

Free case study on how much can business intelligence and business analytics help...

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Part 1 Case Study

The Internet may not make corporations obsolete, but the corporations will have to change their business models. Do you agree? Why or why not?

I do agree that the internet may not make corporations obsolete. However, the internet is more of a tool that may be used to improve the efficiency and performance of the corporations. For instance, the use of wireless technology makes it possible for the corporations to track individual needs of clients (Peng-Kin Yong, 2009). The internet serves more to give the corporation a competitive advantage since its use across the globe has increased (Lucas, 2003). Communications are done via emails rather than the traditional postal service. Additionally, corporations that are using the internet are able to expand into new markets. The advent of e-business is making companies to develop new ways of business transactions. Furthermore, traditional methods of advertising are not as effective as the advertising being carried out via social media and other networking sites.

The first step would involve identifying the business problem. This is critical as it allows the business problem to be aligned with the knowledge management system. Additionally, the business objectives need to be aligned with the knowledge management program, for instance, the financial objectives, innovation, and customer satisfaction. The second step would involve the training of employees on how to use the knowledge management program to ensure its effectiveness. Thirdly, after the training, management needs to select a team that will be responsible for the operation of the knowledge management program. Fourthly, the organization will need to ensure that the knowledge and features are aligned with the business

problems. This involves performing a knowledge audit. The organization will then have to decide on the implementation approach of the knowledge management program. Lastly, the organization has to have subject matter experts that will be easily accessible to employees in case of any assistance in the implementation of the knowledge management program.

Business strategies depend on the decisions that are made. Using business intelligence systems and business analytics, managers and executives are able to make decisions faster. Since in most organizations there is disconnection between the business and the information technology aspect, business intelligence and business analytics help to bridge this gap (Sabherwal & Becerra-Fernandez, 2009). Raw data can easily be transformed for the top management level to make business decisions that will be beneficial to the organization. With the amount of raw data and information increasing, organizations will have to be more dependent on the business intelligence and business analytics to be able to make quick decisions in a competitive business world. However if the organizations do not understand how the computer systems convert raw data into useful information then the use of business intelligence and business analytics becomes irrelevant to the organization.

It has been said that most systems fail because systems builders ignore organizational behavior problems. Why might this be so?

One of the key areas in systems failing may be attributed to the perception and resistance of employees towards implementation of new technology.

Employees may view the implementation of new systems as a form of replacement. Thus, this makes them easily replaceable. Furthermore, communication is significant in the successful operation of a system. Poor training of the staff to operate the system also contributes to failure of the system. Management also contributes to failure of the system where the work roles are not properly integrated with the system technology (French, 2011). Additionally, a poor reporting structure, lack of complete support from top management and conflict of individuals who want to be in charge may significantly contribute to failure of a system. Moreover, some of the roles and responsibilities that may be defined by the new system may be not clearly understood by the employees.

What is the role of end users in information systems project management?

Engaging users in information systems project management is important to ensure that there is smooth diffusion of the system (Wojtkowski, Nilsson, Gustas, and Wojtkowski, 2010). Additionally, engaging users in project management of information systems helps to reduce risks associated with the implementation of the project. Additionally, the end users may provide or stimulate new ideas. Further, involvement of the users in the information systems project management provides an easier way of training or educating the users about the information system (Wojtkowski, Nilsson, Gustas, and Wojtkowski, 2010). In the process of information systems project management, there is bound to be hardware changes, which may affect the speed and capabilities of a system. Thus, the end users need to be involved to ensure that they are able to use any new features effectively.

Reference

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