

Technology

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As soon as the driver logs on, his days route is downloaded onto a handheld computer called AID (Lauded and Lauded, 2012). The Inputs Include package information, customer signature, pickup, delivery, time-card data, current location (while en route), and billing and customer clearance documentation. Processing: Before the package is even picked up, the data from the Schnabel bar coded label is transmitted to one of Pup's computer centers in Amah, New Jersey, or Alphabet, Georgia and sent to the distribution center nearest its final destination.

Dispatchers at this center download the data from the label and use special software to create the most efficient delivery route for each driver that considers traffic, the weather, and the location of each stop. After UPS driver checks out AID, which automatically captures customers' signatures along with pickup and delivery information, package tracking information is then transmitted to Pup's computer network for storage and processing (Lauded and Lauded, 2012). The data are transmitted to a central computer and stored for retrieval.

Data are also reorganized so that they can be tracked by customer account, date, driver, and other criteria such as the consolidation of orders for efficient final delivery of packages. Outputs: The information on the UPS computer network can then be accessed worldwide to provide delivery information to customers or to respond to customer queries. Customer service representatives are able to check the status of any package from desktop computers linked to the central computers and respond immediately to customer inquiries.

The outputs include pickup and delivery times, location while en route, and package recipient. The outputs also include various reports, such as all cakes for a specific account or a specific driver or route, as well as summary reports for management. What technologies are used by UPS? How are these technologies related to Pup's business strategy? Technologies used include handheld computers (AID) with telecommunications for transmitting data, cellular phone network, and computer.

In June 2009, UPS also launched a new Web-based Post-Sales Order Management Systems (MOMS) that manages global service orders and inventory for critical parts fulfillment and enables high tech electronics, aerospace, medical equipment, and there companies globally to assess their critical parts inventory (Lauded and Lauded, 2012). These technologies used by UPS enable customer to track his/her package via the UPS Web site. Technology also enables data to flow throughout UPS and helps streamline the workflow at UPS.

Thus, the technology described in the scenario enables UPS to be more competitive, efficient, and profitable. The result is an information system solution to the business challenge of providing a high level service with low prices in the face of mounting competition. What strategic business objectives do Pup's information systems address? The strategy is still the original one " best service and lowest rate" (Lauded and Lauded, 2012). Technology allows UPS and its customers to always know where a package is.

What would happen if Pup's information systems were not available? If the technology were not available, then UPS would, as it has through most of its history, attempt to provide that information to its customers, but at a high price. Also UPS would not have been able to compete effectively without technology or maintain dervish. What kinds of systems are described in this case? Identify and describe the business processes each supports. Describe the inputs, processes, and outputs of these systems.

Domino's found ways to innovate by overhauling its in-store transaction processing systems and by providing other useful services to customers, such as new updated technology systems (Lauded and Lauded, 2012).

Domino's proprietary point- of-sale system, Pulse, is an important asset in maintaining consistent and efficient management functions in each of its restaurants (Lauded and Lauded, 2012). Pulse captures purchase and payment data at a physical location where goods or services are bought and sold using computers, automated cash registers, scanners, or other digital devices (Lauded and Lauded, 2012).

More recently, Domino's released Pulse Evolution which uses thin-client architecture in which networked workstations with little independent processing power collect data and send them over the internet to powerful Leno PC's for processing (Lauded and Lauded, 2012). Their state-of-the-art inline ordering system is Pizza Tracker. Pizza Tracker help to keep customers up to date on the status of their order from the moment it's prepared to the second it leaves their store for delivery (Lauded and Lauded, 2012).

It is also available for customers who place their order over the phone.

Domino's also introduced an online polling system to continuously upload information from local stores (Lauded and Lauded, 2012). How do these systems help Domino's improve its business performance? These systems implemented by Domino's help to improve customer 2012). Because of these systems, it is clear from industry analysts that the technology is working to cut costs and increase customer satisfaction (Lauded and Lauded, 2012).

How did the online pizza ordering system improve the process of ordering a Domino's pizza? The system allows customers to watch a simulated photographic version of their pizza as they customize its size, sauces, and toppings. Once the order is placed customers are able to view its progress online with Pizza Tracker (Lauded and Lauded, 2012). How effective are these systems in giving Domino's a competitive edge? Explain your answer. Today, online orders account for almost 20 percent of all Domino's orders which is more than what it used to ever be (Lauded and Lauded, 2012).

Pizza Hut and Papa John's also have online ordering capability, but lack the Pizza Tracker and the simulated pizza features that Domino's has successfully implemented. With many billions of dollars at stake, all the large national pizza will be developing innovative new ways of ordering pizza and participating in its creation.