

# Case Study for Information Management

## 資訊管理個案

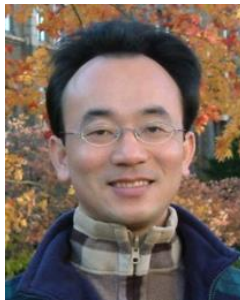
### Telecommunications, the Internet, and Wireless Technology: Google, Apple, and Microsoft (Chap. 7)

1041CSIM4C08

TLMXB4C (M1824)

Tue 2 (9:10-10:00) B502

Thu 7,8 (14:10-16:00) B601



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<http://mail.tku.edu.tw/myday/>

2015-11-03

# 課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
1	2015/09/15, 17	Introduction to Case Study for Information Management
2	2015/09/22, 24	Information Systems in Global Business: UPS (Chap. 1) (pp.53-54)
3	2015/09/29, 10/01	Global E-Business and Collaboration: P&G (Chap. 2) (pp.84-85)
4	2015/10/06, 08	Information Systems, Organization, and Strategy: Starbucks (Chap. 3) (pp.129-130)
5	2015/10/13, 15	Ethical and Social Issues in Information Systems: Facebook (Chap. 4) (pp.188-190)

# 課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
6	2015/10/20, 22	IT Infrastructure and Emerging Technologies: Amazon and Cloud Computing (Chap. 5) (pp. 234-236)
7	2015/10/27, 29	Foundations of Business Intelligence: IBM and Big Data (Chap. 6) (pp.261-262)
8	2015/11/03, 05	Telecommunications, the Internet, and Wireless Technology: Google, Apple, and Microsoft (Chap. 7) (pp.318-320)
9	2015/11/10, 12	Midterm Report (期中報告)
10	2015/11/17, 19	期中考試週

# 課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
11	2015/11/24, 26	Enterprise Applications: Summit and SAP (Chap. 9) (pp.396-398)
12	2015/12/01, 03	E-commerce: Zagat (Chap. 10) (pp.443-445)
13	2015/12/08, 10	Enhancing Decision Making: Zynga (Chap. 12) (pp.512-514)
14	2015/12/15, 17	Building Information Systems: USAA (Chap. 13) (pp.547-548)
15	2015/12/22, 24	Managing Projects: NYCAPS and CityTime (Chap. 14) (pp.586-588)
16	2015/12/29, 31	Final Report I (期末報告 I)
17	2016/01/05, 07	Final Report II (期末報告 II)
18	2016/01/12, 14	期末考試週

**Chap. 7**

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

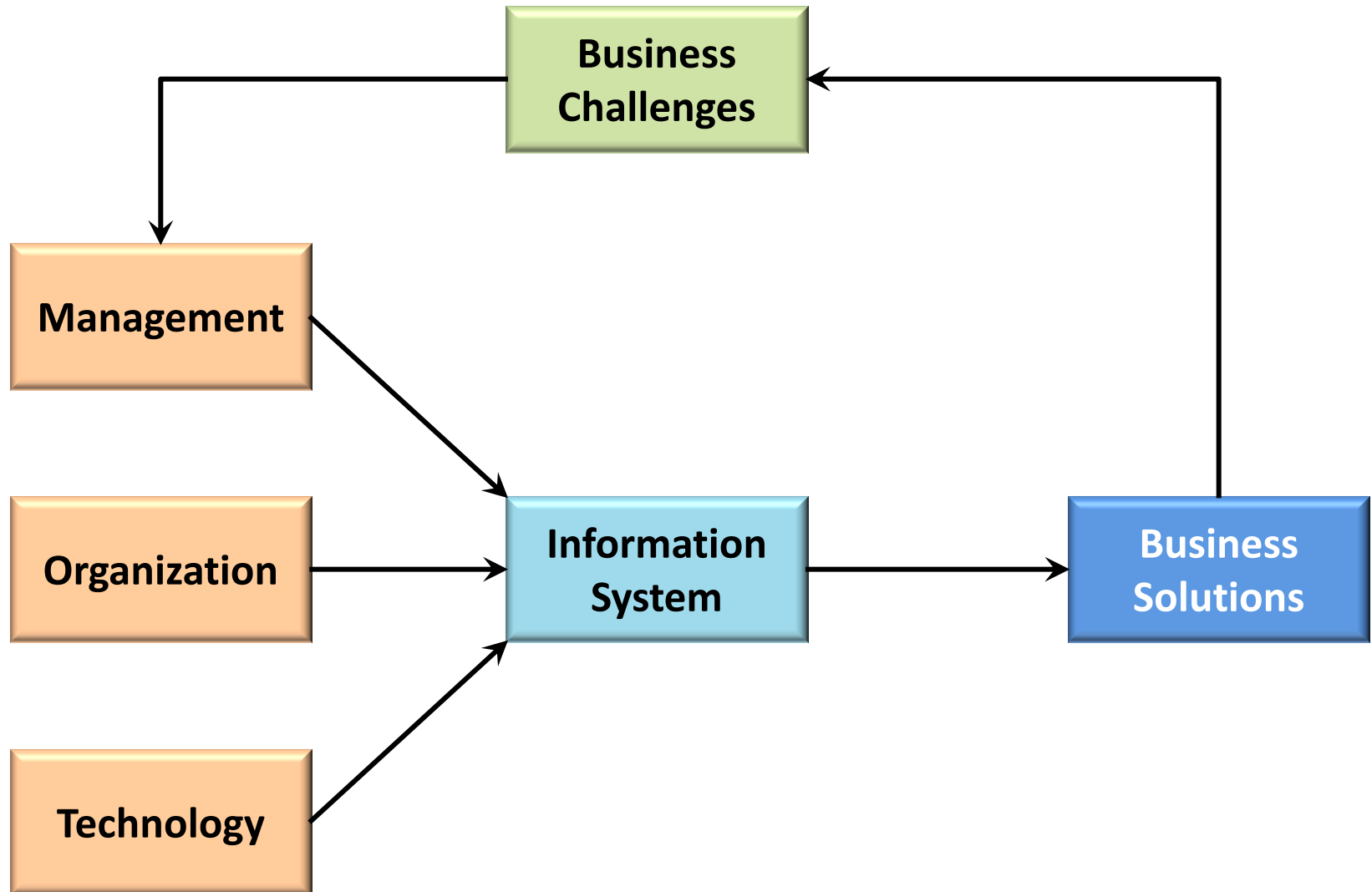
# Case Study:

## **Google, Apple, and Microsoft (Chap. 7)** (pp. 318-320)

### **Apple, Google, and Microsoft Battle 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, and closed vs. open app standards 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 a business or to an individual consumer if Apple, Google, or Microsoft dominated the Internet experience? Explain your answer.

# Overview of Fundamental MIS Concepts



# Understanding **Business Model**

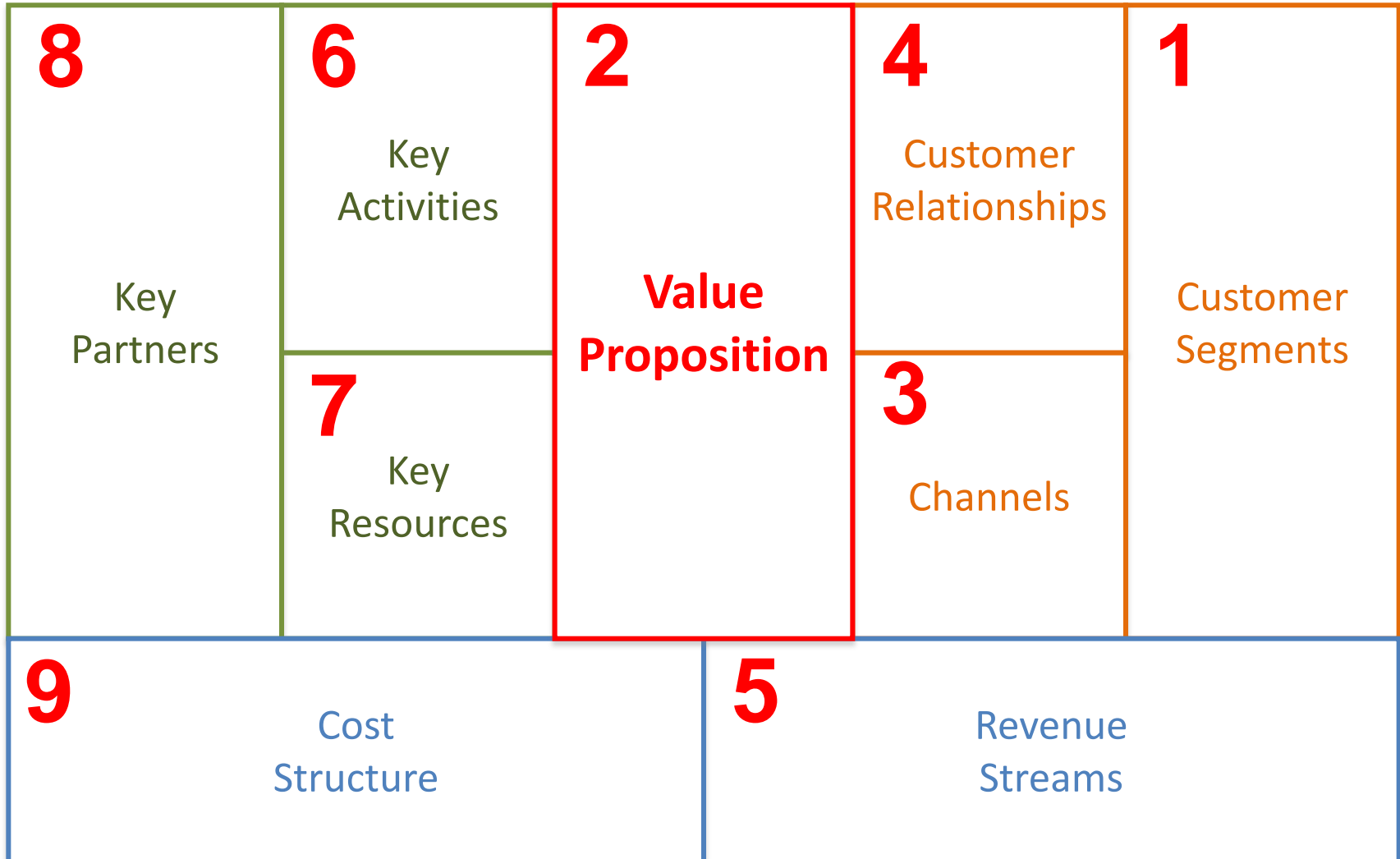
- **Business Model**
- Revenue Model
- Business Strategy
- Business Strategy and Information System Alignment



# 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

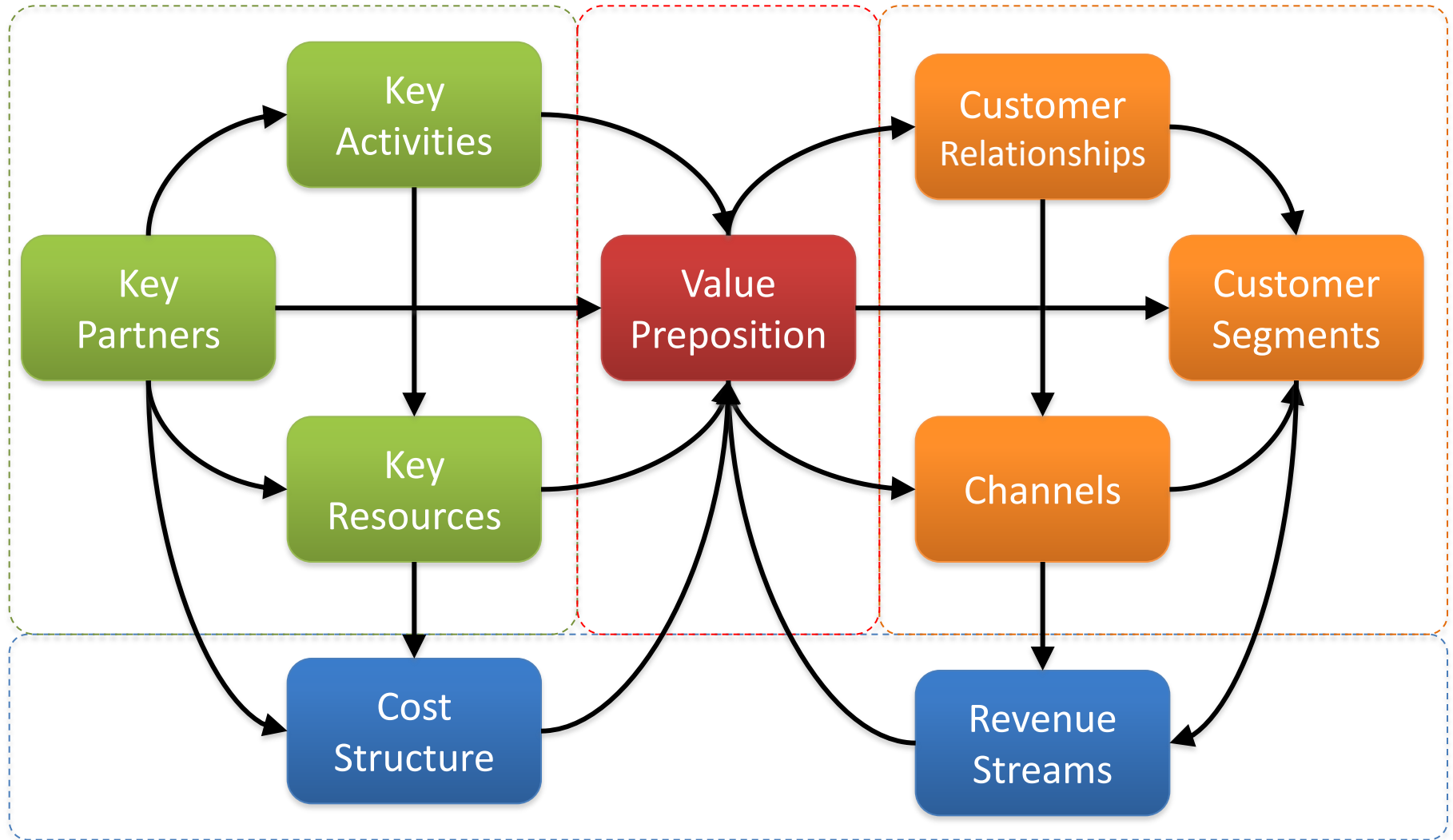
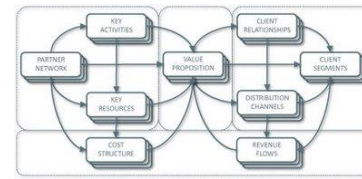
## Revenue Models

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)

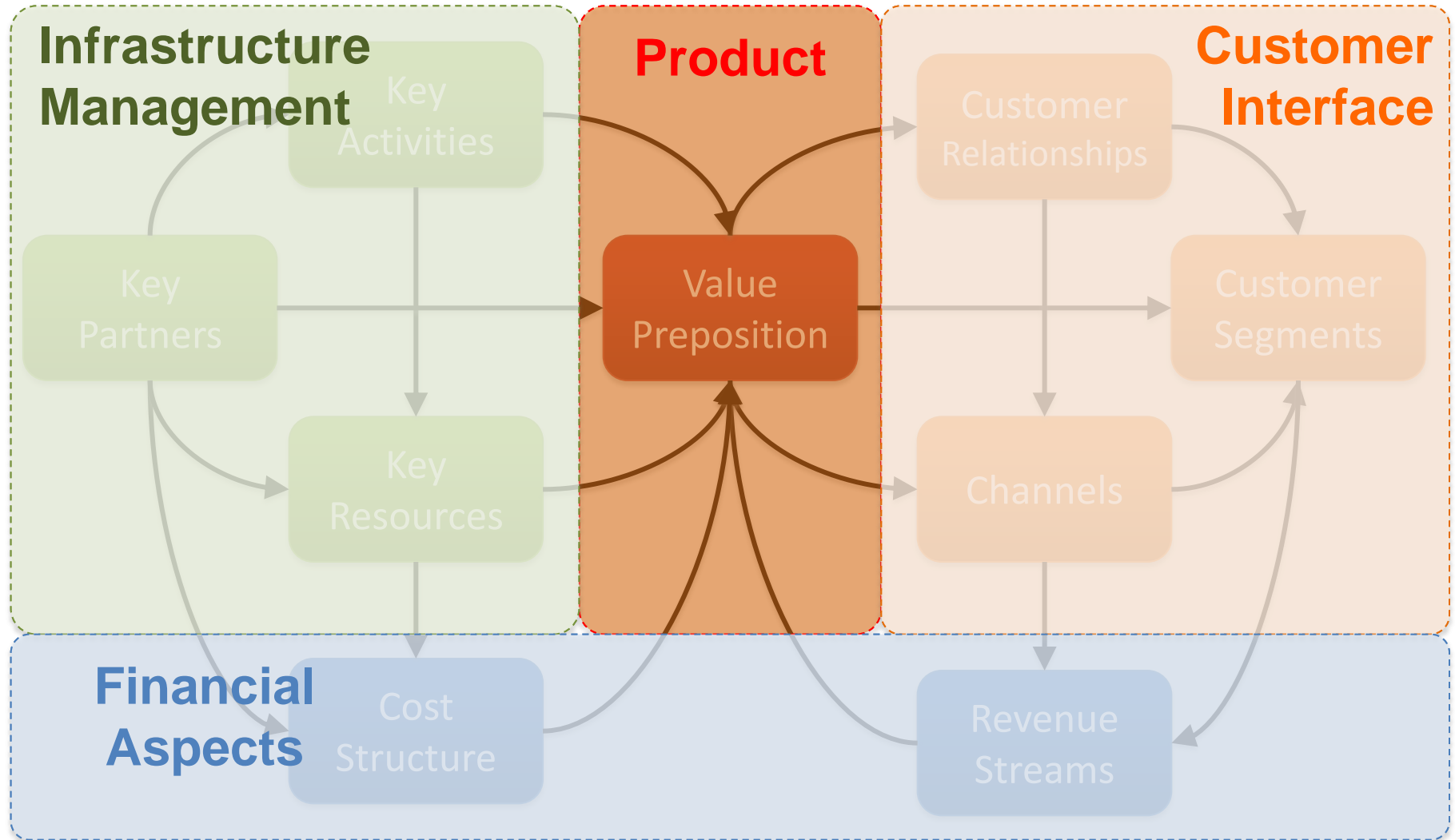
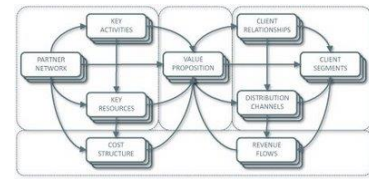
# Business Model Canvas



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

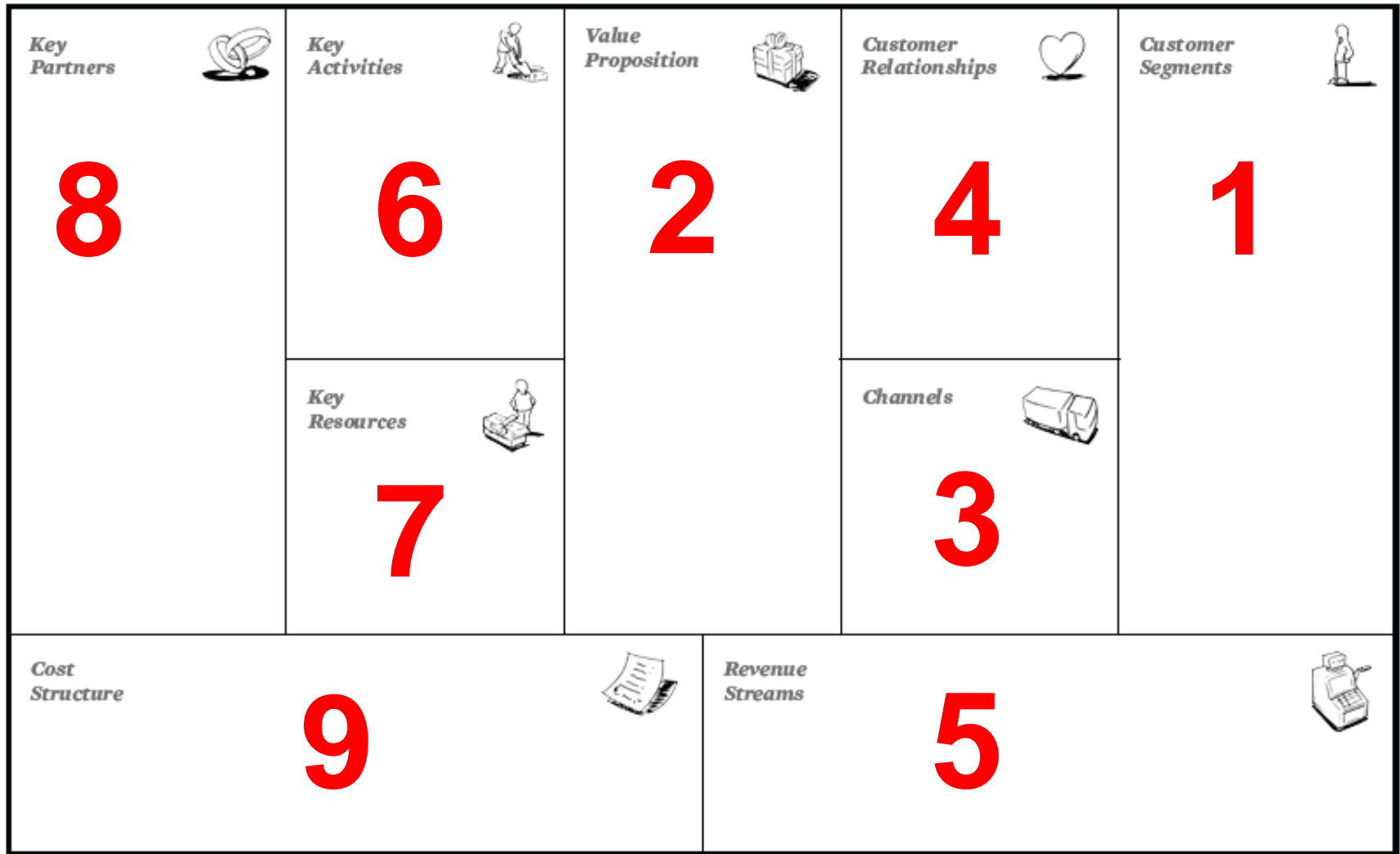


Source: [http://nonlinearthinking.typepad.com/nonlinear\\_thinking/2008/07/the-business-model-canvas.html](http://nonlinearthinking.typepad.com/nonlinear_thinking/2008/07/the-business-model-canvas.html)  
<https://www.youtube.com/watch?v=QoAOzMTLP5s>

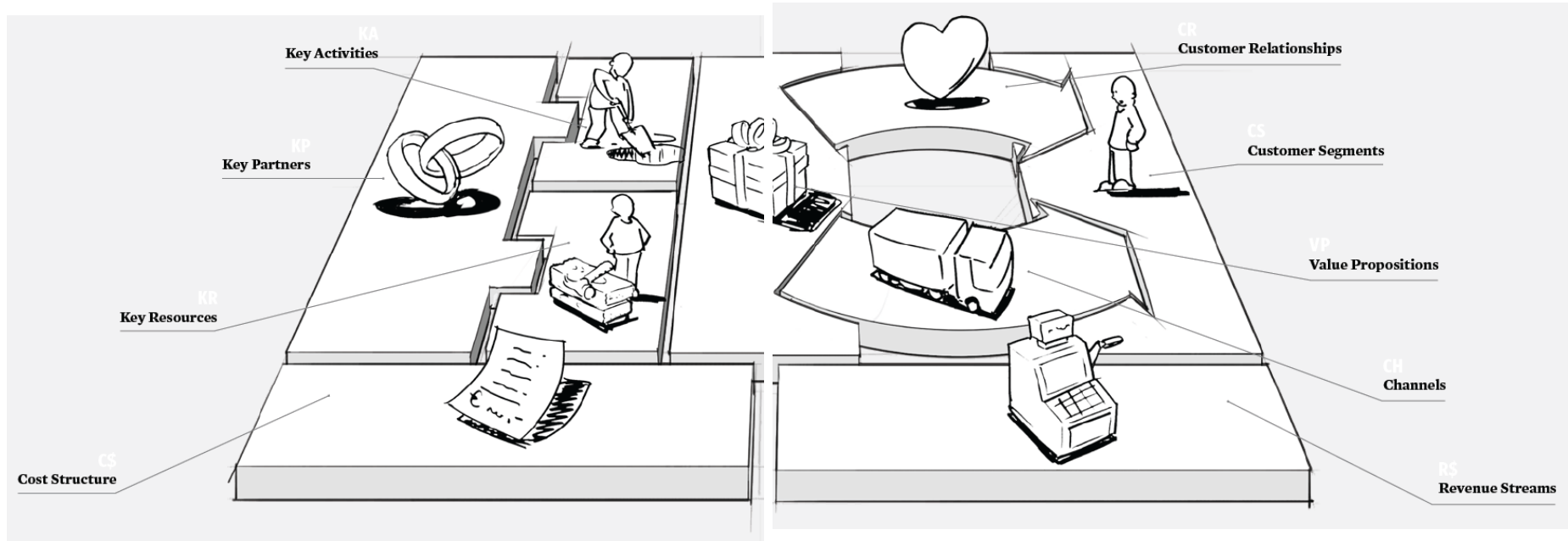
# Business Model Canvas Explained



# 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.

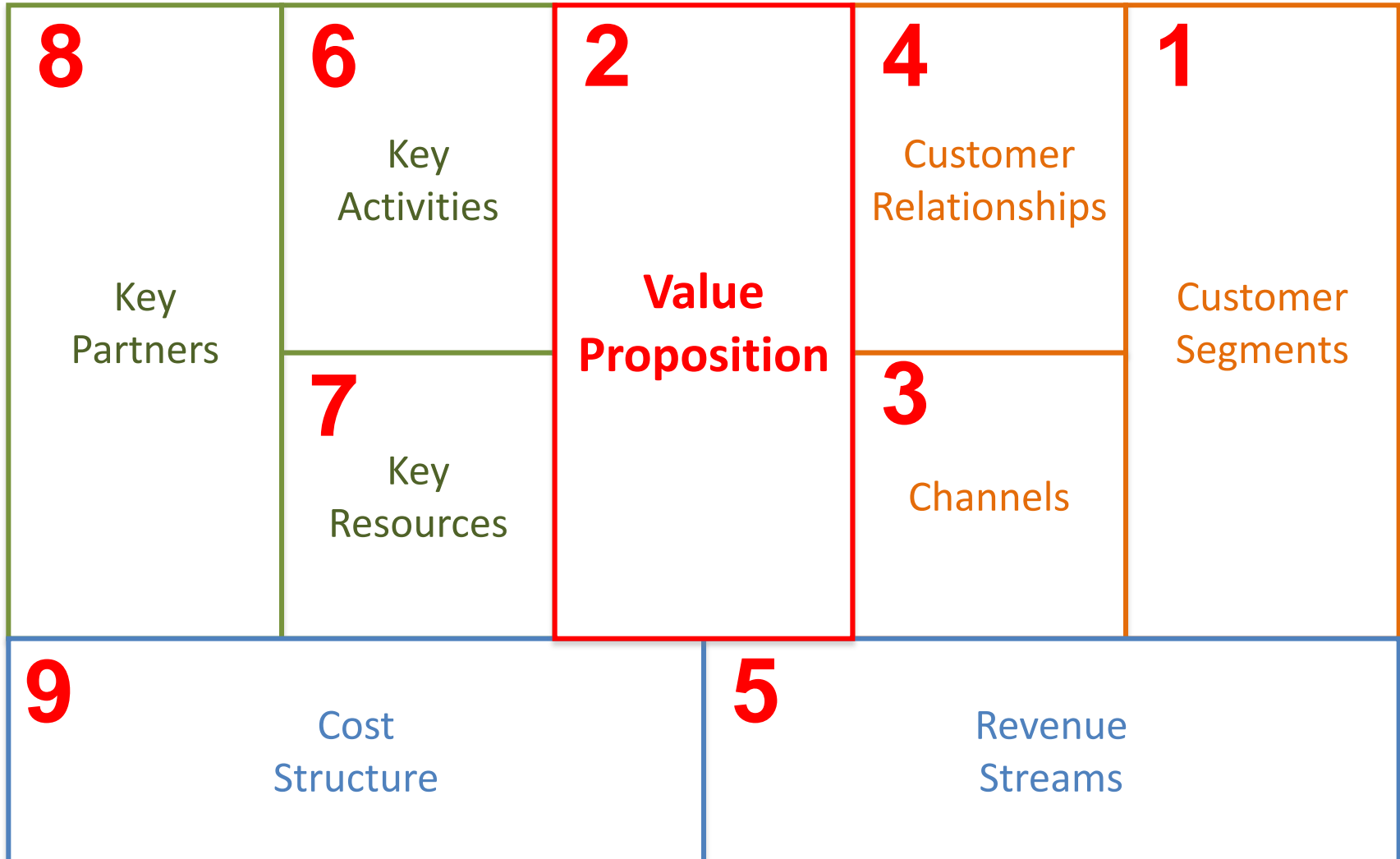
## 8. Key Partnerships

- 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

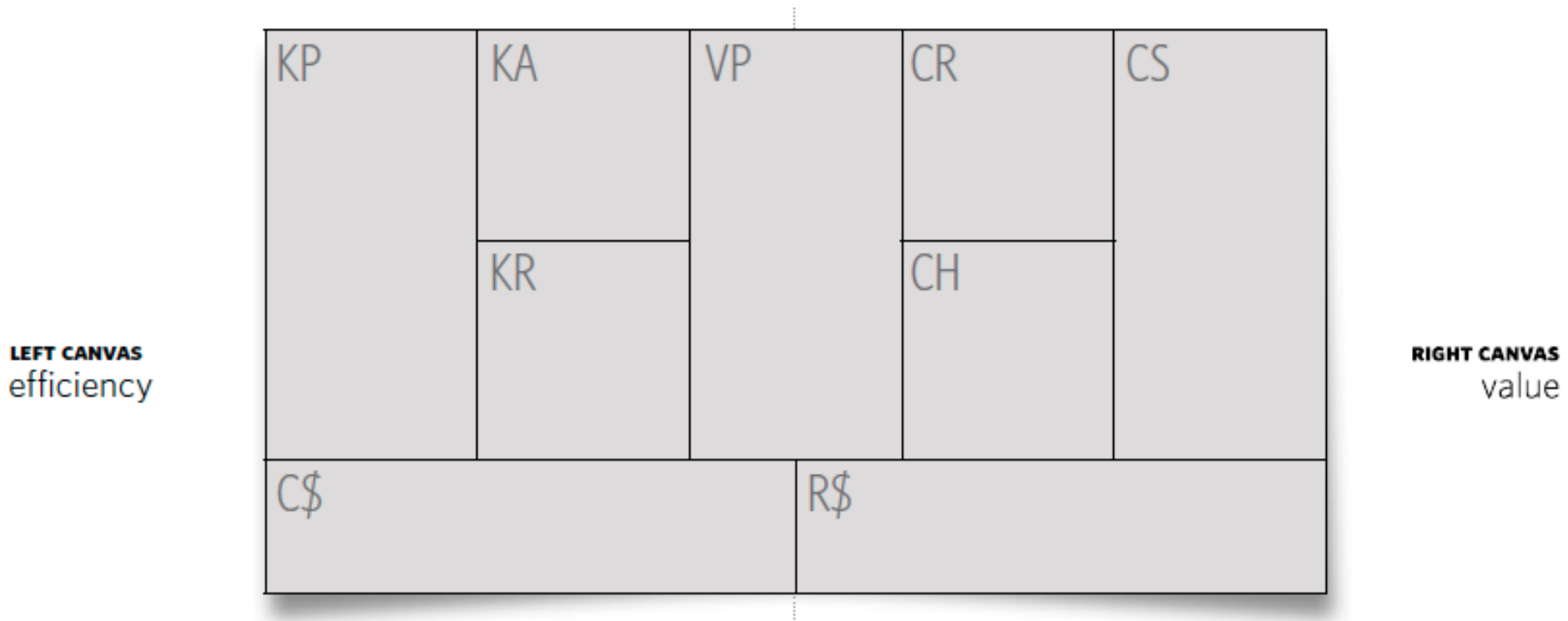


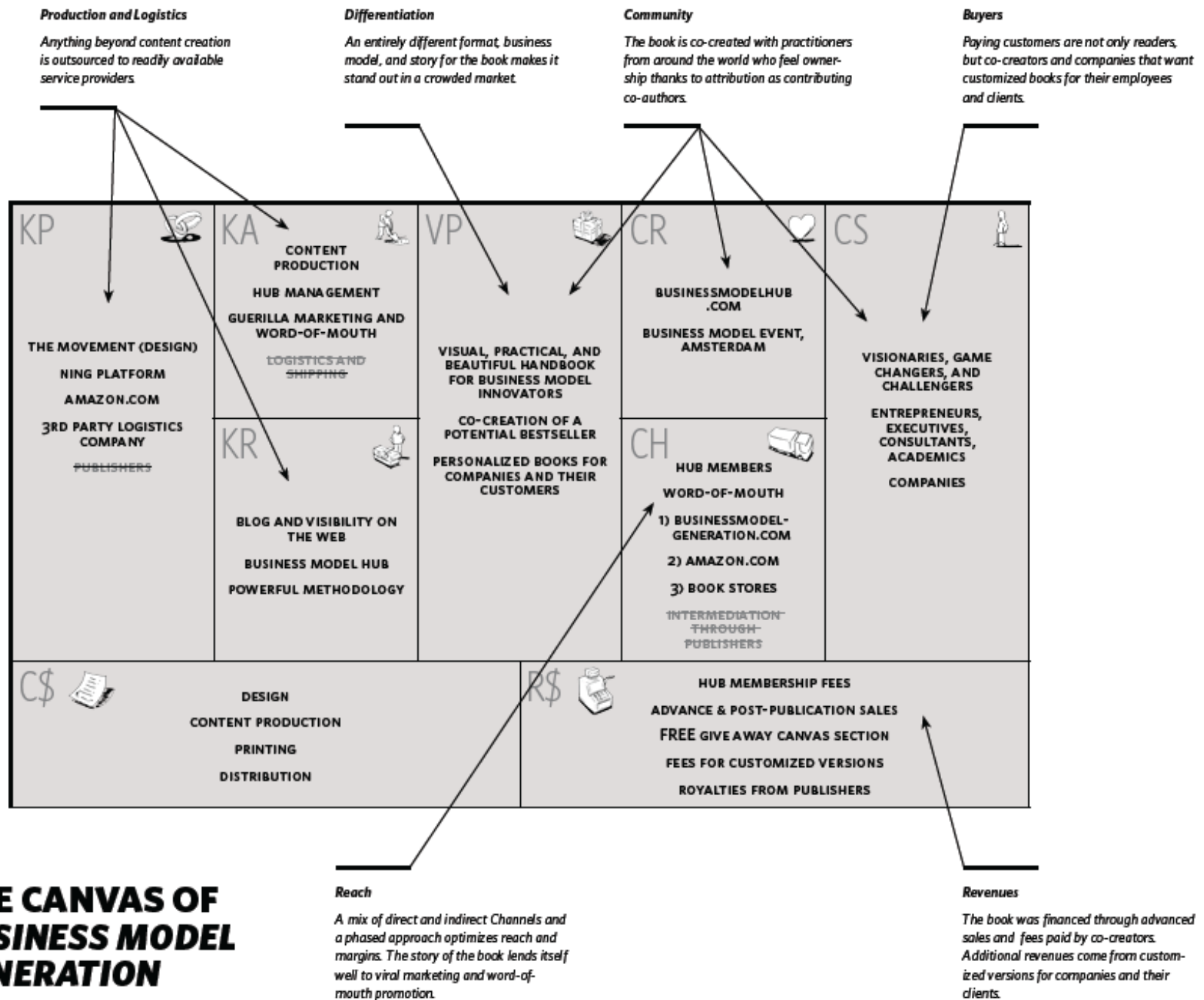
# Business Model Generation



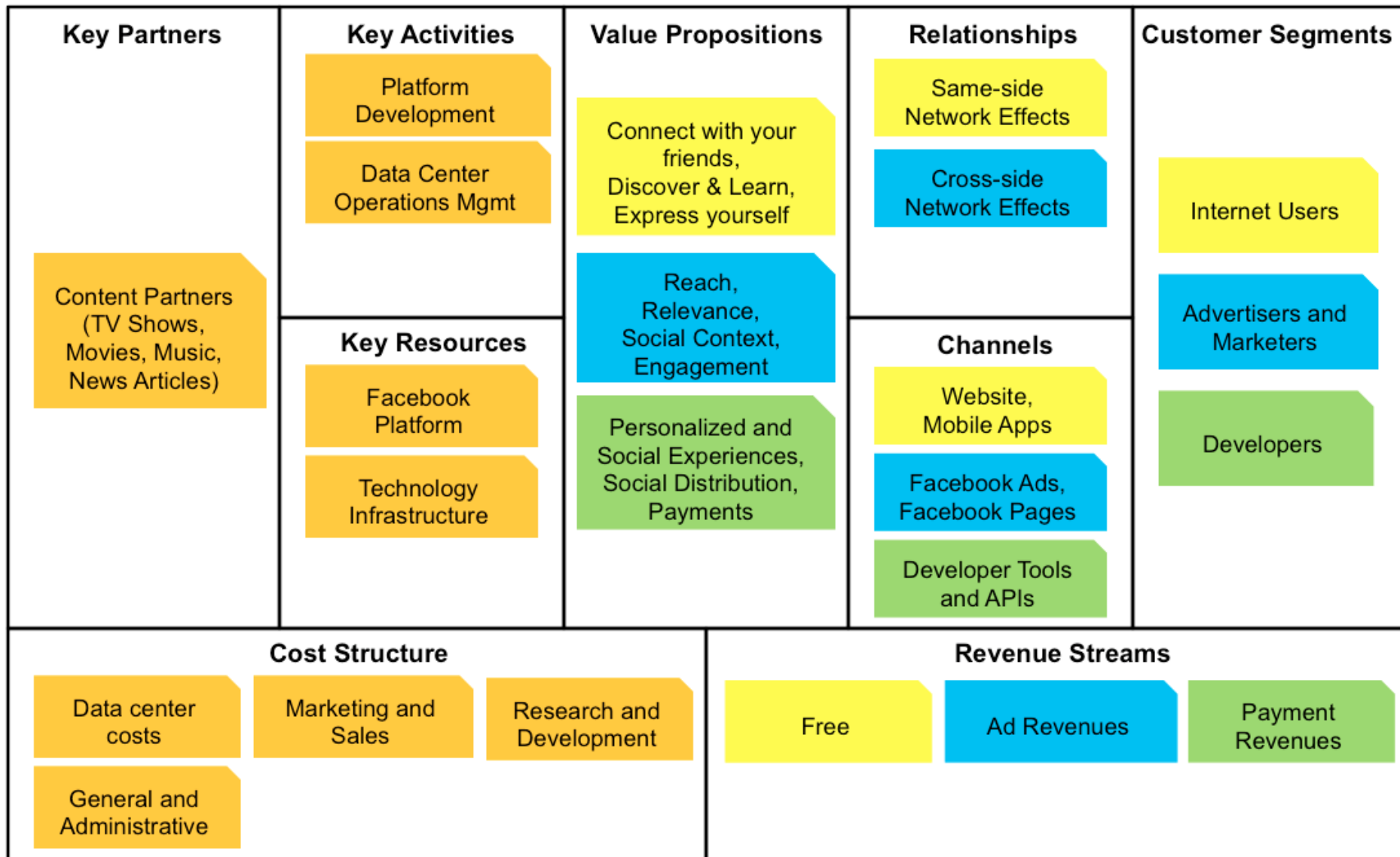


# Business Model Generation

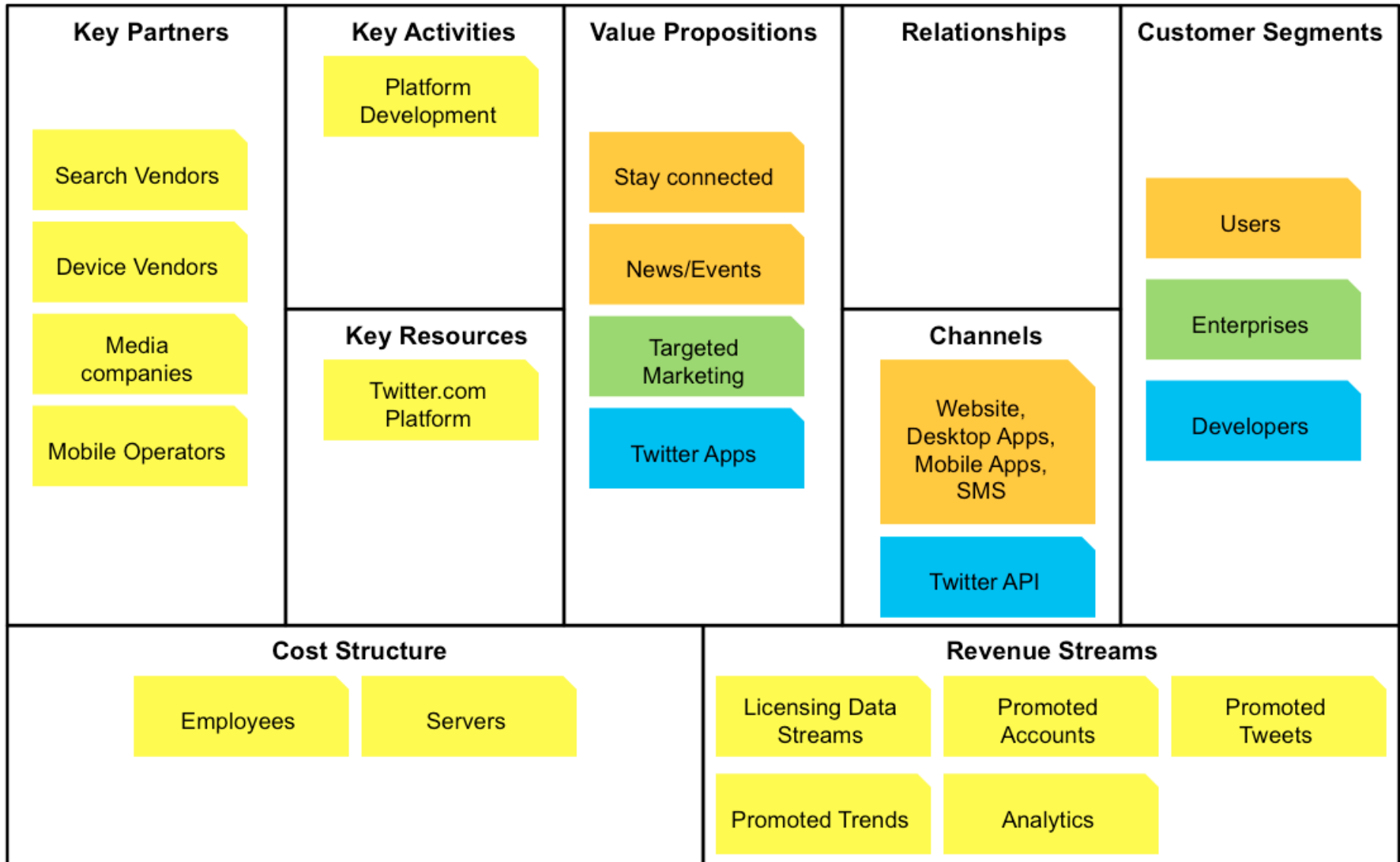




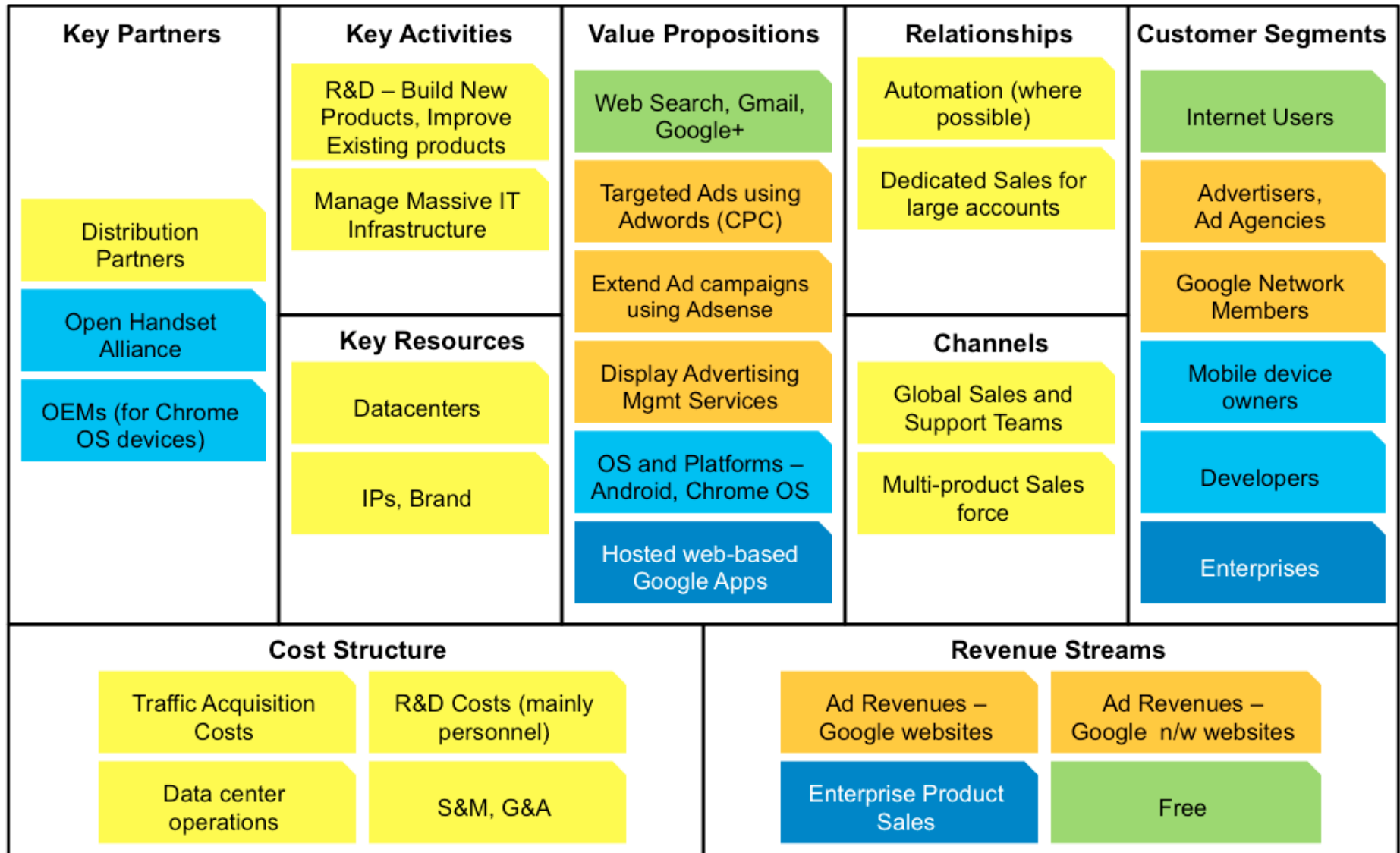
# Facebook – World's leading Social Networking Site (SNS)



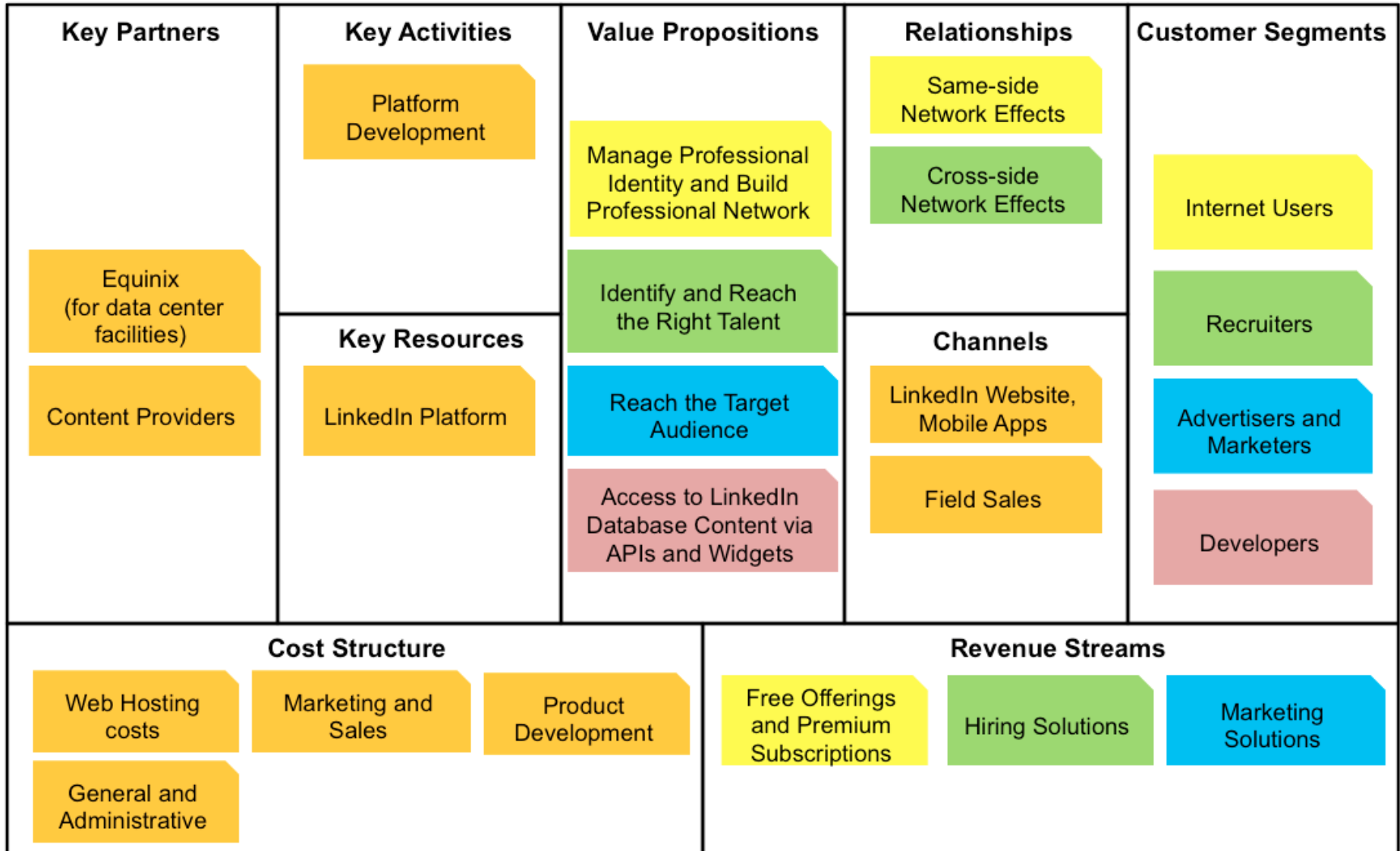
# Twitter Business Model



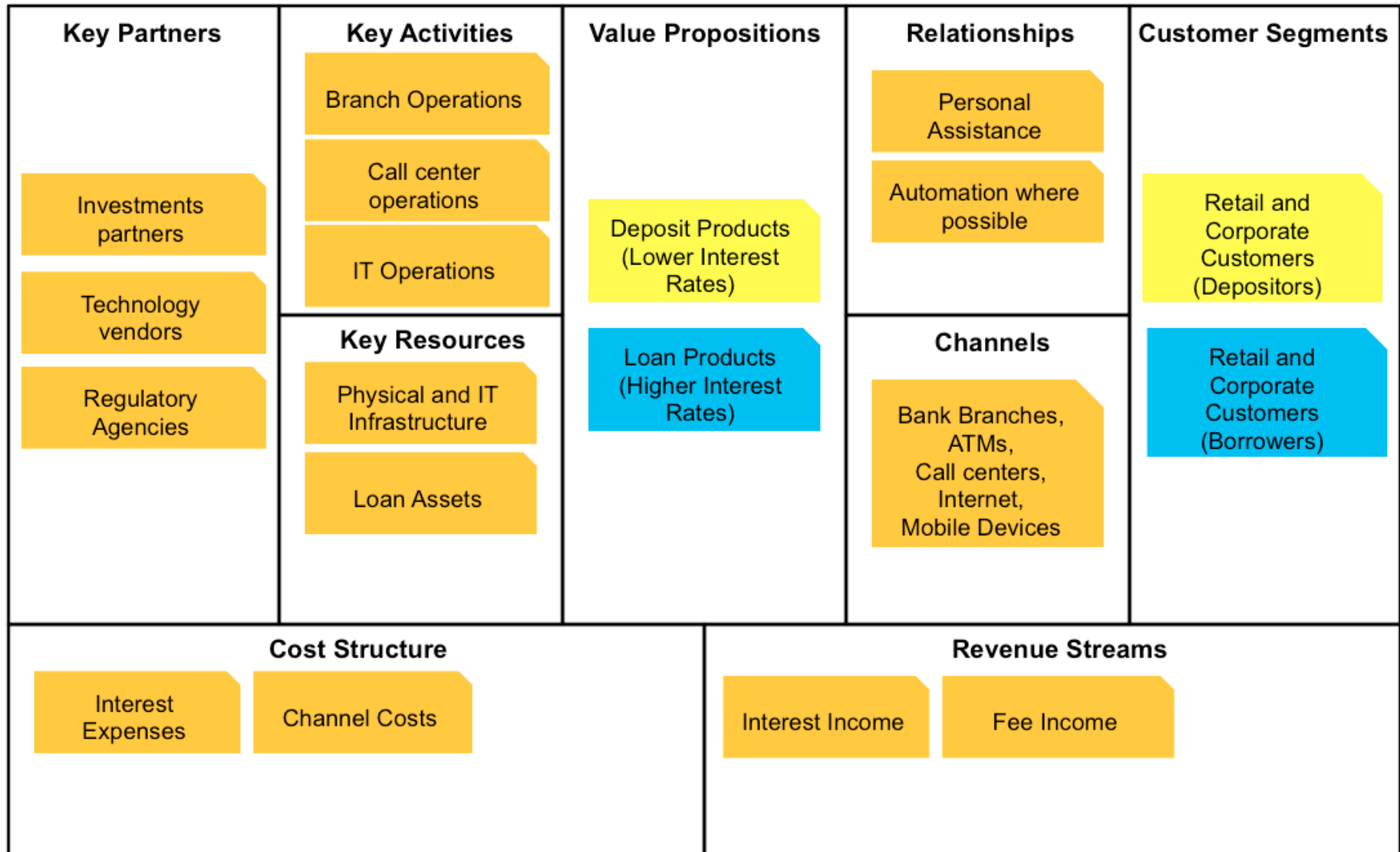
# Google Business Model



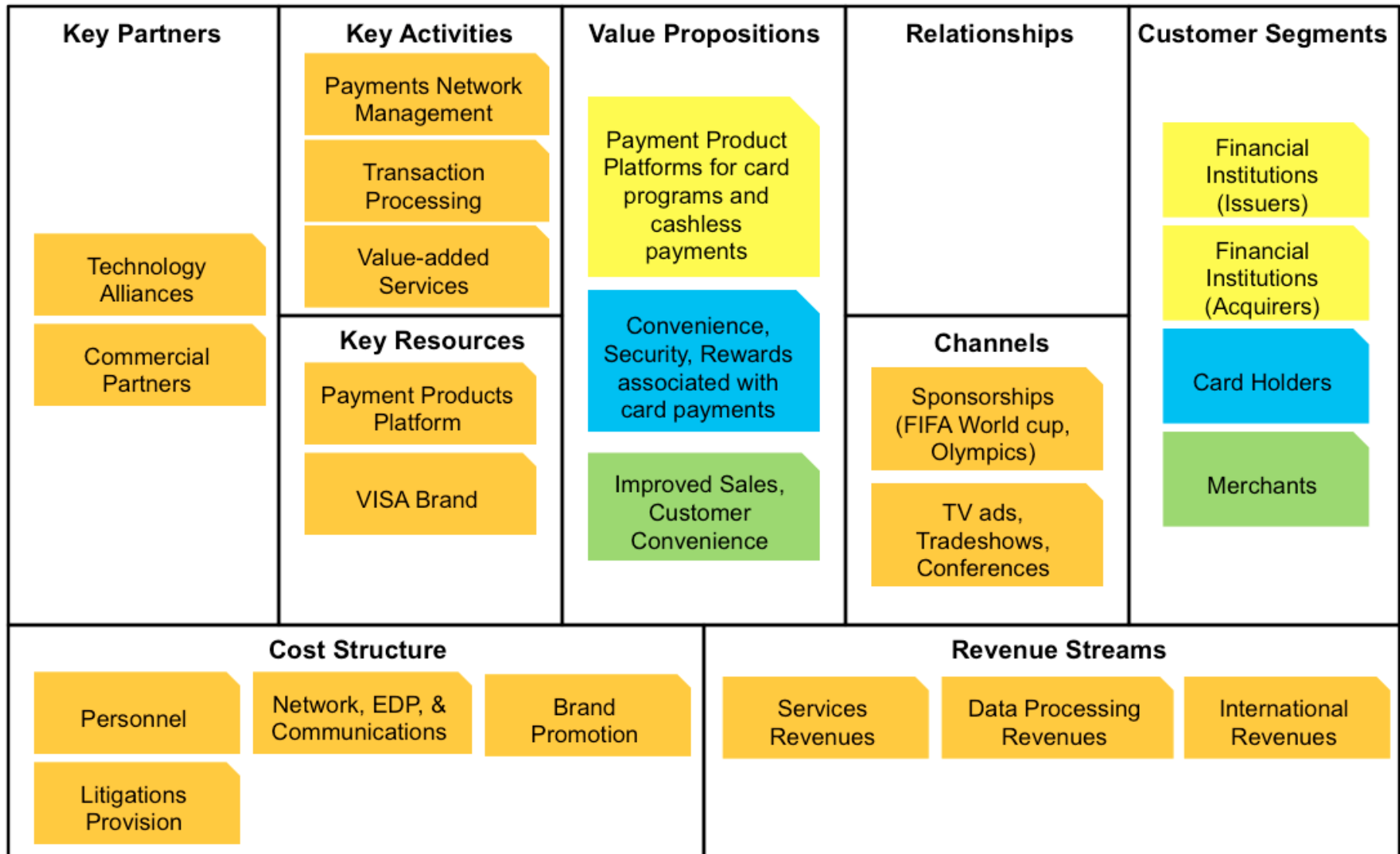
# LinkedIn – World's Largest Professional Network



## Business Model of Banking companies



## VISA – Leader in Global Payments Industry



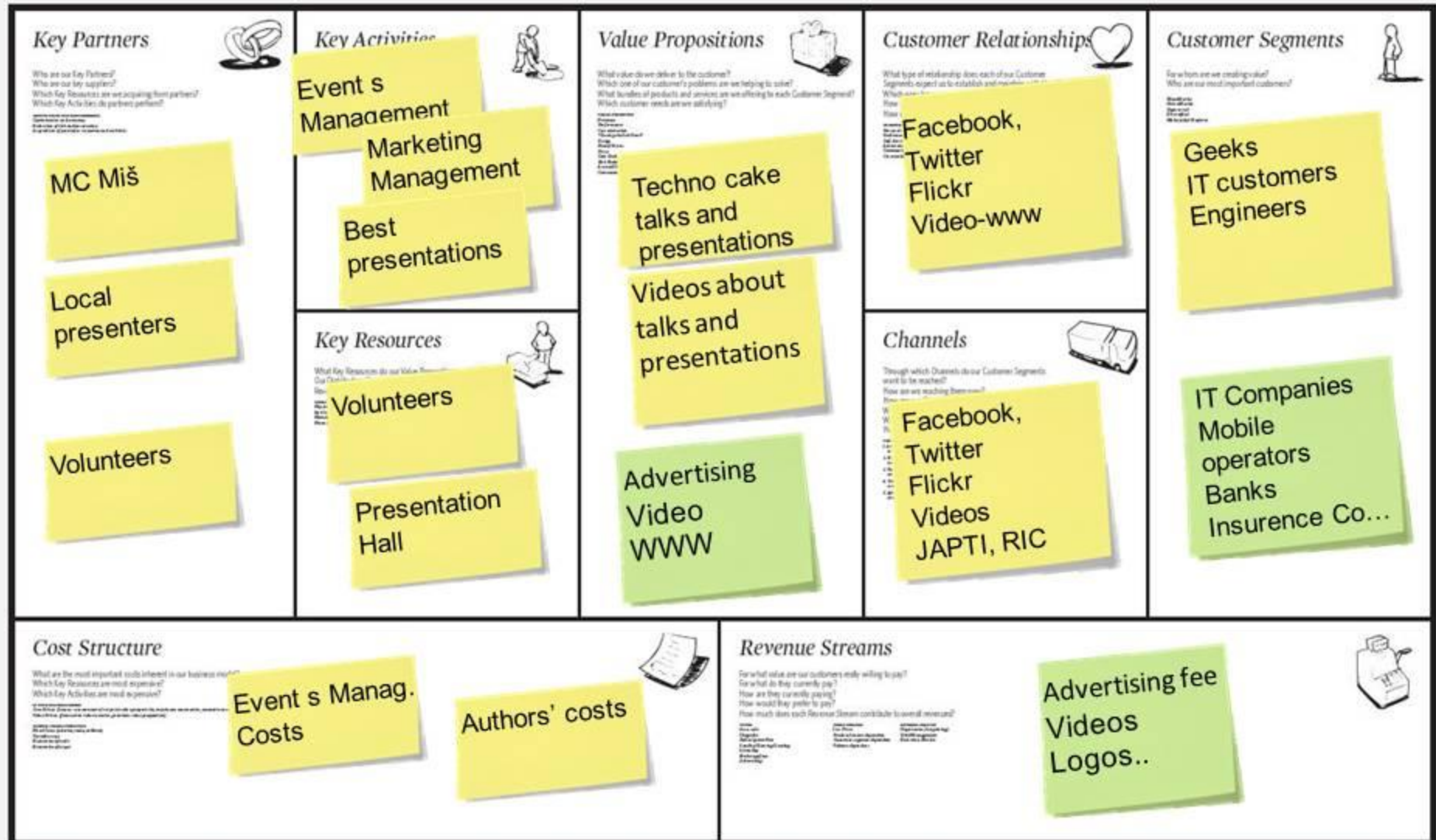


# The Business Model Canvas

Designed for: Techno Cake

Designed by: Danilo Tič

Date: 1.2.2011  
Iteration: 01



# Customer Value

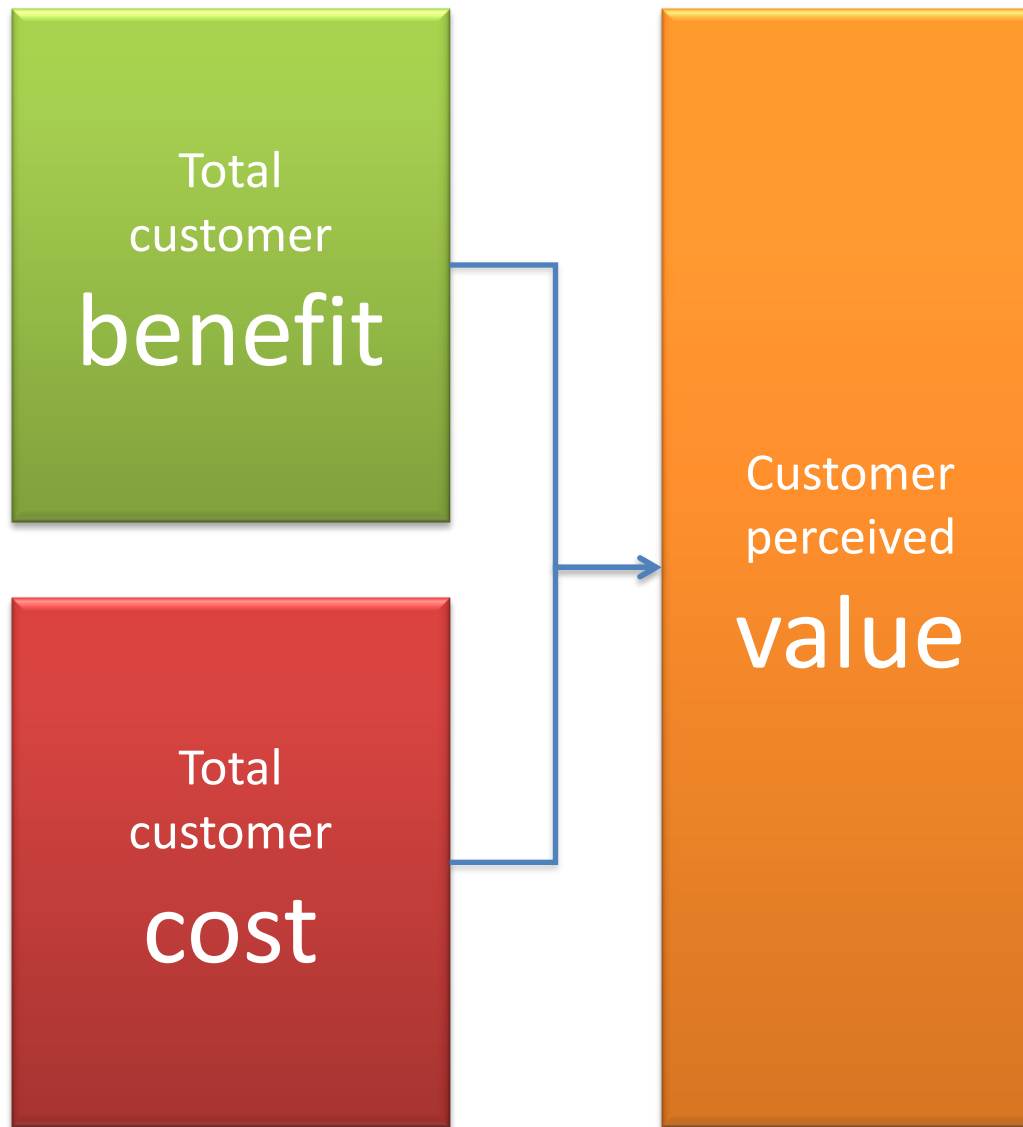
**Marketing**

**“Meeting  
needs  
profitably”**

# Value

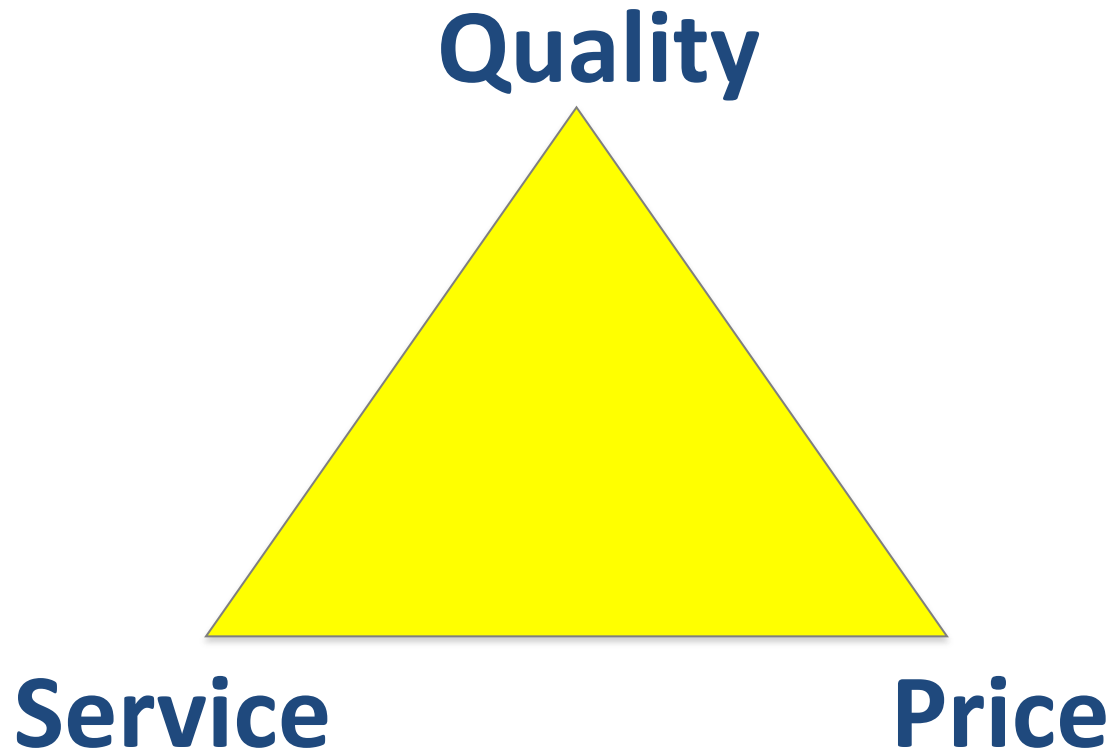
the sum of the  
tangible and  
intangible  
benefits and costs

# Value



# Customer Value Triad

Quality, Service, and Price  
(qsp)



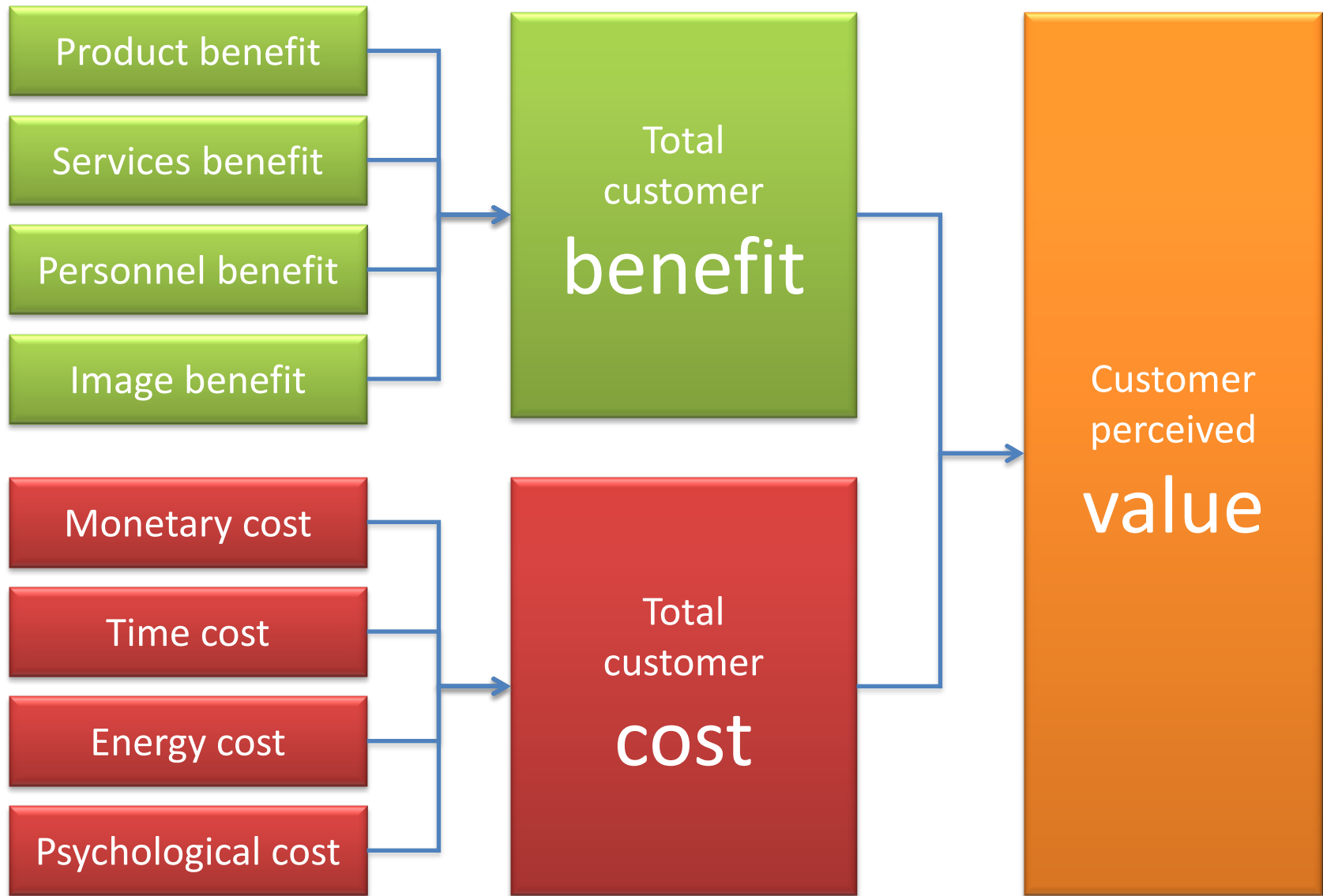
# Value and Satisfaction

- 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



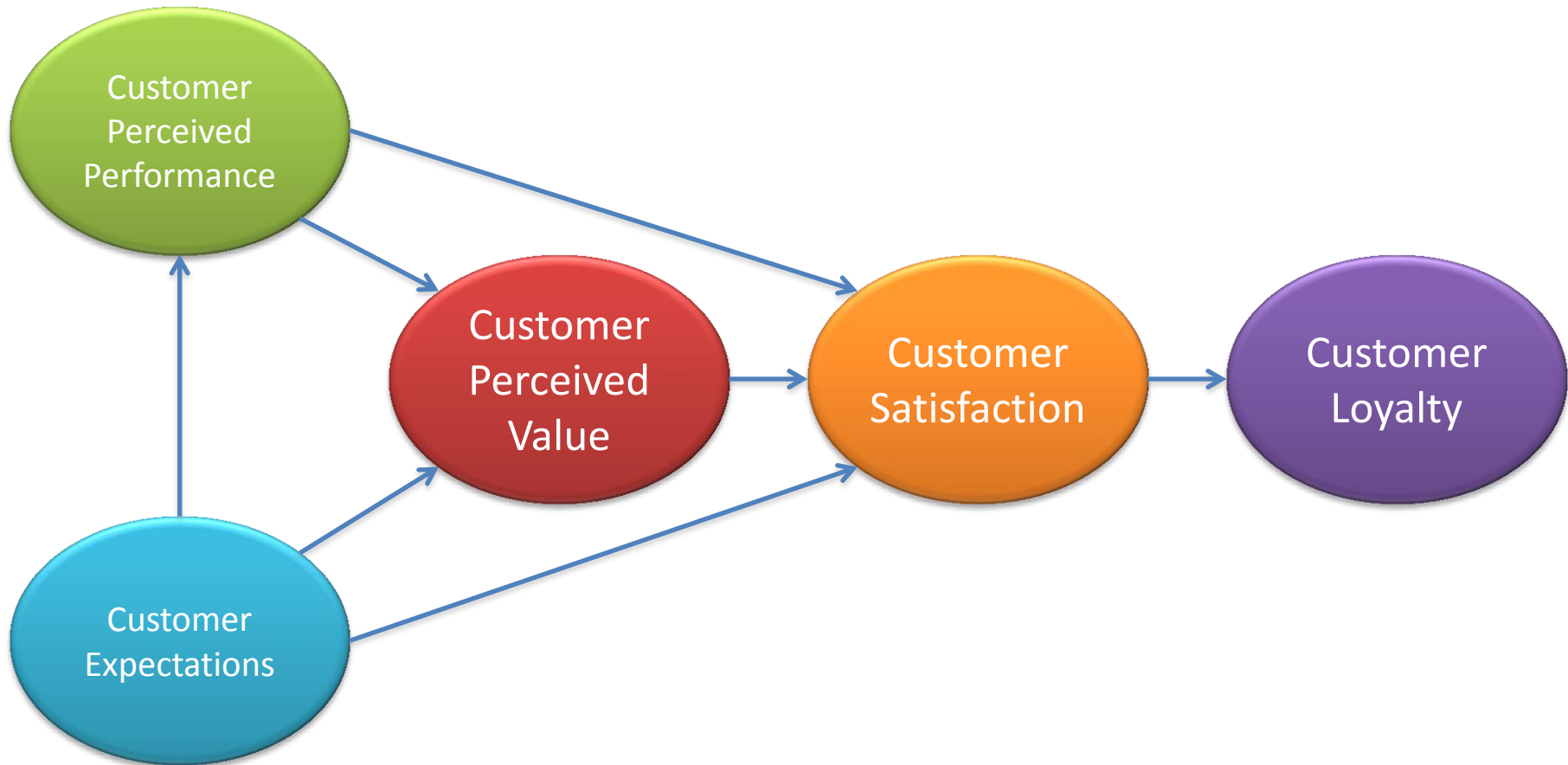
# Satisfaction

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

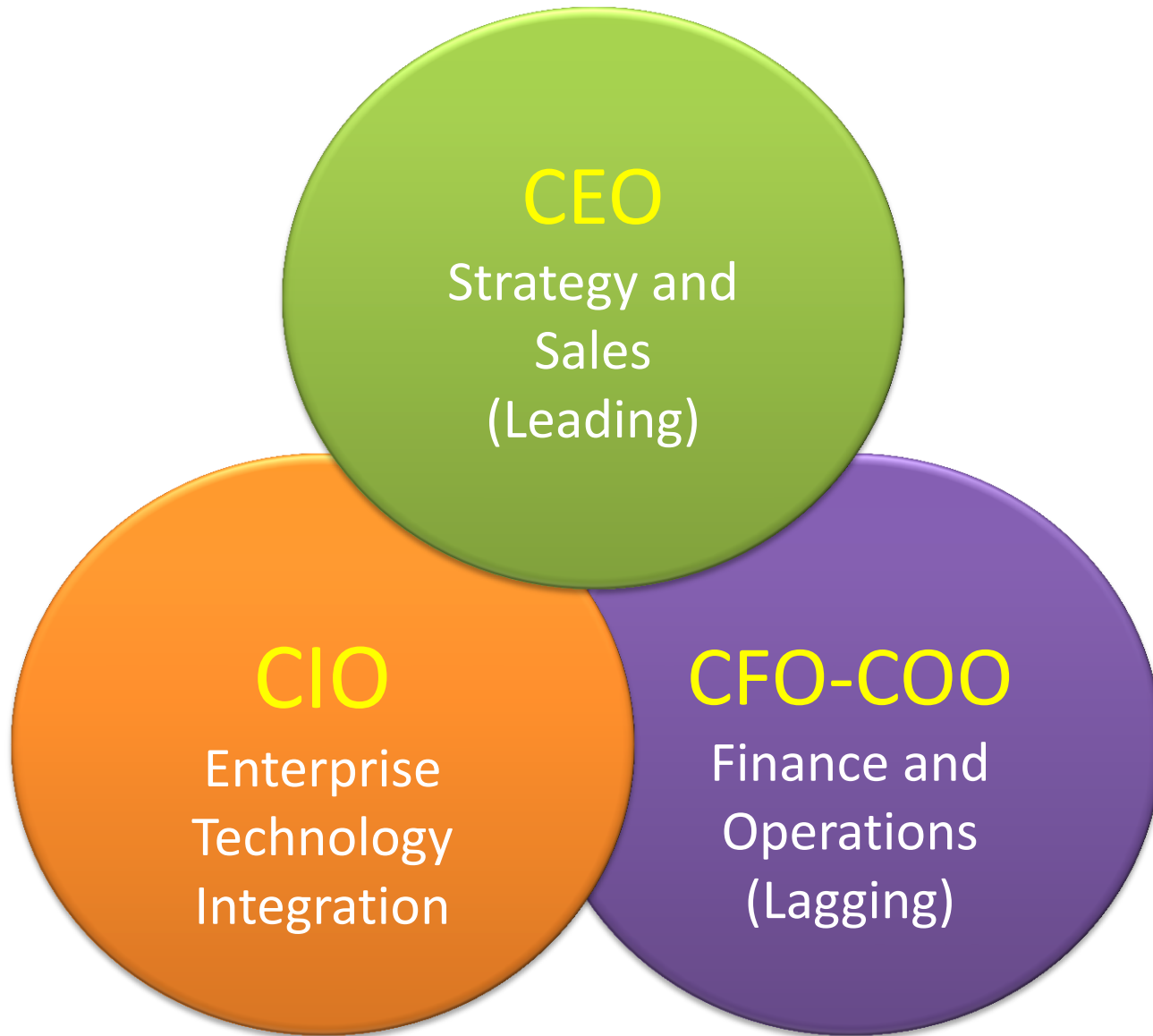
# Loyalty

**“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



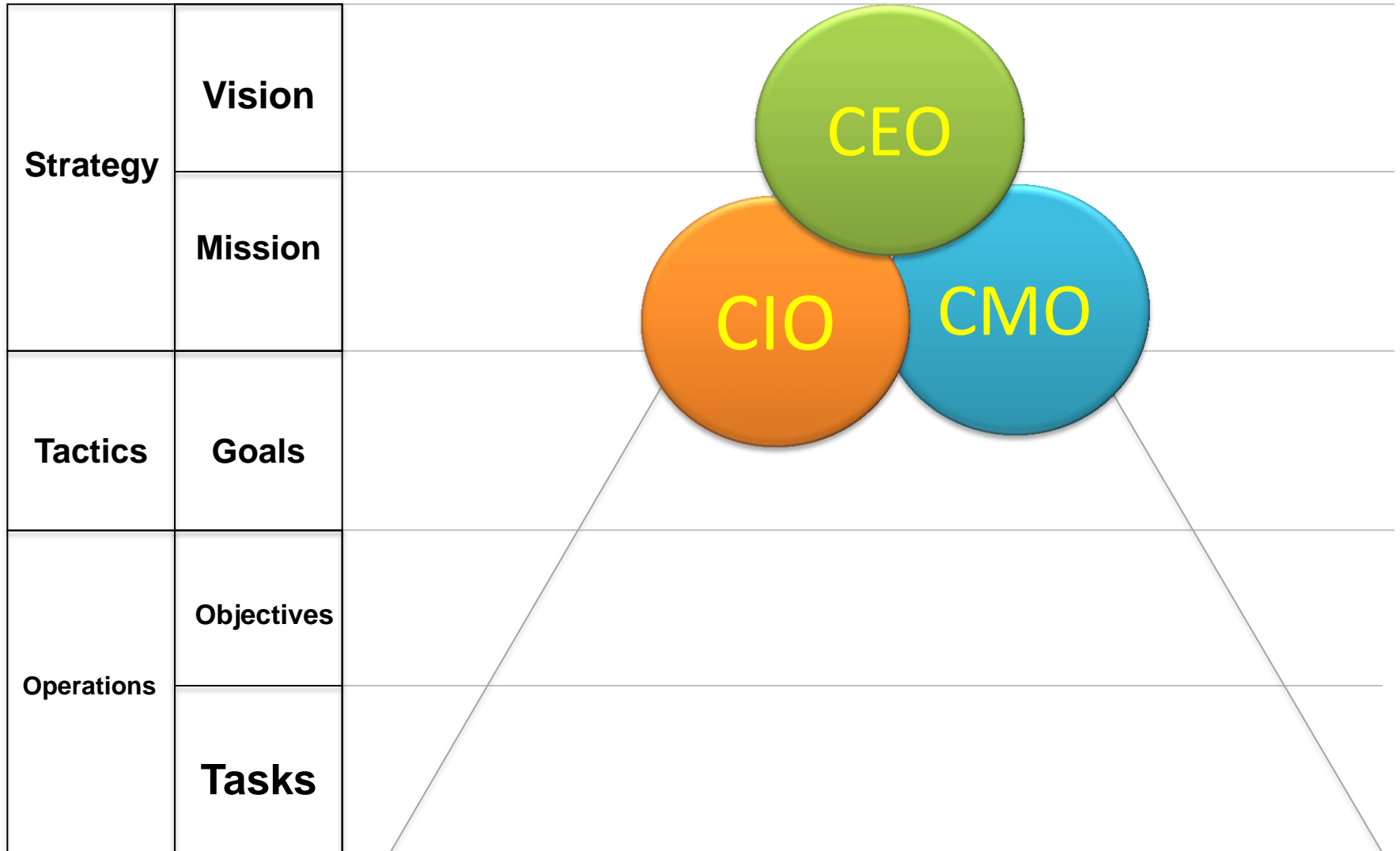
# CEO CIO CFO



# CEO CIO CMO



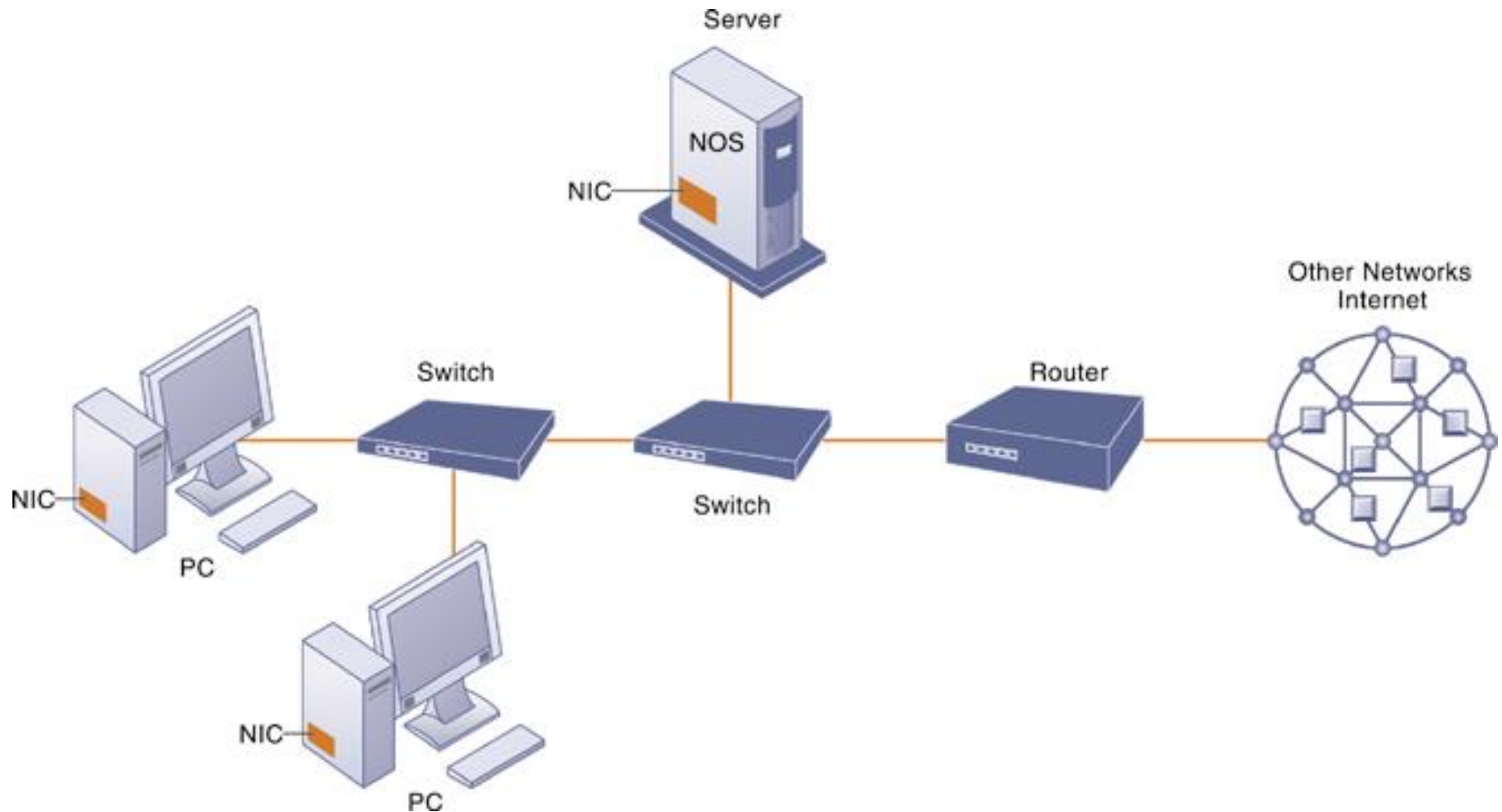
# CEO CIO CMO



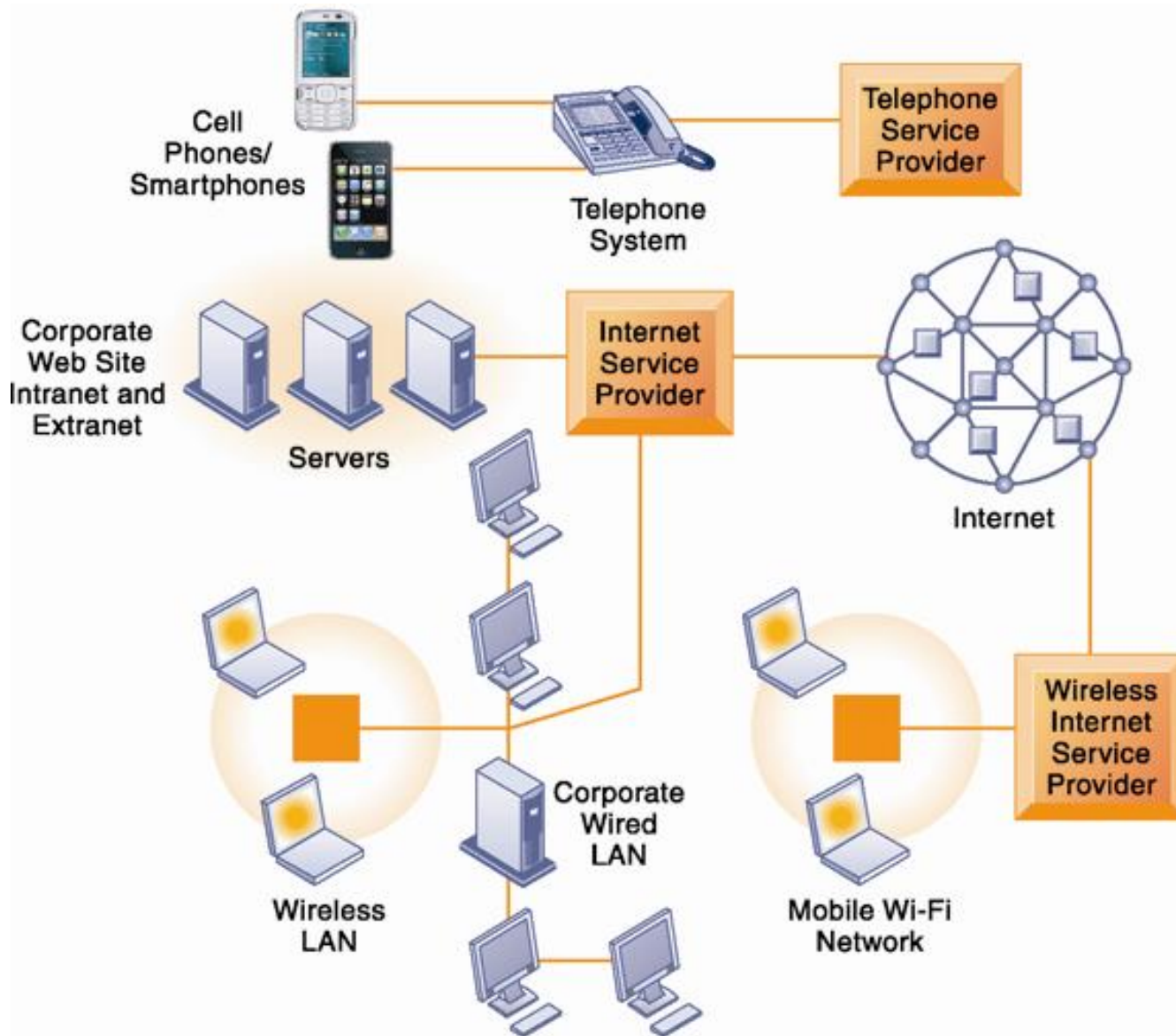
**Nothing  
is  
so practical  
as a  
good theory**



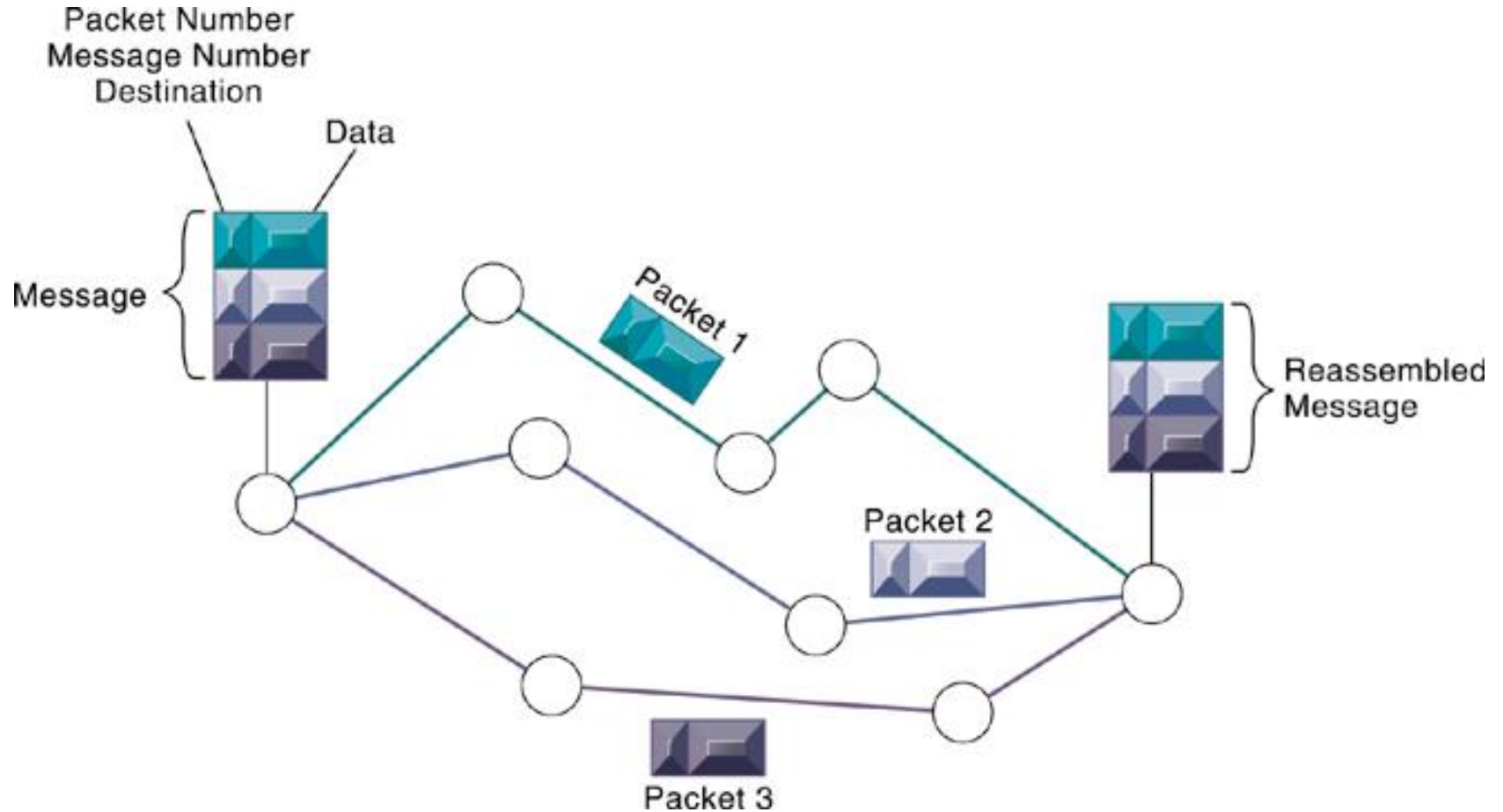
# Components of a Simple Computer Network



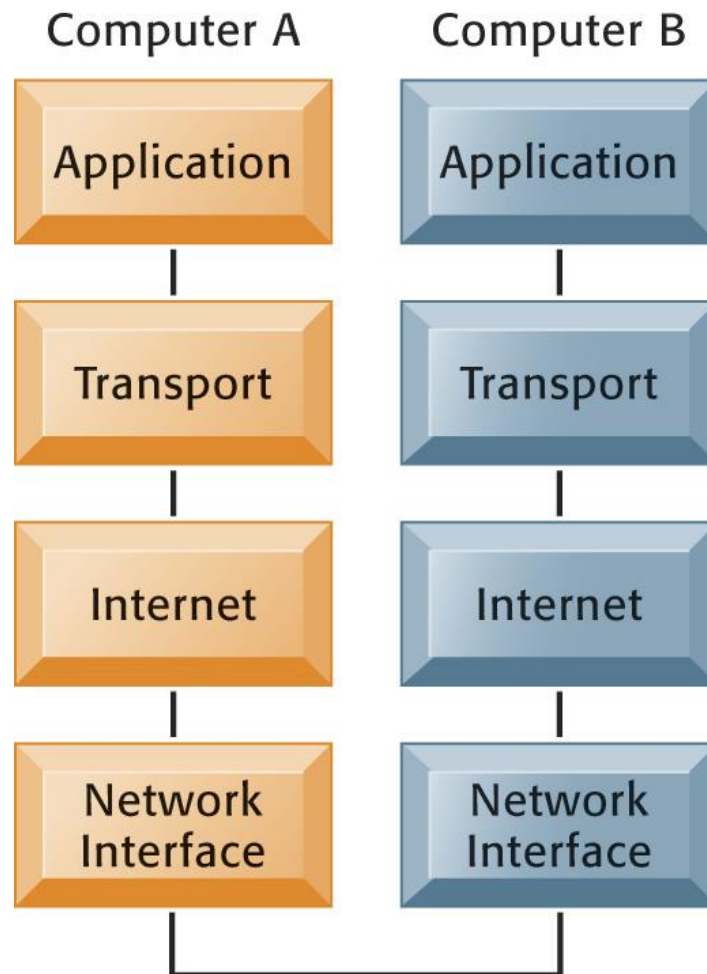
# Corporate Network Infrastructure



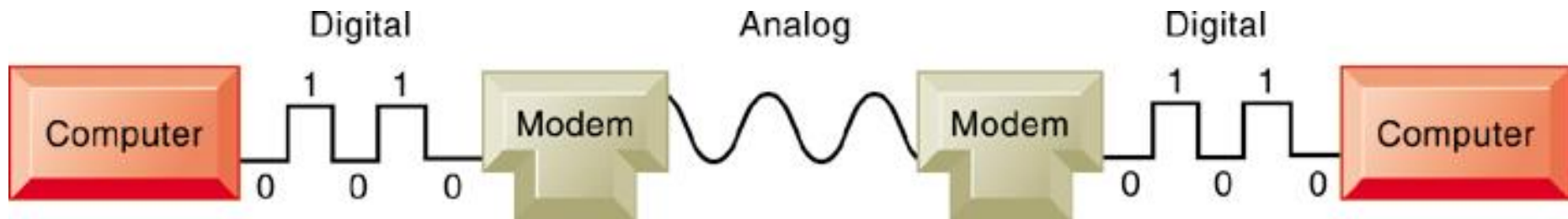
# Packet-Switched Networks and Packet Communications



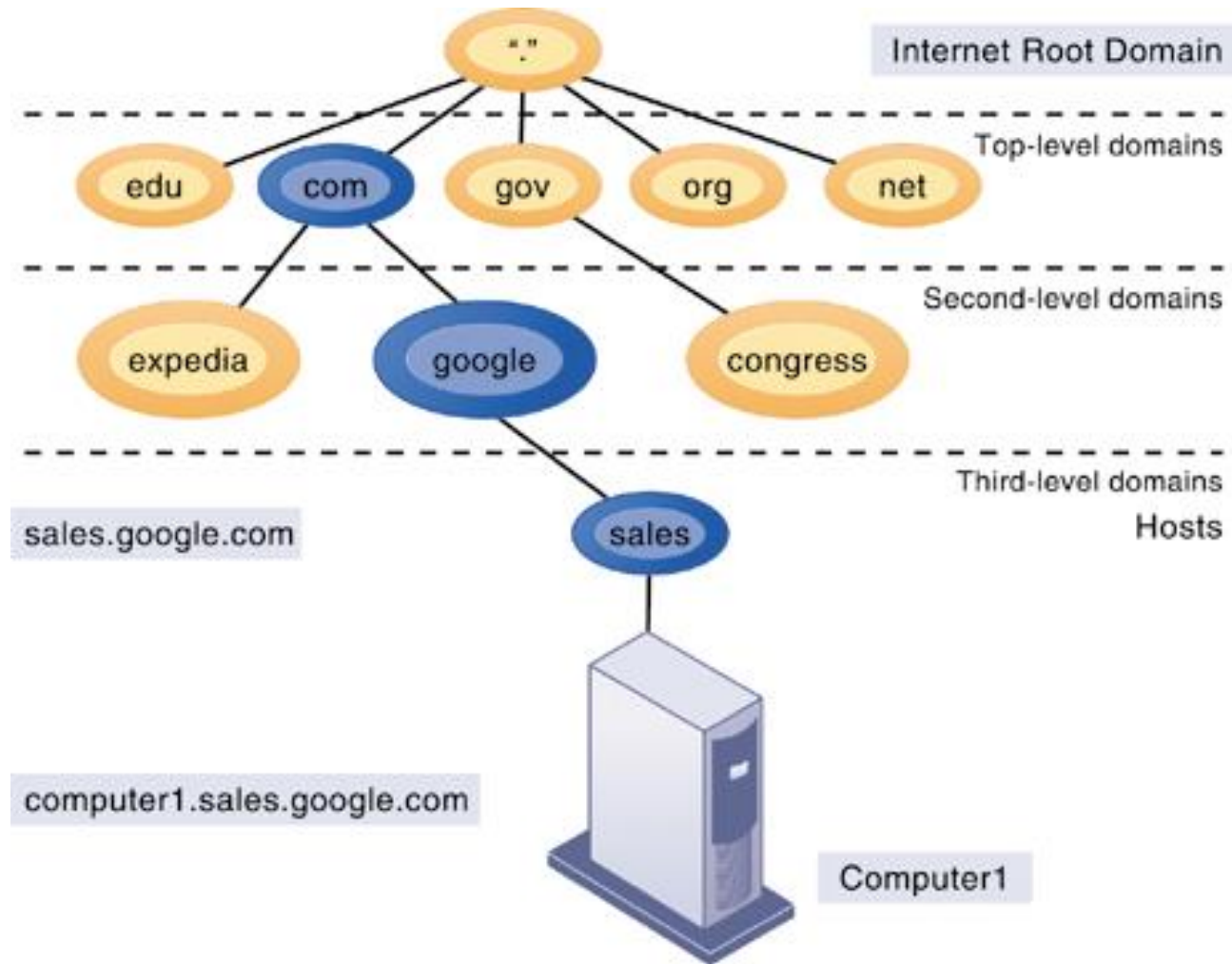
# The Transmission Control Protocol/Internet Protocol (TCP/IP) Reference Model



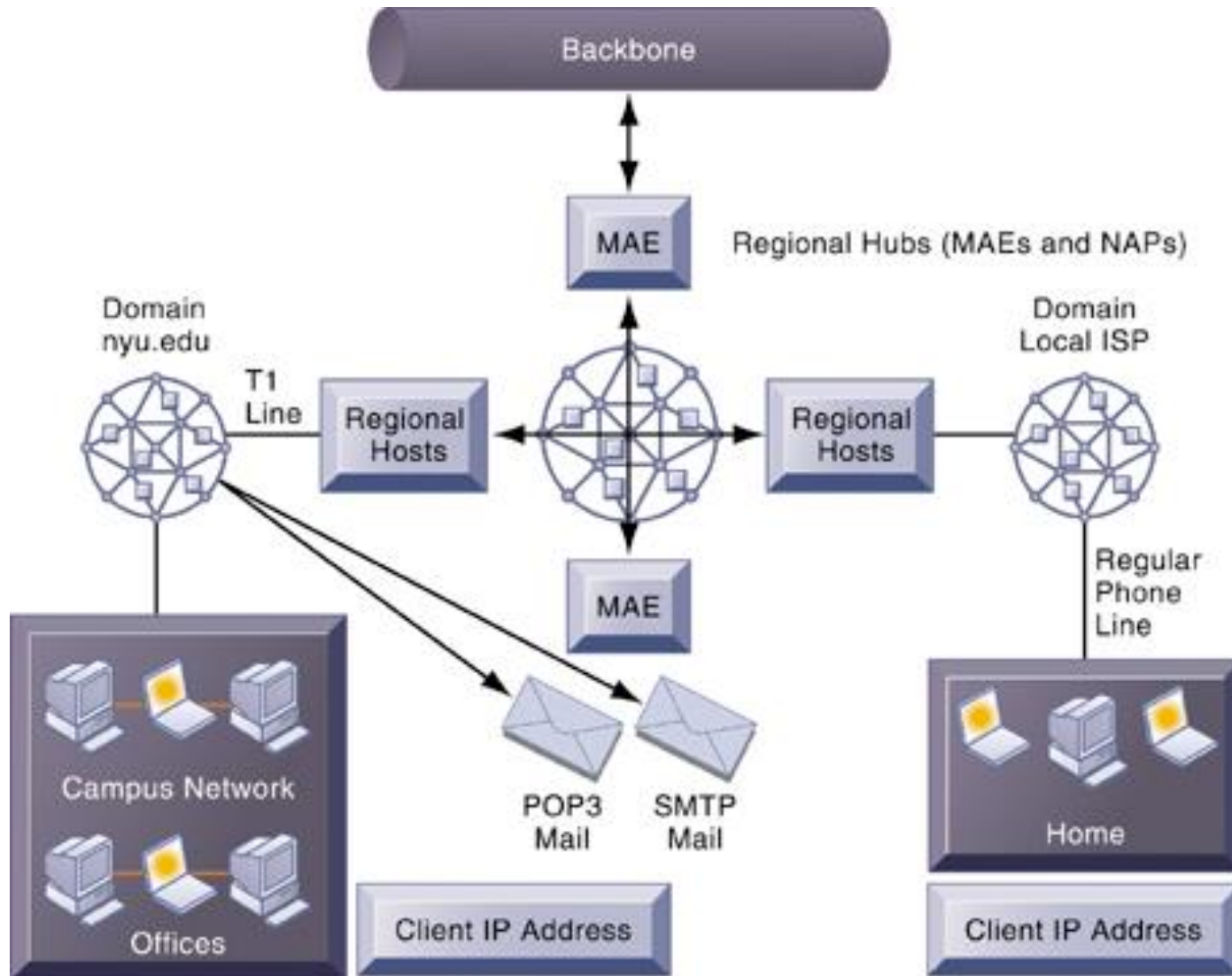
# Functions of the Modem



# The Domain Name System

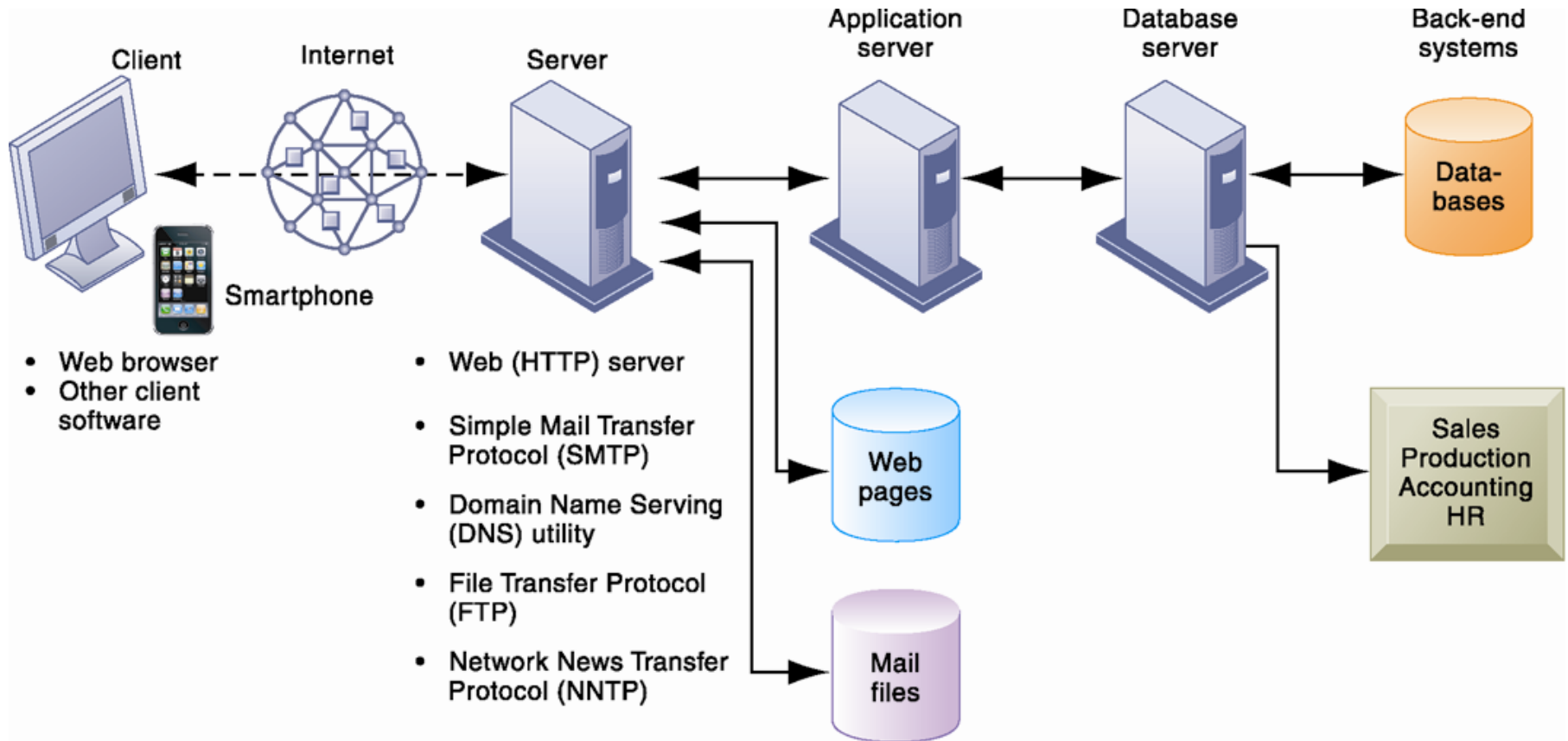


# Internet Network Architecture



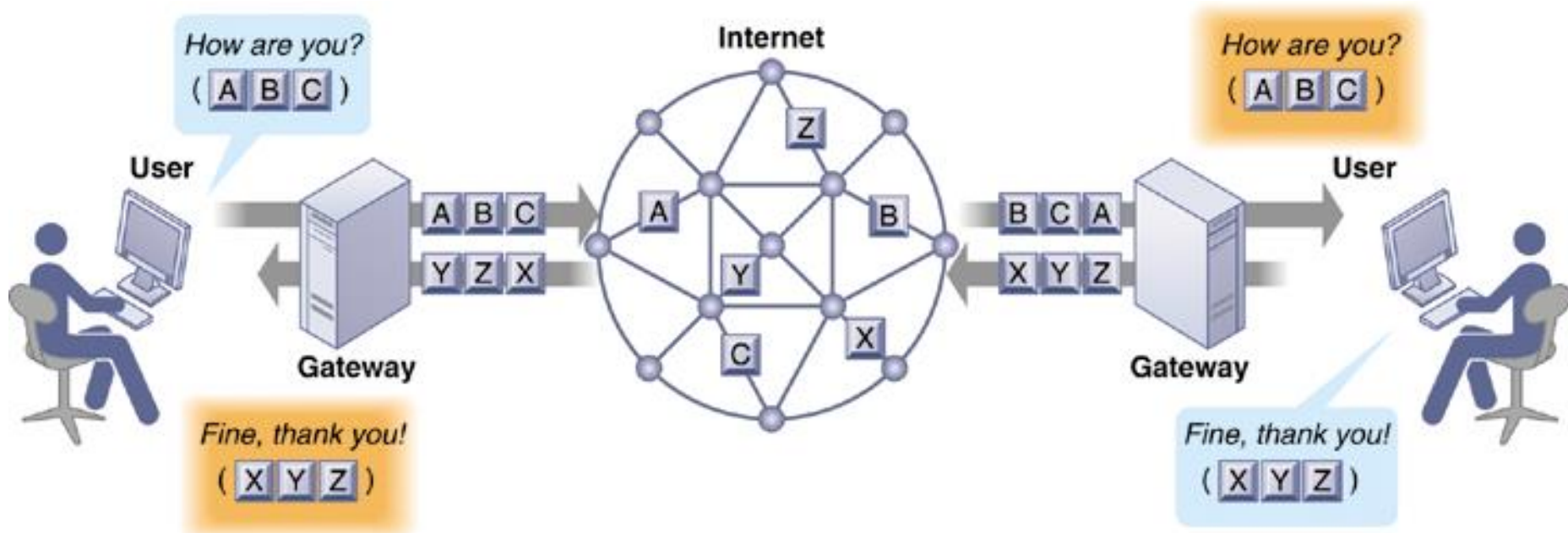


# Client/Server Computing on the Internet

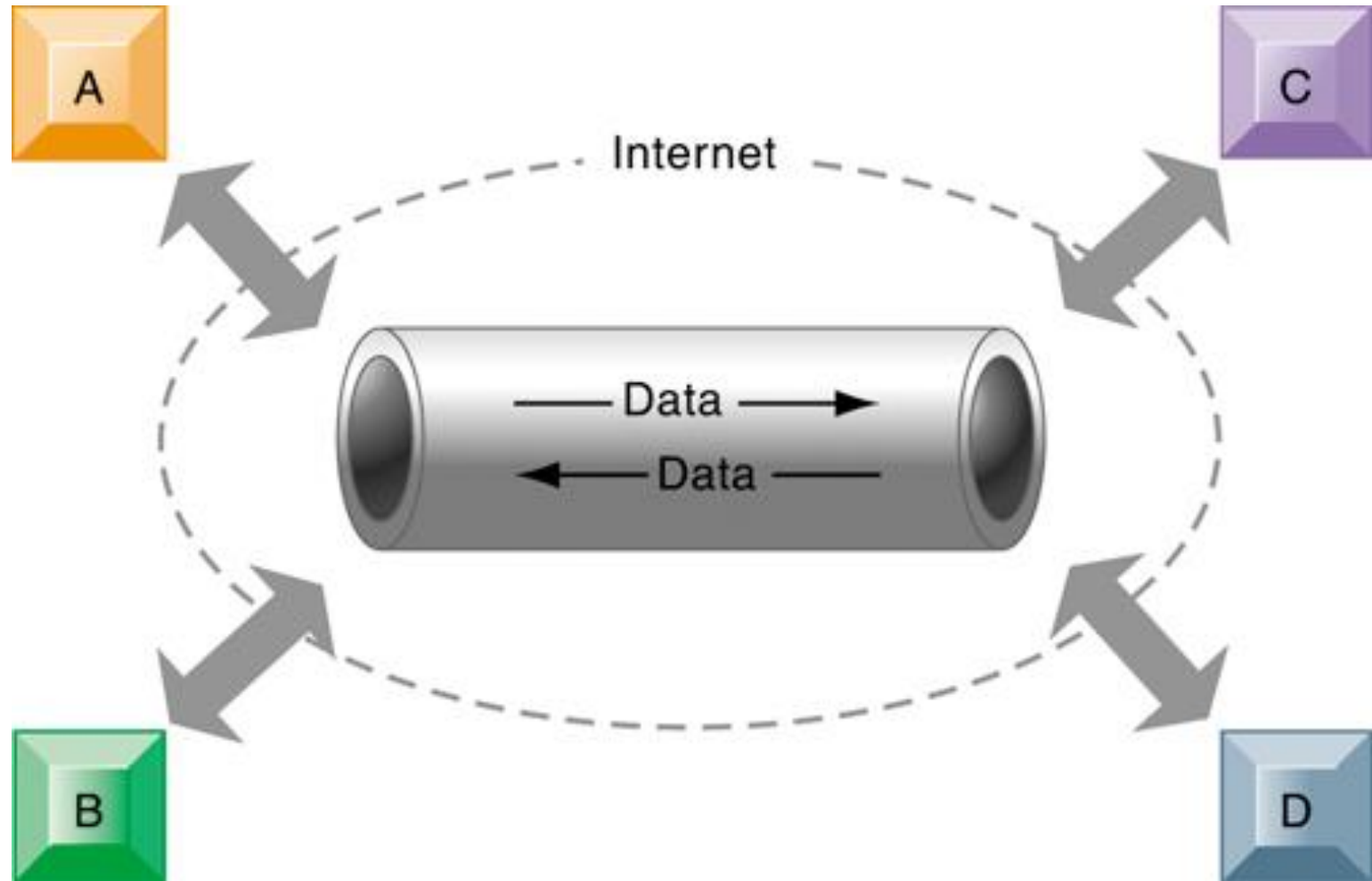




# How Voice over IP Works



# A Virtual Private Network Using the Internet



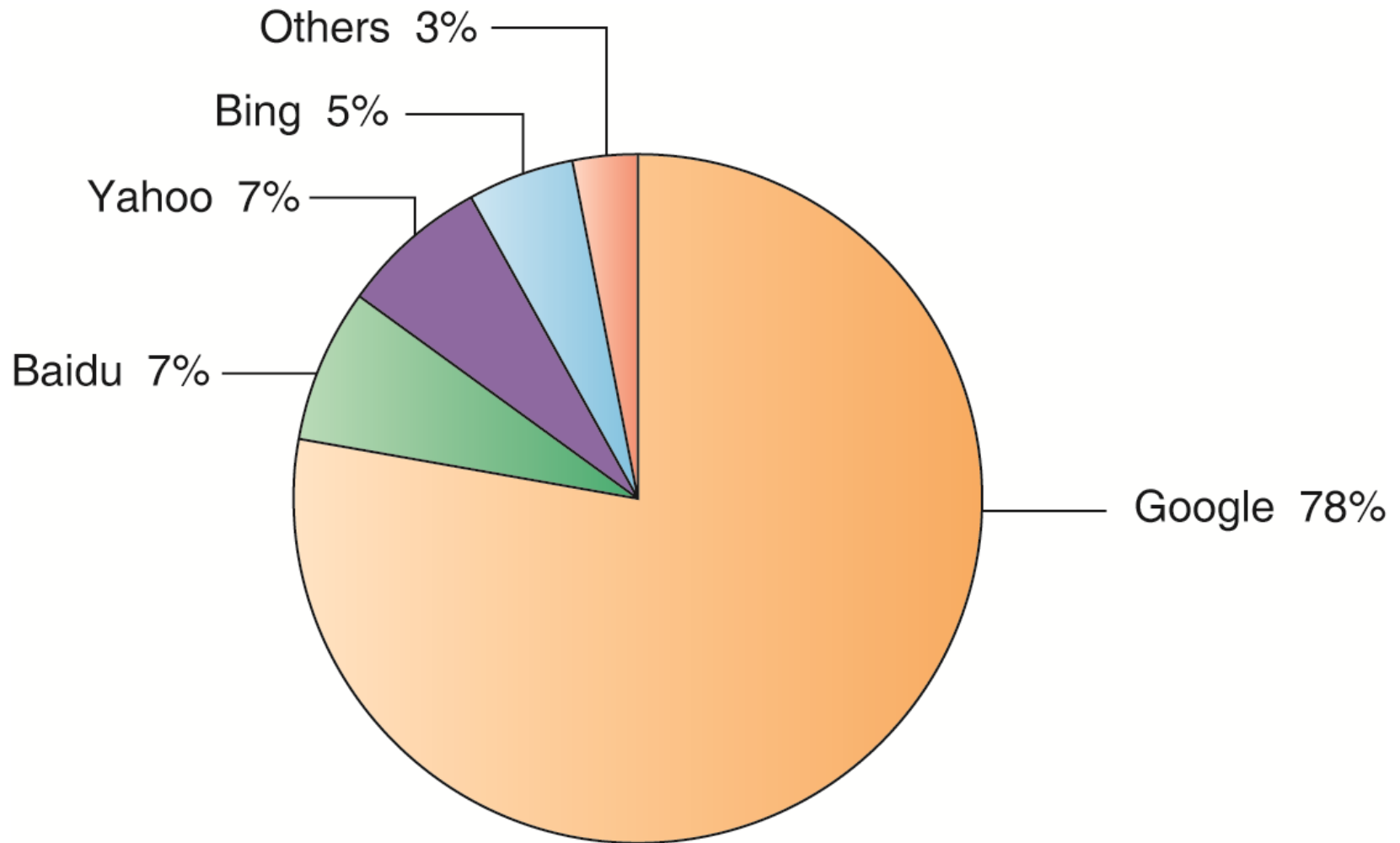
# The Global Internet

- Search engines
  - Started as simpler programs using keyword indexes
  - Google improved indexing and created page ranking system
- Mobile search: 20% of all searches in 2012
- Search engine marketing
  - Major source of Internet advertising revenue
- Search engine optimization (SEO)
  - Adjusting Web site and traffic to improve rankings in search engine results

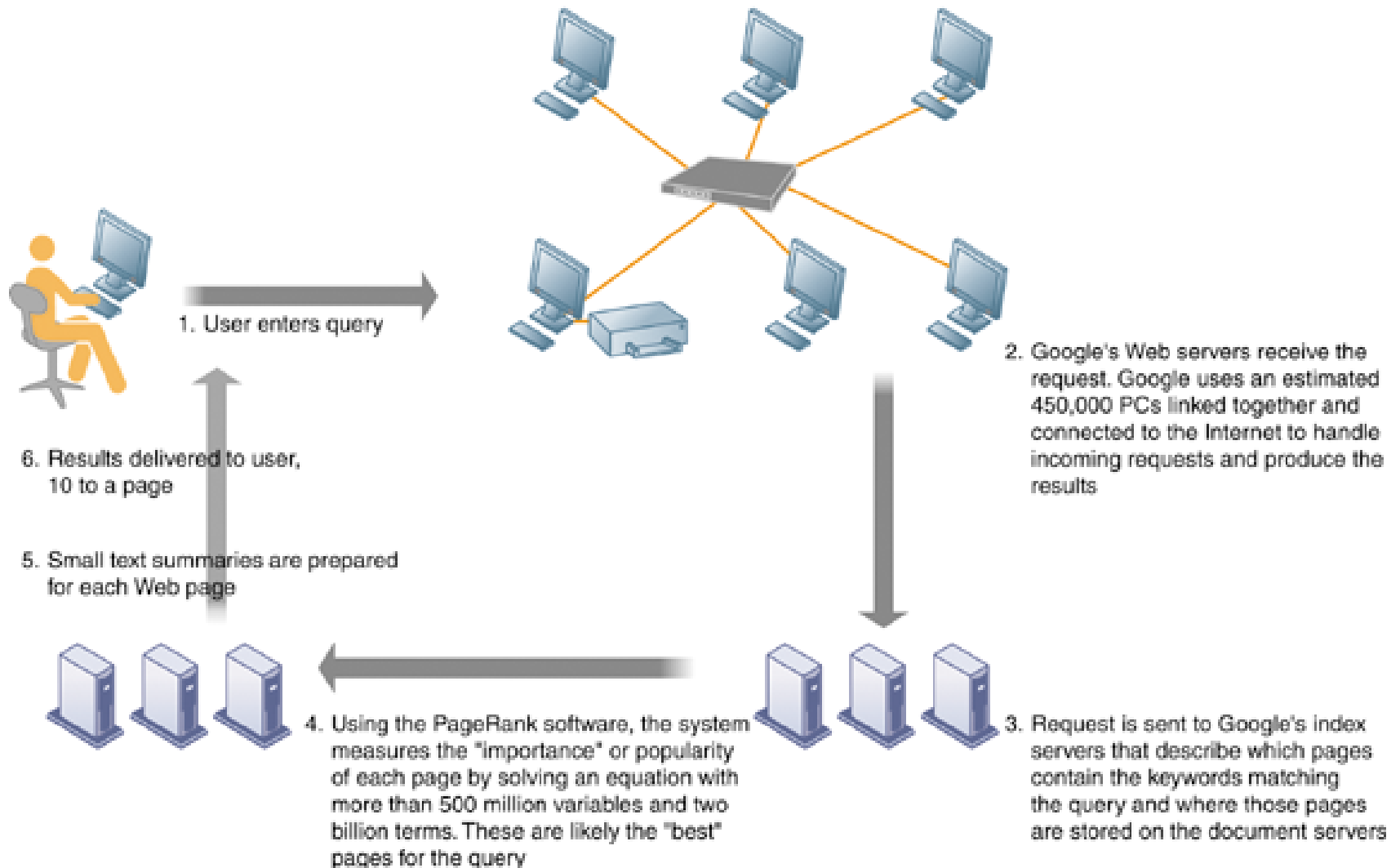
# The Global Internet

- Social search
  - Google +1, Facebook Like
- Semantic search
  - Anticipating what users are looking for rather than simply returning millions of links
- Intelligent agent shopping bots
  - Use intelligent agent software for searching Internet for shopping information

# Top U.S. Web Search Engines



# How Google Works



# Web 2.0

- Second-generation services
- Enabling collaboration, sharing information, and creating new services online
- Features
  - Interactivity
  - Real-time user control
  - Social participation (sharing)
  - User-generated content

# Web 2.0 services and tools

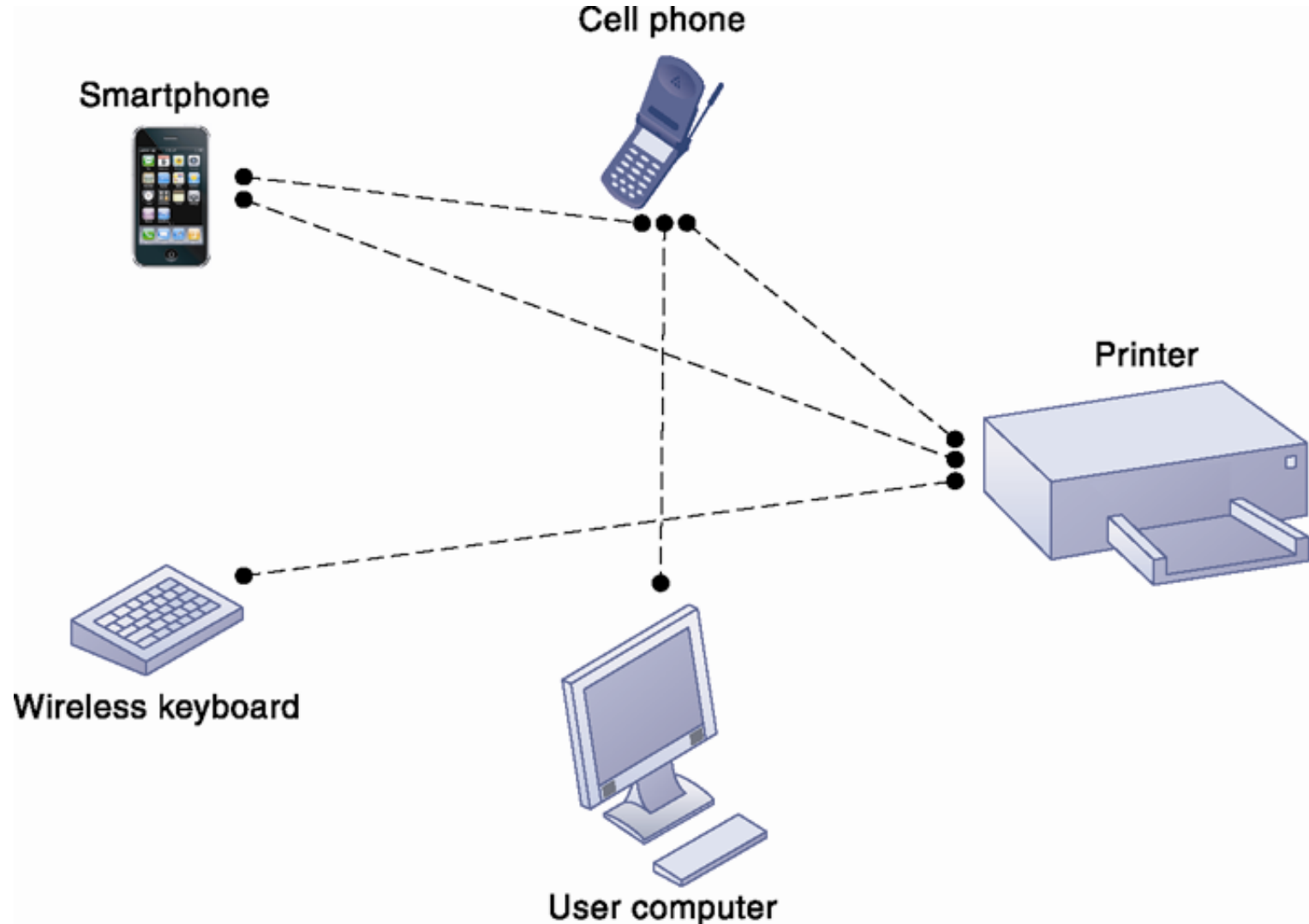
- **Blogs**: chronological, informal Web sites created by individuals
  - RSS (Really Simple Syndication): syndicates Web content so aggregator software can pull content for use in another setting or viewing later
  - Blogosphere
  - Microblogging
- **Wikis**: collaborative Web sites where visitors can add, delete, or modify content on the site
- **Social networking sites**: enable users to build communities of friends and share information



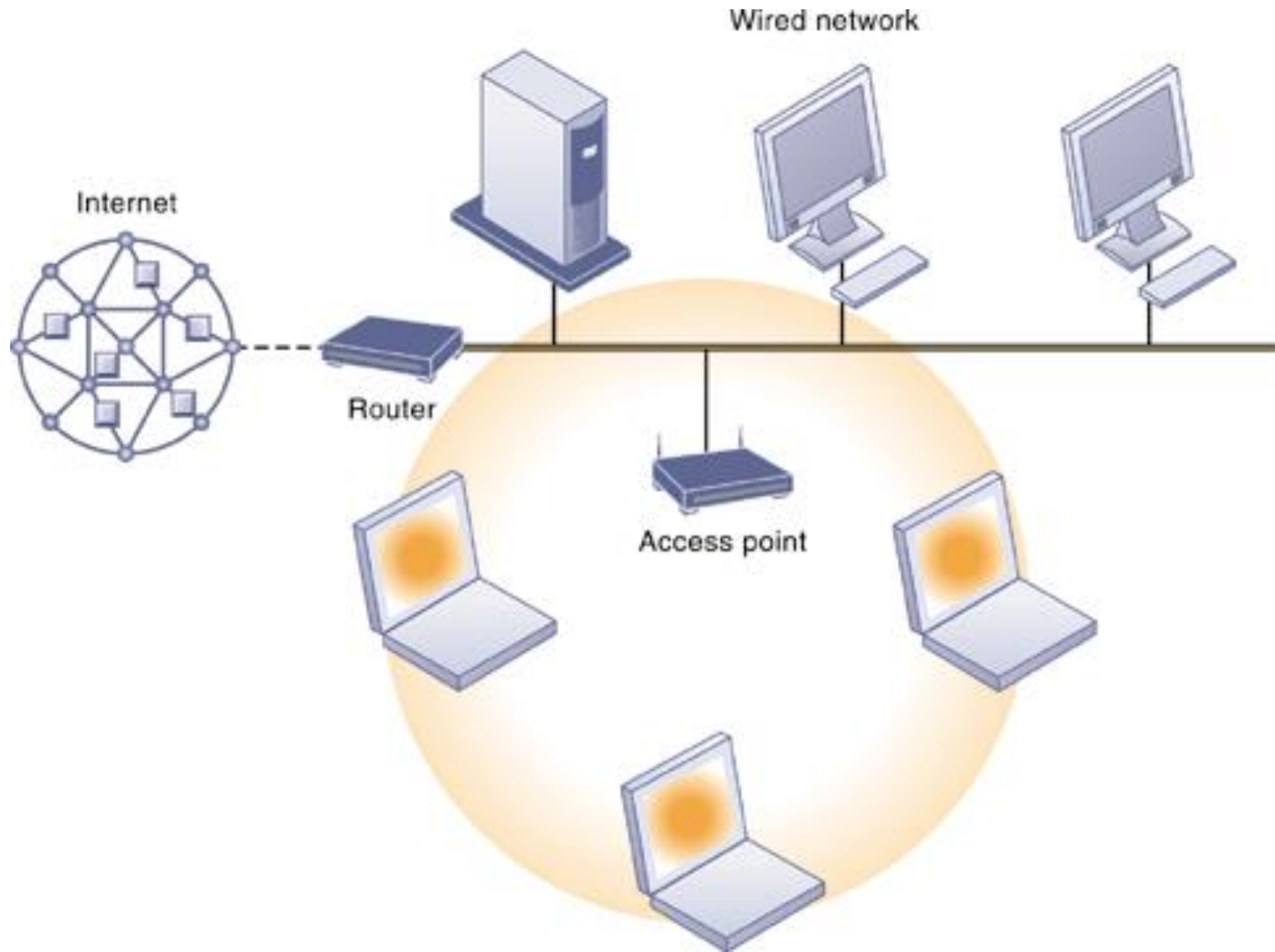
# Web 3.0: The “Semantic Web”

- A collaborative effort led by W3C to add layer of meaning to the existing Web
- Goal is to reduce human effort in searching for and processing information
- Making Web more “intelligent” and intuitive
- Increased communication and synchronization with computing devices, communities
- “Web of things”
- Increased cloud computing, mobile computing

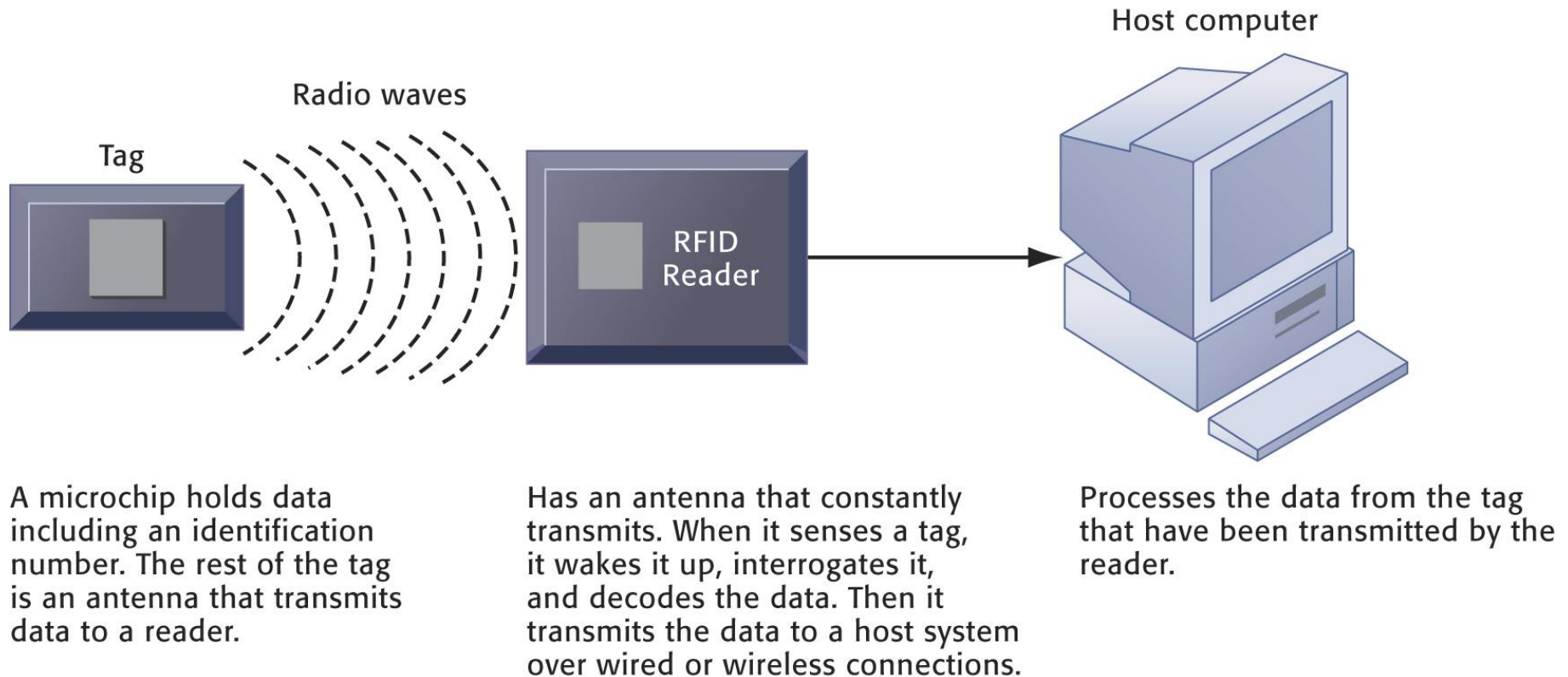
# A Bluetooth Network (PAN)



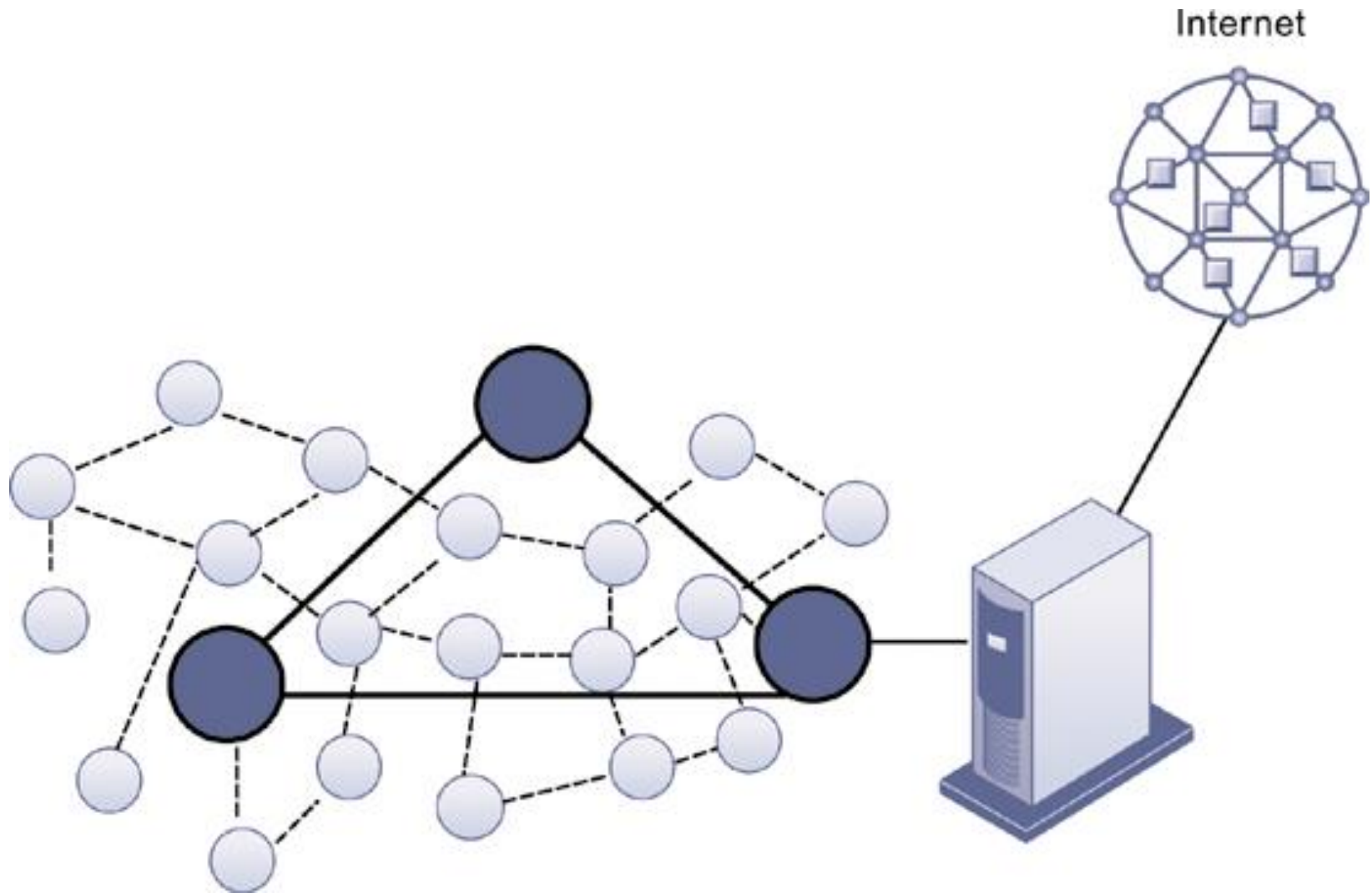
# An 802.11 Wireless LAN



# How RFID Works



# A Wireless Sensor Network



# Case Study:

## Summit and SAP (Chap. 9) (pp. 396-398)

### Summit Electric Lights Up with a New ERP System

1. Which business processes are the most important at Summit Electric Supply? Why?
2. What problems did Summit have with its old systems? What was the business impact of those problems?
3. How did Summit's ERP system improve operational efficiency and decision making? Give several examples.
4. Describe two ways in which Summit's customers benefit from the new ERP system.
5. Diagram Summit's old and new process for handling chargebacks.

# 2015/11/10

## Midterm Report (期中報告)

- 請各組組長整理期中報告資料檔案，  
於2015/11/10 (週二) 上午 9:00 前，  
完成Email 寄出以下兩個壓縮檔的下載連結，  
給所有組員和老師 (正本to: 老師，副本cc: 所有組員)。
  - 1. 整組各次簡報的 ppt (含整組期中報告目錄 ppt) 壓縮檔
    - (例如：MI4C\_資訊管理個案\_第1組\_期中各次簡報.zip)。
  - 2. 整組各組員的
    - [(1) 個人期中報告.ppt
    - (2) 個人期中書面報告.pdf]之壓縮檔
    - (例如：MI4C\_資訊管理個案\_第1組\_組員個人期中報告.zip)。

# 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 (2014),  
Management Information Systems: Managing the  
Digital Firm, Thirteenth Edition, Pearson.
- Kenneth C. Laudon & Jane P. Laudon原著，  
游張松主編，陳文生翻譯 (2014)，  
資訊管理系統，第13版，滄海