


Information Systems ISM 3011

Unit 6B

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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


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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


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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


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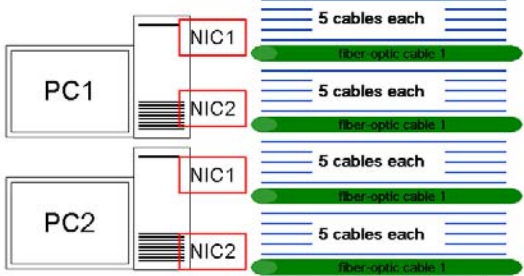
Case 1: Starbucks Question 4

- 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


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



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Vision. Value. You.

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

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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.

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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 suits

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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

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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

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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)

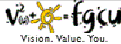
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Case 3: Collaborative Product Design, Question 4

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

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Thank you!

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

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