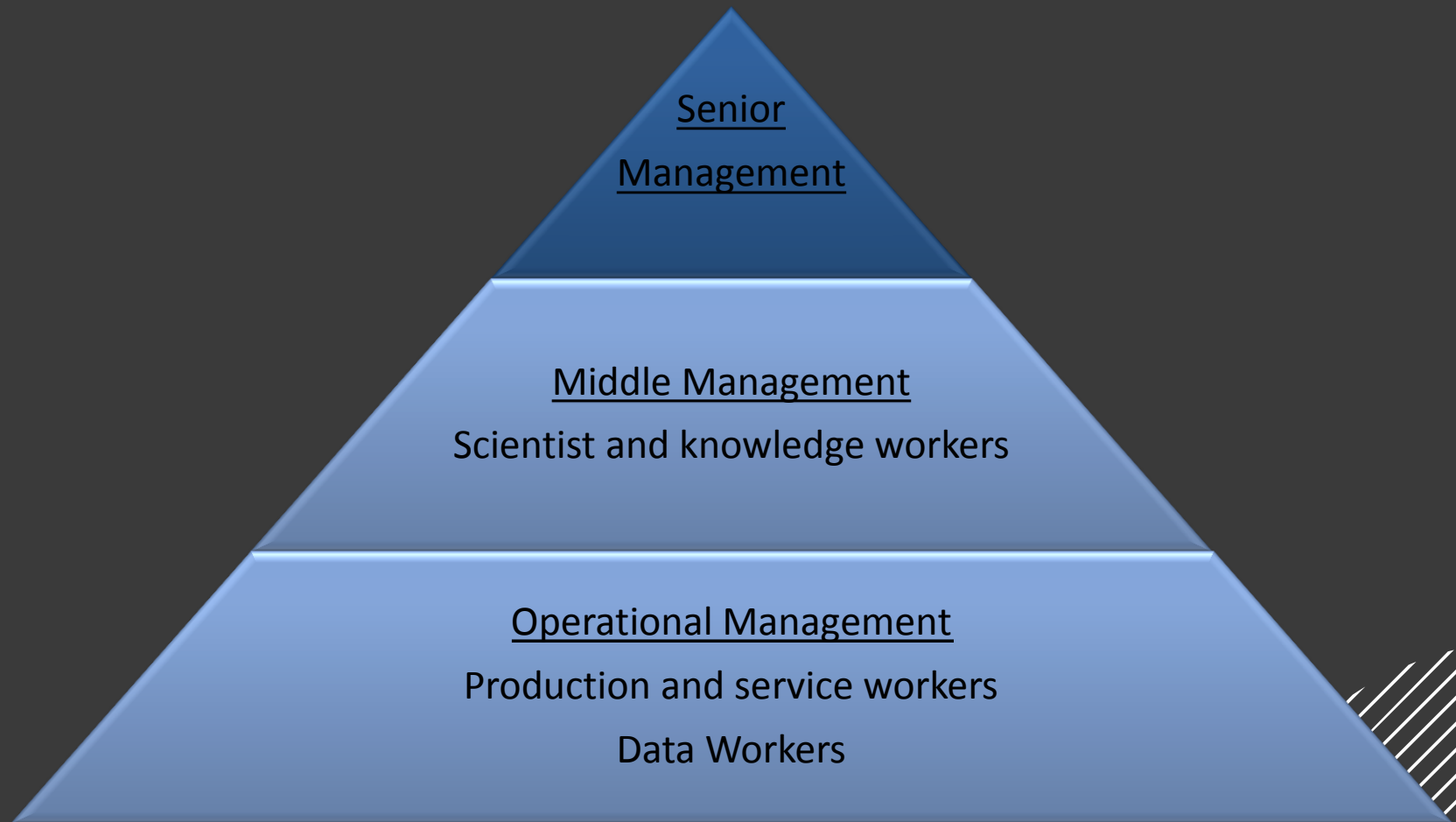
How Information Technology Enhances Business Profiles?

Information systems automate many steps in business processes that were formerly performed manually, such as checking a client's credit or generating an invoice and shipping order.

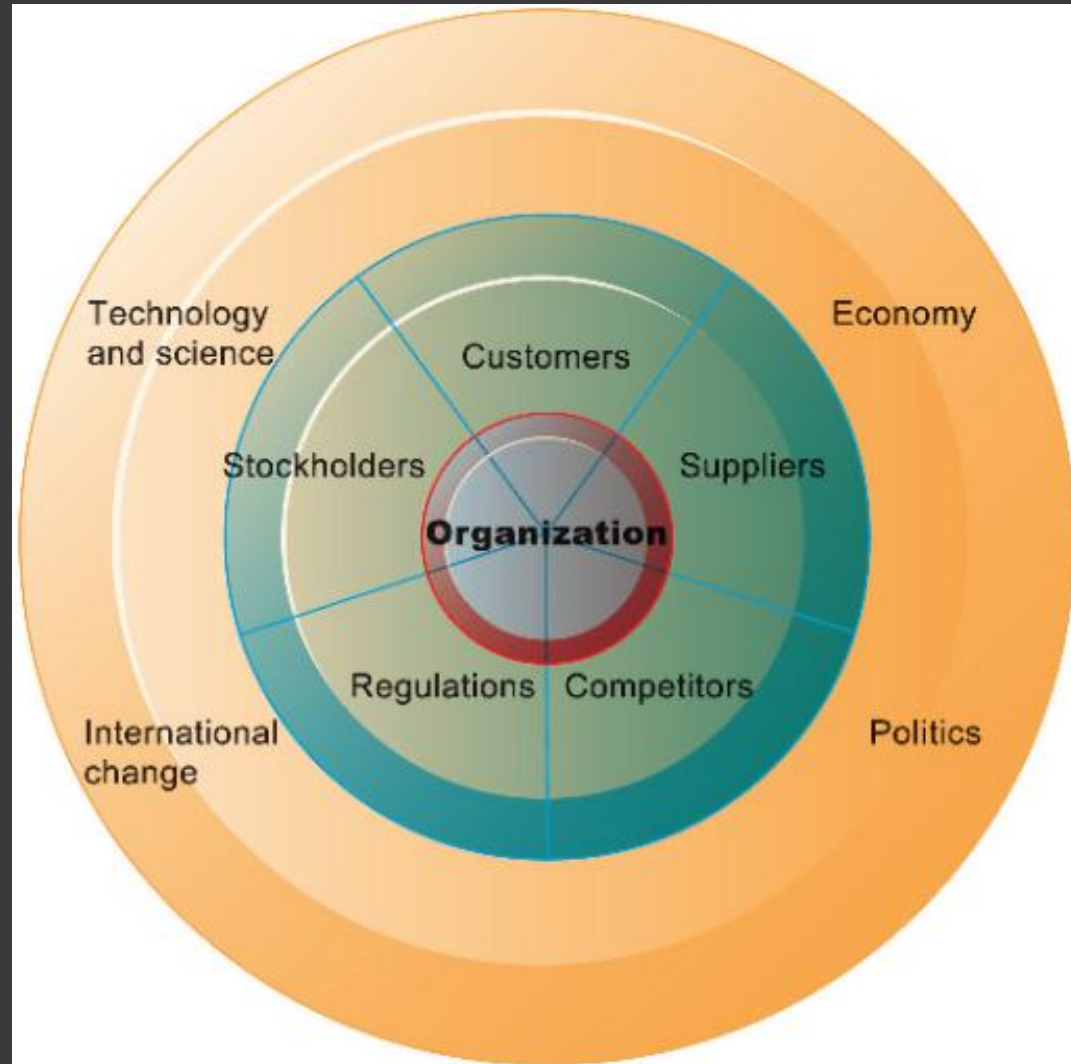
Today, however, information technology can do much more. New technology can actually change the flow of information, making it possible for many more people to access and share information, replacing sequential steps with tasks that can be performed simultaneously and eliminating delays in decision making. It can even transform the way the business works and drive new business models.

Managing A Business And Firm Hierarchies

Levels in the firm:



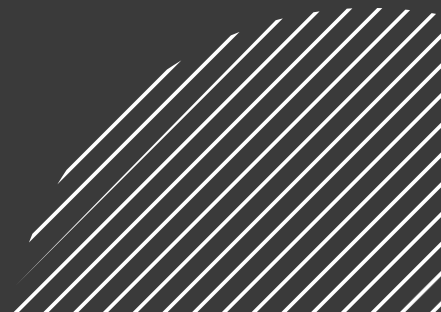
The Business Environment





The Role of Information Systems in A Business

Businesses invest in information systems as a way to cope with and manage their internal production functions and cope with the demands of key actors in their environments



The Role of Information Systems in A Business


Specifically, as we noted in Chapter 1, firms invest in information systems for the following business objectives:

1. To achieve operational excellence (productivity, efficiency, agility)
2. To develop new products and services
3. To attain customer intimacy and service (continuous marketing, sales, and service; customization and personalization)
4. To improve decision making (accuracy and speed)
5. To achieve competitive advantage
6. To ensure survival

2-2

How Do Systems Serve Different Management Groups In A Business And How Do Systems that Link the Enterprise Improve Organizational Performance?





Transaction Processing System (TPS)

- TPS provide the kind of information
- TPS is computerized system that performs and records the daily routine transaction necessary to conduct business





Sytem For Business Intelligence

Business Intelligence is a contemporary term for data and software tools for organizing, analyzing, and providing access to data to help management and other enterprise users make informed decisions.




Figure 2.6

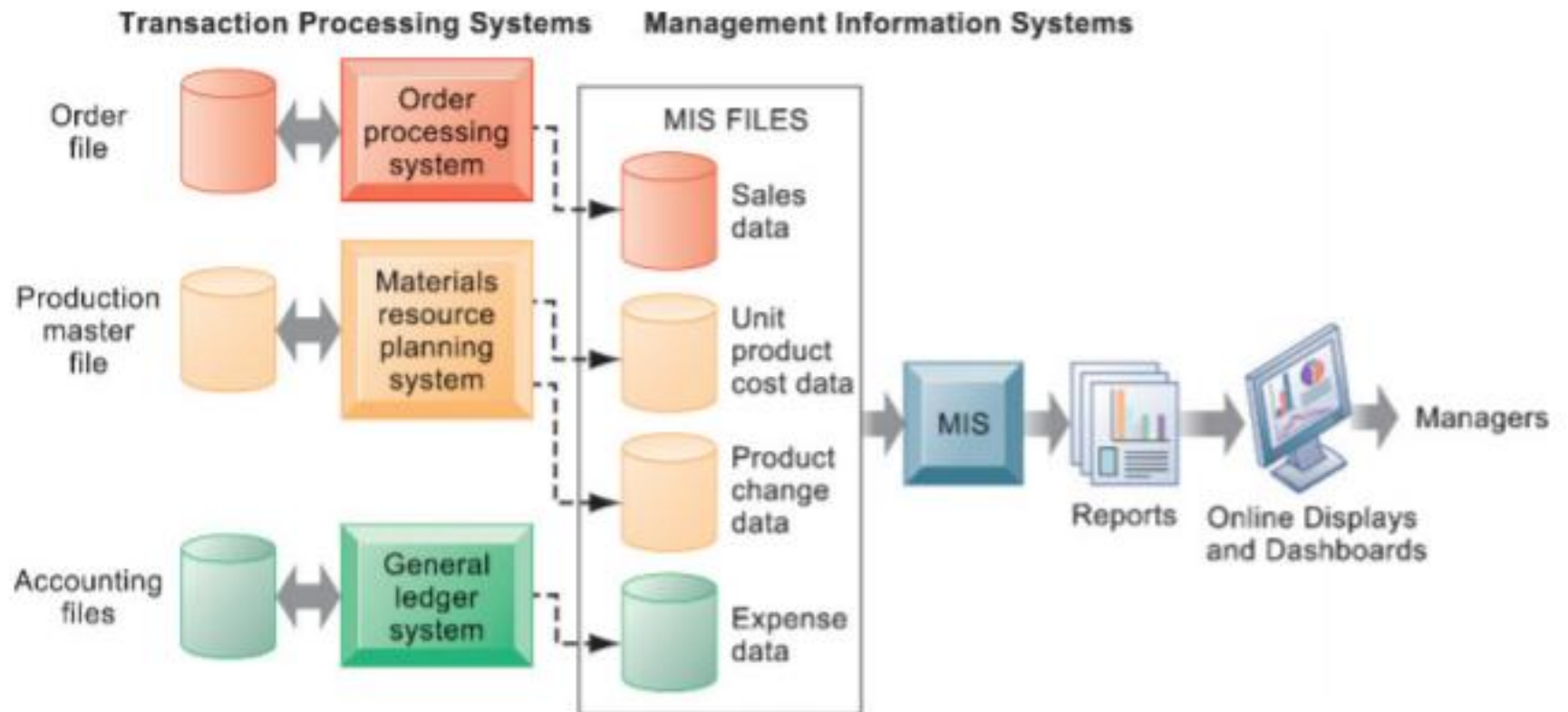
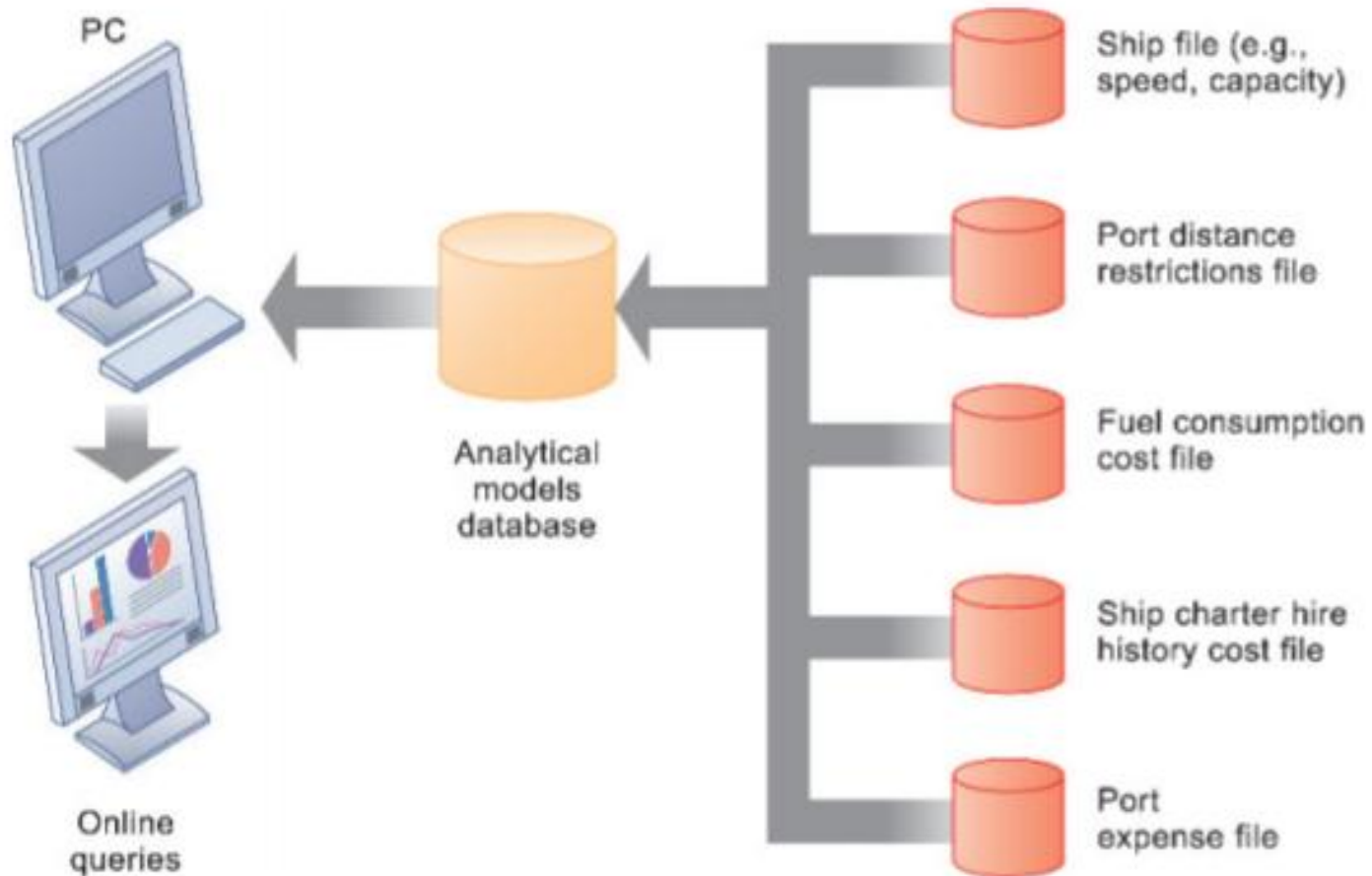


Figure 2.8






System For Linking The Enterprise

Enterprise Applications

Systems that span functional areas, focus on executing business across the business firm, and include all levels of management

There are four major applications:


1. Enterprise systems
 2. Supply chain management systems
 3. Customer relationship management systems
 4. Knowledge management systems
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Intranets & Extranets

Intranets are simply company websites that are accessible only by employees.

Extranets are company that accessible to authorized vendors and suppliers and often used to coordinate the movement of supplies to the firm's production apparatus.



E-Business

E-Commerce

E-Government



2-3

**Why are Systems for Collaboration and Social
Business So Important and What Technologies
Do They Use?**



What is Collaboration?

- **Collaboration** is working with others to achieve shared and explicit goals.
- Collaboration and teamwork are more important today than ever for a variety of reasons.

Changing
nature of work

Growth of
professional
work

Changing
organization of
the firm

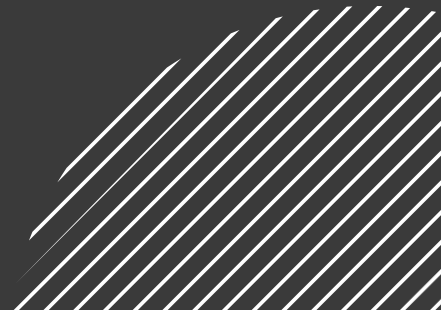
Changing scope
of the firm

Emphasis on
innovation

Changing
culture of work
and business

What is Social Business?

Social business, the use of social networking platforms, including Facebook, Twitter, and internal corporate social tools, to engage their employees, customers, and suppliers.



Applications of Social Business

Business Application	Description
Social Networks	Connect through personal and business profiles
Crowdsourcing	Harness collective knowledge to generate new ideas and solutions
Shared workspace	Coordinate projects and tasks, co-create content
Blogs and wikis	Publish and rapidly access knowledge; discuss opinions and experiences
Social commerce	Share opinions about purchasing or purchase on social platforms
File sharing	Upload, share, and comment on photos, videos, audio, text documents
Social marketing	Use social media to interact with customers, derive customer insights
Communities	Discuss topics in open forums, share expertise

Business Benefits of Collaboration and Social Business



Productivity

Quality

Innovation

Customer service

Financial performance



Building a Collaborative Culture and Business Process

Collaboration won't take place spontaneously in a business firm, especially if there is no supportive culture or business processes.

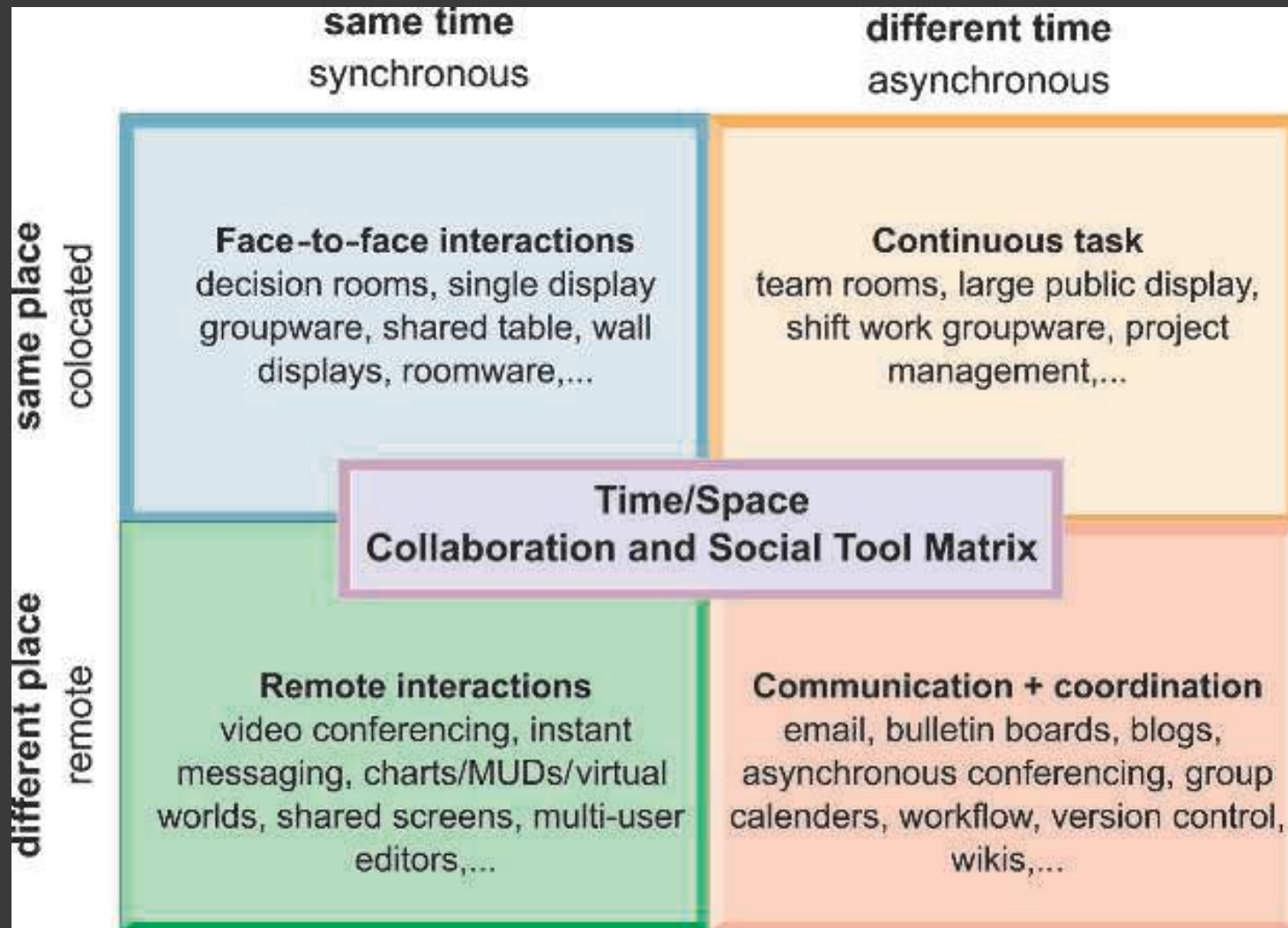
A collaborative business culture and business processes are very different.



Tools and Technologies for Collaboration and Social Business

- 1. Email and Instant Messaging (iM)**
 - 2. Wikis**
 - 3. Virtual Worlds**
 - 4. Collaboration and Social Business Platforms**
 - 5. Checklist for Managers:
evaluating and selecting
collaboration software tool**
- 

Checklist for Managers: Evaluating and Selecting Collaboration Software Tools




2-4

What Is The Role of The Information Systems Function In A Business?





The Information Systems Department

- The information systems department is the formal organizational unit responsible for information technology services.
 - It is responsible for maintaining the hardware, software, data storage, and networks that comprise the firm's IT infrastructure.
 - Consists of specialists, such as programmers, system analysts, project leaders, and information systems managers and is often lead by a Chief Information Officer (CIO)
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The Information Systems Department

CIO
(Chief Information Officer)

- Senior manager who oversees the use of information technology in the firm

CSO
(Chief Security Officer)

- In charge of information security for the firm
- Responsible for enforcing the firm's information security policy


CPO
(Chief Privacy Officer)

- Responsible for ensuring the company's data privacy laws

CKO
(Chief Knowledge Officer)

- Responsible for the firm's knowledge management program by designing programs and systems

CDO
(Chief Data Officer)

- Responsible for enterprise-wide governance and usage of information to maximize the value of the organization's data
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Information Systems Services

1. Computing platforms provide computing services that connect employees, customers, and suppliers into a coherent digital environment
2. Telecommunications services provide data, voice, and video connectivity to employees, customers, and suppliers
3. Data management services, store and manage corporate data and provide capabilities for analyzing the data
4. Application software services provide development and support services for the firm's business systems

Information Systems Services

5. Physical facilities management services develop and manage the physical installations required for computing, telecommunications, and data management services
6. IT management services plan and develop the infrastructure, coordinate with the business units for IT services, manage accounting for the IT expenditure, and provide project management services
7. IT standards services provides the firm and its business units with policies that determine, not only which information technology will be used but when and how they are used

Information Systems Services

8. IT educational services provide training in system use to employees and offer managers training in how to plan for and manage IT investments
9. IT research and developments services provide the firm with research on potential future information systems projects and investments that could help the firm differentiate itself in the marketplace.

THANK YOU



ANY QUESTIONS?