Information Systems
ISM 3011

Fall 2003

Unit 6B

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

Case 1: Starbucks Question 1

- Personal Findings:
  - Not available in every shop
  - see www.starbucks.com for current information
  - RSW airport has two Starbucks shops, but none with wireless LAN access

Case 1: Starbucks Question 2

- Indication:
  - very little usage, few use it in the shops
- But:
  - Wireless is spreading very fast
  - Intel Centrino ® laptops have built-in WLAN
  - Access to the Internet is becoming part of our lives, as reading a newspaper

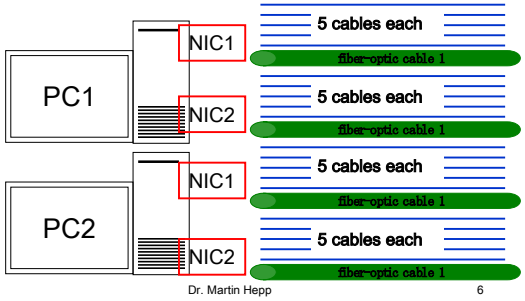
Case 1: Starbucks Question 3

- Unique sign “WLAN Hotspot in this Shop”
- Promote Starbucks web site
  - One can already find the nearest Starbucks branch with WLAN hotspot.
- Give away free trial memberships
- Offer special service plans with major airlines
- Create a brochure and distribute it
- Offer a toll-free hotline

Case 1: Starbucks Question 4

- Sales of equipment:
  - might disturb the coffee house atmosphere
- Wireless LAN in general:
  - is becoming part of our everyday life, same as reading a newspaper

Case 2: Bear, Stearns & Co., Question 1



Case 2: Bear, Stearns & Co., Question 2

- Power supply
  - no protection against power outages
- Bandwidth problems
  - if the overall network traffic exceeds the bandwidth, the communication will be interrupted
- Software bugs and computer virus infections

Case 2: Bear, Stearns & Co., Question 3

- Time is really money
  - Financial markets are very dynamic. Delayed transactions can take place at very different prices.

Case 2: Bear, Stearns & Co., Question 4

- The gap between transactions at the proper time vs. the same set of transactions being delayed or cancelled.
- Liability sues

Case 3: Collaborative Product Design, Question 1

- Fault-tolerance, zero-downtime
- Scalability
- Must support multiple time-zone
  - internal time-stamps (e.g.) on files must be automatically converted

Case 3: Collaborative Product Design, Question 2

- It raises the requirements
- Internal structures and security measures must be adapted
  - In the past, R&D could be cut off from the main network for security reasons

Case 3: Collaborative Product Design, Question 3

- Potential issues
  - High risk: Protecting intellectual property is crucial
  - Industrial espionage
  - Might change bargaining position with suppliers
- Implications for the network
  - User roles and different levels of access
  - Log functionality
  - Virtual Private Network (VPN)

Case 3: Collaborative Product Design, Question 4

- Pictures of the remote users working on the same project
  - automatically displayed
- Translation aids
- Option to attach voice memos to tasks, files, or components

Assignment for Next Class

- Read chapter 7 (p. 272 – 308).
- Pass the self assessment test (p. 309 – 309).
- Check that you know and understand the key terms on p. 309.
- Prepare the review questions 1 - 5, 9, 14, 16 - 18, 22, and 23 (p. 309 – 310).

Thank you!

Any questions? Please send an e-mail to mhepp@computer.org!

http://ruby.fgcu.edu/courses/mhepp/
(-> CRN80999)