

# Case study: ups competes globally with information technology



**ASSIGN  
BUSTER**

1. What are the inputs, processing, and outputs of UPS's package tracking system? The Inputs to the UPS package tracking system includes the following shipping information: Customers signatures Pick-up information Delivery information Time card information Processing involves using the data captured above to update information on the central computer. Outputs include the delivery status and position of a parcel.

2. What technologies are used by UPS? How are these technologies related to UPS's business strategy? a. Handheld computer – the Delivery Information Acquisition Device is a handheld computer that lets the delivery agent collect delivery info remotely for real-time updating of delivery status. b. Cellular Technology – information collected on the DIAD is transmitted from the delivery vehicle via cellular network. This allows for remote and near real-time transmission of delivery data. c. World Wide Web – Allows customers to check delivery routes calculate shipping and schedule a pickup conveniently and remotely. This increases the reach of their services to those.

3. What problems do UPS's information systems solve? What would happen if these systems were not available? a. If these technologies were not present, customers would not be able to track their shipments in a real-time manner. b. Customers would also not be able to reroute a package once dispatched. c. UPS would not be able to capture delivery info remotely and would have to process the same in a time consuming batch process.

4. Explore the UPS Web site at [www.ups.com](http://www.ups.com), and briefly explain the services the Web site provides for individuals, small businesses, and large

businesses. a. Individuals – Individuals can shop for consumer goods for any part of the globe and have them delivered to their doorstep. They can also track their parcels in real-time until it is delivered. b. Small businesses – UPS helps small businesses like professional services firms to ship and track contracts, and other important legal documents quickly and securely. UPS can also enable a small business such as a curio seller to ship their products anywhere in the world in an inexpensive way. c. Large businesses – UPS can move small manufacturing inputs such as for the automotive industry, as well as the very large finished goods to almost any location in the world faster, with more visibility and greater control.