


# Information Systems ISM 3011

Fall 2003  
Unit 2B

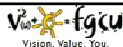
Dr. Martin Hepp 1



## 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
- **Prepare case studies!**

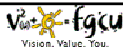
Dr. Martin Hepp 2



### *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.

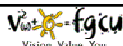
Dr. Martin Hepp 3



### *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.

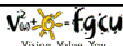
Dr. Martin Hepp 4



### *Case 1: GE Medical System Builds Nation's First All-Digital Hospital*

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


Dr. Martin Hepp 5



### *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


Dr. Martin Hepp 6



**Case 2:**  
*Delta and Tellabs Seek Higher Return on Investment*

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


Dr. Martin Hepp 7



**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


Dr. Martin Hepp 8



**Case 2:**  
*Delta and Tellabs Seek Higher Return on Investment*

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


Dr. Martin Hepp 9



**Case 2:**  
*Delta and Tellabs Seek Higher Return on Investment*

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

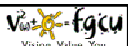
Dr. Martin Hepp 10



**Case 2:**  
*Delta and Tellabs Seek Higher Return on Investment*

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


Dr. Martin Hepp 11



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

- Pressplay should consider offering trial membership.

Dr. Martin Hepp 12




### *Case 3:*

#### *Pressplay: Defining the Internet Music Industry*

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

Dr. Martin Hepp 13



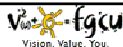
### *World Views Case*

#### *On-Line Presence Gives Mortgage Broker Global Reach*

What influences your mortgage decision?

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

Dr. Martin Hepp 14

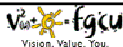


### *World Views Case*

#### *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?

Dr. Martin Hepp 15



### *Thank you!*

The slides will be available on the internet at

<http://ruby.fgcu.edu/courses/mhepp/>  
(-> CRN10033)

Dr. Martin Hepp 16