

# Introduction to Information Systems

Essentials for the Internetworked E-Business Enterprise

Eleventh Edition

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## 12

Chapter

**Enterprise and Global**

**Management of**

**e-Business Technology**

# Chapter Objectives

- **Identify several ways that information technologies have affected the job of managers in e-business companies.**
- **Explain how problems of information system performance can be reduced by the involvement of business managers in IS planning and management.**
- **Identify the seven major dimensions of the e-business organization and explain how they affect the success of e-business companies.**

# Chapter Objectives

- **Identify each of the three components of e-business technology management and use examples to illustrate how they might be implemented in e-business enterprise.**
- **Identify several cultural, political, and geoeconomic challenges that confront managers in the management of global e-business technologies.**

# Chapter Objectives

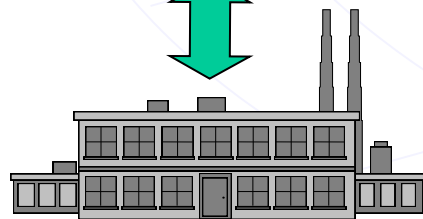
- **Explain the effect on global e-business strategy of the trend toward a transnational business strategy by international business organizations.**
- **Identify several considerations that affect the choice of IT applications, IT platforms, data access policies, and systems development methods by a global e-business enterprise.**

# Managing e-Business Technologies

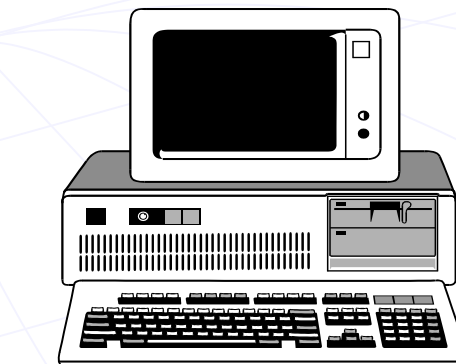
## Information Technology Developments

### E-Business

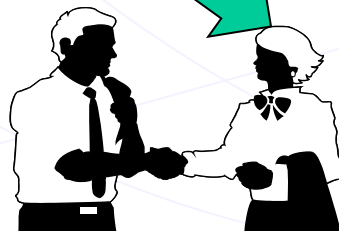
- Agility, Flexibility
- Business Strategies
- Supply Chain
- Total Quality



Suppliers



- Global and enterprise computing; intranets
- IT infrastructure



Business Partners

### Customer Value

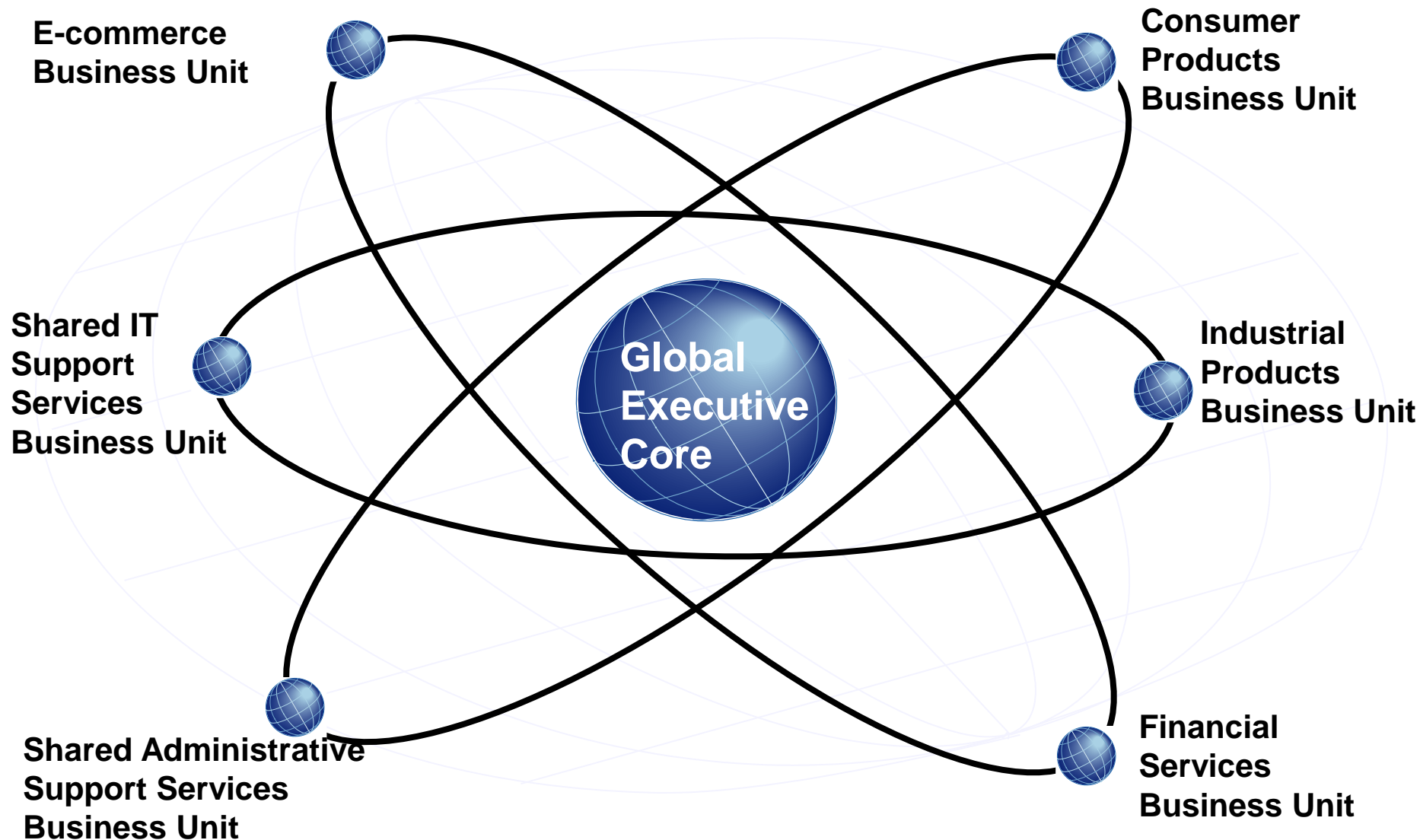
- Responsiveness
- Accountability
- Lower costs



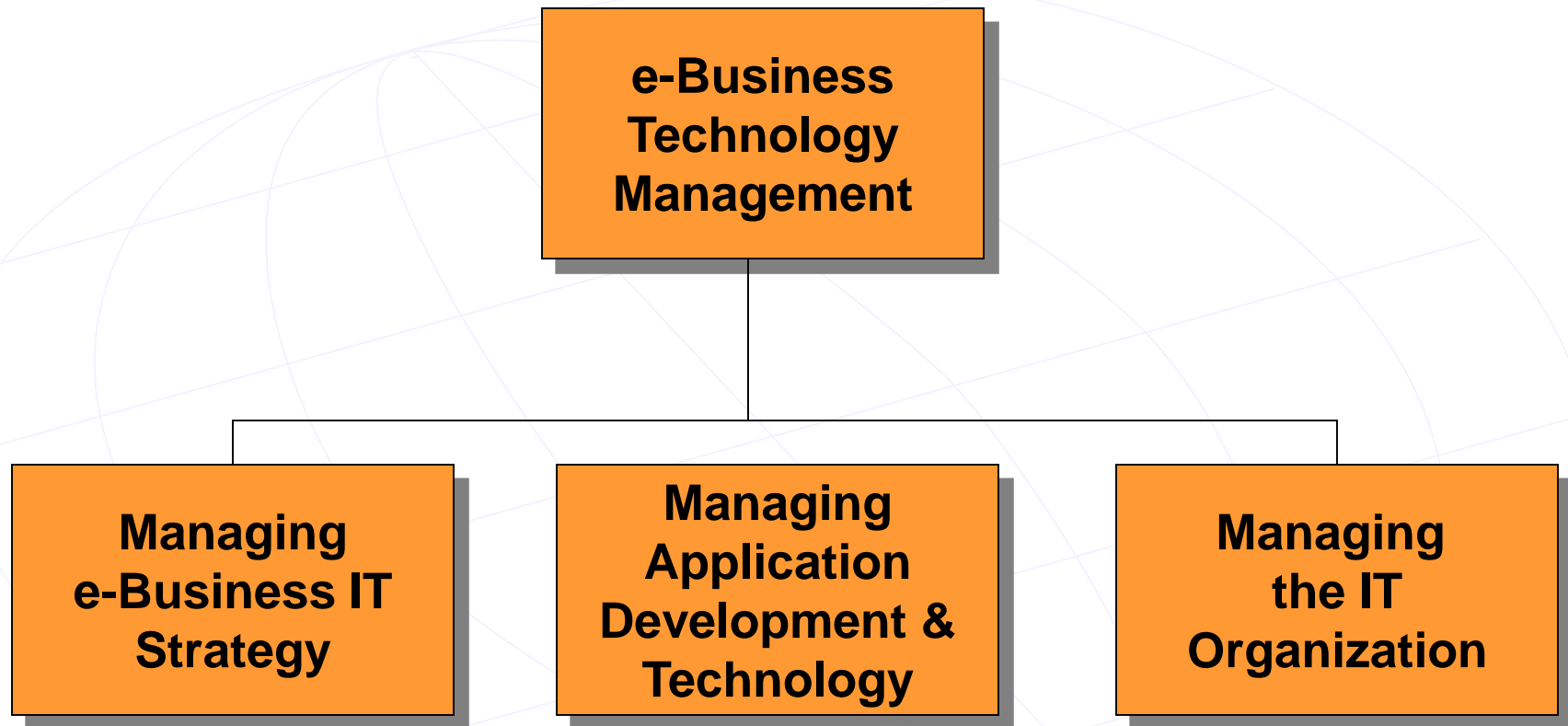
# The e-Business Organization

	<b>Traditional Organization</b>	<b>E-Organization</b>
<b>Organization Structure</b>	Hierarchical	Horizontal, networked
<b>Leadership</b>	Centralized focus	Everyone is a leader
<b>People and Culture</b>	Vertical decision making Individuals rewarded	Delegated authority Collaboration rewarded
<b>Coherence</b>	Internal relevance	Customer relevance
<b>Knowledge</b>	Individualistic	Institutional
<b>Alliances</b>	Ally with distant partners Complement current gaps	Ally with competitors, customers and suppliers Create new value
<b>Governance</b>	Top-down	Distributed

## Example of organizational structure of an e-business enterprise

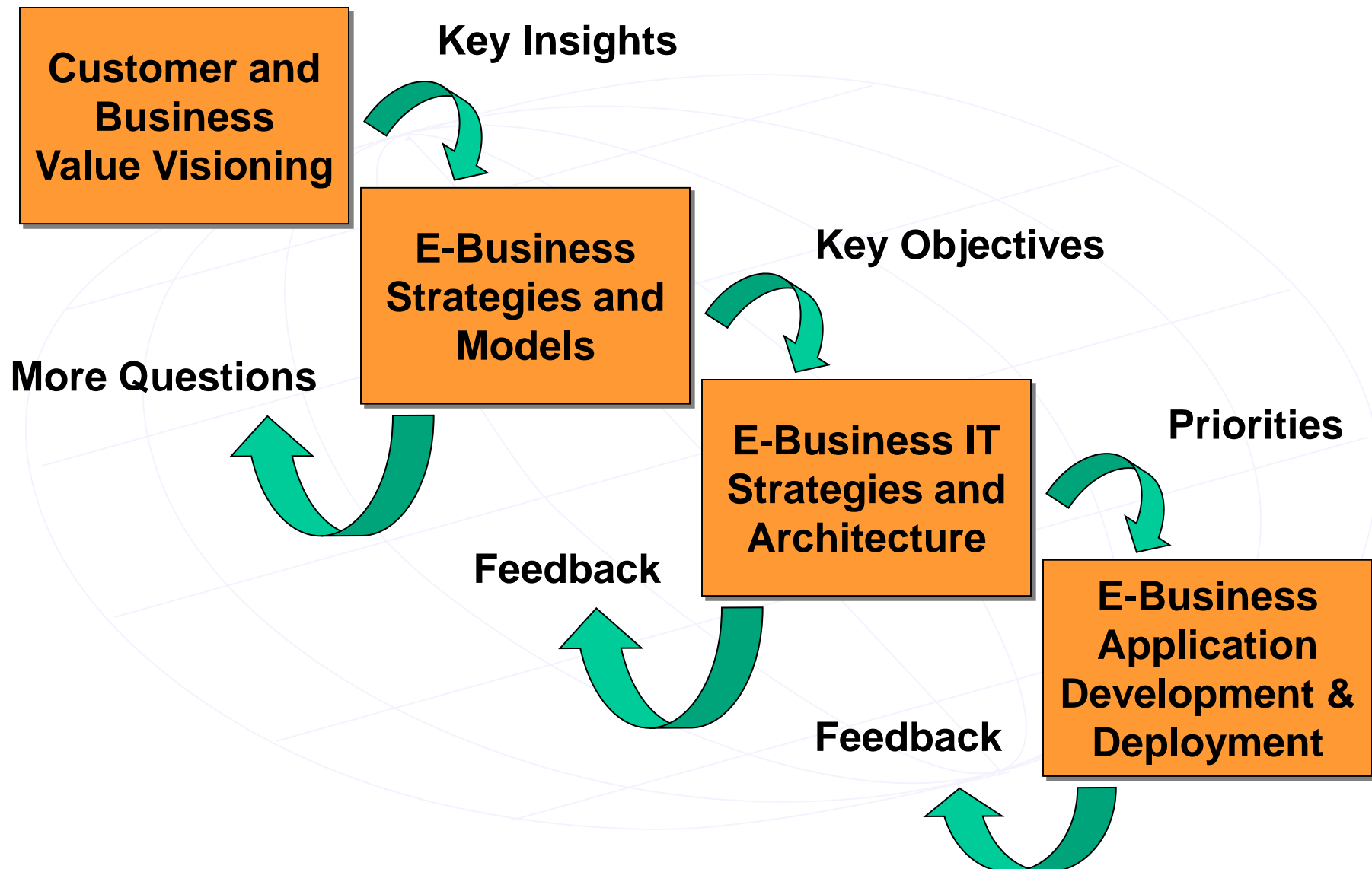


# e-Business Technology Management





# IT Strategic Planning Management

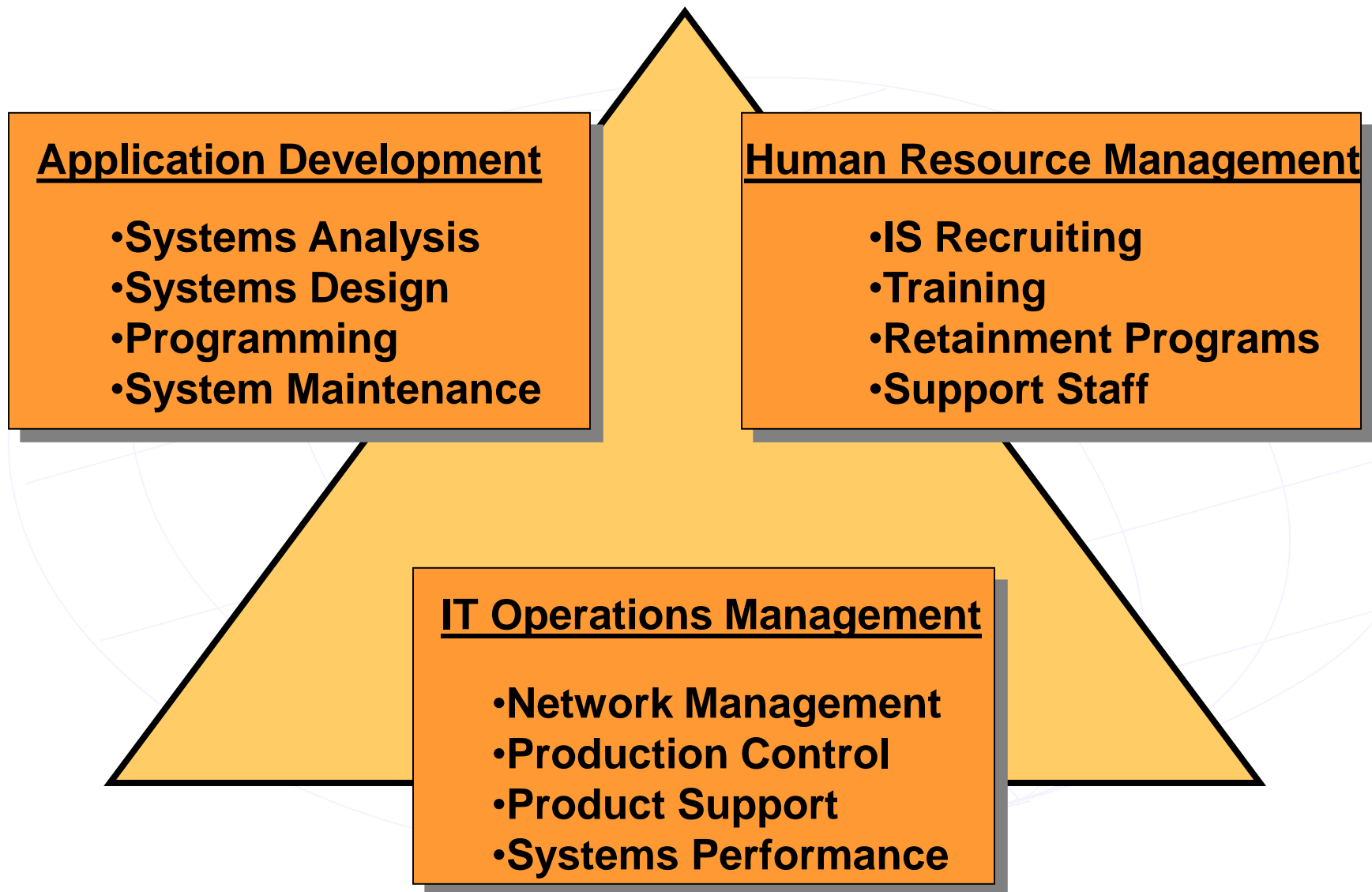


# Benefits Derived from Company IT Planning

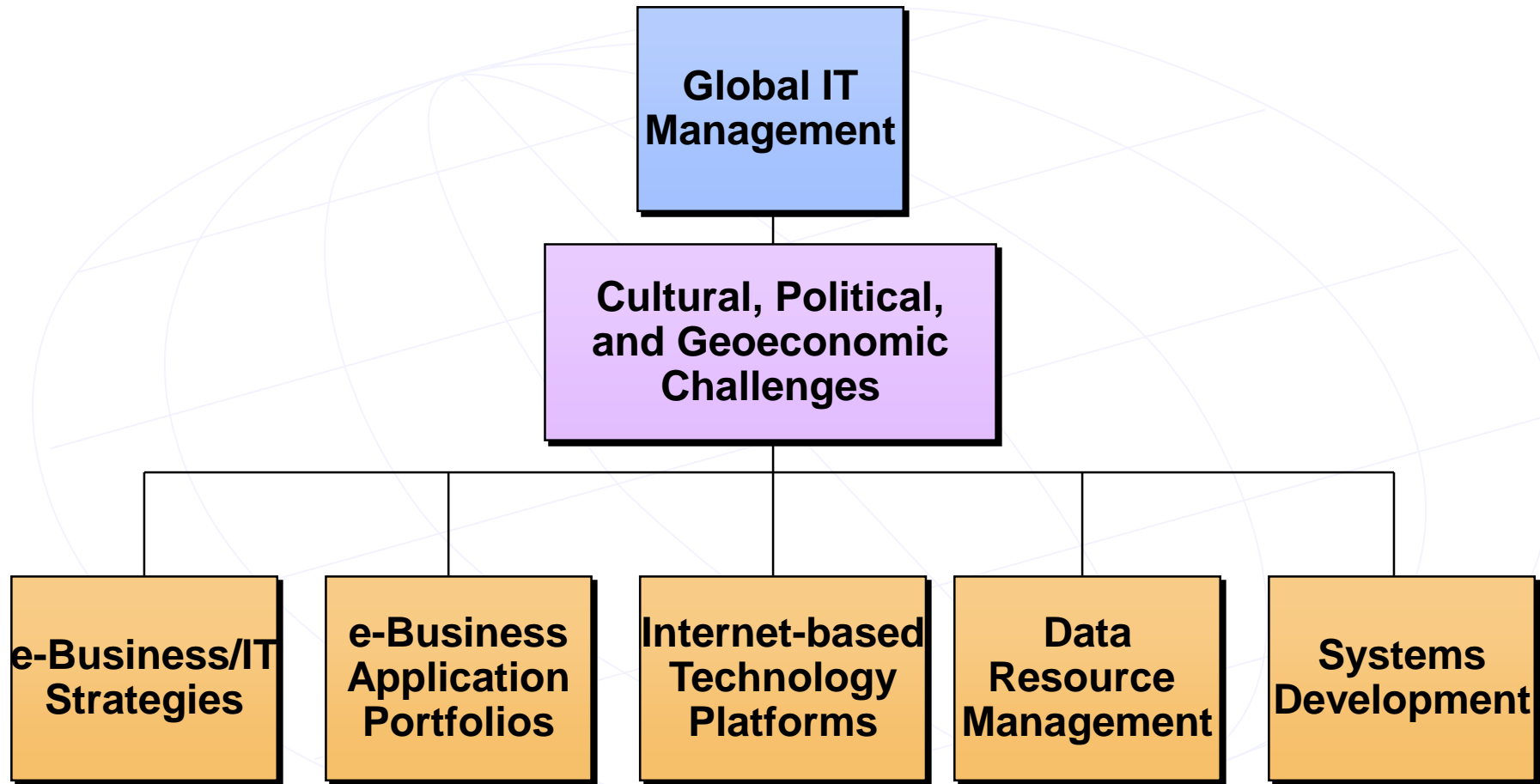
- Reduced support costs
- Reduced complexity
- Expertise portability
- Interoperability
- Volume discounts
- Reduced training costs
- Information sharing



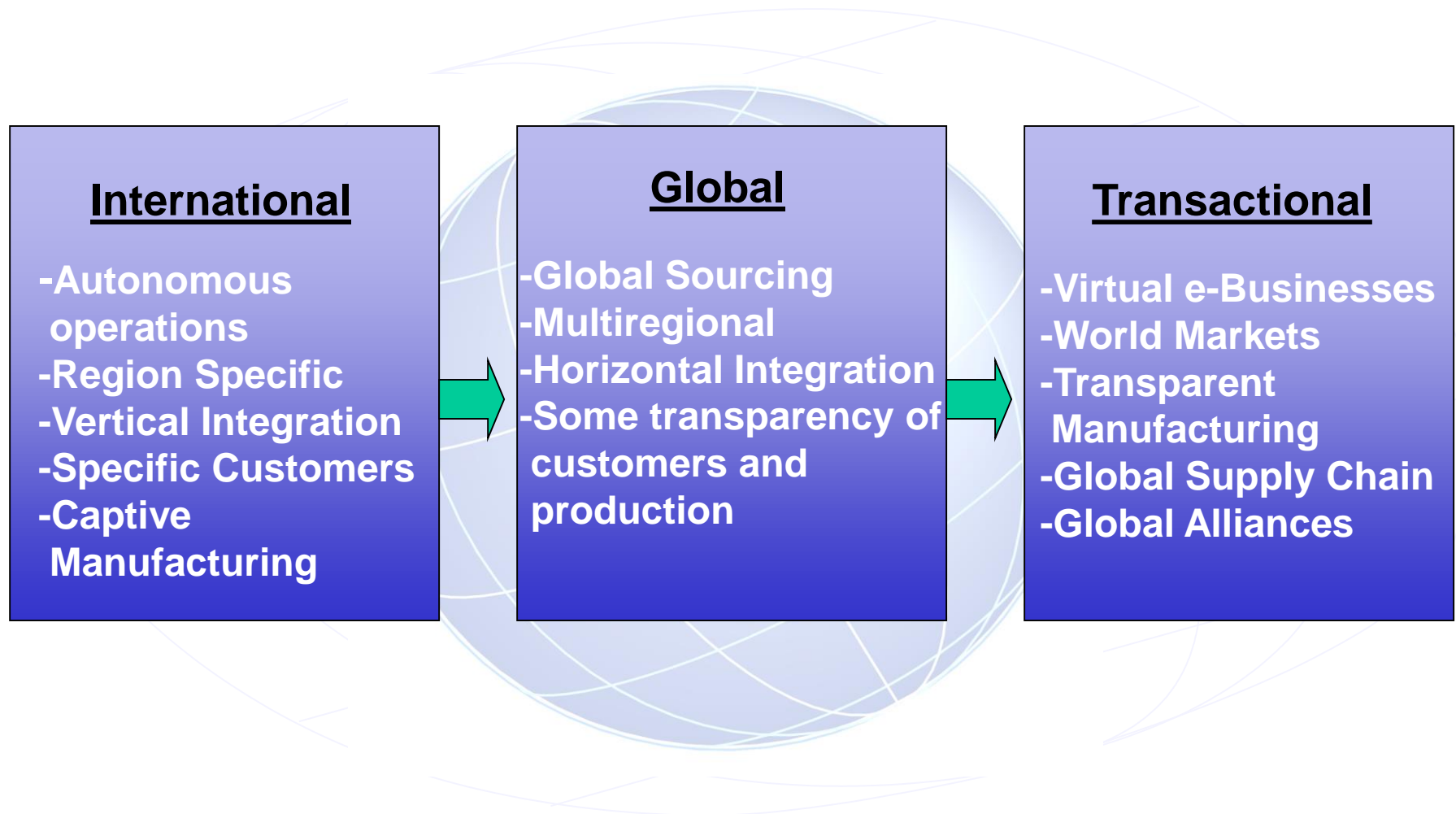
# Managing the IS Function



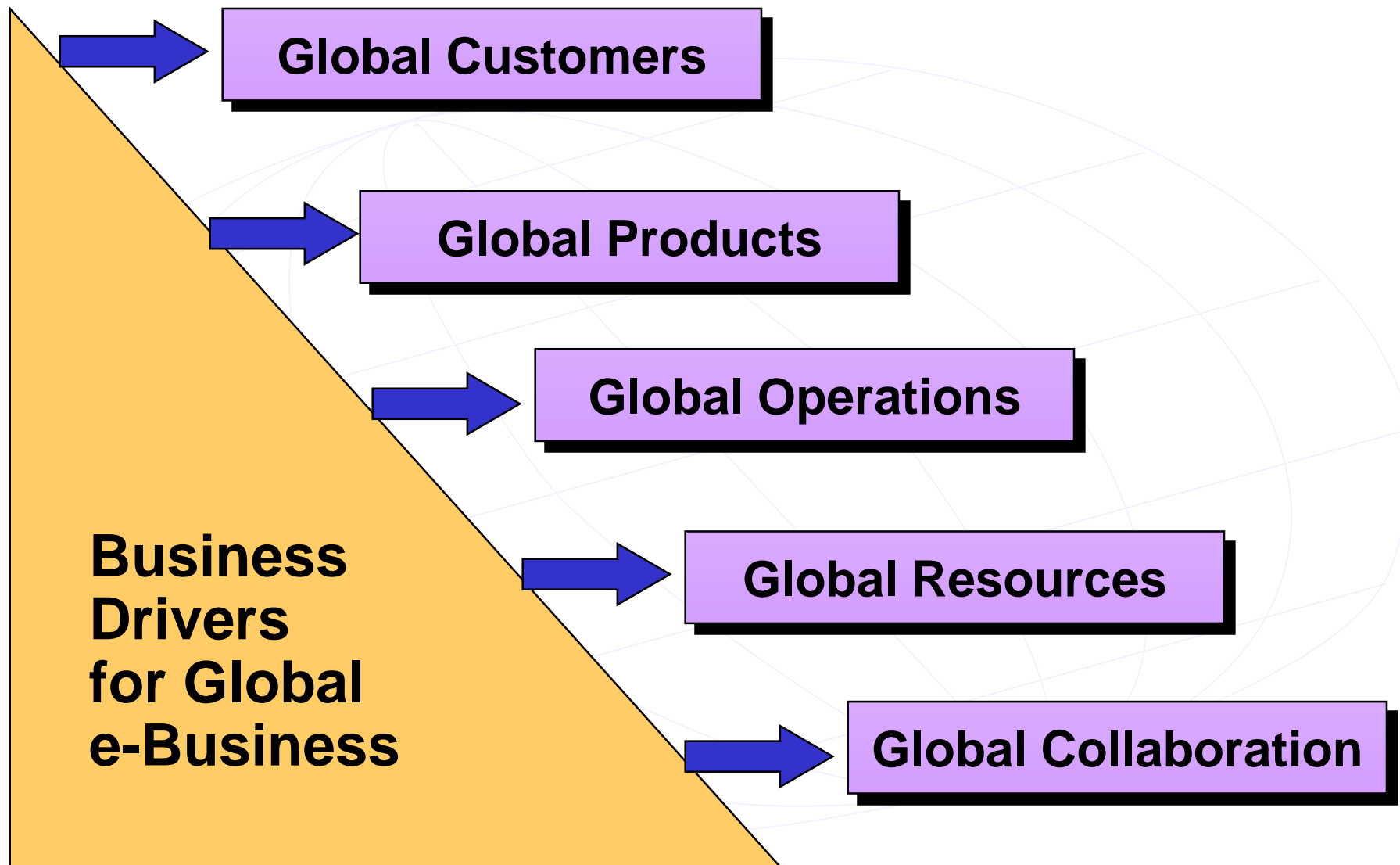
# Global e-Business Technology Management



# Global e-Business Strategies



# Business Drivers for Global e-Business



# Global IT Platform Issues

## Global Infrastructure

- Global Data Access
- Regulated Access
- Transborder Data Flows

## Global Systems Development

- Local vs. Global Requirements
- Multilingual Needs
- Standardization of Data
- Scheduling Global Activities

## Global Computing Facilities

- Hardware acquisitions
- Import restrictions
- Software compatibility
- Local service
- Balancing workloads
- Lack of spare parts

# Chapter Summary

- **e-Business technologies are changing the distribution, relationships, resources, and responsibilities of managers.**
- **High-quality information system performance is dependent on extensive and meaningful management and user involvement in the governance and development of IT applications.**
  - **The organizational structure and roles of e-business companies are undergoing major change as they strive to become customer-focused.**



## Chapter Summary (cont)

### **Managing IT in an e-business has three major objectives:**

- Managing the joint development and implementation of e-business IT strategies.
- Managing the development of e-business applications and the research and implementation of new technologies.
- Managing IT processes, professionals, and subunits within the company.

## Chapter Summary (cont)

### **Managing global e-business technologies includes:**

- Dealing with cultural, political, and geoeconomic challenges posed by various countries.
- Developing appropriate business and IT strategies.
- Developing a portfolio of global e-business and e-commerce applications and an Internet-based technology platform to support them.

## Chapter Summary (cont)

- **Many businesses are becoming global companies and moving towards transnational e-business strategies in which they integrate the global business activities of their subsidiaries and headquarters.**