

## Global information systems

Copyright A. C. Ekin 1998-2002

## Global IS

- An organized collection of computer hardware, communication equipment, software, data, and personnel designed to capture, store, update, manipulate, analyze, and immediately display information about worldwide business activities

Copyright A. C. Ekin 1998-2002

## Data vs information

- Data, the raw facts, record measures of certain phenomena which are necessary to provide
- Information, facts in a form suitable for managers to base decisions on

Copyright A. C. Ekin 1998-2002

## Data vs Information

Example

- Daily temperatures in August (data)  
82 88 79 92 94 90 88 87 91 79 .....
- Average daily temperature in August (information)  
85° F

Copyright A. C. Ekin 1998-2002

## Information

Characteristics that make information valuable

- Relevance
- Quality
- Timeliness
- Completeness

Copyright A. C. Ekin 1998-2002

## Decision support system

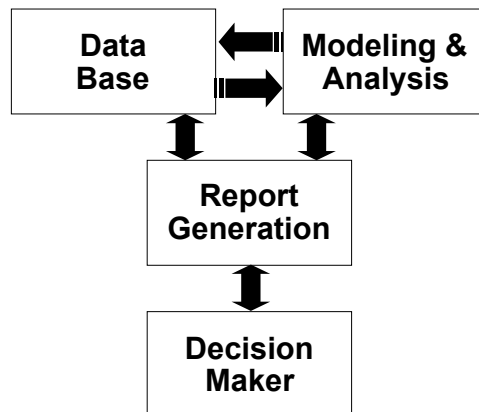
Help make better and quicker decisions

- A set of computer programs that store raw data and transform it into accessible information. Like other systems, a DSS has components:
  - Database
  - Software
  - People
  - Procedures

Copyright A. C. Ekin 1998-2002

## Decision support

A conceptual system



Copyright A. C. Ekin 1998-2002

## Database

Components of DSS

- A database is a collection of raw data arranged logically and organized in a form that can be stored and processed by a computer

Copyright A. C. Ekin 1998-2002

## Data warehousing

- Information management term
- The process that allows information from operational systems to be stored and organized into separate systems designed for simple access

Copyright A. C. Ekin 1998-2002

## Software

Components of DSS

- Various types of programs that tell computers, printers, and other hardware what to do
- Allows managers to combine and restructure databases, diagnose relationships, build analytical models, estimate variables, and otherwise analyze the various databases

Copyright A. C. Ekin 1998-2002

## Input management

- Inputs: all numerical, text, voice, and image data entered into the decision support system

Copyright A. C. Ekin 1998-2002

## Inputs for DSS

Four major sources

- Internal records
- Proprietary marketing research
- Marketing intelligence
- Outside vendors and external distributors

Copyright A. C. Ekin 1998-2002

## Inputs for DSS

Internal records

- Internal records that may become useful information for marketing managers

Copyright A. C. Ekin 1998-2002

## Inputs for DSS

Internal records

- Accounting reports of sales and inventory figures, provide considerable data
- Data about costs, shipments, inventory, sales, and other aspects of regular operations are routinely collected and entered into the computer

Copyright A. C. Ekin 1998-2002

## Marketing intelligence

- A marketing intelligence system consists of a network of sources and regular procedures by which marketing executives obtain everyday information about nonrecurring developments in the external marketing environment

Copyright A. C. Ekin 1998-2002

## External information

Sources

- Distributors of market information as their products
- Many organizations specialize in the collection and publication of high quality information
  - e.g. A. C. Nielsen Company, provides television program ratings, audience counts

Copyright A. C. Ekin 1998-2002

## **Data archives**

- Organized and retrievable
- CDROM
- Online
- Internet

Copyright A. C. Ekin 1998-2002

## **Online information**

Database searching systems

- Dialog
- Dow-Jones news retrieval
- BRS
- Orbin
- Lexis-Nexis

Copyright A. C. Ekin 1998-2002

## **Statistical databases**

- Geographic
- Scanner
- Financial
- Image and video

Copyright A. C. Ekin 1998-2002

## **Proprietary MR**

- Emphasizes the company's gathering of new data
- Not conducted regularly or continuously
- Projects conducted to study specific company problems

Copyright A. C. Ekin 1998-2002

## **EDI**

Electronic Data Interchange

- Electronic Data Interchange (EDI) is the term used when one company's computer systems is integrated directly with another company's proprietary computer system

Copyright A. C. Ekin 1998-2002

## **Internet**

The new frontier

- A worldwide network of computers that allows users access to information and documents from distant sources
- A combination of a worldwide communication system and the world's largest library

Copyright A. C. Ekin 1998-2002

## **World Wide Web**

Dubyah-dubyah-dubyah!

- Graphic interface (mostly)
- 1000s of interconnected pages or documents

Copyright A. C. Ekin 1998-2002

## **Web links**

A.K.A. Hyperlinks

- Lead to other pages

Copyright A. C. Ekin 1998-2002

## URL

The Internet address

- Uniform Resource Locator
- Web site address
- States the protocol, the domain, directory, and file name if necessary
  - <http://www.providence.edu/mkt> is a fully qualified URL

Copyright A. C. Ekin 1998-2002

## Sample Web sites

- <http://www.usatoday.com>
- <http://www.businessweek.com>
- <http://www.adage.com>

Copyright A. C. Ekin 1998-2002

## Search engine

- A computerized directory to search the WWW
- Yahoo - [www.yahoo.com](http://www.yahoo.com)
- HotBot - [www.hotbot.com](http://www.hotbot.com)
- InfoSeek - [www.infoseek.com](http://www.infoseek.com)
- Dogpile - [www.dogpile.com](http://www.dogpile.com)

Copyright A. C. Ekin 1998-2002

## Push technology

- Smart agents
- Find information
- Do the searching for you
- Distribute it to desktop

Copyright A. C. Ekin 1998-2002

## **Smart agent**

- Learns an individual user's preferences
- Automatically searches out information
- Delivers information to the desktop

Copyright A. C. Ekin 1998-2002

## **Cookies**

- Magic cookies
- Small computer files
- Provides saves onto the computer of someone who visits
- Tracks websites and files visited

Copyright A. C. Ekin 1998-2002

## **Intranet**

- Private data network
- Uses internet standards and technology
- Firewalls for security

Copyright A. C. Ekin 1998-2002

## **Extranet**

- Using Internet technologies
- Share information
- With suppliers and customers
- Who are authorized to access the system

Copyright A. C. Ekin 1998-2002