Information Systems
ISM 3011

Unit 10B
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Case 1: Entertainment UK
Question 1
• Sales data can be queried to yield helpful statistics:
  – Price sensitivity
  – Shopping basket analysis

Case 1: Entertainment UK
Question 2
• The billboard charts could be a good starting point.

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.

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.

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.
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).

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.

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.

Case 3: Storebrand
Question 1
• They may have had problems deciding how to retrieve the requisite information from all the relevant sources.

Question 2
• Legal acts of significant importance might still require manual handling.

Question 3
• Consider retraining workers.
• Help them develop capabilities which are worth more than their wage.
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.

Thank you!

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

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