


Information Systems  
ISM 3011

Fall 2003  
Unit 10B

**This unit does not contain audio narration.  
Please use the icons to navigate!**

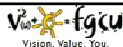
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Case 1: Entertainment UK  
Question 1

- Sales data can be queried to yield helpful statistics:
  - Price sensitivity
  - Shopping basket analysis

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Case 1: Entertainment UK  
Question 2

- The billboard charts could be a good starting point.

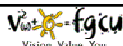
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Case 1: Entertainment UK  
Question 3

- The market information obtained by Entertainment UK can serve as feedback to record/video producers regarding album sales, current trends etc.
- They cover and analyze the **whole** market and have a more comprehensive perspective. Thus, they are generating additional value.

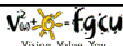
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Case 1: Entertainment UK  
Question 4

- The approach to marketing research will differ significantly.
- The focus will be on testing the effectiveness / response to campaigns, i.e. whether consumer opinion reacts to advertisement.


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Case 2: CampusShip  
Question 1

- CampusShip offers the advantage of expert knowledge in the area of shipping systems, plus superior problem-solving and decision making skills.
- One disadvantage of allowing UPS to store shipping data is the loss of control.


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**Case 2: CampusShip  
Question 2**

- Consider adopting information system technology and using information systems as an integral part of your value-added processes.
- Establish an integrated information chain (unique identifiers per parcel, capture routing information)

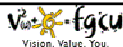
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**Case 2: CampusShip  
Question 3**

- UPS is still just in the shipping business. Using Information technology and offering respective services is by now a key part of business.
- Superior problem solving and decision making have allowed UPS to bring products and services to their customers ahead of the competition.

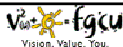
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**Case 2: CampusShip  
Question 4**

- Yes, customer will be willing to pay more, as long as they still save significant internal overhead.
- It locks customers in. Once they are tightly integrated into the UPS system, is less attractive for them to change their supplier.

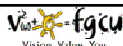
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**Case 3: Storebrand  
Question 1**

- They may have had problems deciding how to retrieve the requisite information from all the relevant sources.

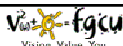
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**Case 3: Storebrand  
Question 2**

- Legal acts of significant importance might still require manual handling.


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**Case 3: Storebrand  
Question 3**

- Consider retraining workers.
- Help them develop capabilities which are worth more than their wage.


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### Case 3: Storebrand Question 4

- We might consider enrolling to a web service that grants authorized companies access to our current contact details. Doing so will eliminate the need to tell them a new address etc.
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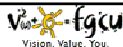
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### Assignment for Next Class

- Read chapter 11 (pp. 459 – 491).
- Pass the self-assessment test (pp. 491 – 492).
- Check that you know and understand the key terms on p. 492.
- Prepare the review questions 6, 8, 9, 19, 11, and 12.

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### Thank you!

Any questions? Please send an e-mail to [mhepp@computer.org](mailto:mhepp@computer.org)!

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