


Information Systems ISM 3011

Fall 2003
Unit 8B

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

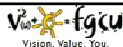
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Case 1: Covisint Question 1

- The success of an exchange depends on the number of users and the transaction volume. Creating one exchange increases both.
- Operating an exchange is not part of GM/Ford's core competencies.
- It is easier to win small suppliers for a single exchange.

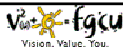
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Case 1: Covisint Question 2

- The whole industry would be affected if Covisint experienced an outage.
- Trade volumes and market prices are confidential information in the same way as technical details. The companies risk the loss of control over that knowledge.

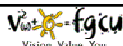
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Case 1: Covisint Question 3

- It is still possible to gain a competitive advantage, but not with just superior processes, only with more intelligent sourcing:
 - Spending analysis/ Data mining
 - Efficient lot sizes

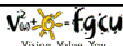
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Case 1: Covisint Question 4

- It will be a burden for them to connect to Covisint, especially if they use proprietary software or are incapable to provide certain information in real-time.
- A solution are service providers which offer browser or e-mail access to such integrated systems.


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Case 2: Lowe Question 1

- see the Internet, e.g.
<http://www.dfw.com/mlid/dfw/2003/08/20/business/6574939.htm>


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**Case 2: Lowe
Question 2**

- Compare
 - www.homedepot.com
- vs.
 - www.lowes.com

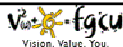
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**Case 2: Lowe
Question 3**

- Home improvement items are often heavy and bulky.
- High shipment charges make them unattractive for direct online sales.
- It seems to be a good e-commerce strategy to use the web site as a tool for helping customers buying in the shops.

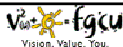
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**Case 2: Lowe
Question 4**

- A good on-line presence is very important
 - find nearest store
 - check opening hours
 - provide information necessary for more complicated home improvement tasks

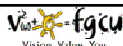
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**Case 3: Port of Seattle
Question 1**

- The second phase may involve changing the systems and work processes.

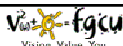
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**Case 3: Port of Seattle
Question 2**

- Benefits include
 - the reduction of processing costs,
 - an increase in the flow of goods and information, and
 - improvement in the level of customer service.


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**Case 3: Port of Seattle
Question 3**

- The initial five projects may have been identified based on customer input.


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Case 3: Port of Seattle Question 4

- Advantages include
 - reduction in operating cost and
 - access to resources not available in-house.
- Disadvantages may include
 - increased costs and lengthy bid process.

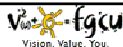
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Assignment for Next Class

- Read chapter 9 (p. 362 – 403).
- Pass the self-assessment test (p. 403 – 404).
- Check that you know and understand the key terms on p. 405.
- Prepare the review questions 4, 6, and 7.

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Thank you!

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

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