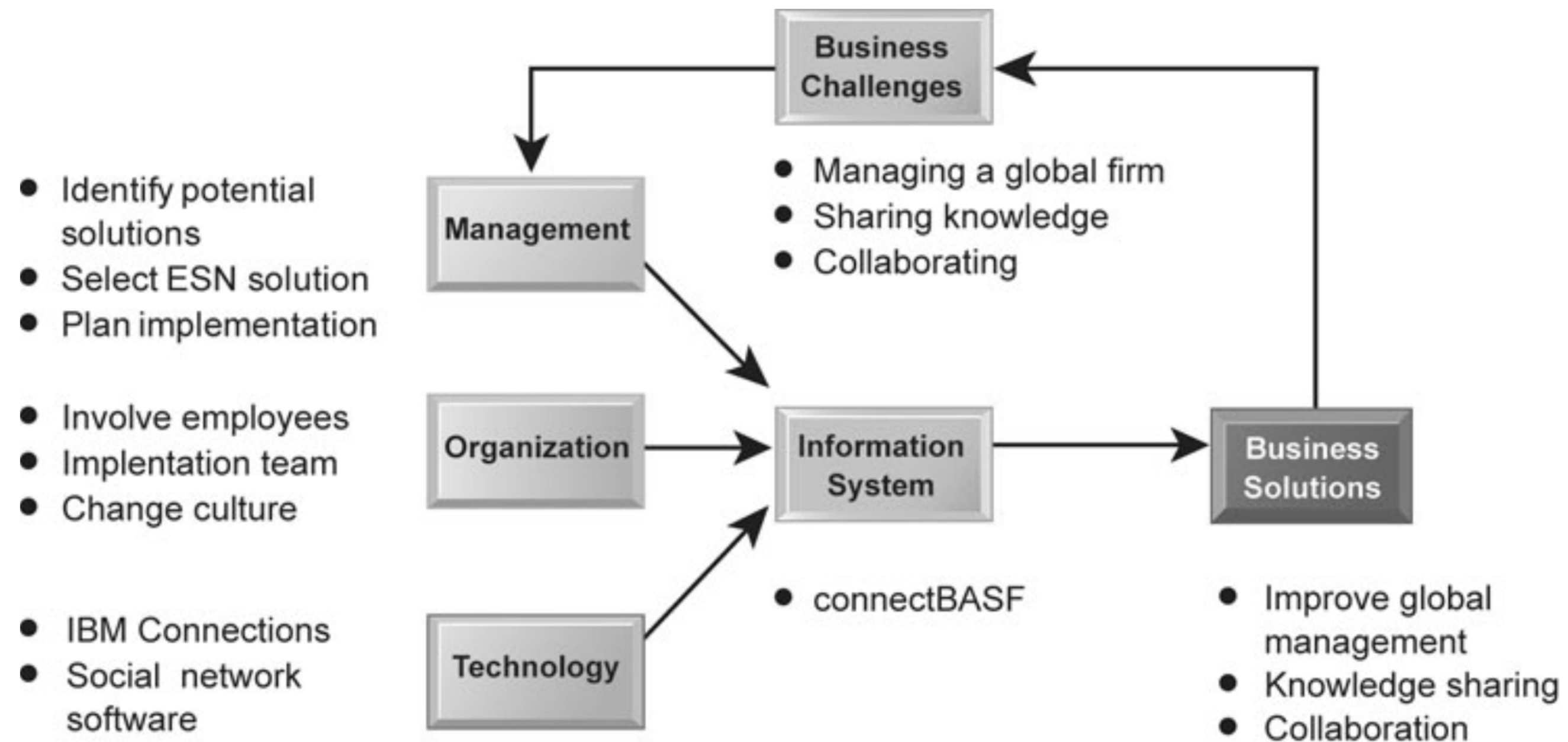


Global E-business and Collaboration

Chapter 2



FUNCTIONAL AREA

BUSINESS PROCESS

Manufacturing and production

Assembling the product
Checking for quality
Producing bills of materials

Sales and marketing

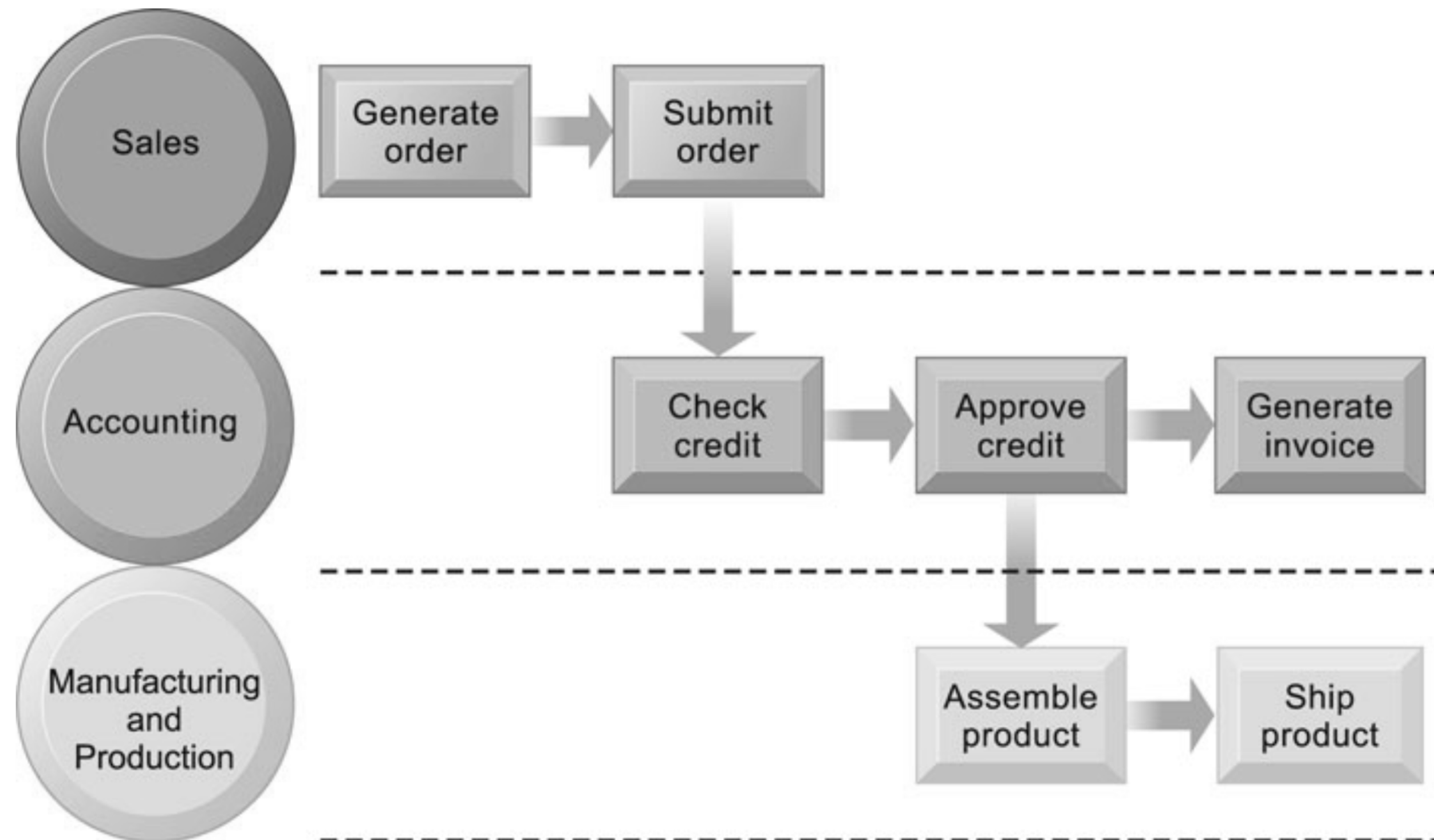
Identifying customers
Making customers aware of the product
Selling the product

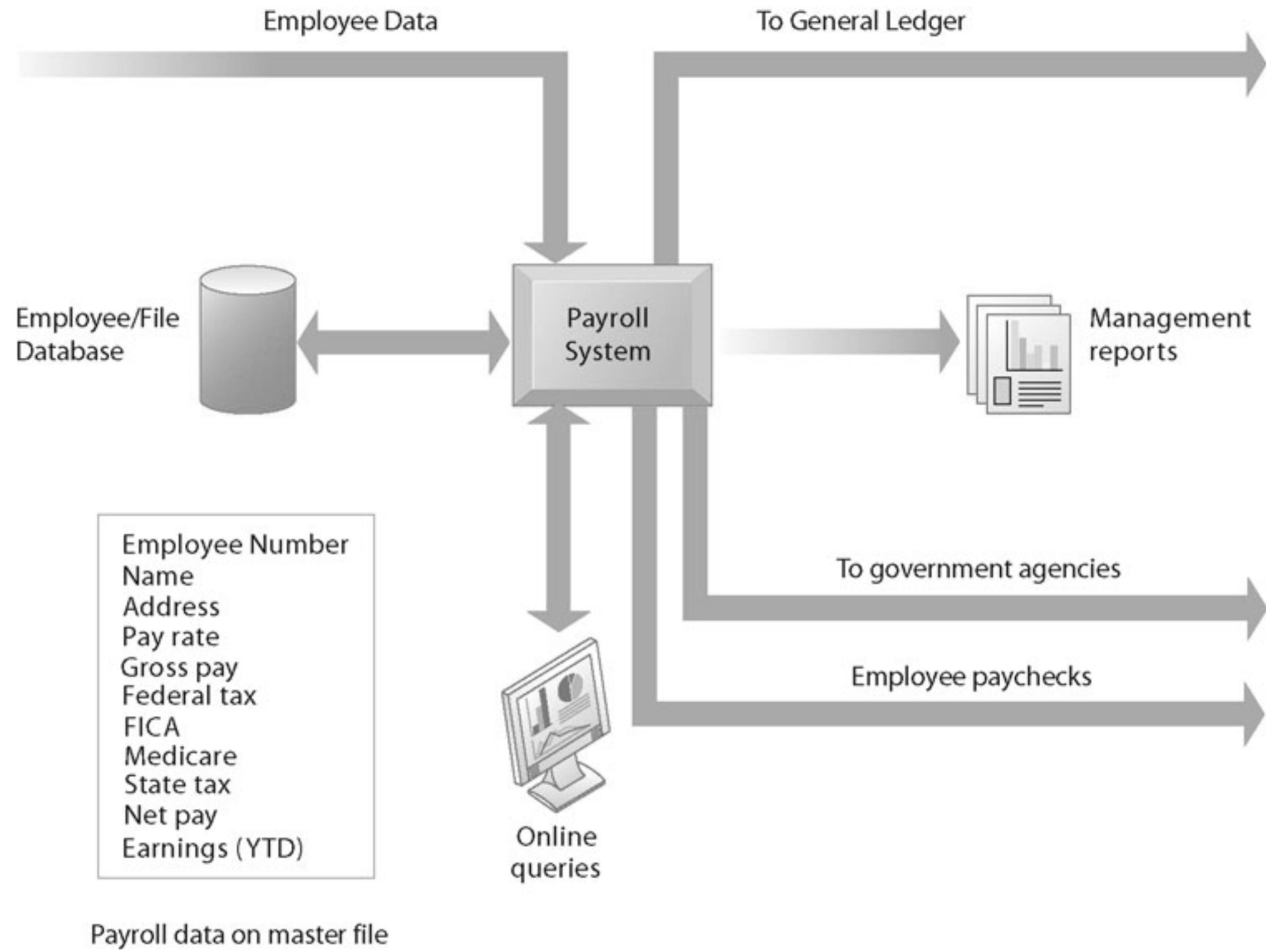
Finance and accounting

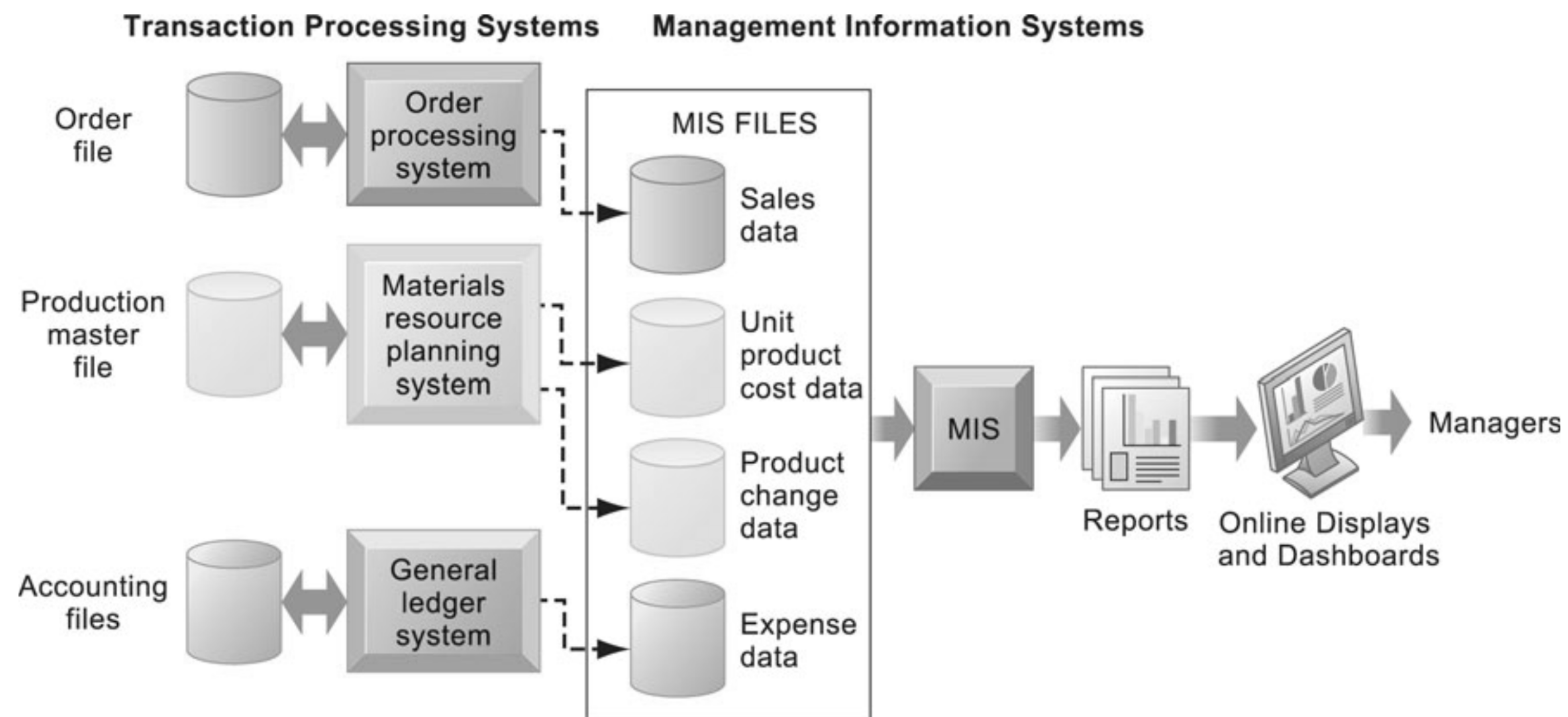
Paying creditors
Creating financial statements
Managing cash accounts

Human resources

Hiring employees
Evaluating employees' job performance
Enrolling employees in benefits plans

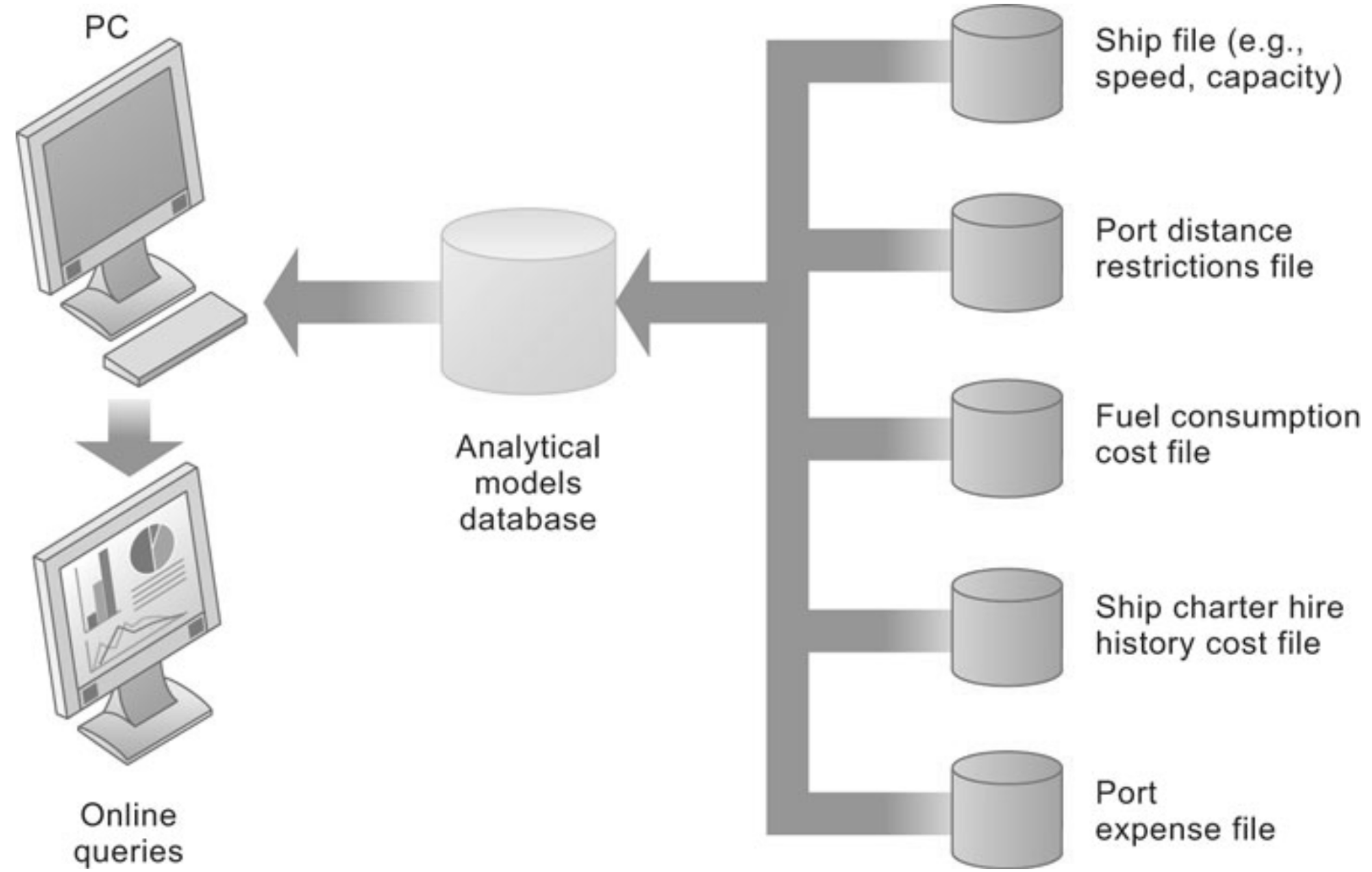




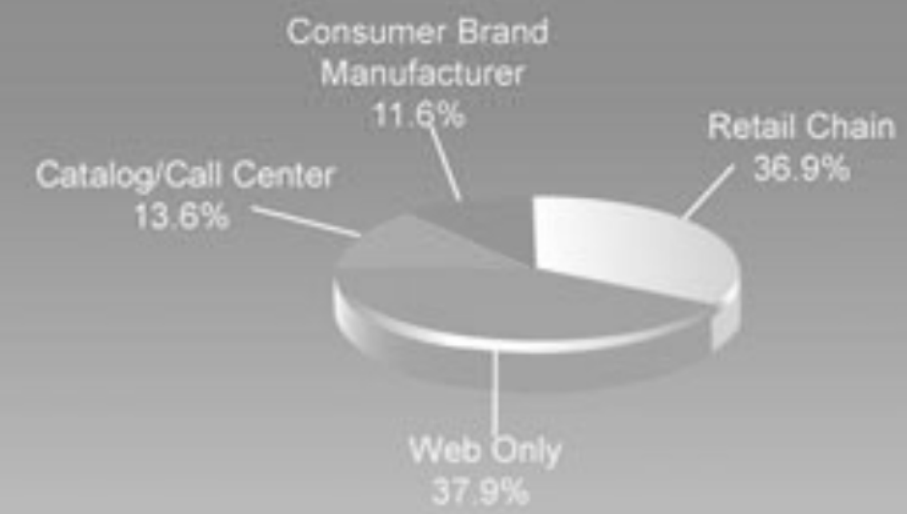


Consolidated Consumer Products Corporation Sales by Product and Sales Region: 2015

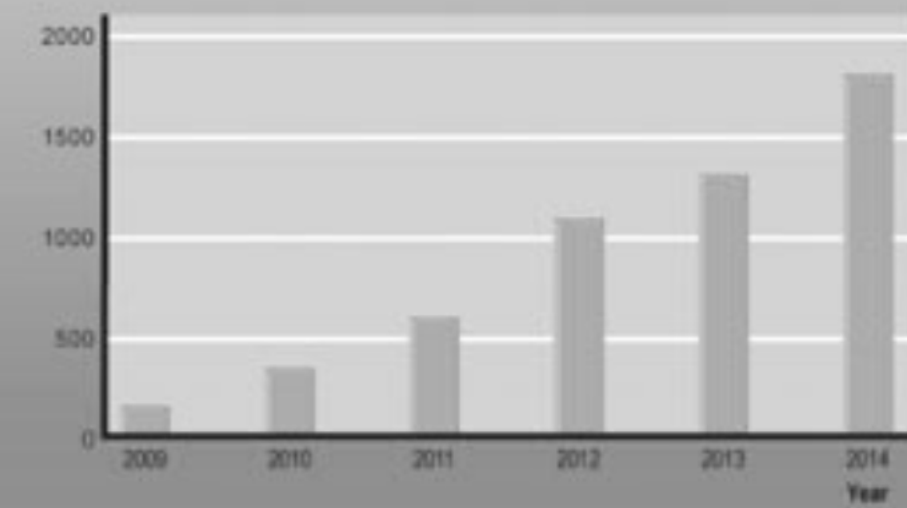
PRODUCT CODE	PRODUCT DESCRIPTION	SALES REGION	ACTUAL SALES	PLANNED	ACTUAL versus PLANNED
4469	Carpet Cleaner	Northeast	4,066,700	4,800,000	0.85
		South	3,778,112	3,750,000	1.01
		Midwest	4,867,001	4,600,000	1.06
		West	4,003,440	4,400,000	0.91
	TOTAL		16,715,253	17,550,000	0.95
5674	Room Freshener	Northeast	3,676,700	3,900,000	0.94
		South	5,608,112	4,700,000	1.19
		Midwest	4,711,001	4,200,000	1.12
		West	4,563,440	4,900,000	0.93
	TOTAL		18,559,253	17,700,000	1.05



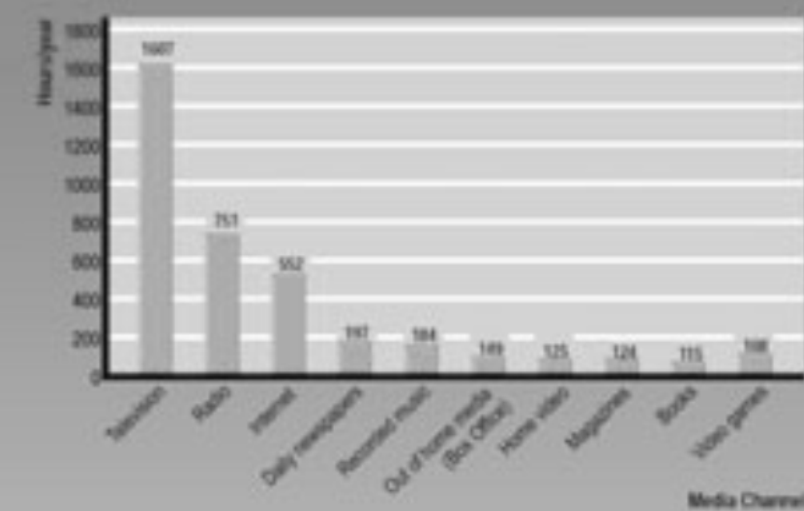
Sales by Type 2015



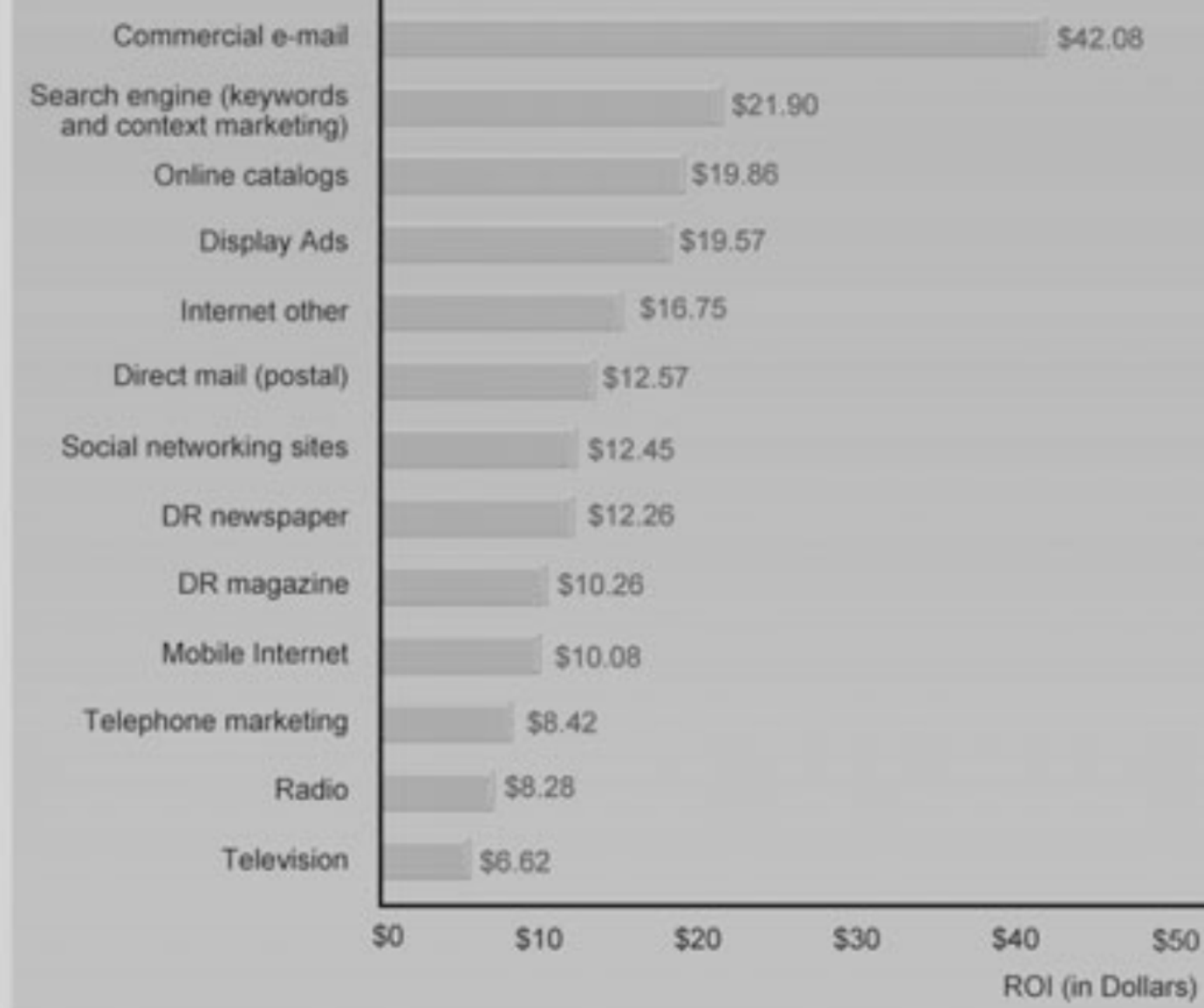
Sales Revenue

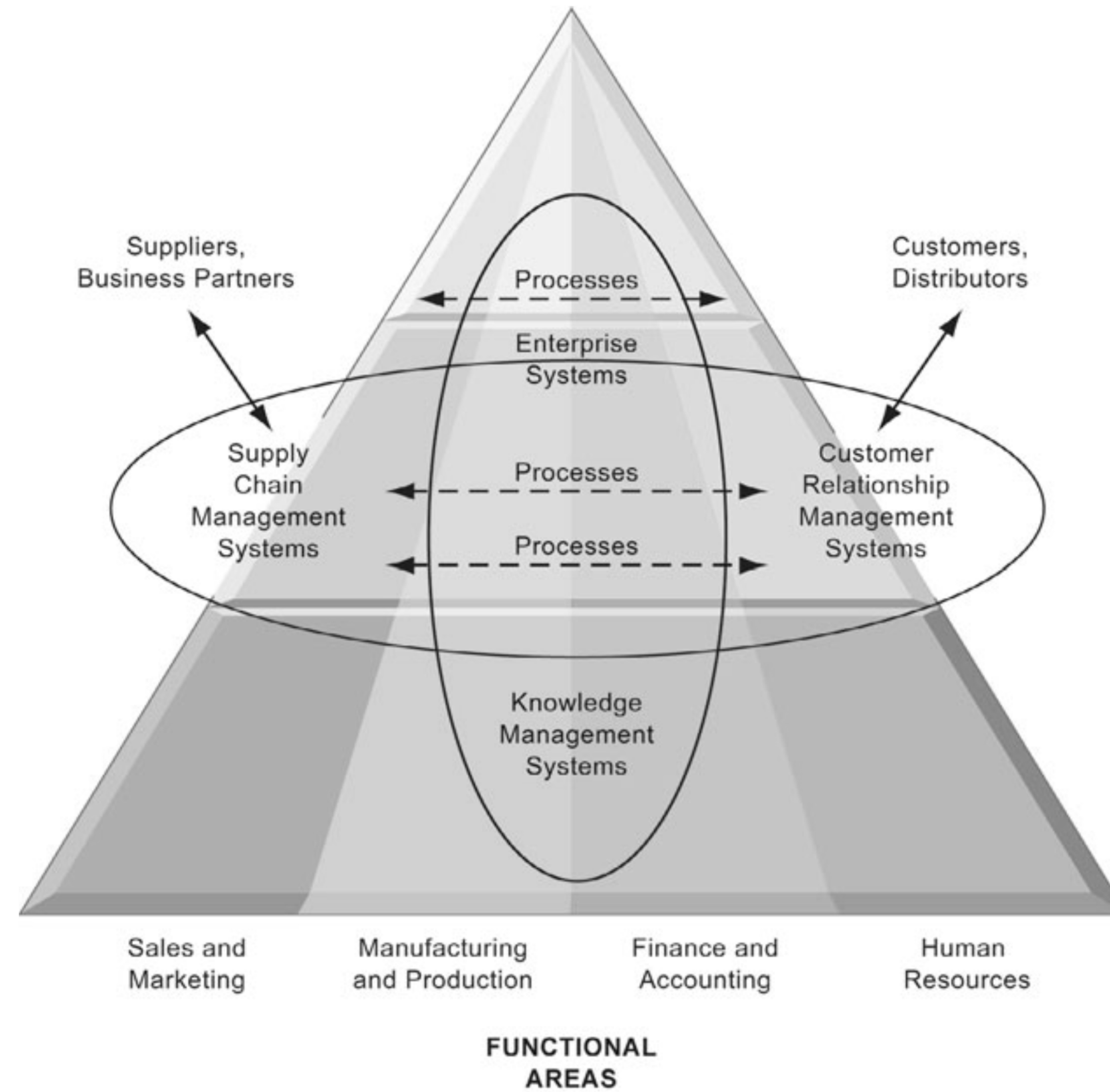


Media Utilization



Returns on Investment





SOCIAL BUSINESS APPLICATION	DESCRIPTION
Social networks	Connect through personal and business profiles
Crowdsourcing	Harness collective knowledge to generate new ideas and solutions
Shared workspaces	Coordinate projects and tasks; co-create content
Blogs and wikis	Publish and rapidly access knowledge; discuss opinions and experiences
Social commerce	Share opinions about purchasing or purchase on social platforms
File sharing	Upload, share, and comment on photos, videos, audio, text documents
Social marketing	Use social media to interact with customers; derive customer insights
Communities	Discuss topics in open forums; share expertise

BENEFIT	RATIONALE
Productivity	People interacting and working together can capture expert knowledge and solve problems more rapidly than the same number of people working in isolation from one another. There will be fewer errors.
Quality	People working collaboratively can communicate errors, and corrective actions faster than if they work in isolation. Collaborative and take social technologies help reduce time delays in design and production.
Innovation	People working collaboratively can come up with more innovative ideas for products, services, and administration than the same number working in isolation from one another. Advantages to diversity and the “wisdom of crowds.”
Customer service	People working together using collaboration and social tools can solve customer complaints and issues faster and more effectively than if they were working in isolation from one another.
Financial performance (profitability, sales, and sales growth)	As a result of all of the above, collaborative firms have superior sales, sales growth, and financial performance.

Collaboration Capability

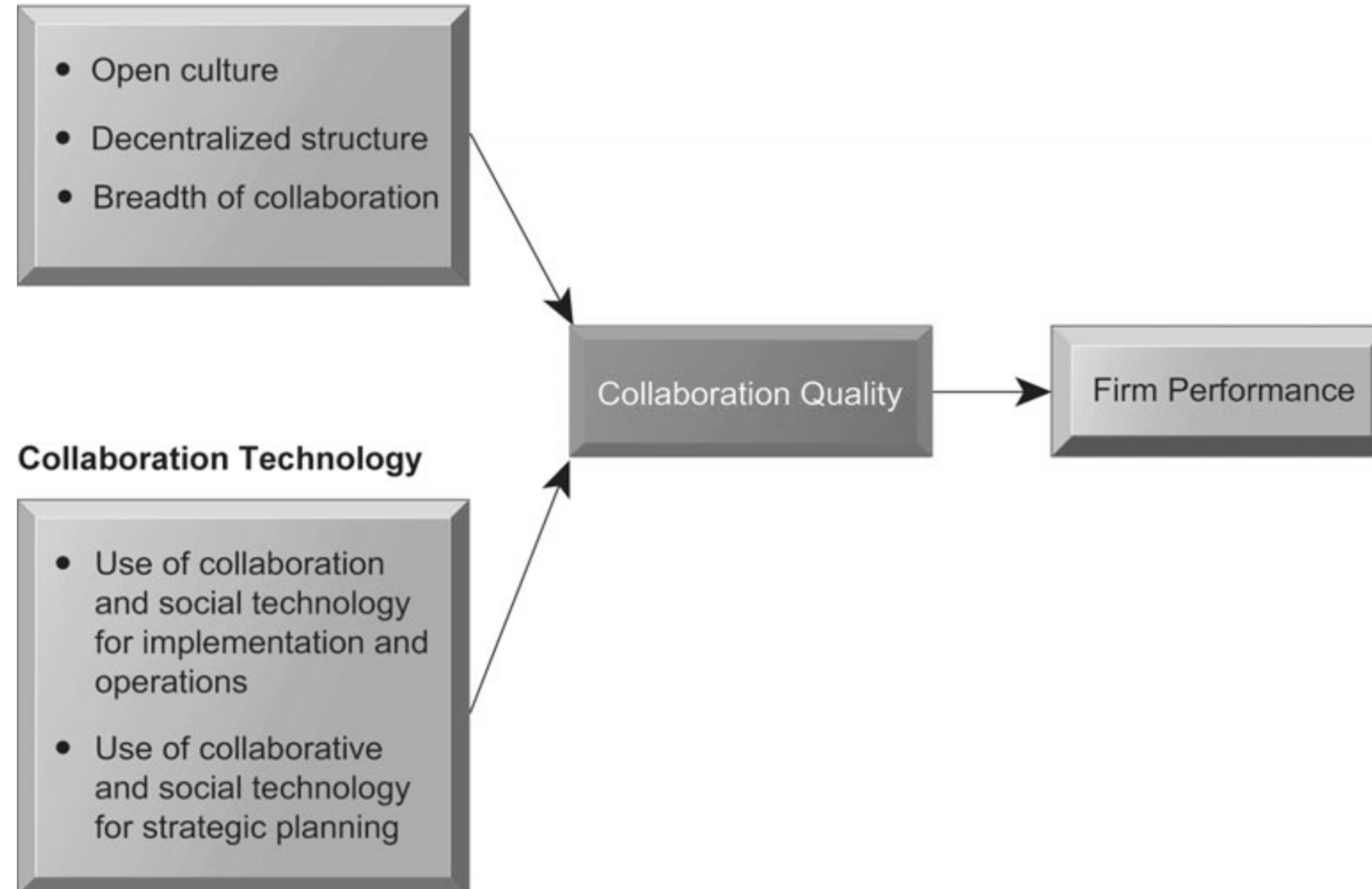
- Open culture
- Decentralized structure
- Breadth of collaboration

Collaboration Technology

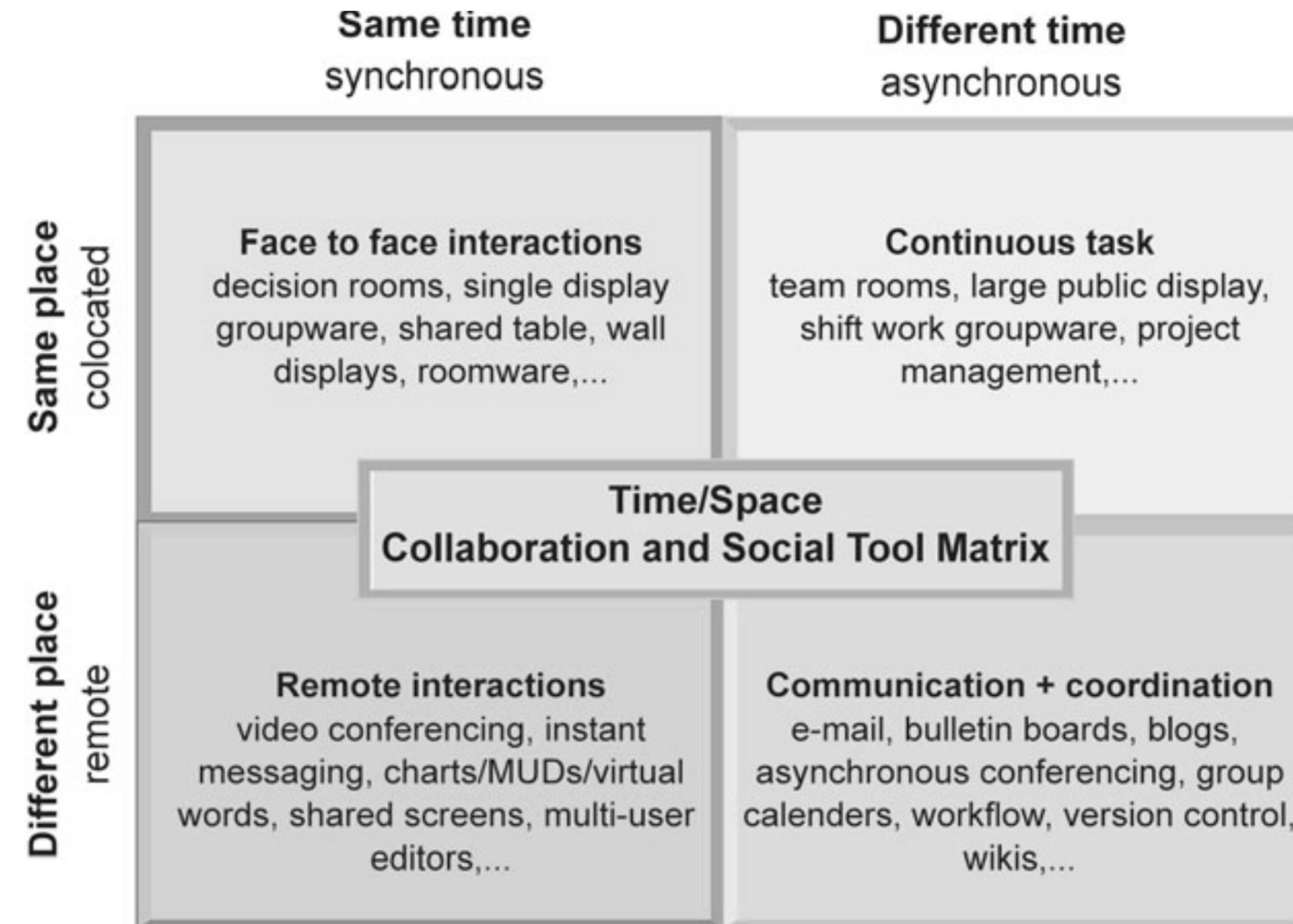
- Use of collaboration and social technology for implementation and operations
- Use of collaborative and social technology for strategic planning

Collaboration Quality

Firm Performance



SOCIAL SOFTWARE CAPABILITY	DESCRIPTION
Profiles	Ability to set up member profiles describing who individuals are, educational background, interests. Includes work-related associations and expertise (skills, projects, teams).
Content Sharing	Share, store, and manage content including documents, presentations, images, and videos.
Feeds and Notifications	Real-time information streams, status updates, and announcements from designated individuals and groups.
Groups and Team Workspaces	Establish groups to share information, collaborate on documents, and work on projects, with the ability to set up private and public groups and to archive conversations to preserve team knowledge.
Tagging and Social Bookmarking	Indicate preferences for specific pieces of content, similar to the Facebook “like” button. Tagging lets people add keywords to identify content they like.
Permissions and Privacy	Ability to make sure private information stays within the right circles, as determined by the nature of relationships. In enterprise social networks, there is a need to establish who in the company has permission to see what information.



What are business processes? How are they related to information systems?

A business process is a logically related set of activities that defines how specific business tasks are performed, and it represents a unique way in which an organization coordinates work, information, and knowledge. Managers need to pay attention to business processes because they determine how well the organization can execute its business, and they may be a source of strategic advantage. There are business processes specific to each of the major business functions, but many business processes are cross-functional. Information systems automate parts of business processes, and they can help organizations redesign and streamline these processes.

How do systems serve the different management groups in a business and how do systems that link the enterprise improve organizational performance?

Systems serving operational management are transaction processing systems (TPS), such as payroll or order processing, that track the flow of the daily routine transactions necessary to conduct business. Management information systems (MIS) produce reports serving middle management by condensing information from TPS, and these are not highly analytical. Decision-support systems (DSS) support management decisions that are unique and rapidly changing using advanced analytical models. All of these types of systems provide business intelligence that helps managers and enterprise employees make more informed decisions. These systems for business intelligence serve multiple levels of management, and include executive support systems (ESS) for senior management that provide data in the form of graphs, charts, and dashboards delivered via portals using many sources of internal and external information.

Enterprise applications are designed to coordinate multiple functions and business processes. Enterprise systems integrate the key internal business processes of a firm into a single software system to improve coordination and decision making. Supply chain management systems help the firm manage its relationship with suppliers to optimize the planning, sourcing, manufacturing, and delivery of products and services. Customer relationship management (CRM) systems coordinate the business processes surrounding the firm's customers. Knowledge management systems enable firms to optimize the creation, sharing, and distribution of knowledge. Intranets and extranets are private corporate networks based on Internet technology that assemble information from disparate systems. Extranets make portions of private corporate intranets available to outsiders.

Why are systems for collaboration and social business so important and what technologies do they use?

Collaboration is working with others to achieve shared and explicit goals. Social business is the use of internal and external social networking platforms to engage employees, customers, and suppliers, and it can enhance collaborative work. Collaboration and social business have become increasingly important in business because of globalization, the decentralization of decision making, and growth in jobs where interaction is the primary value-adding activity. Collaboration and social business enhance innovation, productivity, quality, and customer service. Tools for collaboration and social business include e-mail and instant messaging, wikis, virtual meeting systems, virtual worlds, cloud-based cyberlockers and online services such as those of Google and Microsoft, corporate collaboration systems such as Microsoft Sharepoint, and enterprise social networking tools such as Chatter, Yammer, Jive, and IBM Connections.

What is the role of the information systems function in a business?

The information systems department is the formal organizational unit responsible for information technology services. It is responsible for maintaining the hardware, software, data storage, and networks that comprise the firm's IT infrastructure. The department consists of specialists, such as programmers, systems analysts, project leaders, and information systems managers, and is often headed by a CIO.

Business intelligence, 79
Chief data officer (CDO), 100
Chief information officer (CIO), 99
Chief knowledge officer (CKO), 100
Chief privacy officer (CPO), 100
Chief security officer (CSO), 99
Collaboration, 88
Customer relationship management (CRM) systems, 86
Cyberlockers, 94
Decision-support systems (DSS), 80
Digital dashboard, 84
Electronic business (e-business), 87
Electronic commerce (e-commerce), 87
E-government, 87
End users, 100
Enterprise applications, 85

Enterprise systems, 85
Executive support systems (ESS), 84
Information systems department, 99
Information systems managers, 99
Interorganizational system, 86
IT governance, 101
Knowledge management systems (KMS), 86
Management information systems (MIS), 79
Portal, 84
Programmers, 99
Social business, 89
Supply chain management (SCM) systems, 85
Systems analysts, 99
Teams, 88
Telepresence, 93
Transaction processing systems (TPS), 78