

Vision. Value. You. fgcw

# Enterprise Computing Strategy ISM 5155


Fall 2004  
Unit 1

Dr. Martin Hepp 1

Vision. Value. You. fgcw

## Introduction

2000-2003	PhD in Management and Information Systems, University of Wuerzburg, Germany
1994-1999	Diplom-Kaufmann (M.B.A.), Business Administration and Management, University of Wuerzburg Majors: Information Systems, Operations Research, Law



Dr. Martin Hepp 2

Vision. Value. You. fgcw

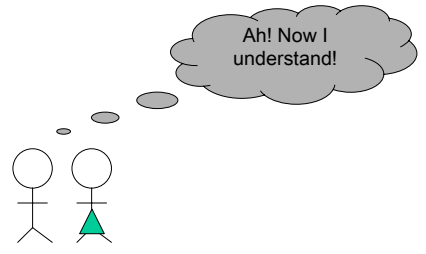
## Resources ISM 5155

- Course Web Page  
– <http://ruby.fgcw.edu/courses/mhepp/>  
(-> ISM 5155 / CRN 80109)
- Office Hours  
– Wednesdays, 2:00 to 5:00 p.m. or by appointment  
– by email [mhepp@computer.org](mailto:mhepp@computer.org)

Dr. Martin Hepp 3

Vision. Value. You. fgcw

## Teaching Philosophy



Dr. Martin Hepp 4

Vision. Value. You. fgcw

## Assignments and Grading

- 2 Midterm Exams 40 %
- Homework Assignments 30 %
- Participation in class 30 %
- In order to pass this course, you must
  1. turn in ALL assignments in time, and
  2. pass both exams with 70 % or better.

No late assignments will be accepted.

Dr. Martin Hepp 5

Vision. Value. You. fgcw

## Assignments and Grading

- Exam 1: September 29, 2004
- Exam 2: December 1, 2004

Dr. Martin Hepp 6

Vision. Value. You. fgcw

## Attendance Policy

- I need you ☺
- Participation determines 30 % of your final grade.

Dr. Martin Hepp 7

Vision. Value. You. fgcw

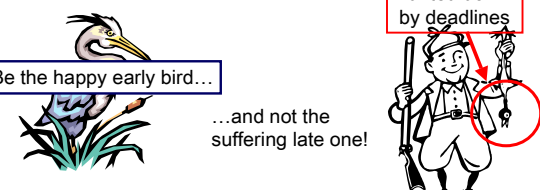
## Be prepared...

- Read the reading assignments!
- Prepare the cases!

Be the happy early bird...

...and not the suffering late one!

Hunted down by deadlines

A cartoon illustration of a man in a suit holding a gun, looking distressed. A bird is perched on his shoulder. A speech bubble from the bird says "Be the happy early bird...". Another speech bubble from the man says "Hunted down by deadlines". A red circle highlights the man's head and the bird's head.

Dr. Martin Hepp 8

Vision. Value. You. fgcw

## Grading

- Cheating and Academic Dishonesty Policy
  - see "Student Code of Conduct" on p.11, and "Policies and Procedures" on p. 18-24 of the Student Guidebook
- DON'T:
  - Copy/paste from the internet, textbooks, or your friends,
  - use cell phones, PDAs, etc.

Dr. Martin Hepp 9

Vision. Value. You. fgcw

## Assignment for Next Class

- Read chapters 1 and 2.
- Prepare the H & R Block case.

Dr. Martin Hepp 10

Vision. Value. You. fgcw

...why it is good that you are sitting here ☺

Dr. Martin Hepp 11

Vision. Value. You. fgcw

## The Future Labor Market

Hire me!

You better hire me!

A cartoon illustration of a man in a suit sitting at a desk with a computer. A speech bubble from the man says "Hire me!". Another speech bubble from the computer says "You better hire me!".

Dr. Martin Hepp 12

Vision. Value. You. fgcu

## My Competitive Advantages...

I need no food and work all night. I have no family live and won't ask for holidays.

Boring, repetitive tasks? Yeah – I like them! Just give me instructions once and I will be glad to do so exactly, whenever you want it.

Dr. Martin Hepp 13

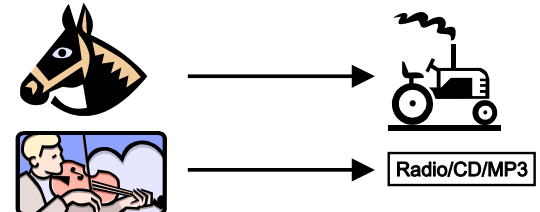
Vision. Value. You. fgcu



Dr. Martin Hepp 14

Vision. Value. You. fgcu


## The History of Automation



Dr. Martin Hepp 15

Vision. Value. You. fgcu

## The fully automated bookstore



16

Vision. Value. You. fgcu

## What Are Our Competitive Advantages?

Computer (so far) can't

- design,
- create,
- organize,
- maintain, or
- improve computers and their usage.

Dr. Martin Hepp 17

Vision. Value. You. fgcu

## A Great Chance for Your Career

- There is constant need for individuals who invent new ways to use computers for business purposes.
- This is an **interdisciplinary** challenge, requiring skills in both business and computer technology.

Dr. Martin Hepp 18

Vision. Value. You. fgcu

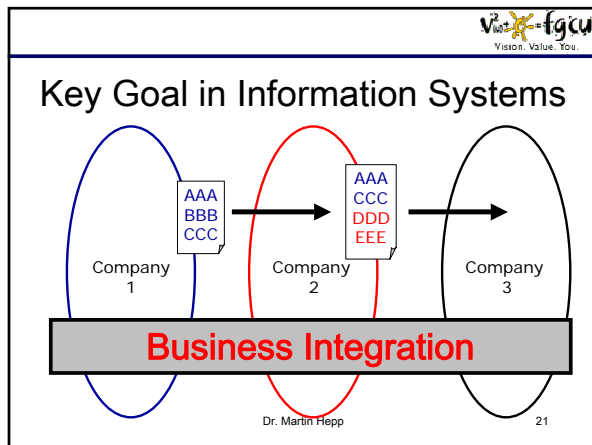
## Part 1: How changes IT the rules of the game?

Dr. Martin Hepp 19

Vision. Value. You. fgcu

## Part 2: The Goal: Business Integration

Dr. Martin Hepp 20



Vision. Value. You. fgcu

### Eliminate Manual Data Entry

Automatic propagation of information **along** the value chain **without any media break.**

Dr. Martin Hepp 22

Vision. Value. You. fgcu

### Three Reasons and Their Ranks

- 1. Consistency**
- 2. Timeliness**
- 3. Cost Reduction**

Automatic propagation of information **along** the value chain **without any media break.**

Dr. Martin Hepp 23

Vision. Value. You. fgcu

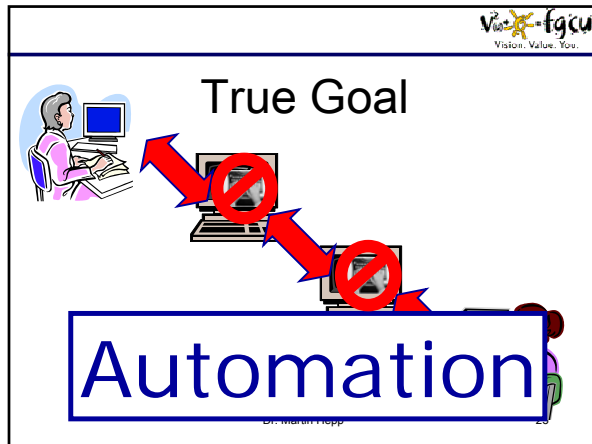
### What's that?

Automated Data Capture  
+ Integration with other data

-----

Better Business Decisions

Dr. Martin Hepp 24



Which requirements must information meet in order to allow automated processing by machines?

?

?

?

?

?

Dr. Martin Hepp

1. Structure

Quantity / Article # / Price

1 / 3456 / €40,45

• instead of

1 pcs Nr. 3456 (\$ 40 plus \$ 0.45)

Dr. Martin Hepp

2. Unambiguous Semantics

Price

Euro or Dollar?

including sales tax?

per piece or per packaging unit

dito: Weight, Measurements, Key Financials

Dr. Martin Hepp

Part 3: The Job: Coordinating Moving Targets

Dr. Martin Hepp

Being a CIO – The Shepherd's Problem

Dr. Martin Hepp

Thank you!

The slides will be available on the  
internet at

<http://ruby.fgcu.edu/courses/mhepp/>

(-> CRN80109)