

# Case Study for Information Management

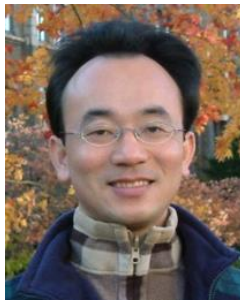
## 資訊管理個案

### Telecommunications, the Internet, and Wireless Technology: Google, Apple, and Microsoft (Chap. 7)

1031CSIM4A07

TLMXB4A (M1824)

Thu 8, 9, 10 (15:10-18:00) B608



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2014-10-31

# 課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
1	103/09/18	Introduction to Case Study for Information Management
2	103/09/25	Information Systems in Global Business: UPS (Chap. 1)
3	103/10/02	Global E-Business and Collaboration: NTUC Income (Chap. 2)
4	103/10/09	Information Systems, Organization, and Strategy: iPad and Apple (Chap. 3)
5	103/10/17	IT Infrastructure and Emerging Technologies: Salesforce.com (Chap. 5)
6	103/10/24	Foundations of Business Intelligence: Lego (Chap. 6)

# 課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
7	103/10/31	Telecommunications, the Internet, and Wireless Technology: Google, Apple, and Microsoft (Chap. 7)
8	103/11/06	Securing Information System: Facebook (Chap. 8)
9	103/11/13	Midterm Report (期中報告)
10	103/11/20	期中考試週
11	103/11/27	Enterprise Application: Border States Industries Inc. (BSE) (Chap. 9)
12	103/12/04	E-commerce: Amazon vs. Walmart (Chap. 10)

# 課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
13	103/12/11	Knowledge Management: Tata Consulting Services (Chap. 11)
14	103/12/18	Enhancing Decision Making: CompStat (Chap. 12)
15	103/12/25	Managing Projects: JetBlue and WestJet (Chap. 14)
16	104/01/01	開國紀念日(放假一天) (New Year's Day)(Day off)
17	104/01/08	Final Report (期末報告)
18	104/01/15	期末考試週

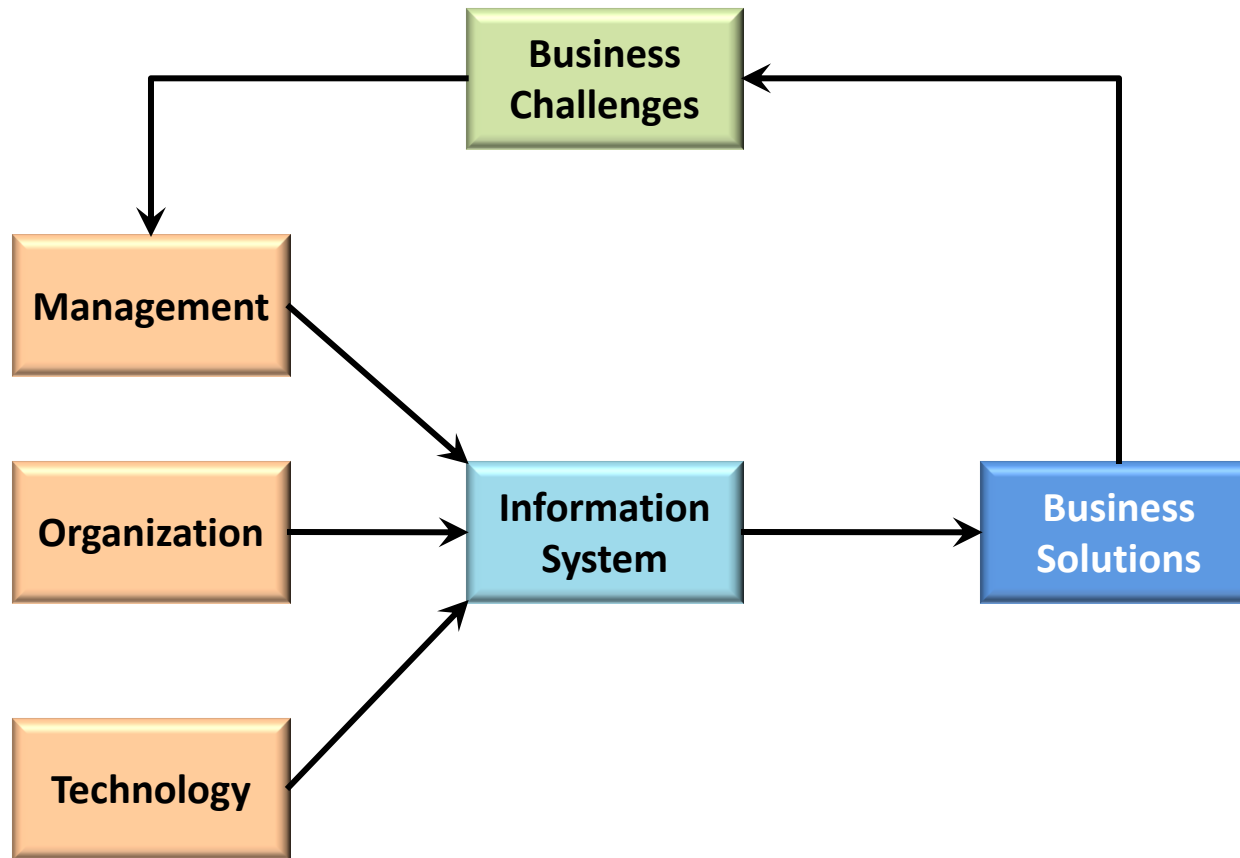
**Chap. 7**  
**Telecommunications,**  
**the Internet, and**  
**Wireless Technology:**  
**Google, Apple, and Microsoft**

# Case Study: Google, Apple, and Microsoft (Chap. 7)

## Google, Apple, and Microsoft struggle for Your Internet Experience

1. Define and compare the business models and areas of strength of Apple, Google, and Microsoft.
2. Why is mobile computing so important to these three firms? Evaluate the mobile platform offerings of each firm.
3. What is the significance of applications and app stores to the success or failure of mobile computing?
4. Which company and business model do you believe will prevail in this epic struggle? Explain your answer.
5. What difference would it make to you as a manager or individual consumer if Apple, Google, or Microsoft dominated the Internet experience? Explain your answer.

# Overview of Fundamental MIS Concepts



# Understanding **Business Model**

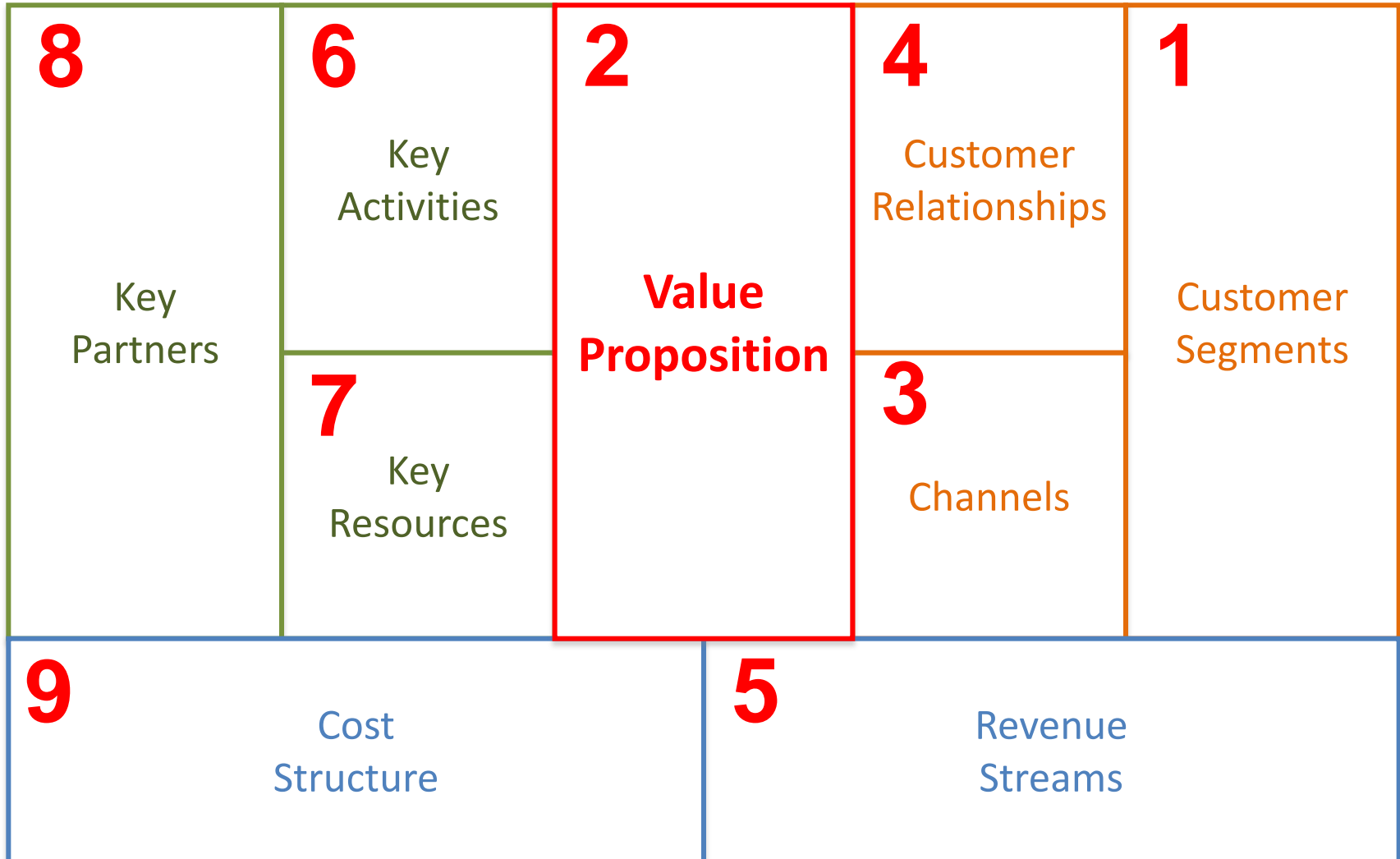
- **Business Model**
- Revenue Model
- Business Strategy
- Business Strategy and Information System Alignment



# Business Model

**Value**

# Business Model



# Definition of Business Model

**A business model**  
**describes the rationale of**  
**how an organization**  
**creates, delivers, and captures**  
**value.**

# E-commerce

## Business Models

1. Portal
2. E-tailer
3. Content Provider
4. Transaction Broker
5. Market Creator
6. Service Provider
7. Community Provider

# E-commerce

## Revenue Models

1. Advertising
2. Sales
3. Subscription
4. Free/Freemium
5. Transaction Fee
6. Affiliate

# Types of E-commerce

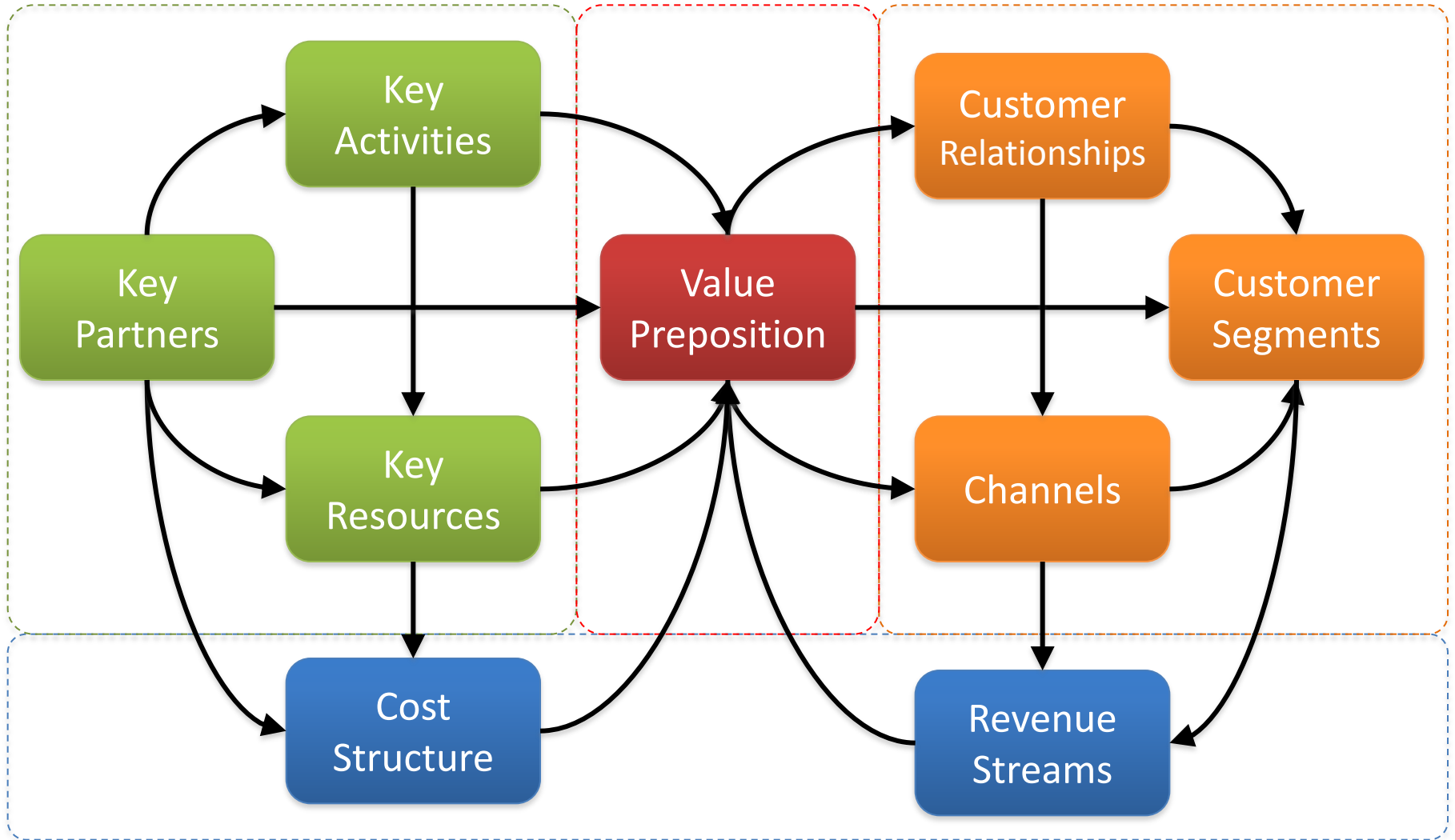
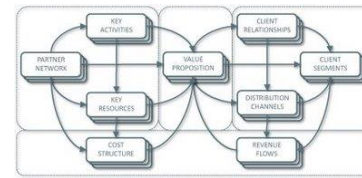
1. Business-to-consumer (B2C)
2. Business-to-business (B2B)
3. Consumer-to-consumer (C2C)
4. Mobile commerce (m-commerce)

# Definition of Business Model

**A business model**  
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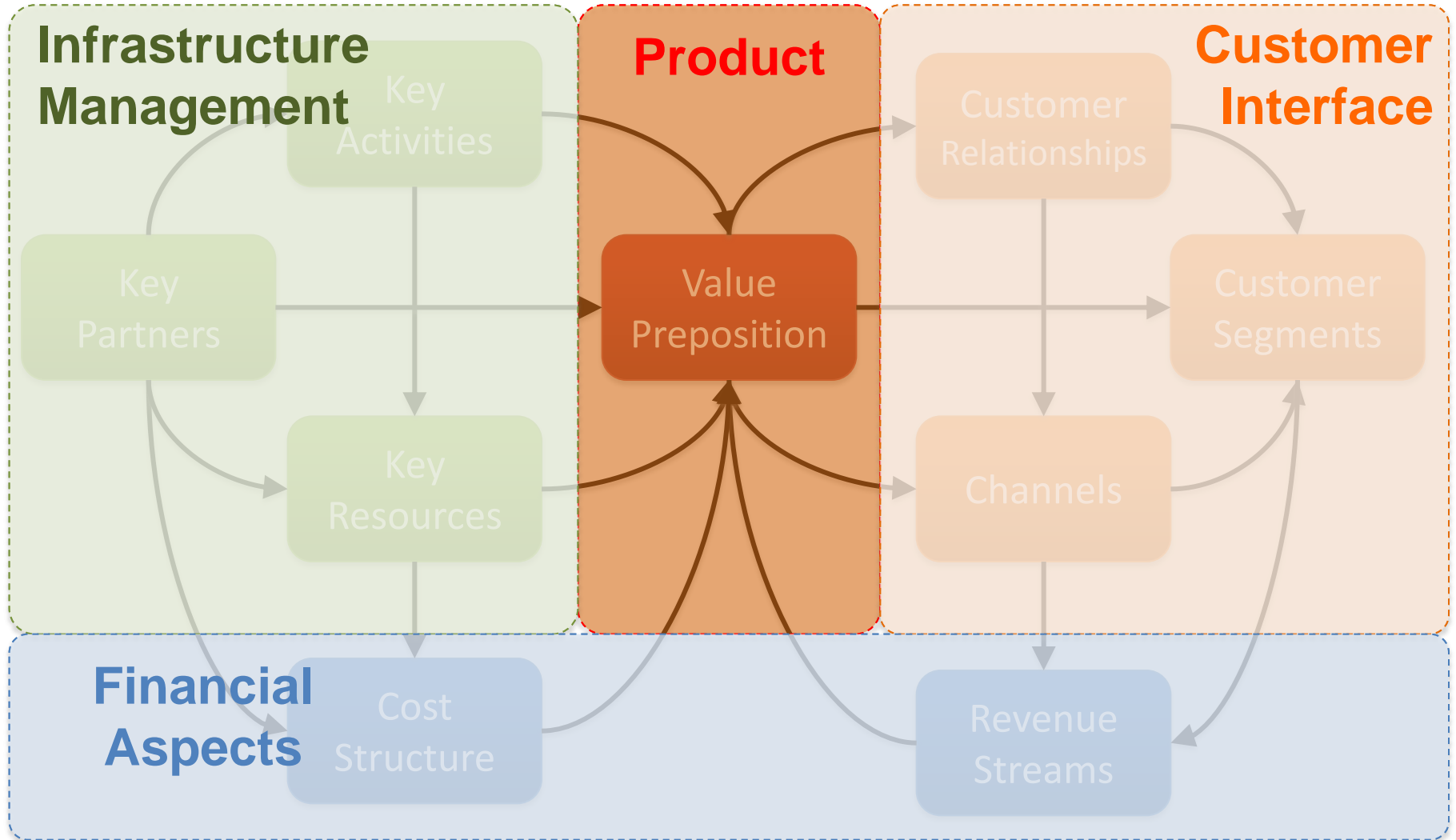
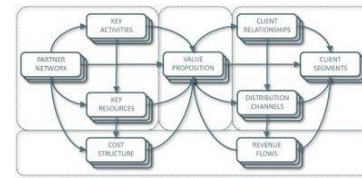


# Business Model Canvas



Source: [http://nonlinearthinking.typepad.com/nonlinear\\_thinking/2008/07/the-business-model-canvas.html](http://nonlinearthinking.typepad.com/nonlinear_thinking/2008/07/the-business-model-canvas.html)  
<https://www.youtube.com/watch?v=QoAOzMTLP5s>

# Business Model Canvas

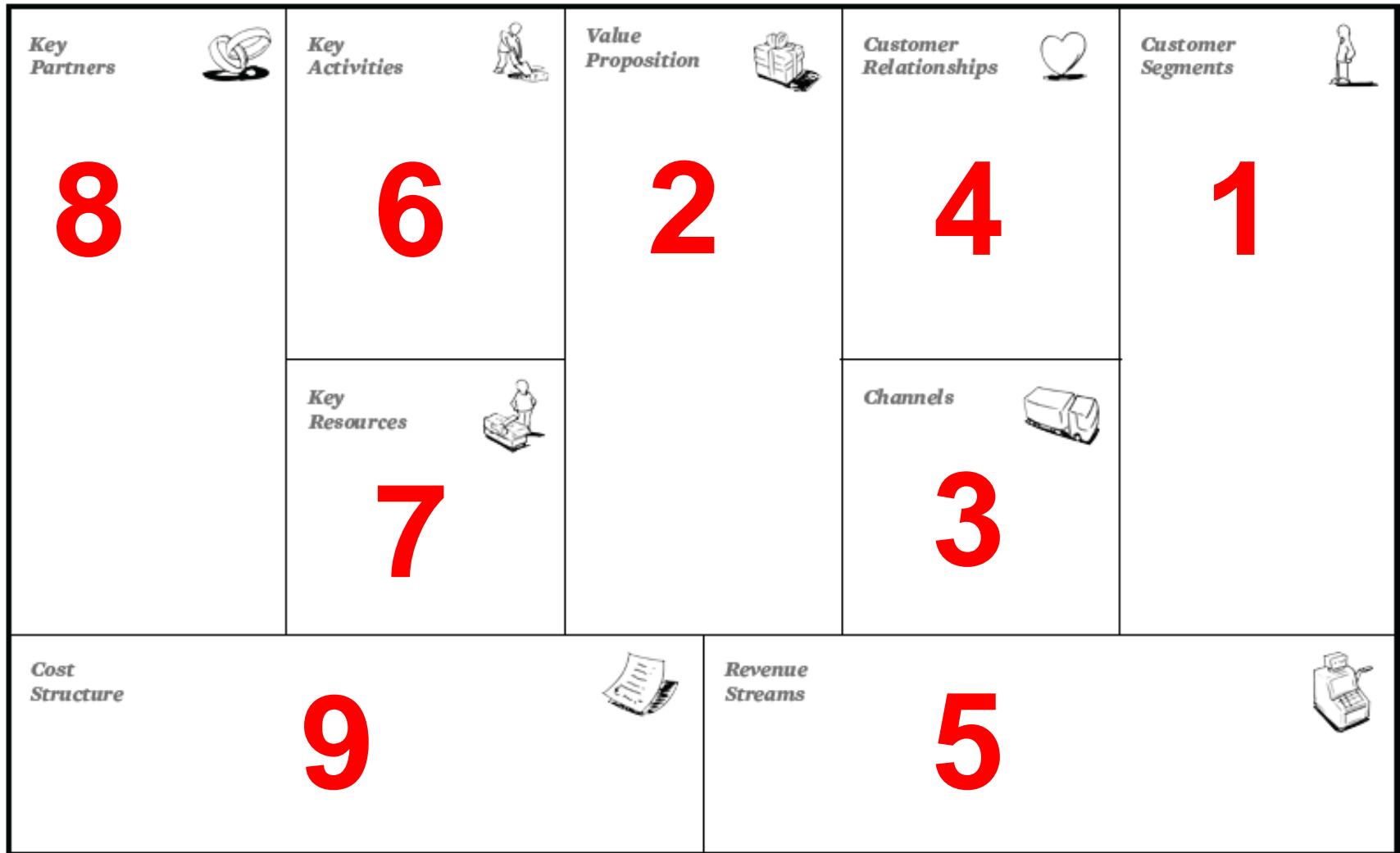


Source: [http://nonlinearthinking.typepad.com/nonlinear\\_thinking/2008/07/the-business-model-canvas.html](http://nonlinearthinking.typepad.com/nonlinear_thinking/2008/07/the-business-model-canvas.html)  
<https://www.youtube.com/watch?v=QoAOzMTLP5s>

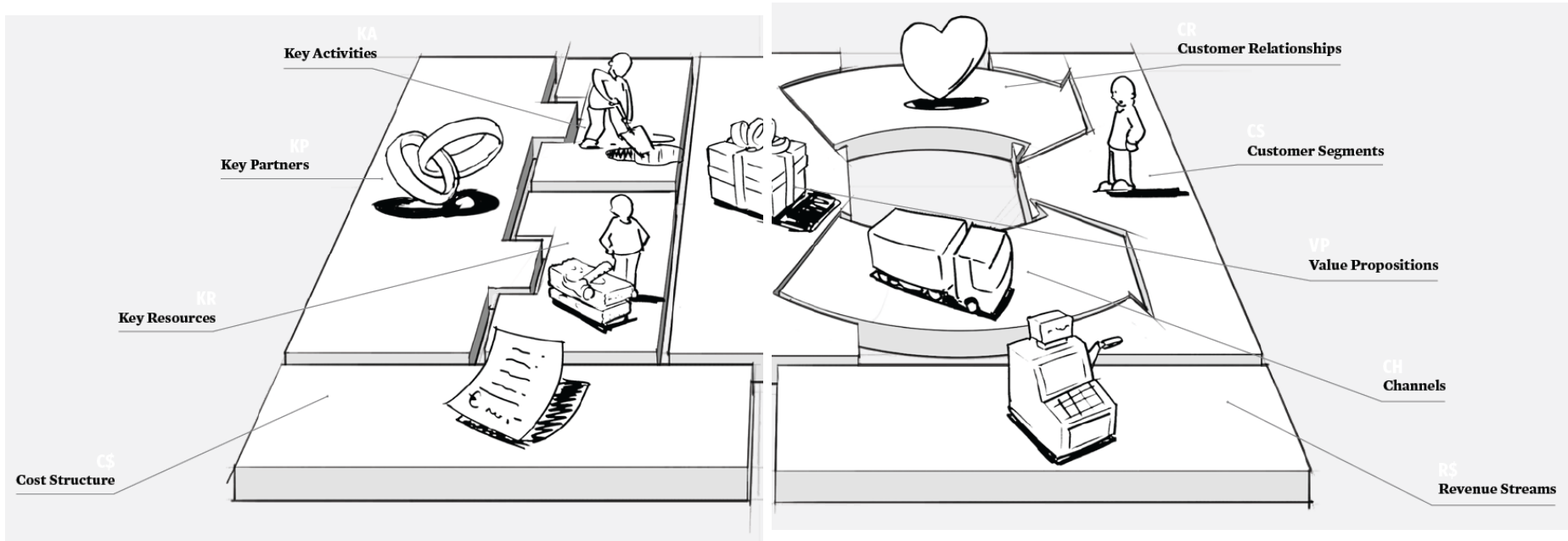
# Business Model Canvas Explained



# The 9 Building Blocks of Business Model



# The 9 Building Blocks of Business Model



# The 9 Building Blocks of Business Model

## 1. Customer Segments

- An organization serves one or several Customer Segments.

## 2. Value Propositions

- It seeks to solve customer problems and satisfy customer needs with value propositions.

## 3. Channels

- Value propositions are delivered to customers through communication, distribution, and sales Channels.

## 4. Customer Relationships

- Customer relationships are established and maintained with each Customer Segment.

# The 9 Building Blocks of Business Model

## 5. Revenue Streams

- Revenue streams result from value propositions successfully offered to customers.

## 6. Key Resources

- Key resources are the assets required to offer and deliver the previously described elements...

## 7. Key Activities

- ...by performing a number of Key Activities.

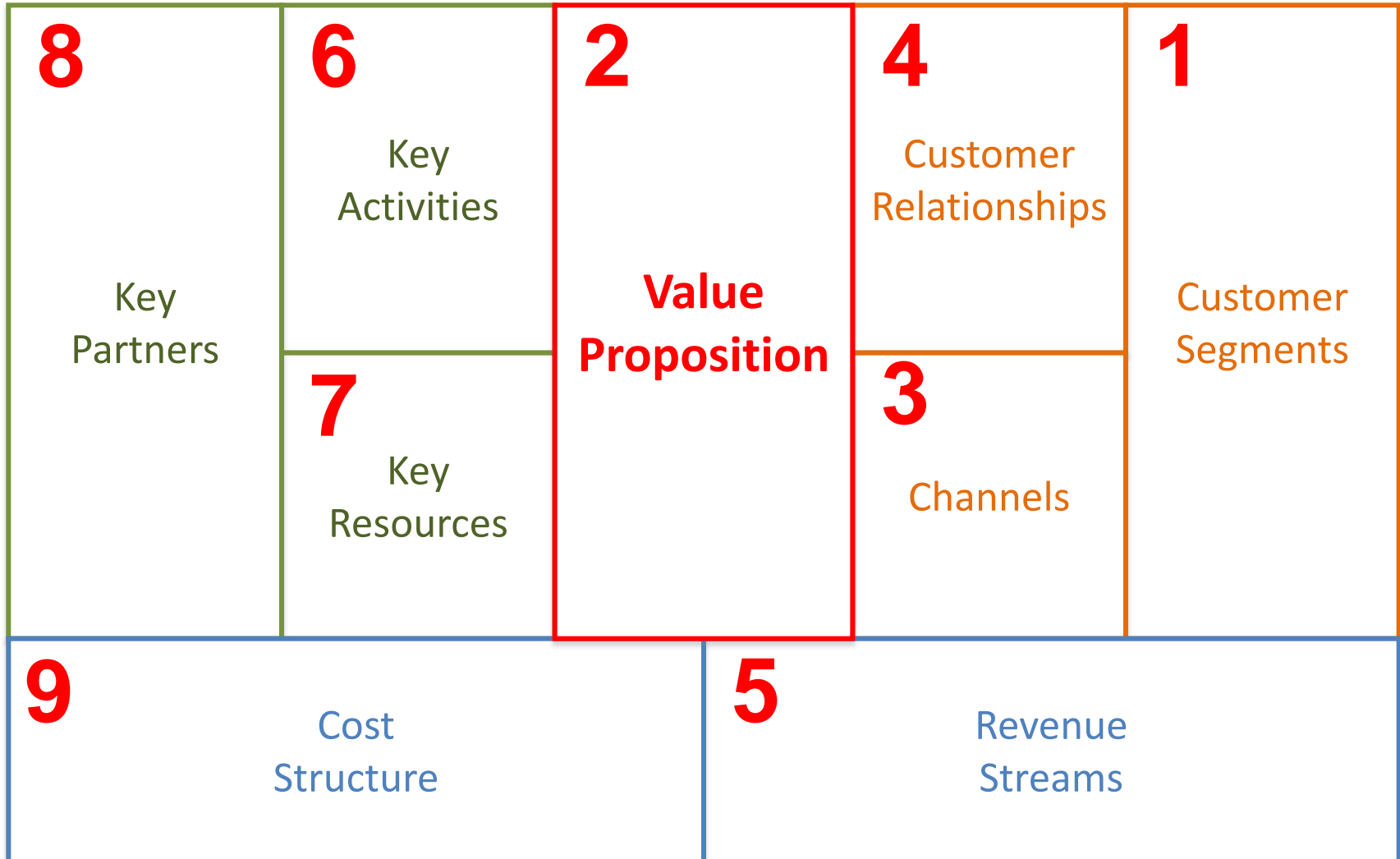
## 8. Key Partnerships

- Some activities are outsourced and some resources are acquired outside the enterprise.

## 9. Cost Structure

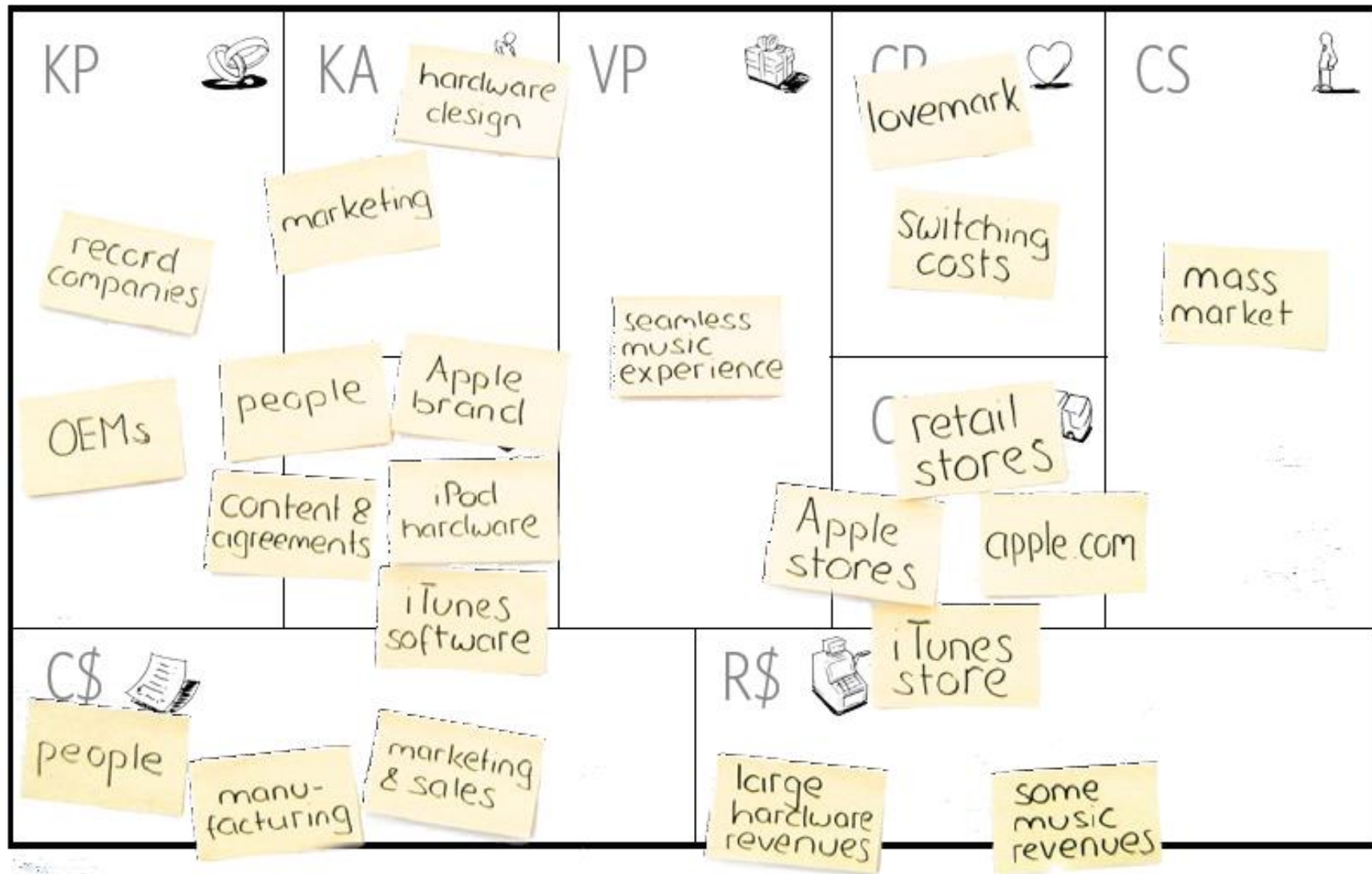
- The business model elements result in the cost structure.

# Business Model

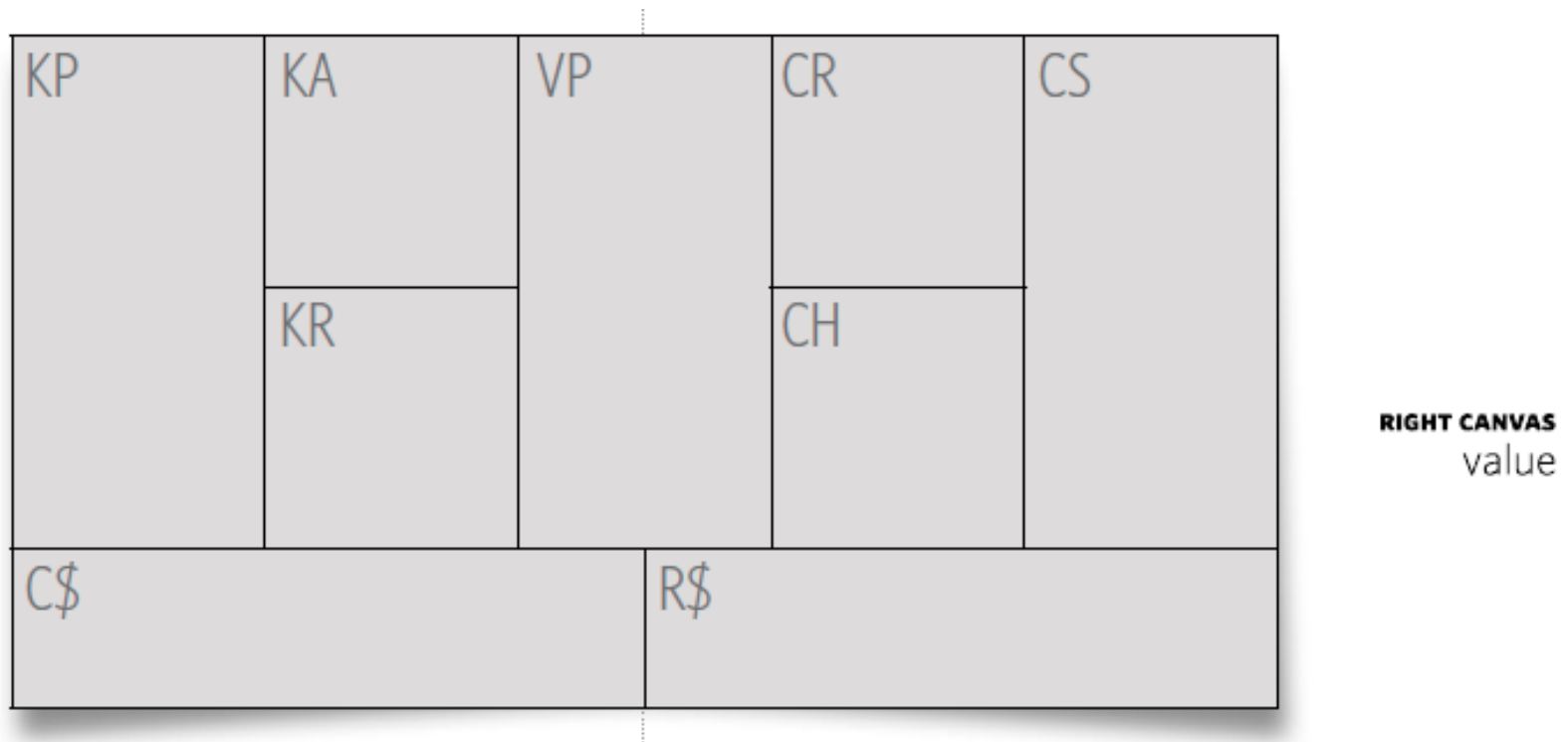




# Business Model Generation



# Business Model Generation



**Production and Logistics**

Anything beyond content creation is outsourced to readily available service providers.

**Differentiation**

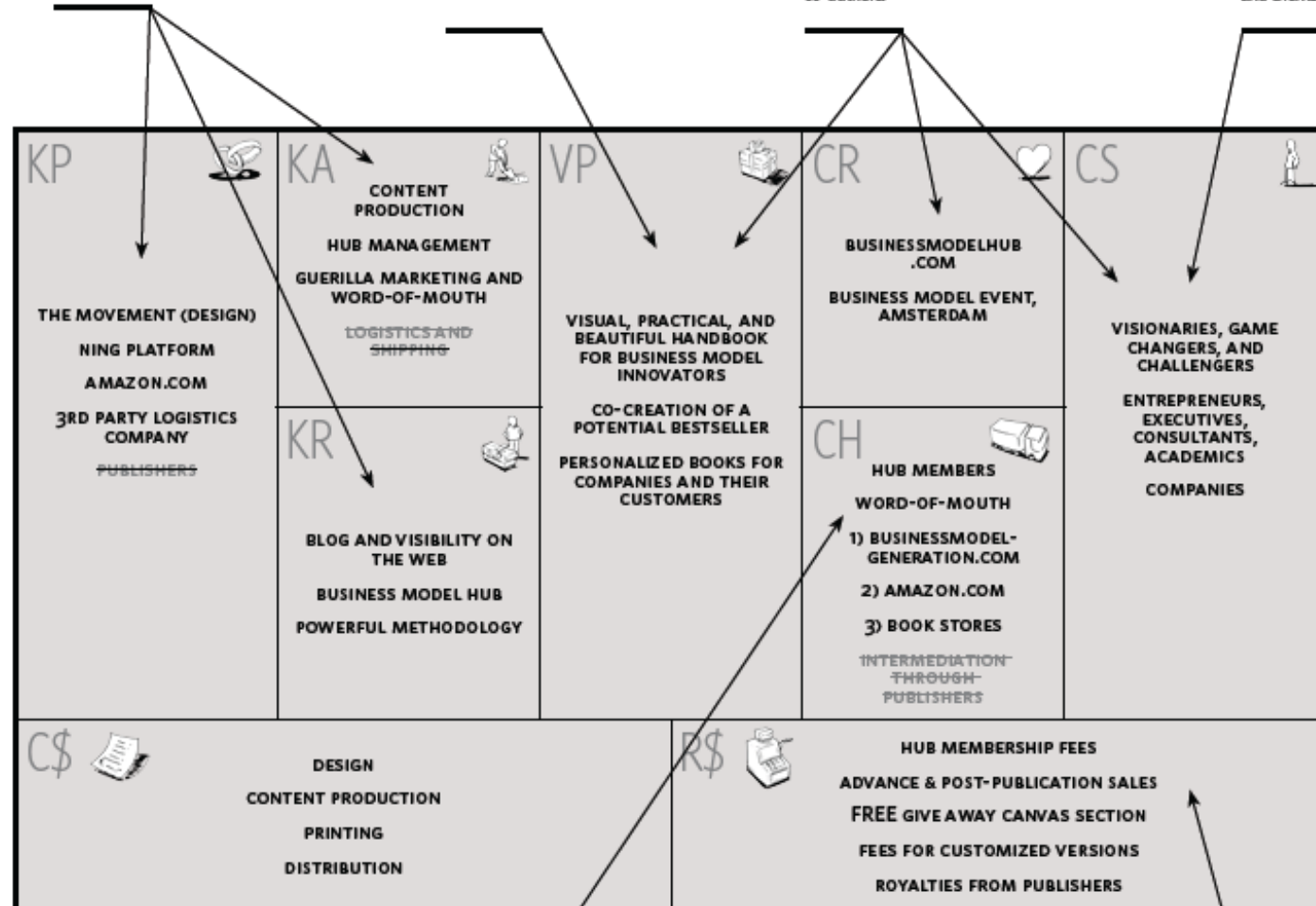
An entirely different format, business model, and story for the book makes it stand out in a crowded market.

**Community**

The book is co-created with practitioners from around the world who feel ownership thanks to attribution as contributing co-authors.

**Buyers**

Paying customers are not only readers, but co-creators and companies that want customized books for their employees and clients.



# THE CANVAS OF BUSINESS MODEL GENERATION

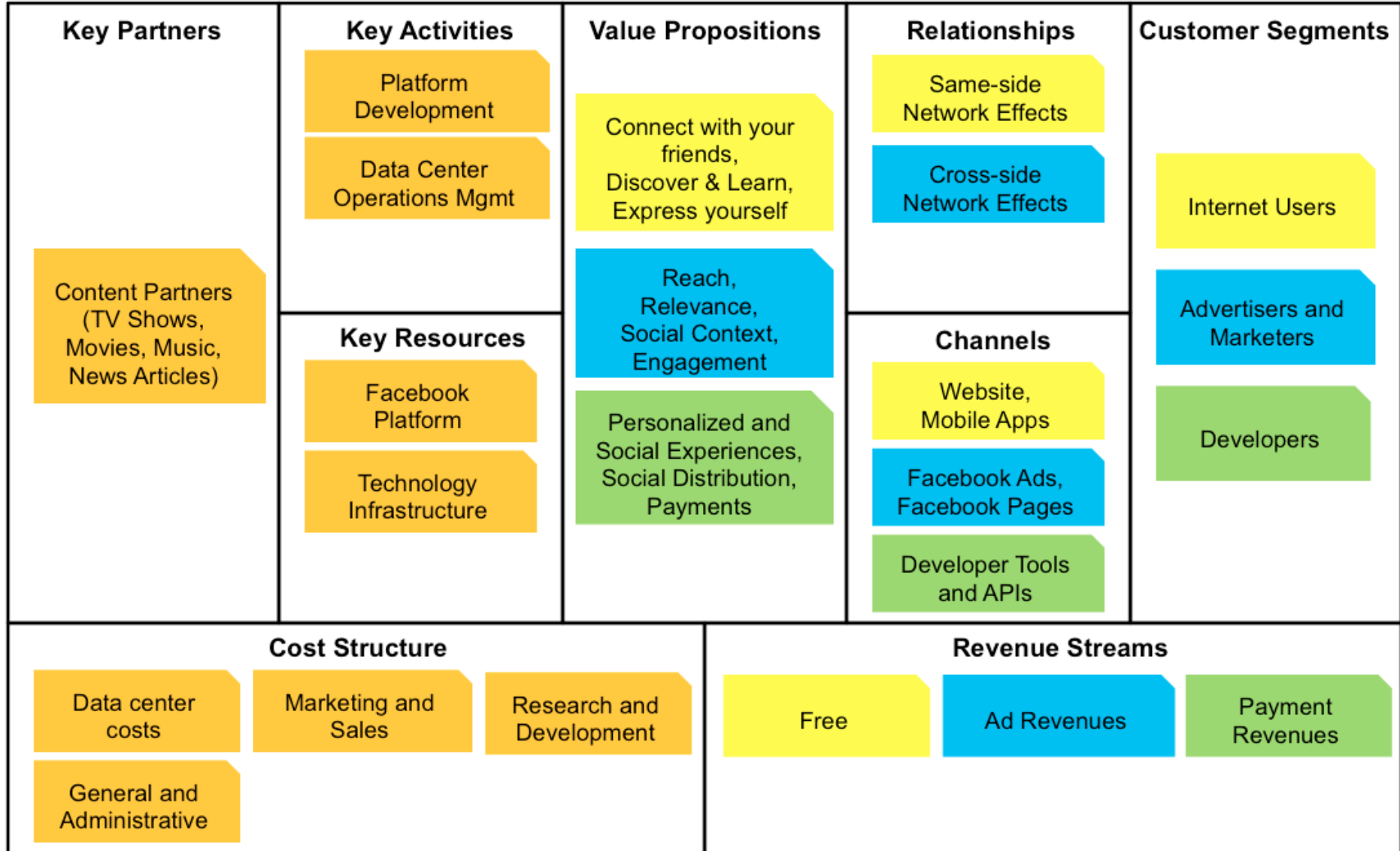
**Reach**

A mix of direct and indirect Channels and a phased approach optimizes reach and margins. The story of the book lends itself well to viral marketing and word-of-mouth promotion.

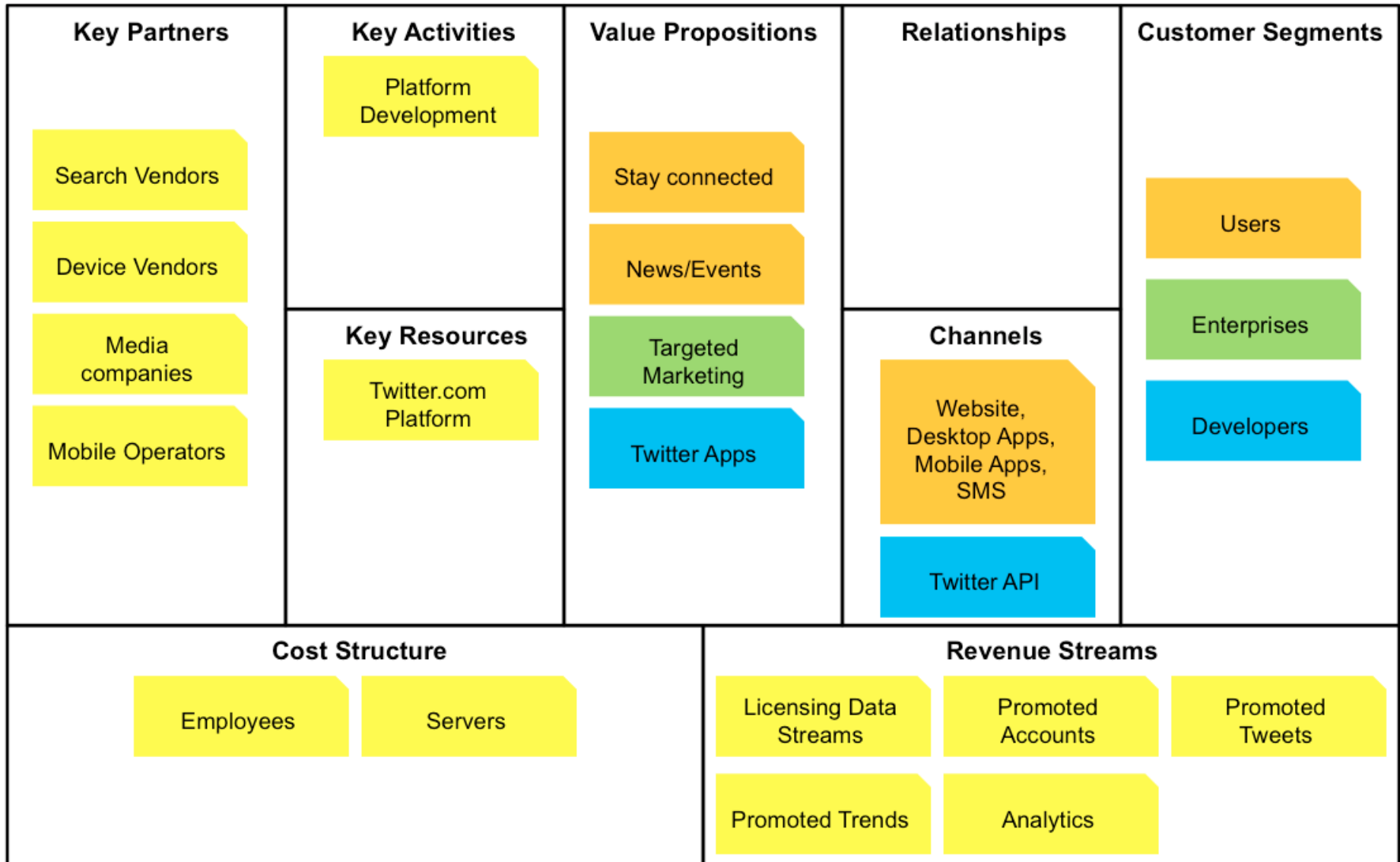
**Revenues**

The book was financed through advanced sales and fees paid by co-creators. Additional revenues come from customized versions for companies and their clients.

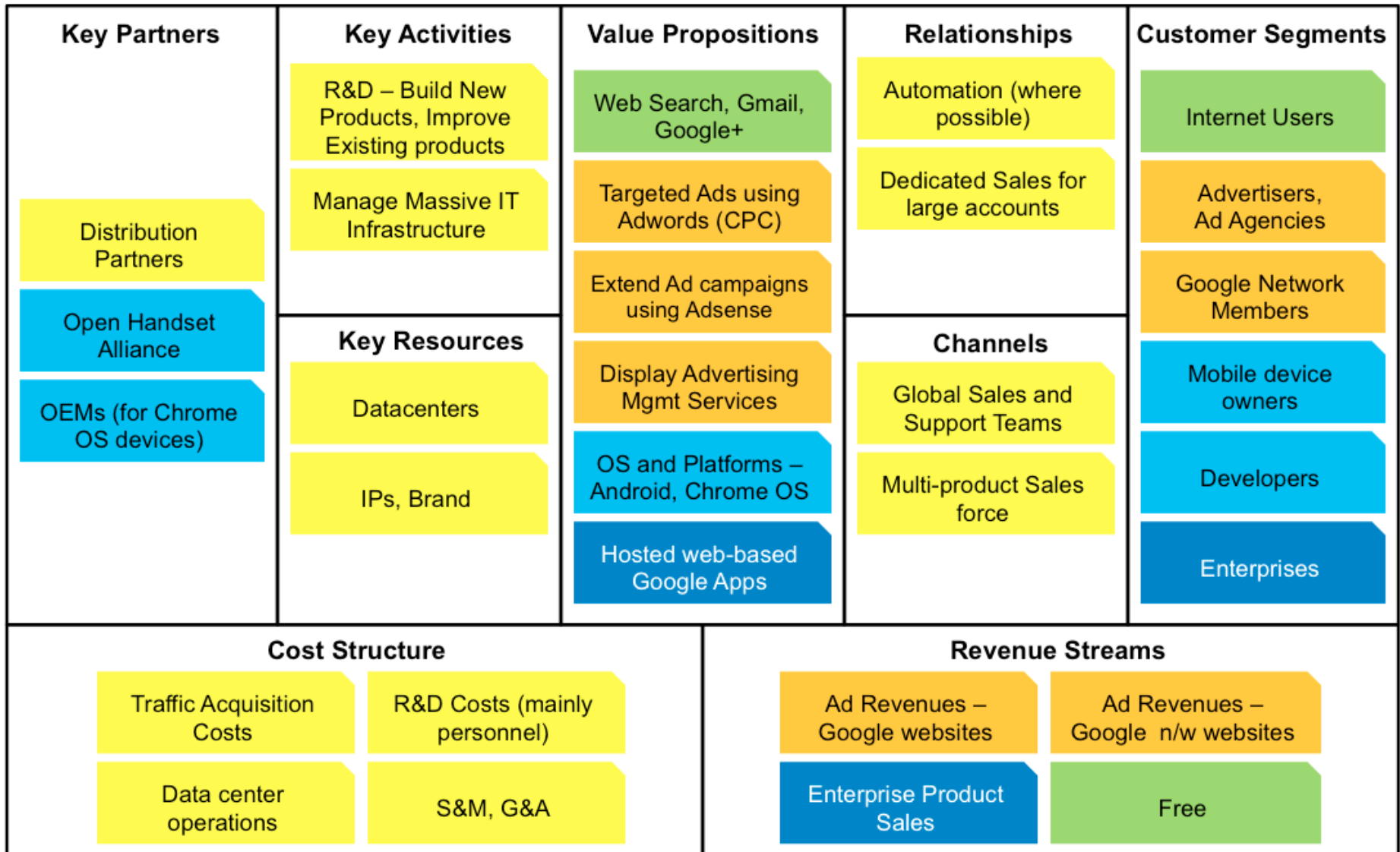
# Facebook – World's leading Social Networking Site (SNS)



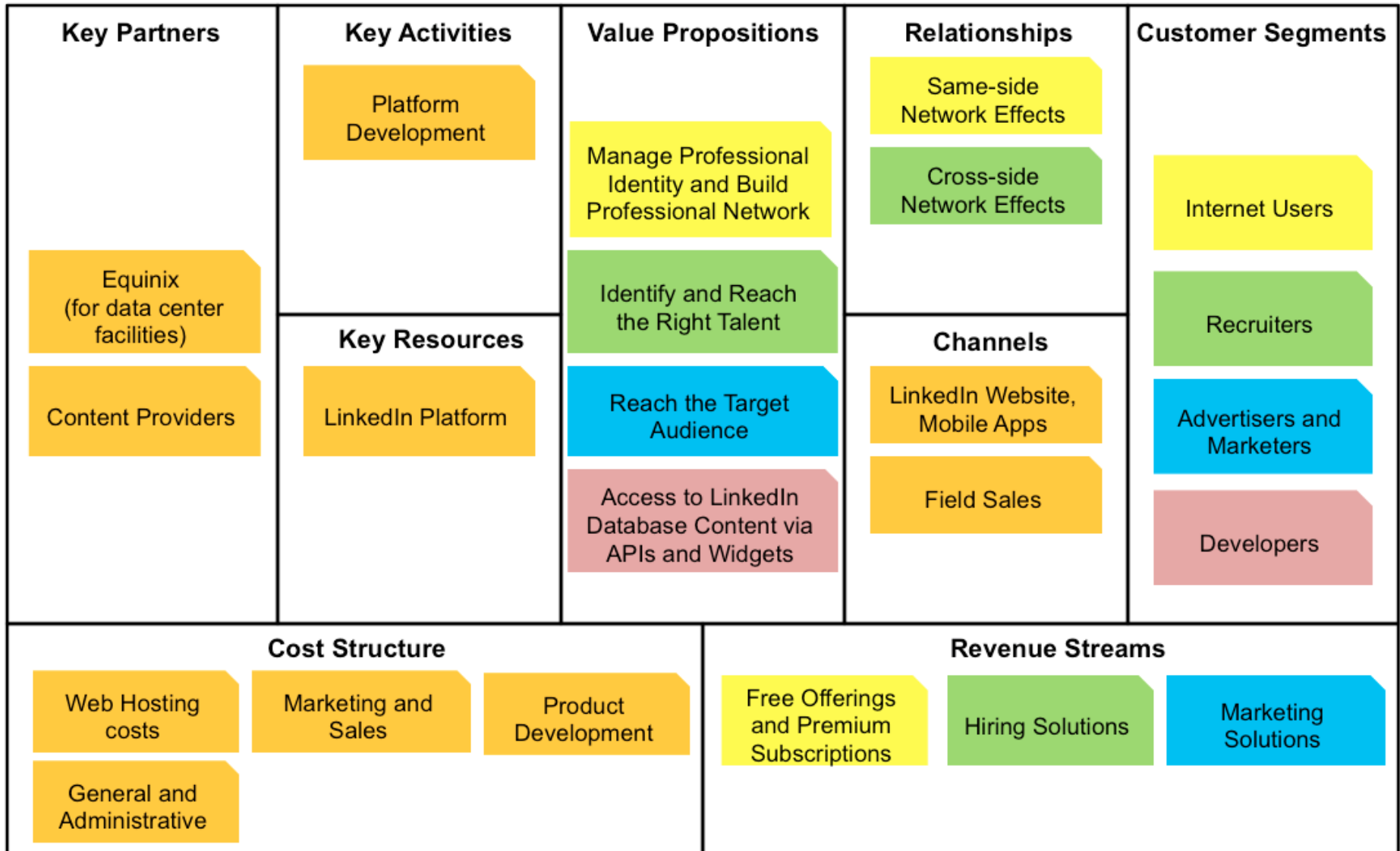
# Twitter Business Model



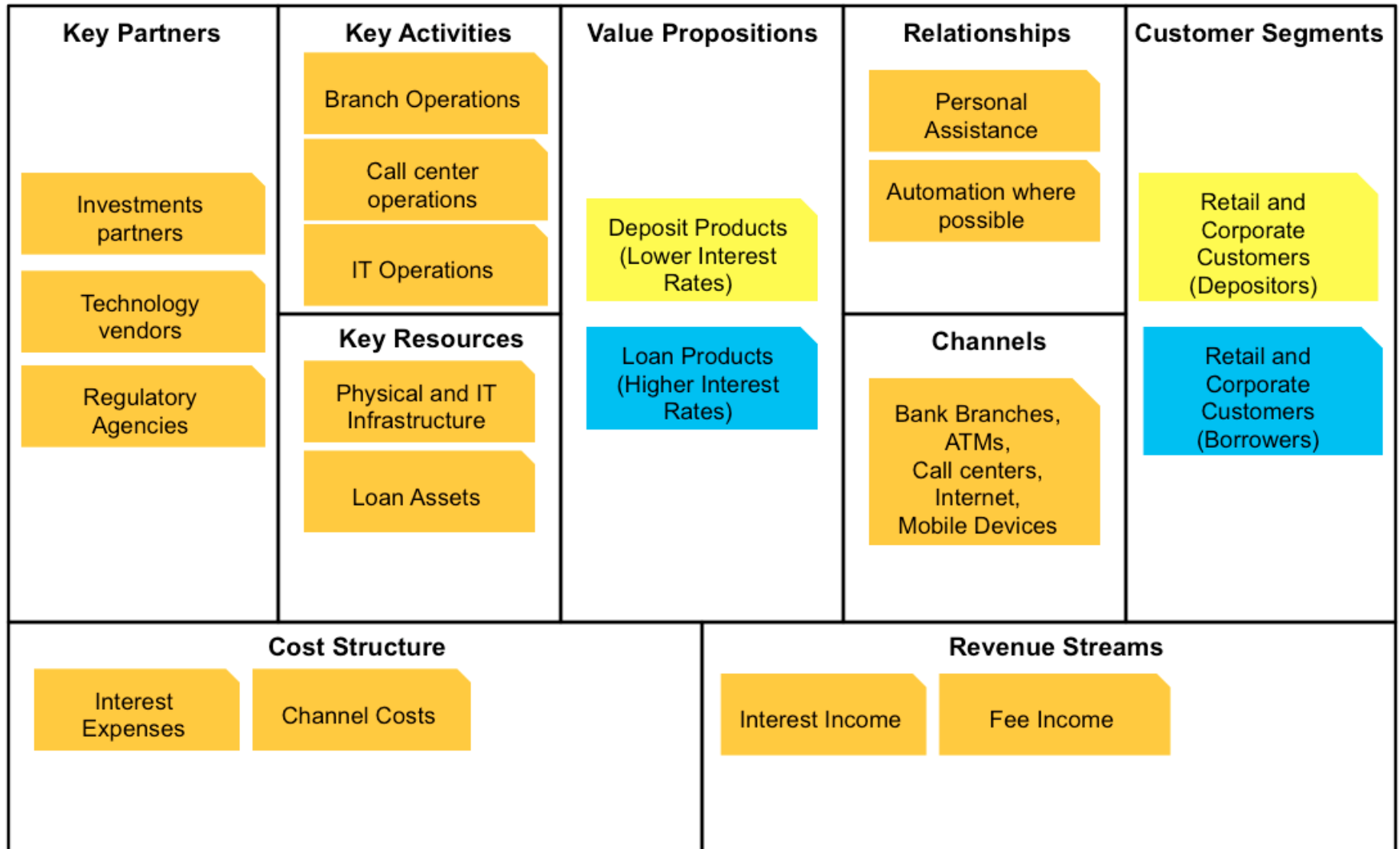
# Google Business Model



# LinkedIn – World's Largest Professional Network

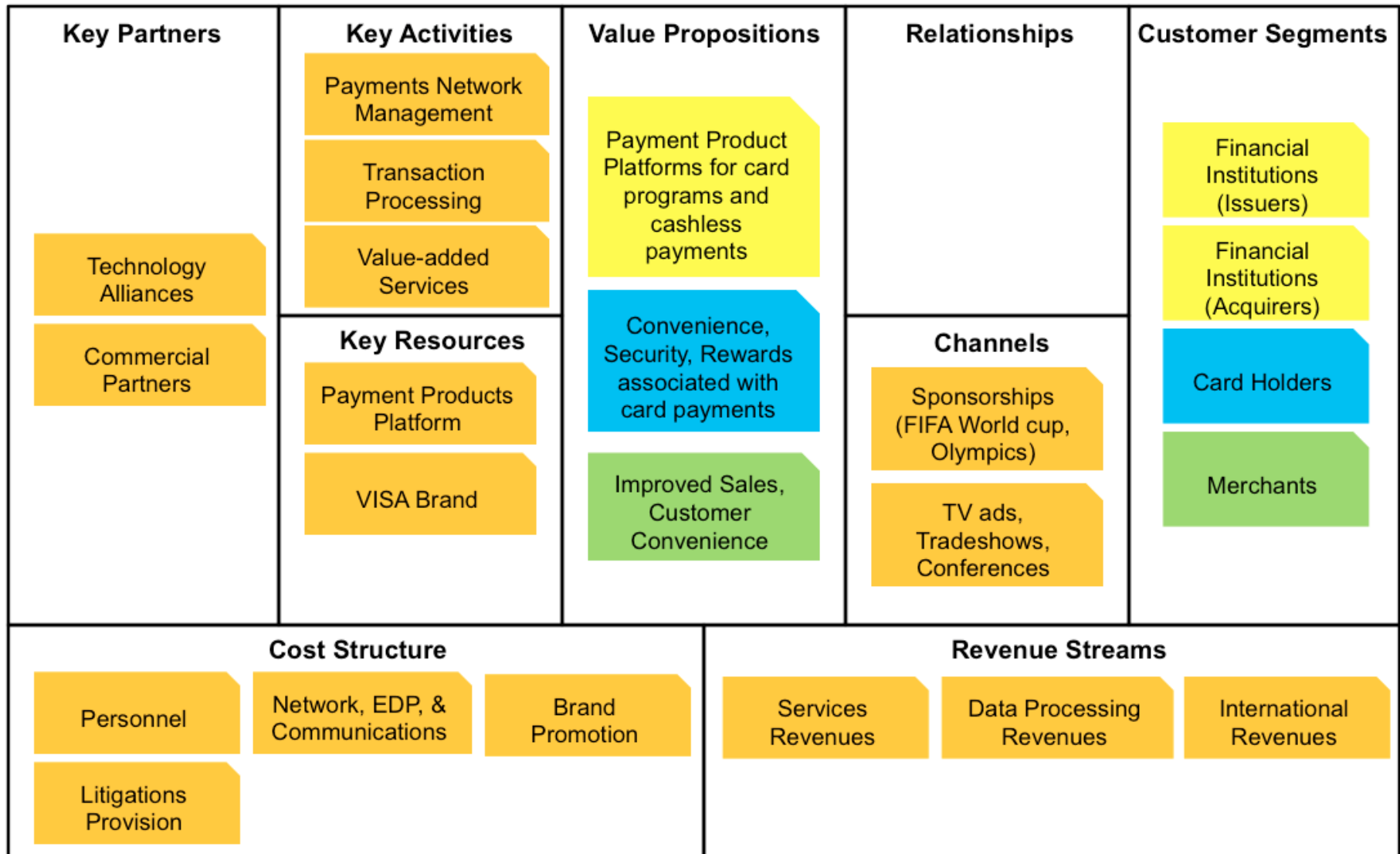


# Business Model of Banking companies





# VISA – Leader in Global Payments Industry

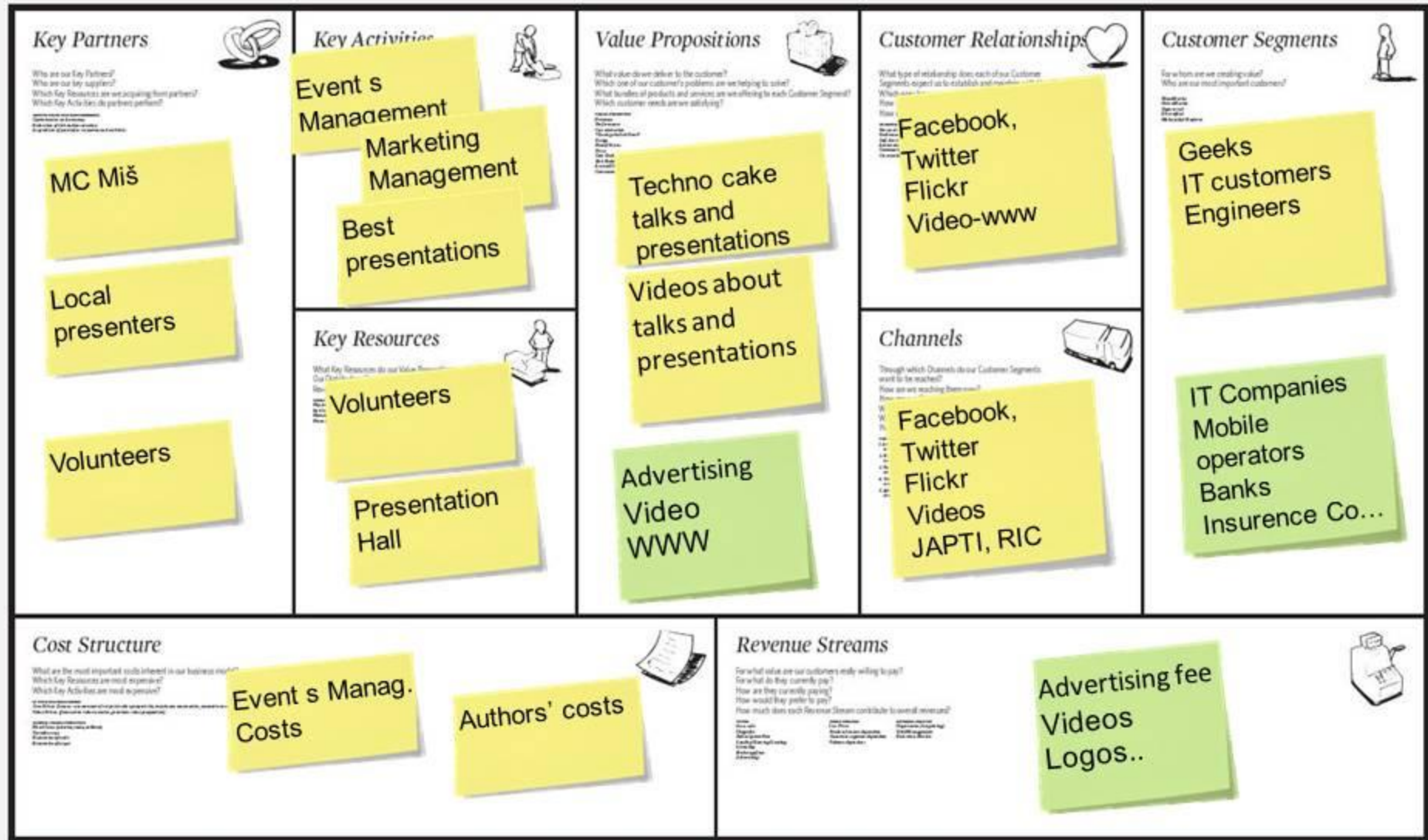


# The Business Model Canvas

Designed for: Techno Cake

Designed by: Danilo Tič

On: 1.2.2011  
Revision: 01



# Customer Value

**Marketing**

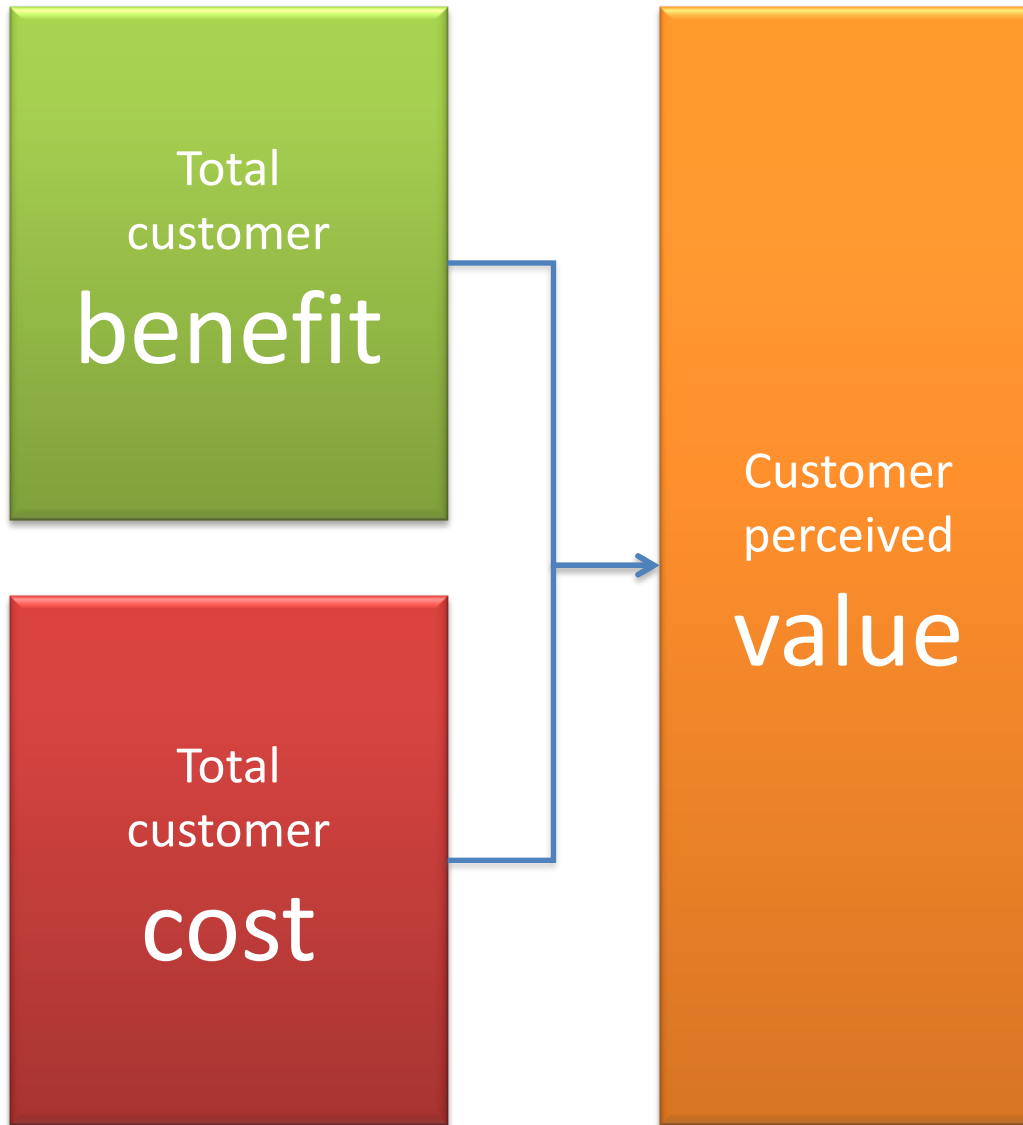
**“Meeting  
needs  
profitably”**

# Value

the sum of the  
tangible and  
intangible

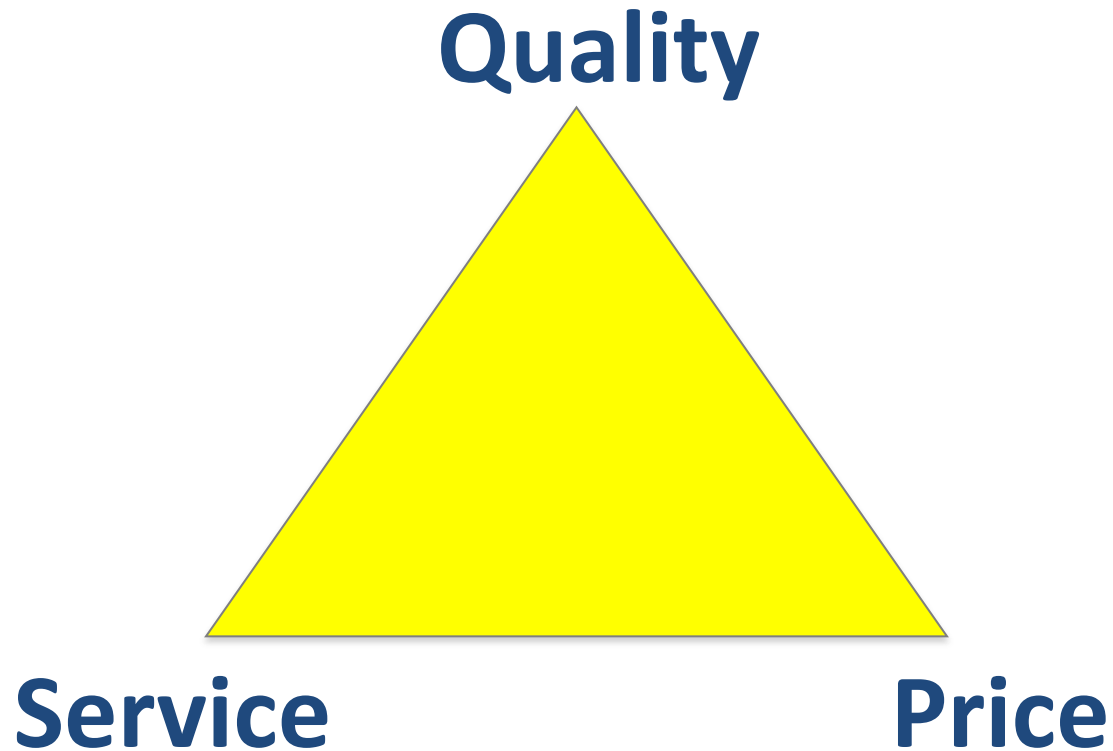
benefits and costs

# Value



# Customer Value Triad

Quality, Service, and Price  
(qsp)



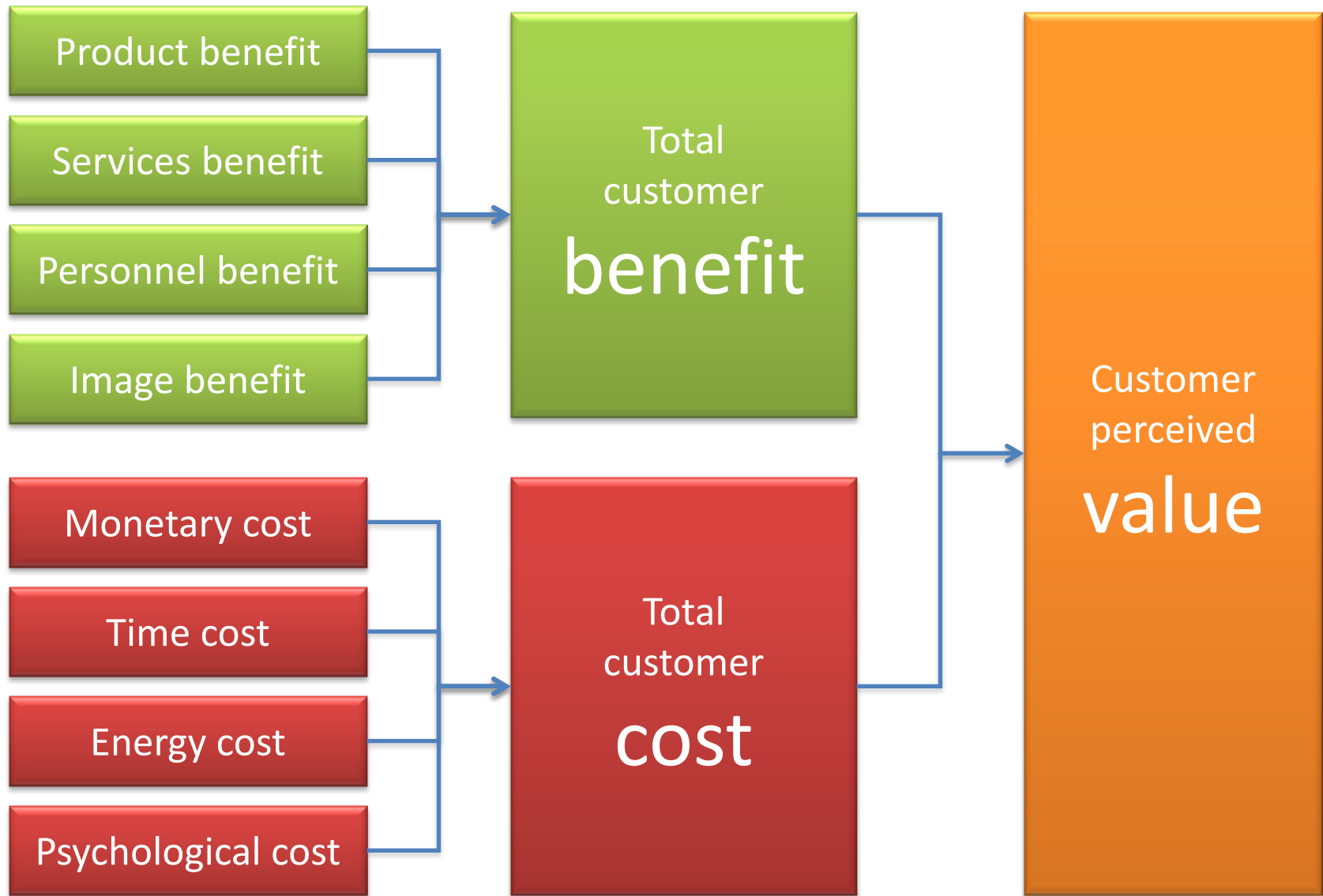
# Value and Satisfaction

- Marketing
  - identification, creation, communication, delivery, and monitoring of **customer value**.
- Satisfaction
  - a person's judgment of a product's **perceived performance** in relationship to **expectations**



**Building**  
**Customer Value,**  
**Satisfaction,**  
**and**  
**Loyalty**

# Customer Perceived Value



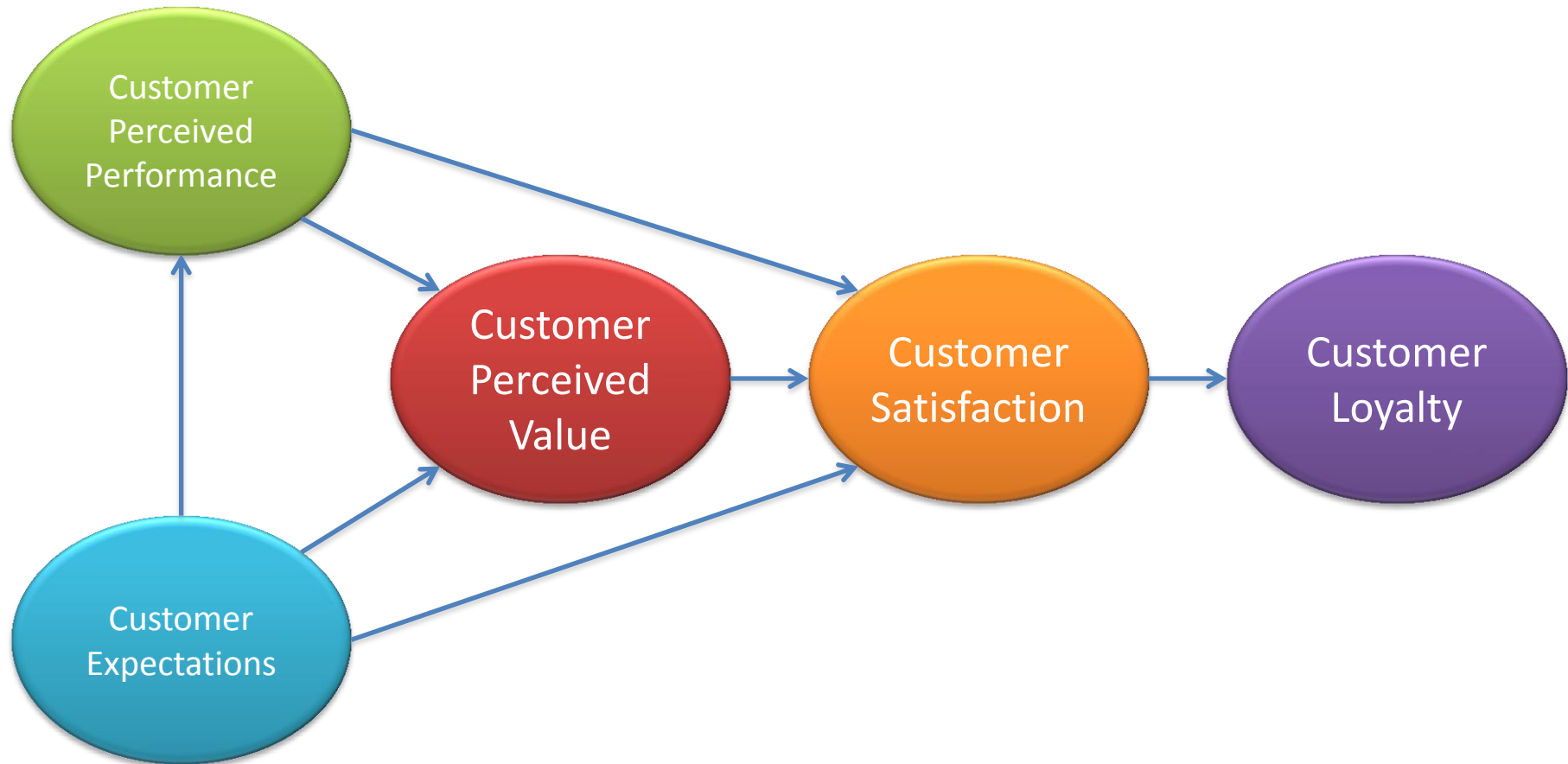
# Satisfaction

“a person’s **feelings of pleasure or disappointment** that result from comparing a product’s **perceived performance** (or outcome) to **expectations**”

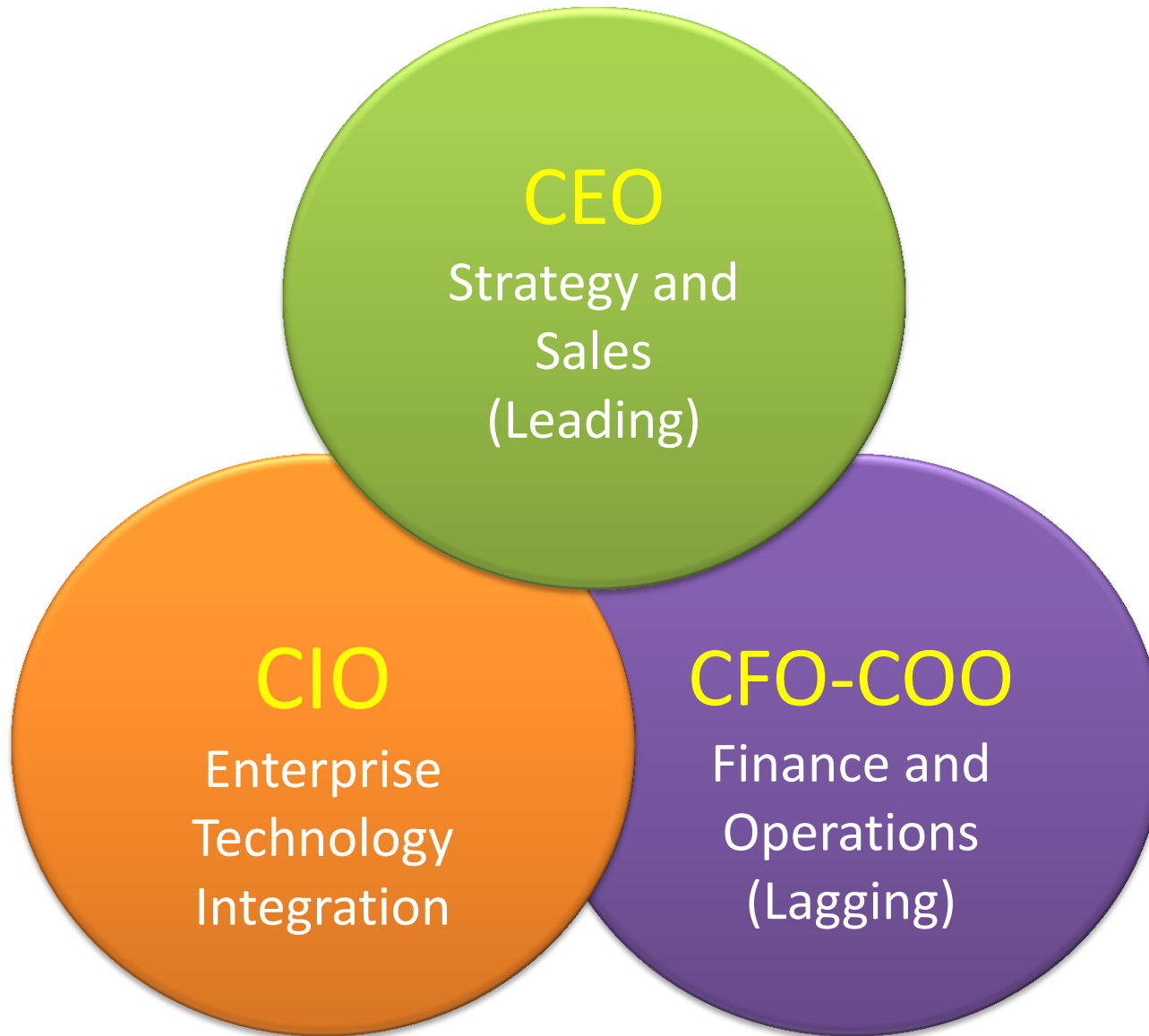
# Loyalty

**“a deeply held commitment to  
rebuy or repatronize  
a preferred product or service  
in the future  
despite situational influences and  
marketing efforts having the  
potential to cause switching  
behavior.”**

# Customer Perceived Value, Customer Satisfaction, and Loyalty



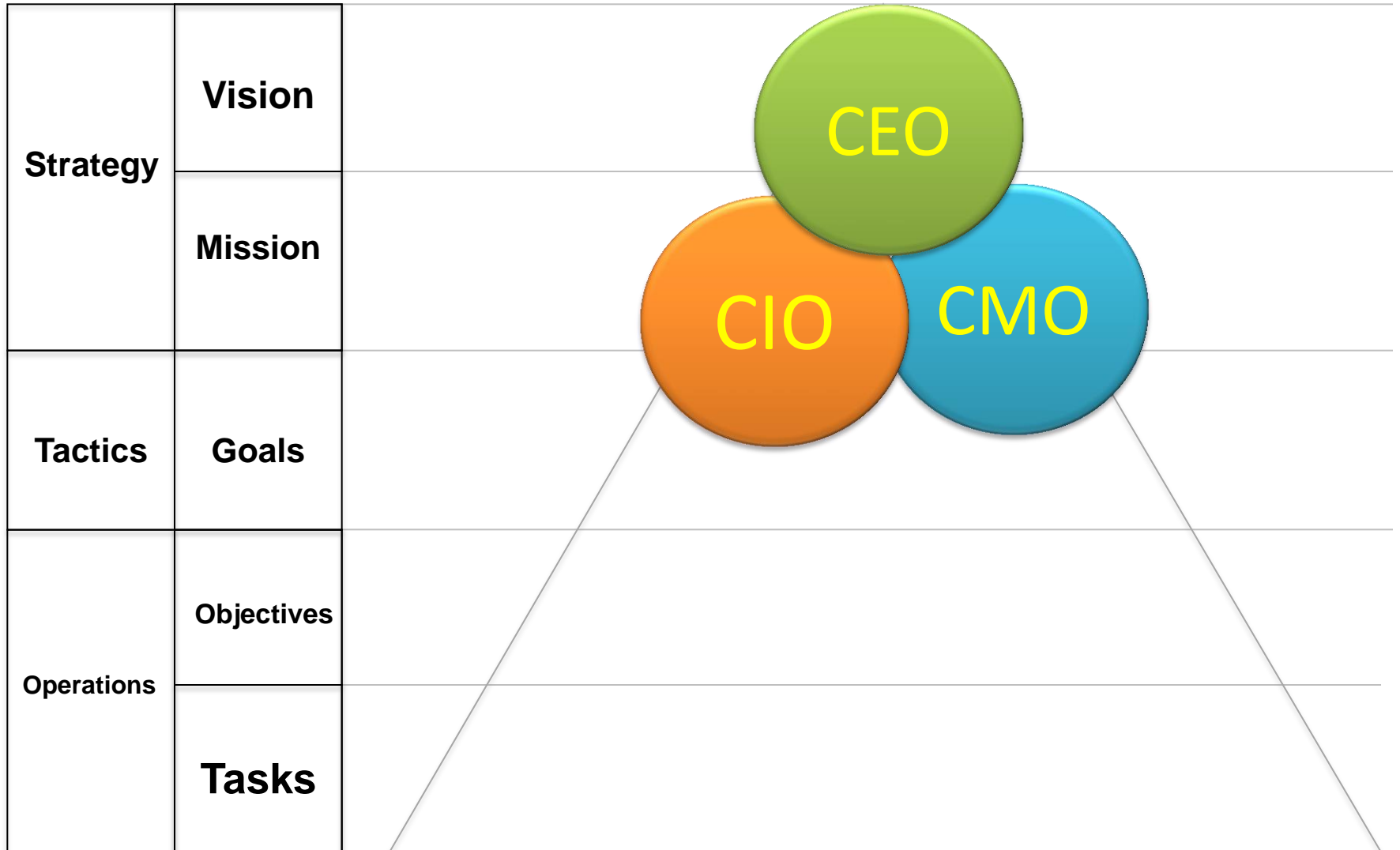
# CEO CIO CFO



# CEO CIO CMO



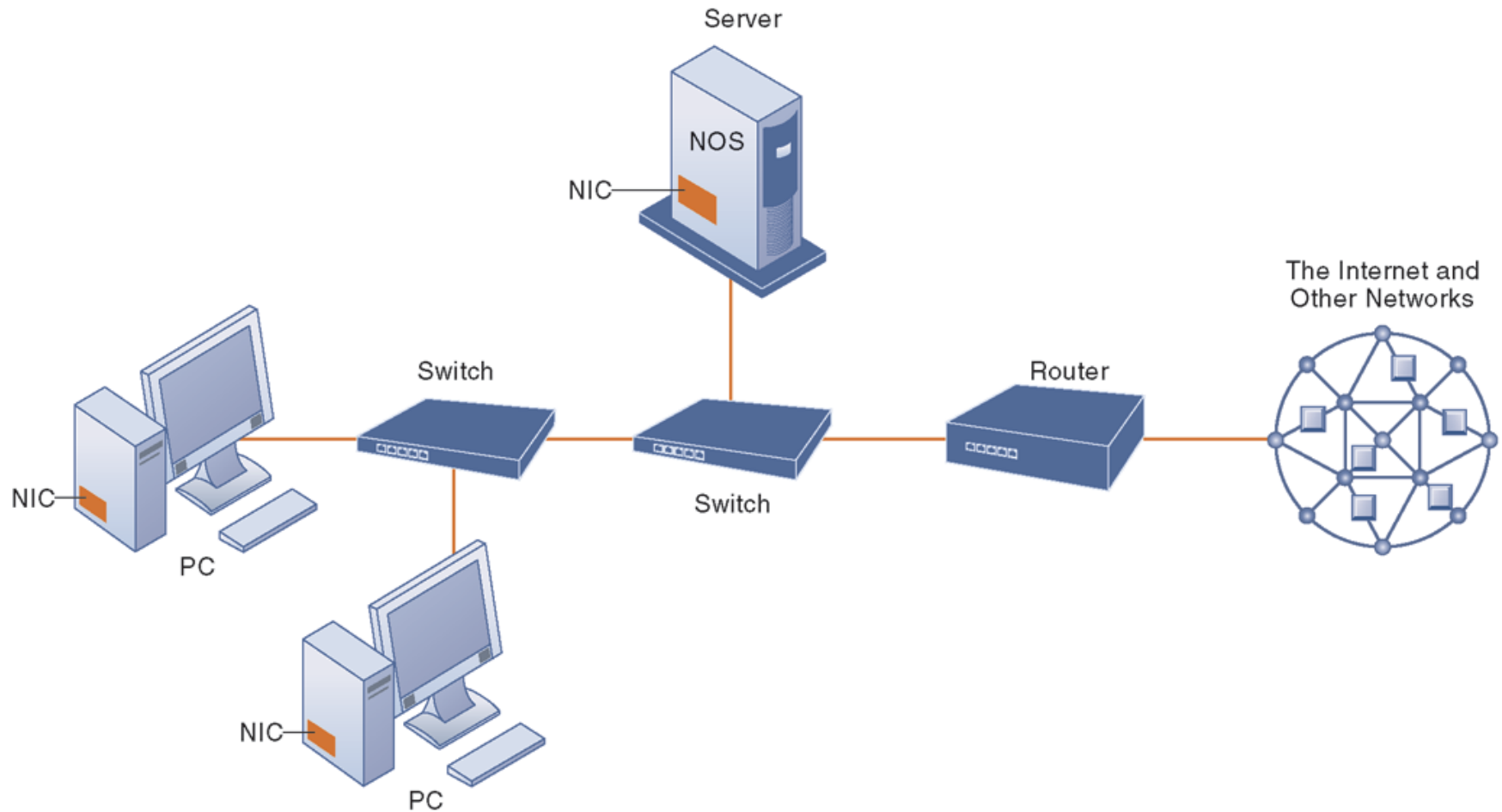
# CEO CIO CMO



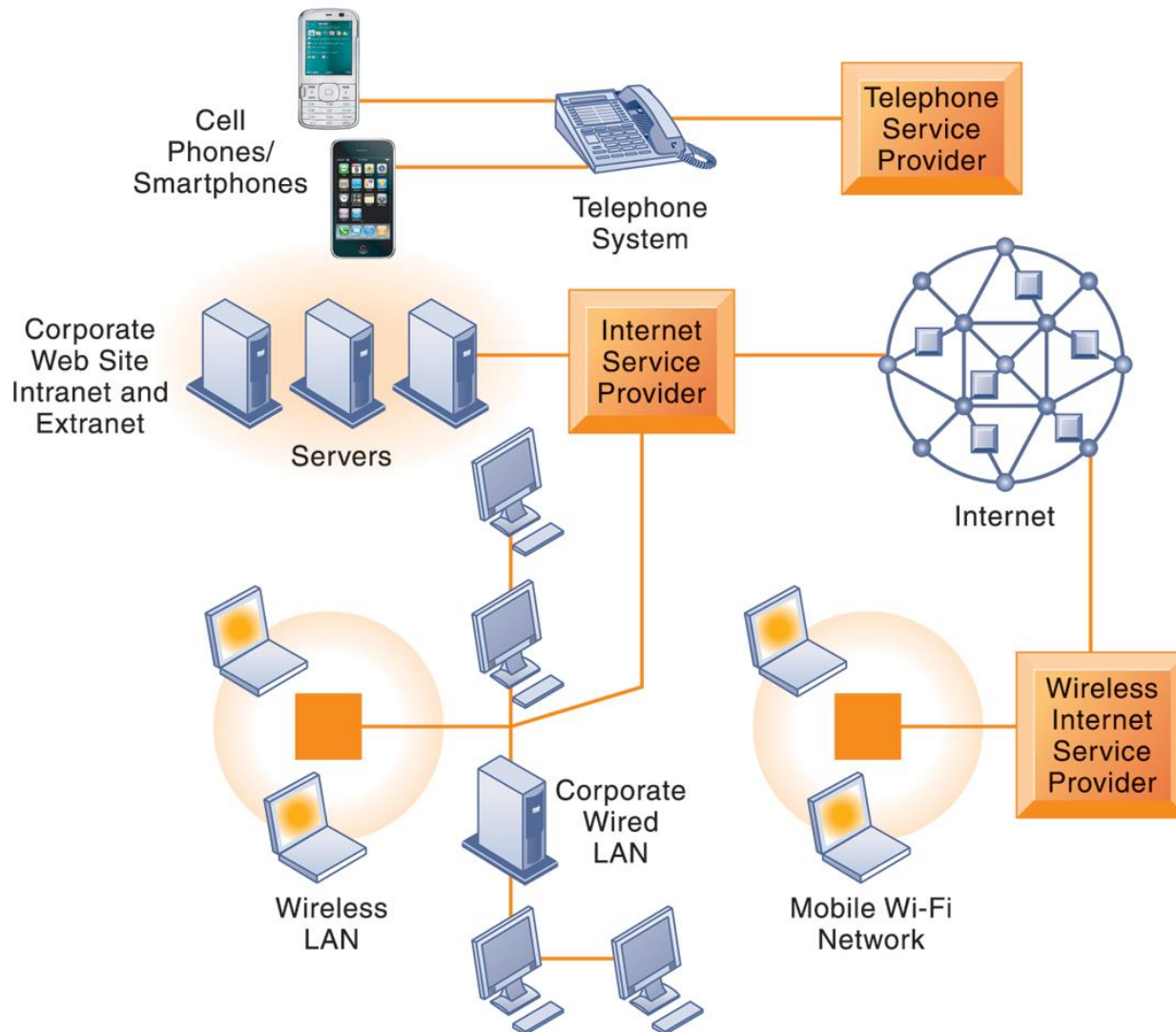


**Nothing**  
**is**  
**so practical**  
**as a**  
**good theory**

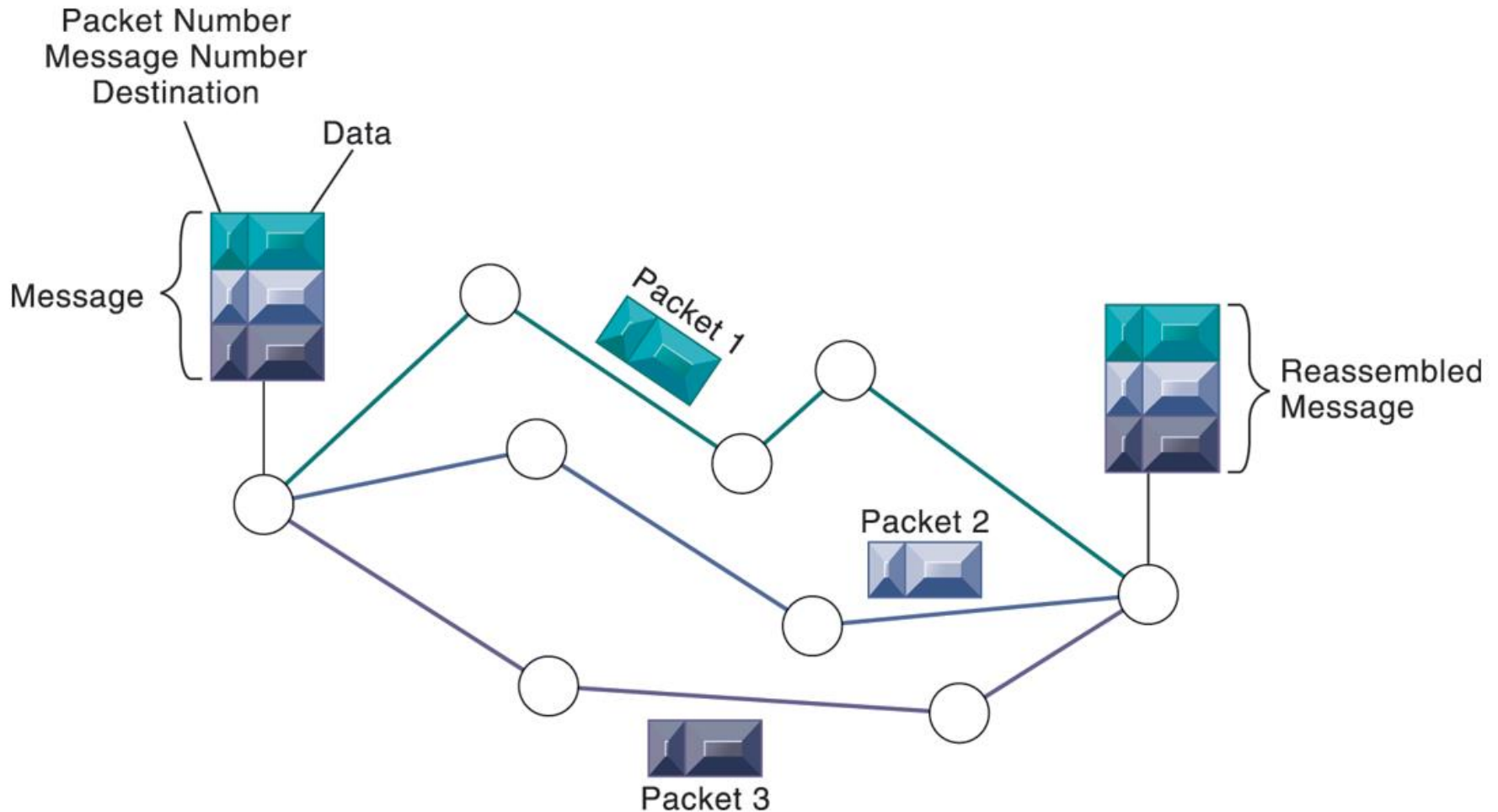
# COMPONENTS OF A SIMPLE COMPUTER NETWORK



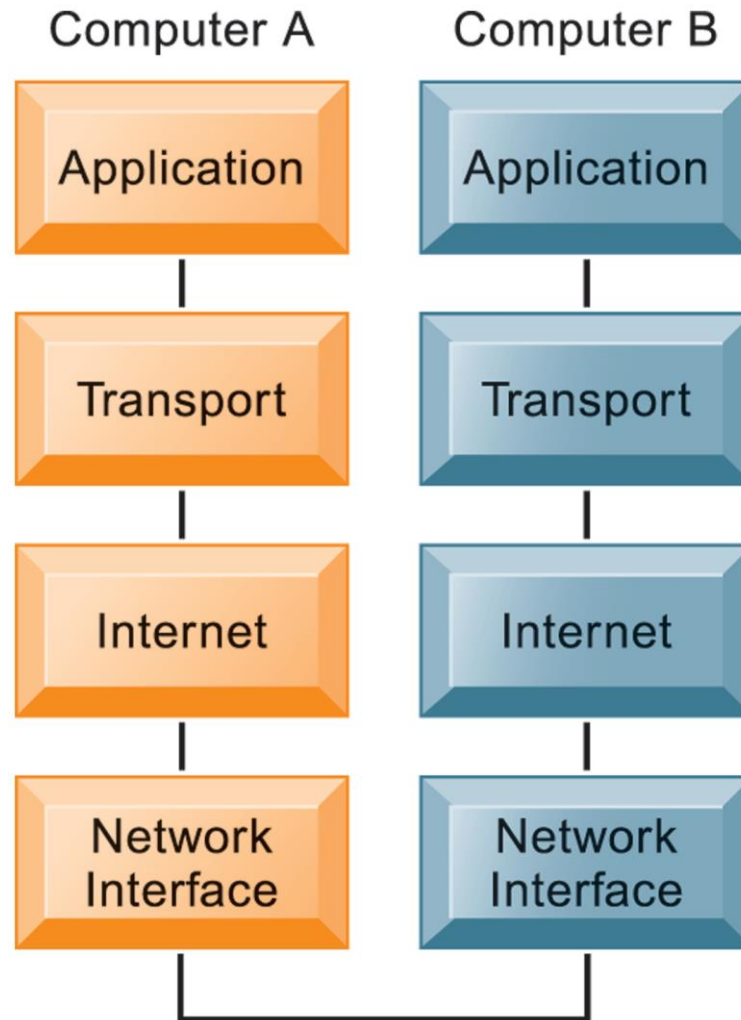
# CORPORATE NETWORK INFRASTRUCTURE



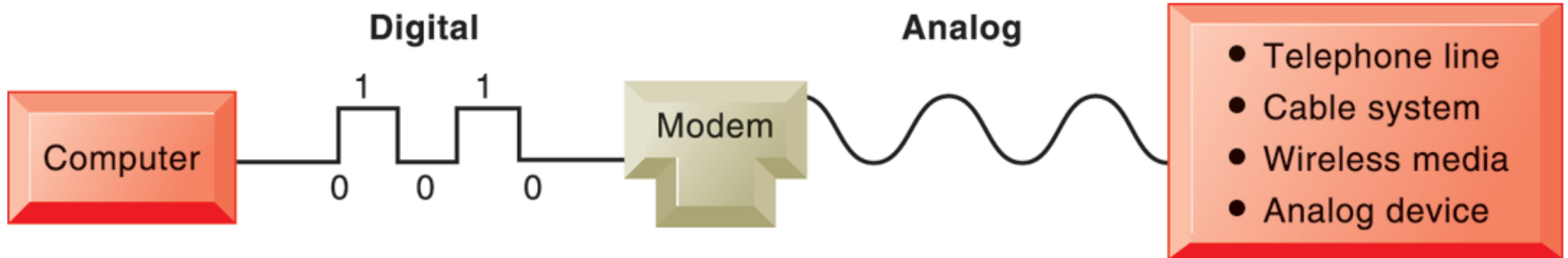
# PACKED-SWITCHED NETWORKS AND PACKET COMMUNICATIONS



# THE TRANSMISSION CONTROL PROTOCOL/ INTERNET PROTOCOL (TCP/IP) REFERENCE MODEL

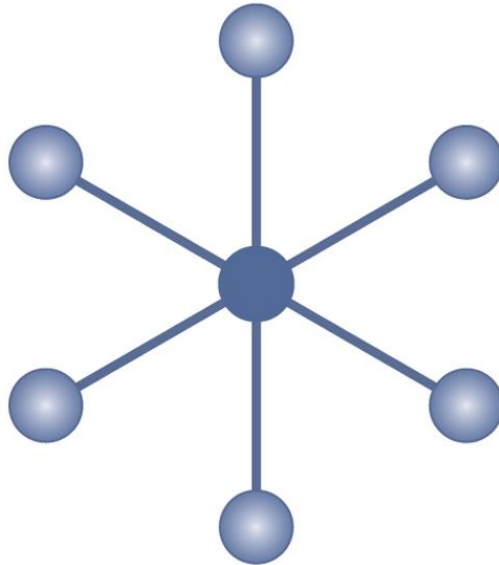


# FUNCTIONS OF THE MODEM

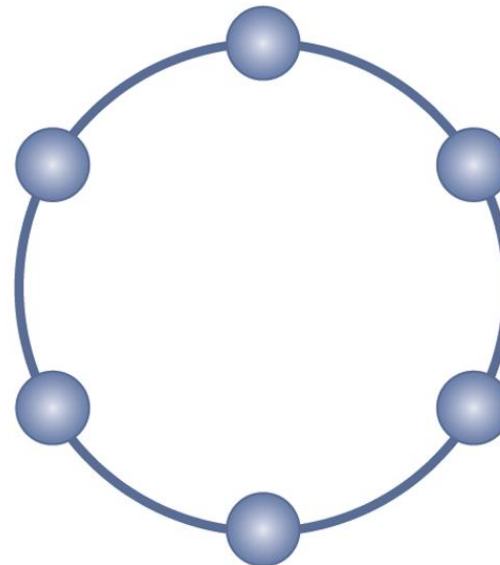


# NETWORK TOPOLOGIES

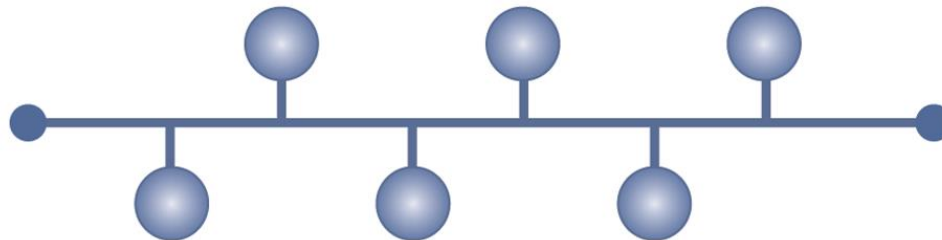
Star topology



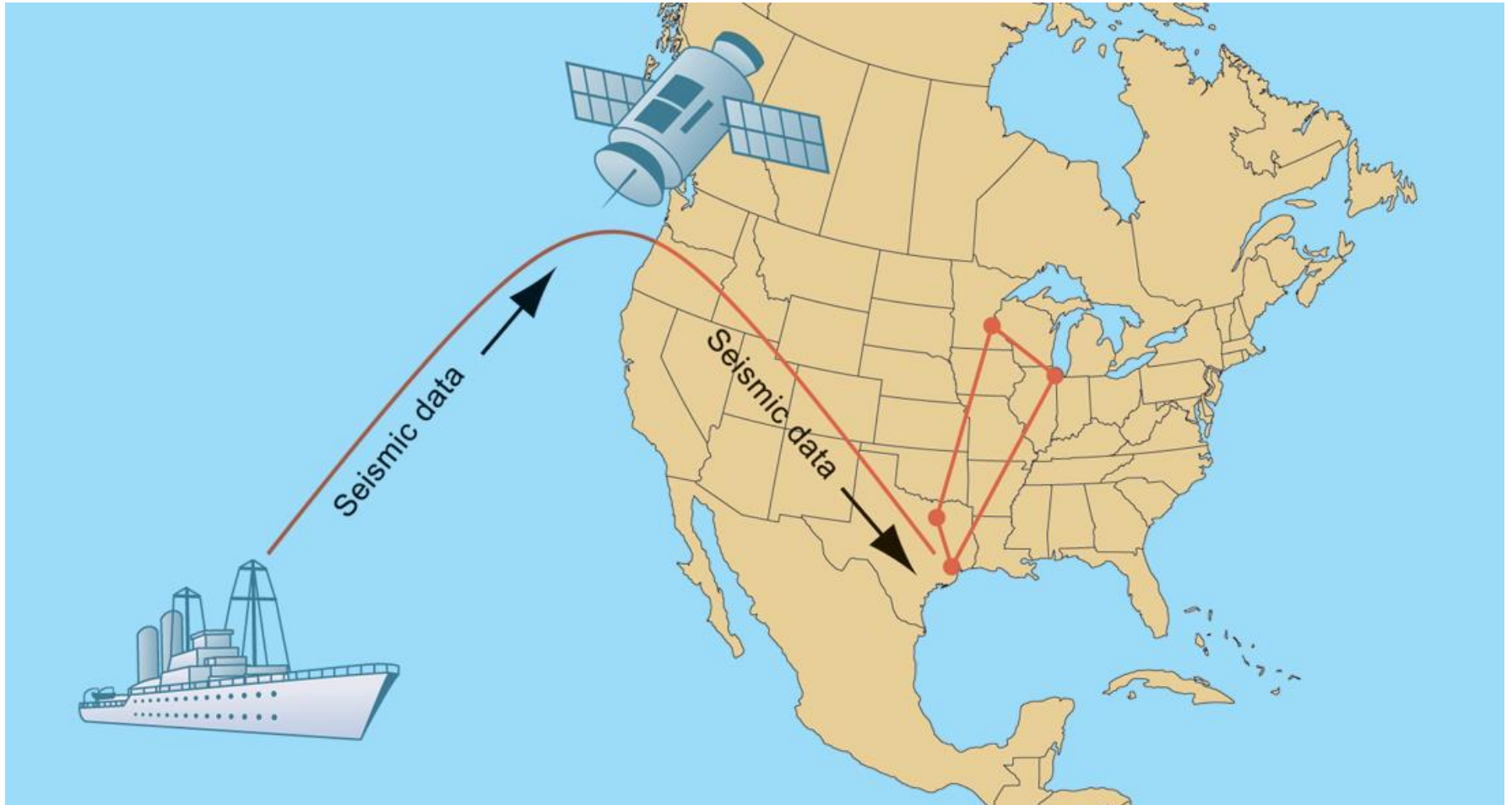
Ring topology



Bus topology

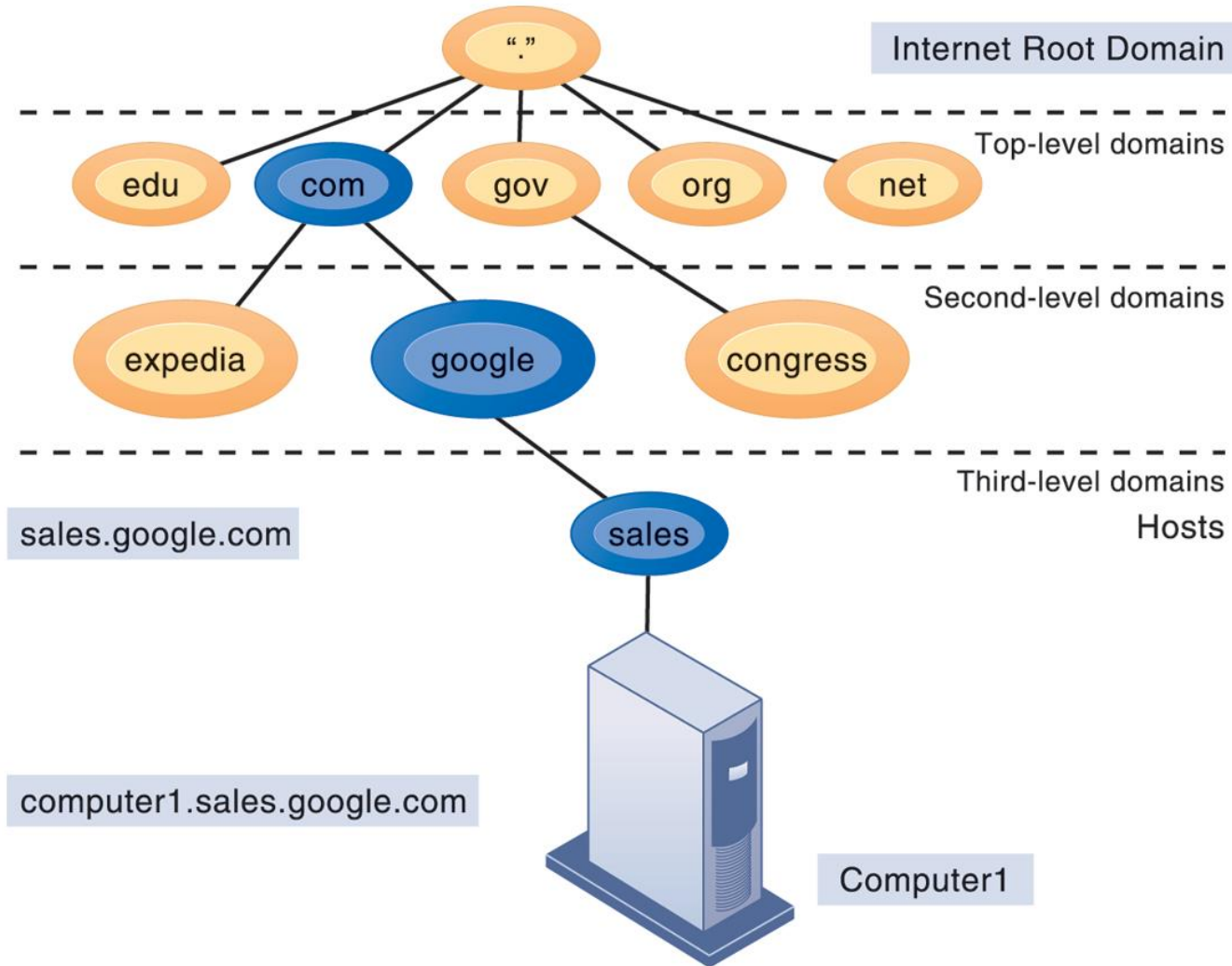


# BP'S SATELLITE TRANSMISSION SYSTEM

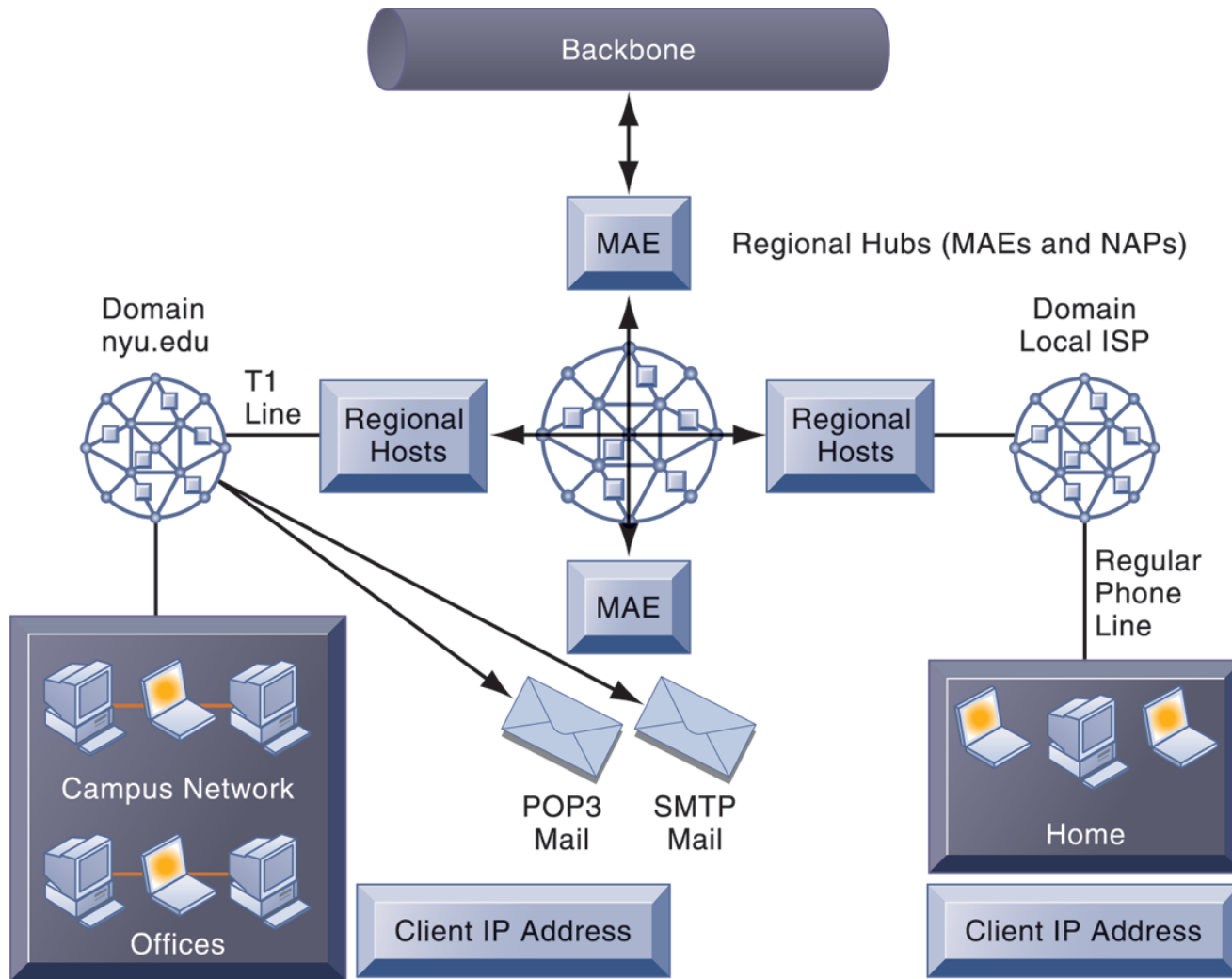




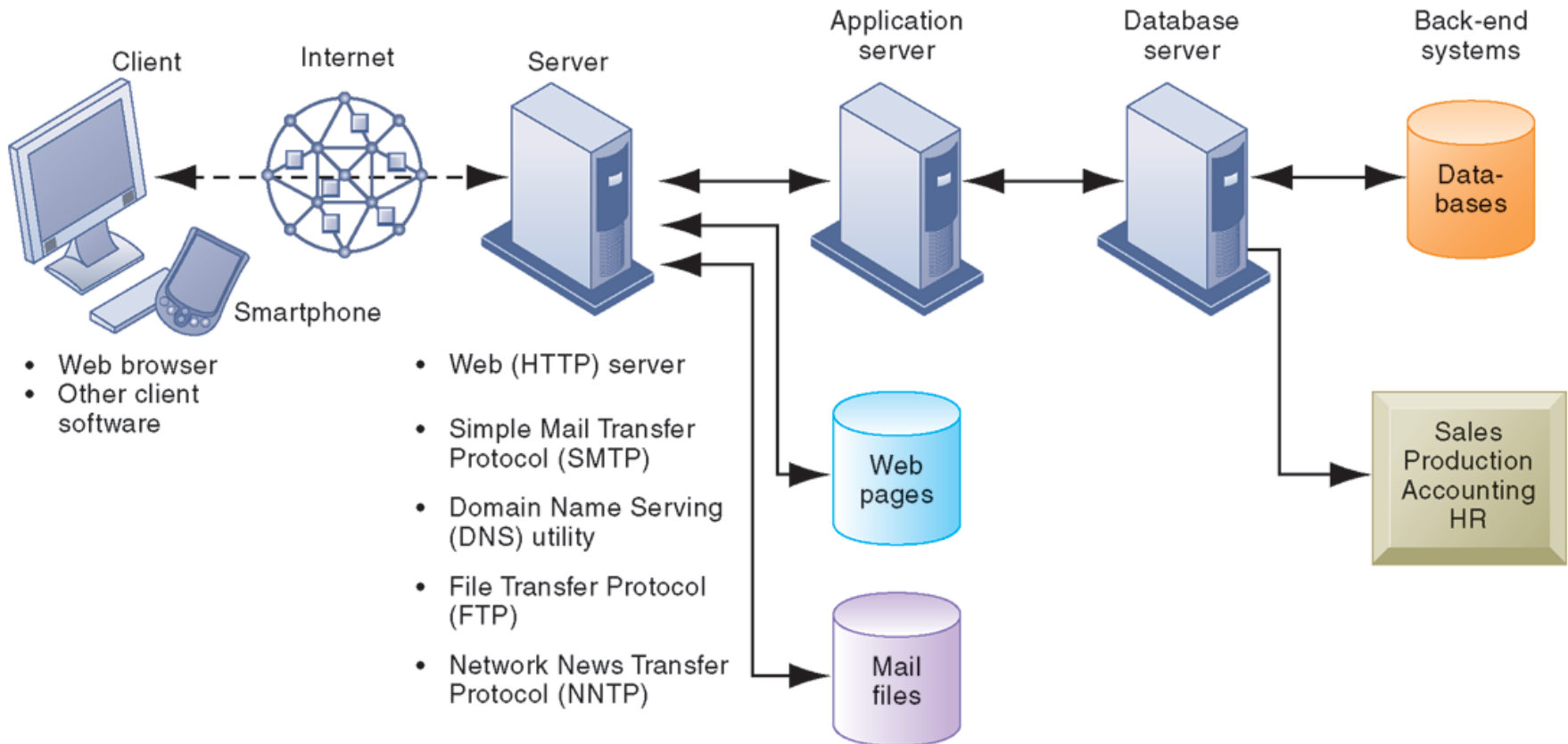
# THE DOMAIN NAME SYSTEM



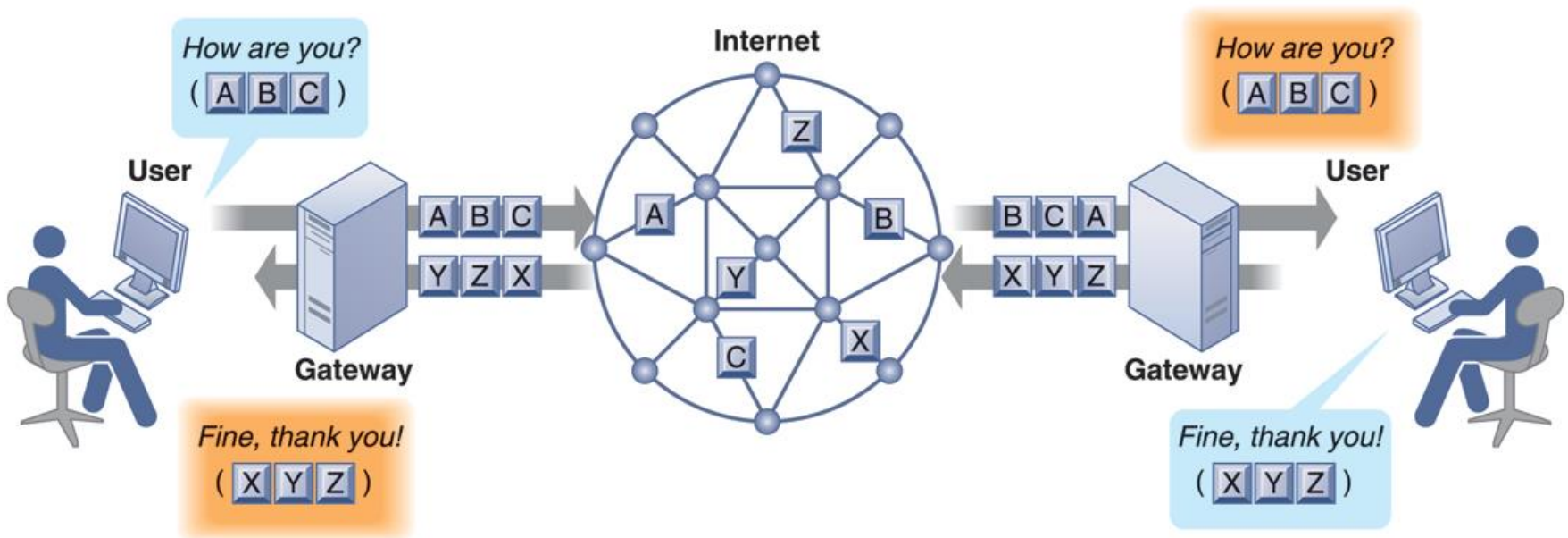
# INTERNET NETWORK ARCHITECTURE



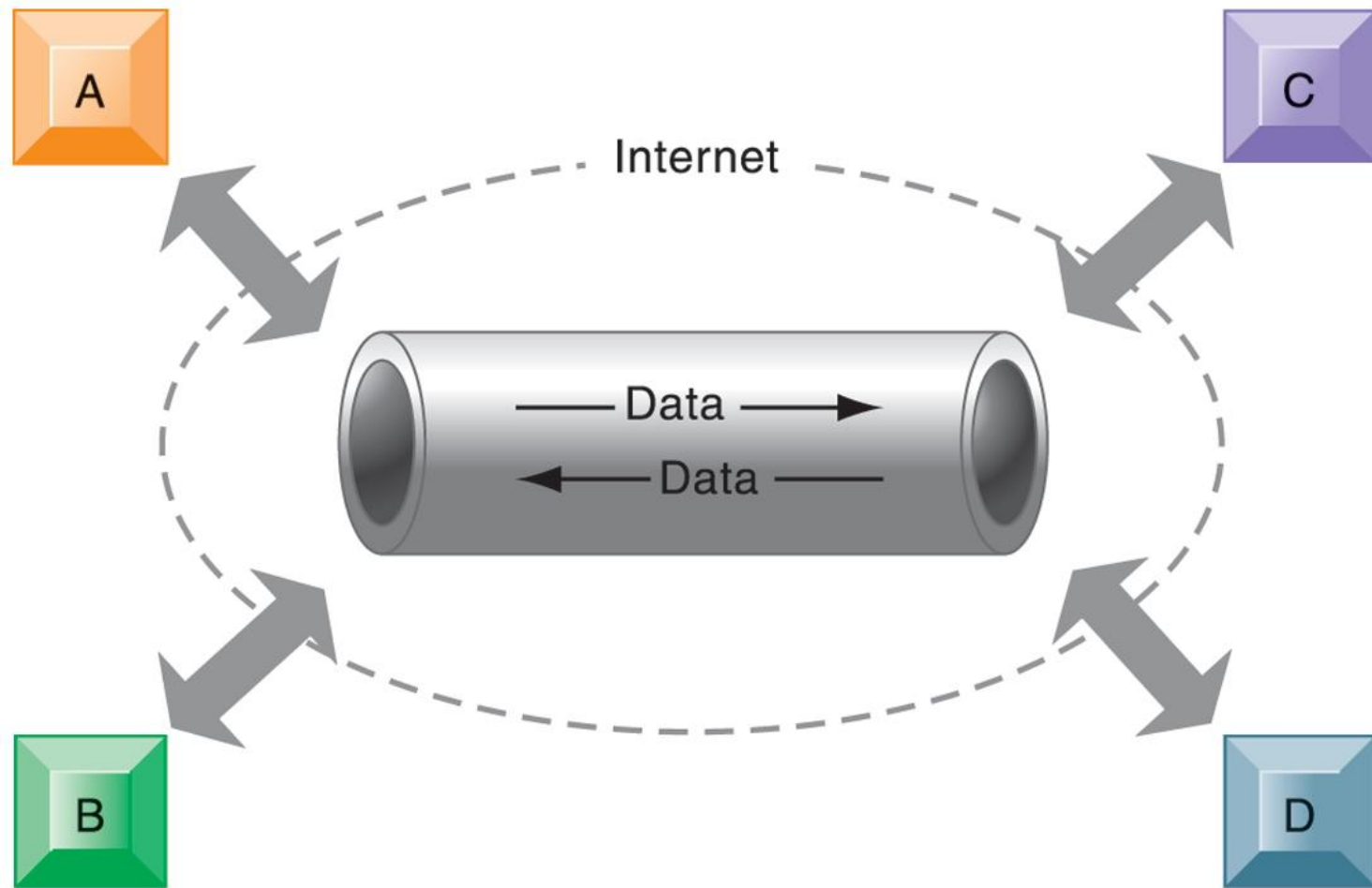
# CLIENT/SERVER COMPUTING ON THE INTERNET



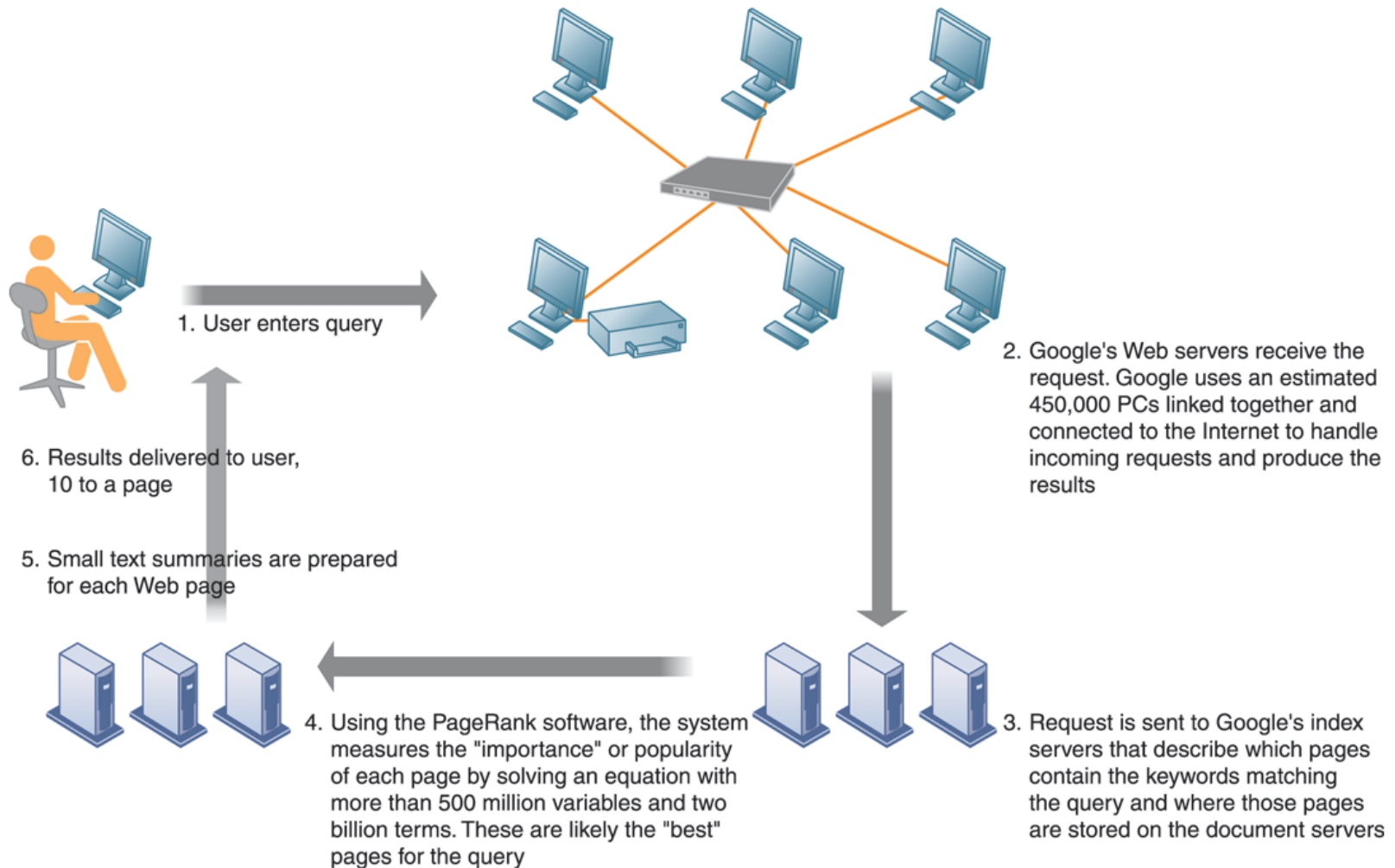
# HOW VOICE OVER IP WORKS



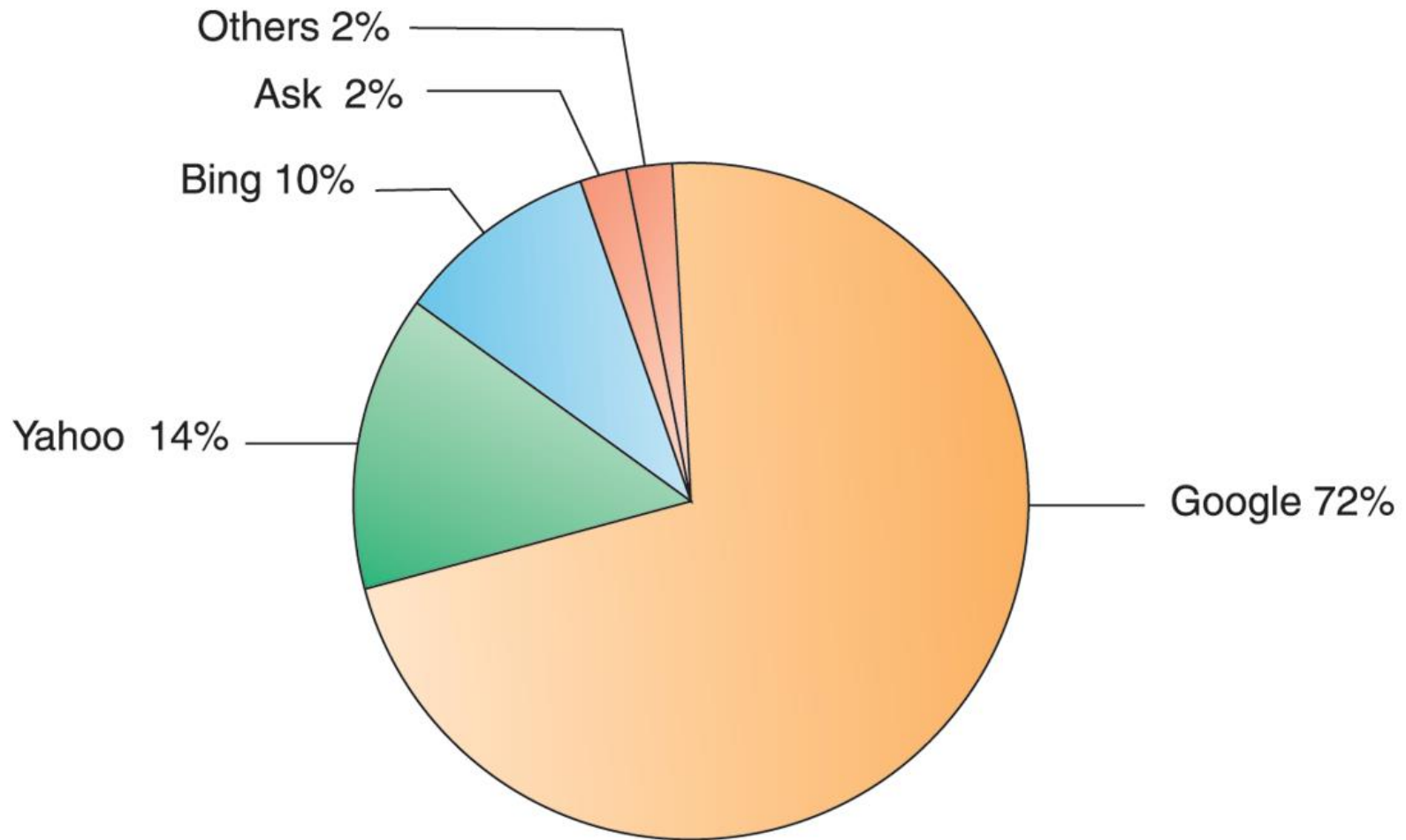
# A VIRTUAL PRIVATE NETWORK USING THE INTERNET



# HOW GOOGLE WORKS



# TOP U.S. WEB SEARCH ENGINES



# Web 2.0

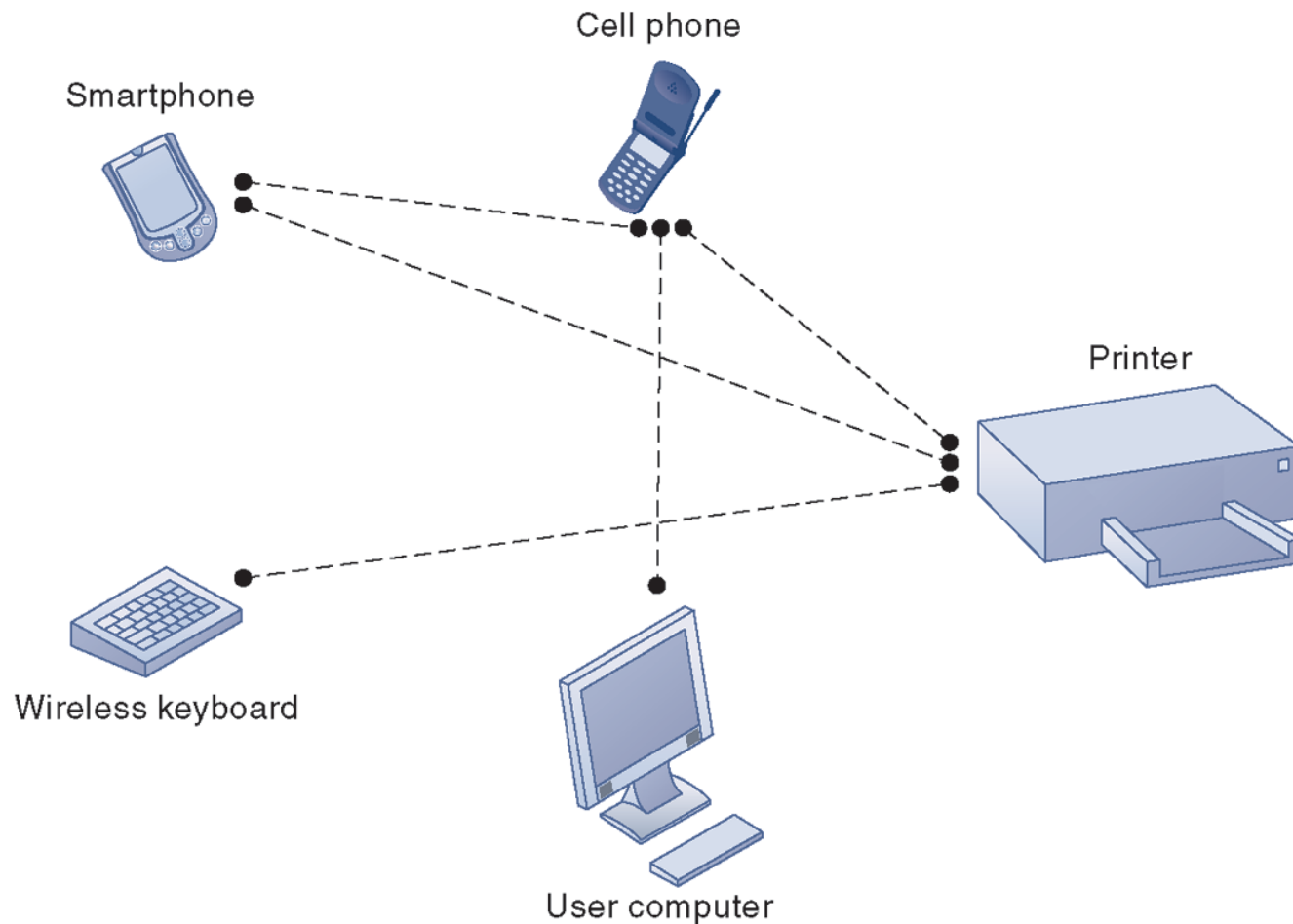
- Four defining features
  1. Interactivity
  2. Real-time user control
  3. Social participation
  4. User-generated content
- Technologies and services behind these features
  - Cloud computing
  - Blogs/RSS
  - Mashups & widgets
  - Wikis
  - Social networks



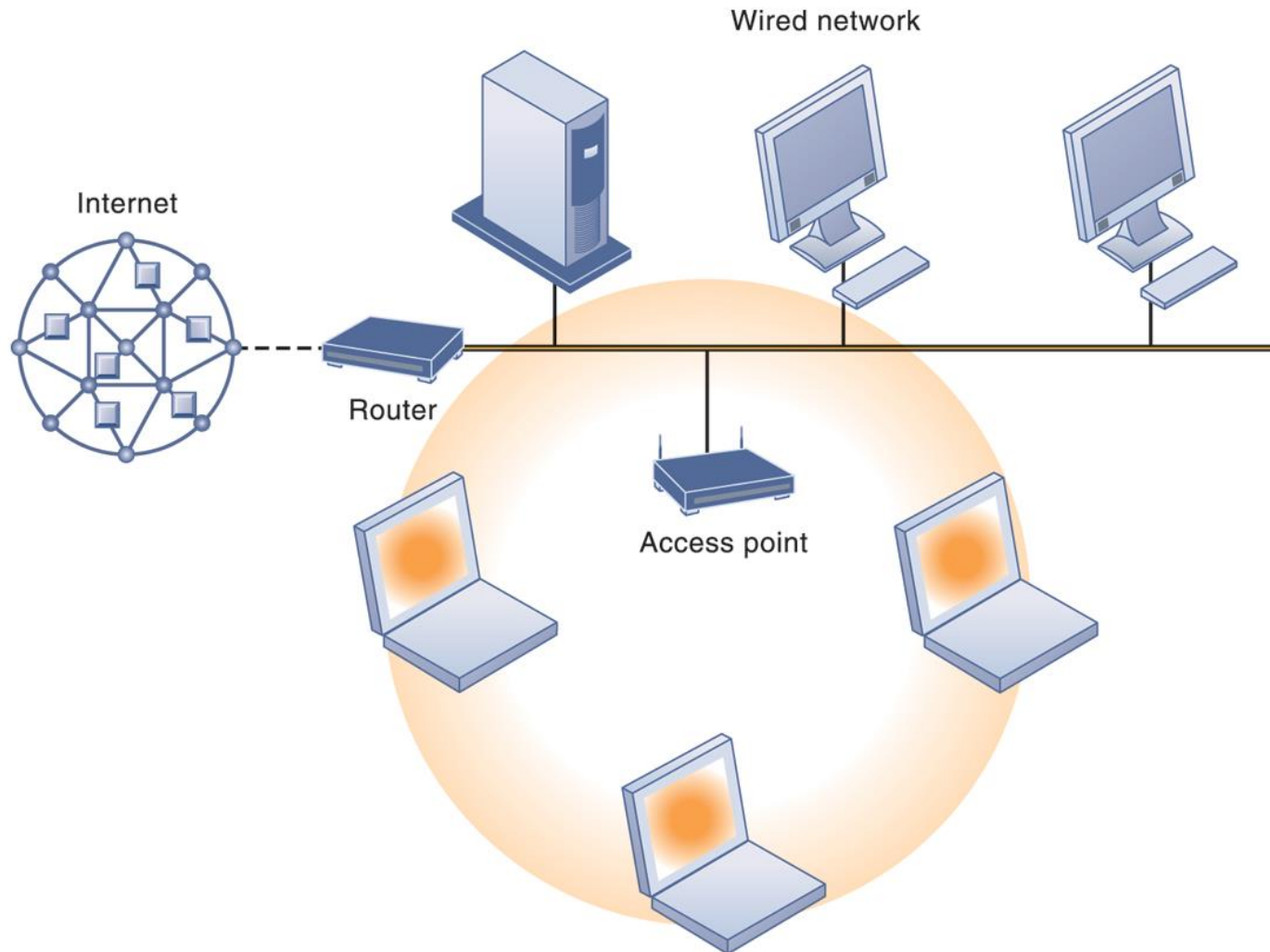
# Web 3.0: The Future Web

- Web 3.0 – the Semantic Web
  - Effort of W3C to add meaning to existing Web
  - Make searching more relevant to user
- Other visions
  - More “intelligent” computing
  - 3D Web
  - Pervasive Web
  - Increase in cloud computing, SaaS
  - Ubiquitous connectivity between mobile and other access devices
  - Make Web a more seamless experience

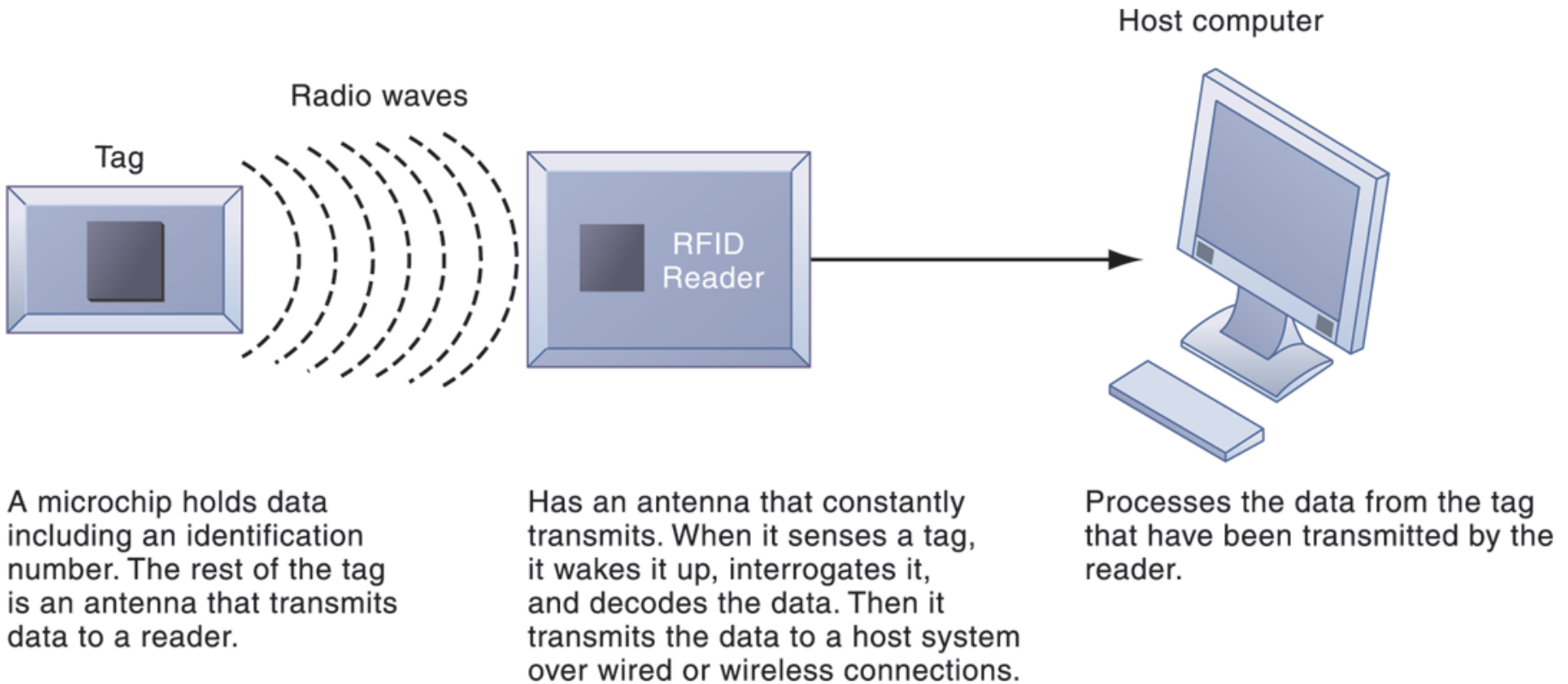
# A BLUETOOTH NETWORK (PAN)



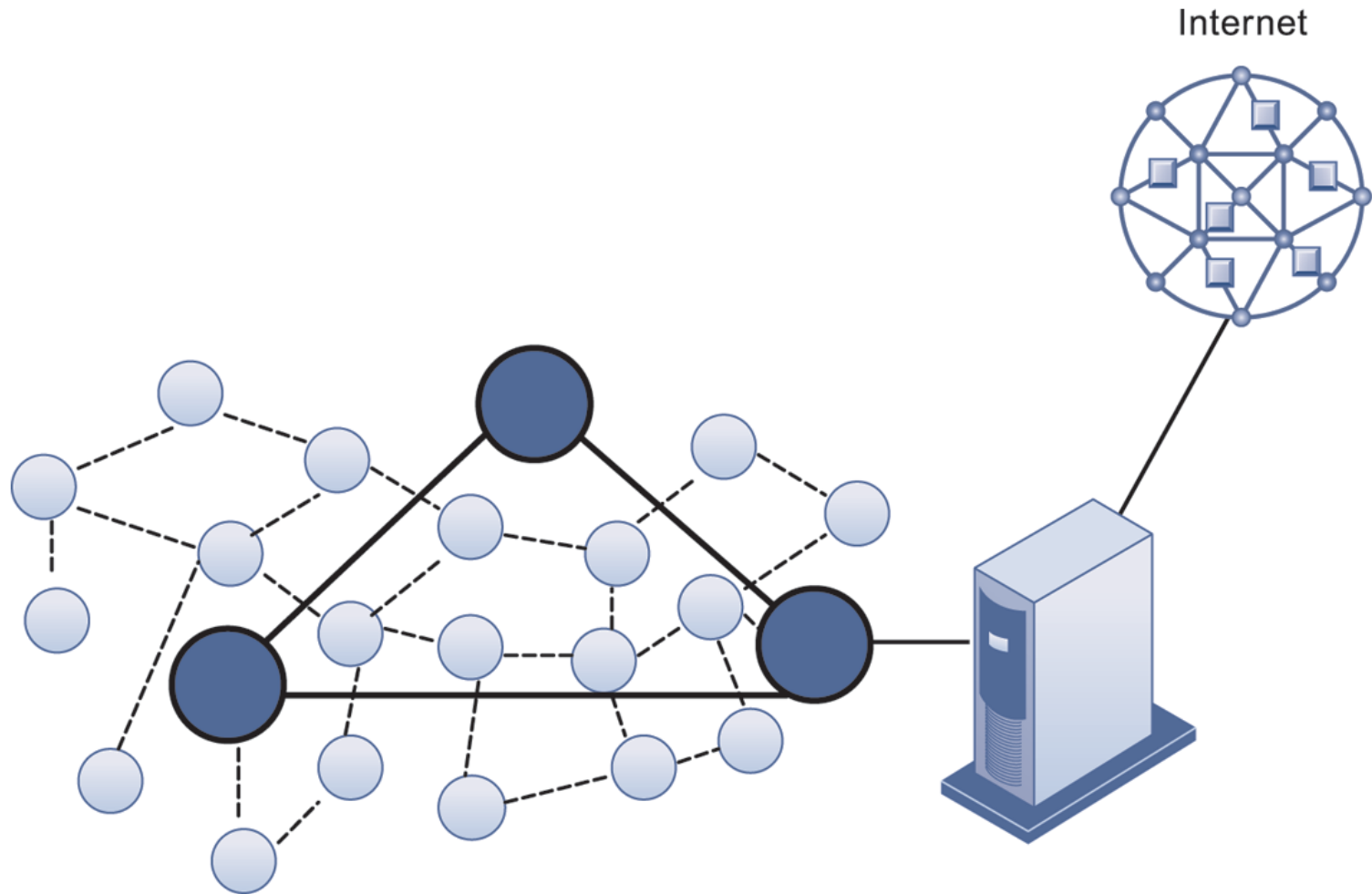
# AN 802.11 WIRELESS LAN



# HOW RFID WORKS



# A WIRELESS SENSOR NETWORK



# Case Study: Facebook (Chap. 8) (pp.319-320)

## You're on Facebook? Watch out!

1. What are the key security issues of the Facebook?
2. Why is social-media malware hurting small business?
3. How to manage your Facebook security and privacy?
4. What are the components of an organizational framework for security and control?
5. Security isn't simply a technology issue, it's a business issue. Discuss.

# 資訊管理個案

## (Case Study for Information Management)

1. 請同學於資訊管理個案討論前  
應詳細研讀個案，並思考個案研究問題。
2. 請同學於上課前複習相關資訊管理相關  
理論，以作為個案分析及擬定管理對策的  
依據。
3. 請同學於上課前  
先繳交個案研究問題書面報告。

# References

- Kenneth C. Laudon & Jane P. Laudon (2012),  
Management Information Systems: Managing the  
Digital Firm, Twelfth Edition, Pearson.
- 周宣光 譯 (2011) ,  
資訊管理系統－管理數位化公司 ,  
第12版 , 東華書局