

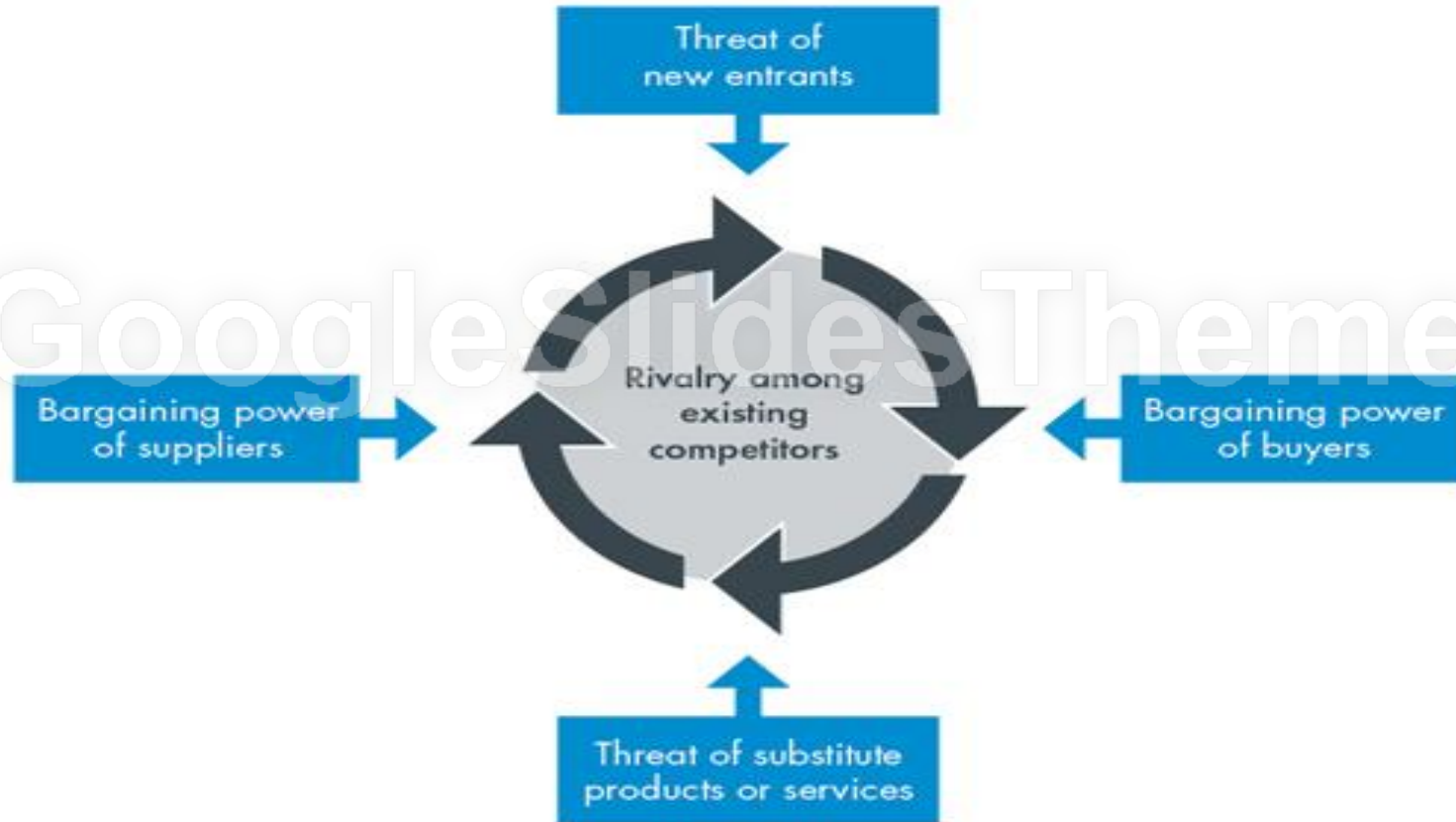
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Overview

- ▶ Big Blue.
- ▶ Armonk, New York, United States.
- ▶ Computer Hardware and Software.
- ▶ Services.
- ▶ World's largest computer company and systems integrator.
- ▶ Worldwide.
- ▶ Ranked second.

Porter's Competitive forces model



Management, Organization, and technology created an IS solution

- ▶ Business problems (decrease in profit and no revenue)



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The new IS system used to solve the business problem

- ▶ Same system: MIS

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- ▶ Improvement

of



DSS

The IS objectives achieved after using the new IS

- ▶ **Integrated system**



- ▶ **Customer Intimacy**



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▶ **Operational Excellence**



▶ **Improvement of
decision making**



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The Adaption of the new IS system

- ▶ How to use DSS.
- ▶ Training Employees.
- ▶ Real life situations.
- ▶ Daily Feedback.



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Evaluation & Suggestions

- ▶ Transferred Data easily and rapidly .
- ▶ Achieved target in 2 years.
- ▶ From Hardware to system.



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Strength

- ▶ Competitive advantage
- ▶ Promote learning
- ▶ Enhance Effectiveness
- ▶ Organizational control
- ▶ Better decision making

Weakness

- ▶ Information overload
- ▶ False belief in objectivity
- ▶ Responsibility
- ▶ Monetary cost



Suggestion

- ▶ Offer services with low prices so that IBM manages more services.



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