

Vision. Value. You.

Information Systems

ISM 3011

Spring 2003
Unit 2B

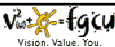
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Assignment for Next Class

- Read chapter 3 (p. 84 - 123)
- Self-Assessment test (p. 123 - 124)
- Check that you know the key terms listed on p. 124
- Prepare review questions

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Case 1:

GE Medical System Builds Nation's First All-Digital Hospital

- Staff at the Indiana Heart Hospital will have to be literate in information systems.

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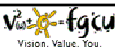

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Case 1:

GE Medical System Builds Nation's First All-Digital Hospital

- A major concern when developing a central health system would be the protection of patients' medical history from crackers.

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Case 1:

GE Medical System Builds Nation's First All-Digital Hospital

- It would unify hospital communications among medical devices and information systems.

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Case 1:

GE Medical System Builds Nation's First All-Digital Hospital

- Having central repository for medical records will save health care professionals valuable time, as doctors and nurses will not have to search for paper files. They will also be able to have up to date information about patient records.
 - does not mean monopoly
 - switching costs


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Case 2:
Delta and Tellabs Seek Higher Return on Investment

- It would unify hospital communications among medical devices and information systems.

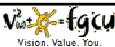
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Case 2:
Delta and Tellabs Seek Higher Return on Investment

- The CIO should first explain to the staff that return on investment investigates the additional profits or benefits that are generated as a percentage of the investment in information systems technology.
- fear of job loss


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Case 2:
Delta and Tellabs Seek Higher Return on Investment

- Empowerment is more at the operational level
- Design of centralized systems must be controlled

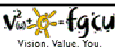
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Case 2:
Delta and Tellabs Seek Higher Return on Investment

- Which IS employees are in danger of losing their jobs?


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Case 2:
Delta and Tellabs Seek Higher Return on Investment

- Initiatives that will give competitive advantage
 - CRM: Using data to suggest interesting offers


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Case 3:
Pressplay: Defining the Internet Music Industry

- Pressplay should consider offering trial membership.


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Case 3:
*Pressplay: Defining the Internet
Music Industry*

- Technological solutions: Payment systems
- Other industries: books, maps, movies
- Competitive advantage: Usability, speed, billing, bundling

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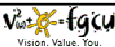

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World Views Case
*On-Line Presence Gives Mortgage
Broker Global Reach*

What influences your mortgage decision?

- your expectations (interest, inflation, income)
- your attitude to risk


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World Views Case
*On-Line Presence Gives Mortgage
Broker Global Reach*

- Would could Trass do to keep his business competitive?
- Discuss the problems with regard to trust in a virtual environment.
- Is the internet “just another channel”?
- What is the disadvantage of global reach?

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Thank you!

The slides will be available on the
internet at
<http://ruby.fgcu.edu/courses/mhepp/>
(-> CRN80097)

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