Chess – college
essay

1. Using Porter's competitive forces models we can analyze how Akaimai helps the NBA's market competition. 1. Industry rivalry. Basketball leagues around the globe, other sports like soccer, baseball and football.

2. Buyer power. All professional sports are the main treats for NBA's website traffic.

3. Suppliers Power. Basketball fans have a lot of alternatives television, radio, social media etc. and probably the NBA website advantage is to provide insights and commentaries on matches and world distribution.

4. Threat of substitutes.

Having great website that offers a great customer experience and excellent insight is a great competitive advantage against substitutes.

5. Threat of mobility. Having a great mobile experience in mobil divises helps fight other websites and social media.

Using Porter's generic strategies model, what do you think is the NBA's overall strategy or strategies? I have analyzed Porter's generic strategies model and I think that NBA uses differentiation. Because they differentiate content to lead by making used of technological advance provided by Akamai's.

May be they also use other specific strategies like global strategy, celebrity strategy and partnership strategy thus, increasing the NBA popularity all over the world. Why is it important that all fans in the world have the same experience? It is important that all fans in the world have same experience

to provide integrity of fans of basketball. Because the NBA most avoid at all cost the feeling of exclusion from fans of other countries. 4. Why is it important that individual franchise owners can build, manage, and distribute on the NBA platform their own content? There are 29 team franchise member clubs in USA, and 1 in Canada.

It is important that individual franchise owners can build, manage, and distribute on the NBA platform their own content for their independence. Because in order to be a powerful franchise market each team has to build its own image. and Akmai helps NBA teams achieve these objectives. The word " partnership" appears several times in the video. Who are the NBA's partners? The NBA has partners are TV broadcasters, restaurant franchises, technology companies, etc. How does the concept of a strategic ecosystem apply to the NBA's partnership strategies? The NBA's ecosystem strategies is the advantage of great visibility of partnership.

For example, the food companies has enormous market regarding the world of the NBA for it has a great image. Also, the recruitment of international players creates a sense of belonging to non american fans and attracts more viewers and attention. How did the DTIS CRM team change the business process for dealing with abandoned vehicles in San Francisco? How did the old business process work, and what kinds of problems arose? Why was it necessary to change the business process before developing a new CRM system?

They created a single reporting database and a single call center to take calls. The old process worked by citizens calling in and leaving voice

messages or working with motor vehicle or police departmental personnel. A voice contact system that was very difficult to used. This resulted in multiple calls for the same incident; confusion about what agency to call; poor manual record keeping processes. It was very difficult to install a CRM with a single call center and single customer and event database without changing the old process.

Why is a CRM particularly useful for the support of " interaction" jobs (described in the text chapter) as opposed to " transaction jobs? Interaction jobs are ones where the primary value added by the labor is in the form of talking, presenting, listening, thinking, and then acting. These kinds of jobs require online and real? time access to information in order to add value and facilitate interaction. How does this city-wide system help different agencies collaborate with one another? Collaboration is the system provides a single data base for storing interactions with individuals, and it can be accessed by all city agencies through an intranet portal.

This allows agencies to work together on solving problems which span agencies. 10. How has the system installed by DTIS helped integrate information among city agencies? What difference would this make for customer service? Integration is the key to the effectiveness of CRM systems is a" single point of contact" philosophy. This is directly opposite of the prevailing " silo" mentality which pervades both business and government. For CRM, there is one database, one record, and a single call facility where customers can. 11.

Considering the types of information systems discussed in the chapter, what type of system is this? How would you characterize this system? This is an enterprise wide system, where Citizens call in with requests for service to a central call center. This results in a " ticket" or record of the call being place in the database. Other call reps, and employees at other departments can access this data base on a city Intranet. I think that this systems provides tremendous capabilities that actually replaces what in the past would have been a multitude of systems.