

# MIS: The Business View

## Managing the Digitized Enterprise System

### Learning Outcomes

- Understand the key role of systems in business by developing insights into the value of Information.
- Learn the core application of systems to increase business performance.
- Recognize how systems can improve thinking about the business structure and develop a world-class digital enabled enterprise.
- Techniques for addressing various MIS options.

Digitizing an enterprise is a core approach to designing effective and efficient solutions to business problems. The key ideas for digitizing the enterprise are systems and systems thinking. A system is an integrated set of elements that accomplish defined objectives.

A digitized enterprise is not the same as a digital enterprise. A digitized enterprise is one that extensively uses digitized processes to solve business problems. A digital enterprise is a web based enterprise. A web based enterprise can also be considered as one that has been completely digitized.

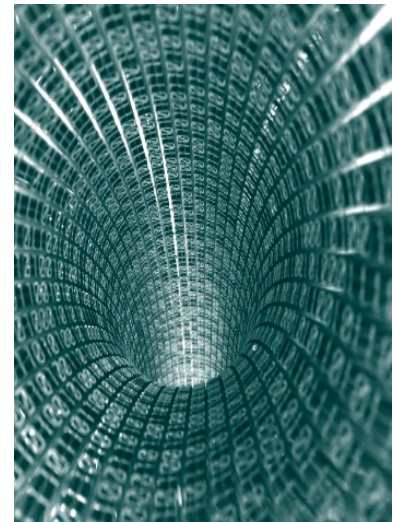
Systems' thinking drives the understanding of business for many years.

At the core of systems thinking is creating a

boundary around a number of components of something and then understanding how the components influence and relate to each other.

There is no better example of systems than the structure of a typical business. Adding the feedback idea to systems we get a dynamic and adaptive view of a business, a key need in responding to changes in the environment around the business.

The approach towards management information systems (MIS) has evolved over time. MIS started with the view that groups of actions and their related enablers (skills, documents, policies, procedures,) could be linked together and be semi-automated by computers.



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Today, MIS encompasses the view of the entire enterprise as a collection of interacting automated/manual information systems.

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## Understanding Systems

### MIS Today

- A short history of MIS – very short
- The role of the MIS as systems
- What is the digital enterprise?
- Business as a system
- Business as a group of related systems
- Issues in becoming a digital enterprise

### Discussion: Paper on Systems Thinking

#### Systems Thinking and Doing

- What is a system?
- Simple systems

- Complicated systems – The Information System
- Complex systems
- Adaptive systems
- Complex – Adaptive Systems – the business
- Solving problems with systems
- The information system

### Exercise: Understanding Business Problems

#### Types of systems

- The *five* model view of the business
- Operational – Business Functions and Processes
- Performance – Reporting and Analytical

- Knowledge – Case Based, Expert, GIS
- Business environment - Intelligence – Competitive and Business
- Product and Marketing – CRM, Data

### Exercise: Identifying the major information systems

#### Learning Benefits

- Strengthen your personal key skills and management behaviors to drive success in IT.
- Build understanding of expectations across IT functions and that of the CIO/CTO.
- Learn how to develop tools and techniques to help manage staff and leadership to meet organization's expectations.

## Analyzing for Requirements

### Business Analysis – What Should the System Do?

- Identifying needs
- Articulating needs
- Ranking needs
- Defining solutions
- Assessing value and Impact
- Computer systems

### Exercise: A Ranking Approach

### Enterprise Analysis – The Business Structure

- The business component idea
- Identifying the business components (functions, decisions, organizations)
- Documenting the business architecture
- Using the architecture
- Analytics for architectures

### Demonstration: An Enterprise Architecture Analytic Tool

### Articulating Requirements for Business Systems

- What goes into the requirements?
- Different types of system requirements (functional, BI, reporting, expert etc.)
- A methodology for requirements.
- A format for documentation
- Developing Business Requirements
- Developing Information Systems Requirements

### Exercise: Preparing Requirements for a Business System



The key ideas for digitizing the enterprise are systems and systems thinking.

## Identifying Different Types Of Systems



### Types of Operational Systems

- Transactional / Real-time systems
- Process
- Workflow
- Case management
- Fully Automated – E-Flows
- Integrated systems (ERP, SCM, CRM)
- Rogue or hidden systems

**Exercise: What type of Operational System to Choose?**

### Business Performance and Reporting Systems

- Defining the purpose of the system
- Simple reporting
- Business intelligence
- Performance management
- Passive and active dashboards

**Exercise: Matching the performance system with the need**

### Assessing information system viability

- System portfolios
- Portfolio management

- Business system assessment
- Types of Feasibility Analysis
- Operational Feasibility
- Technical Feasibility
- Schedule Feasibility
- Economic Feasibility
- Functional Adequacy
- Technical Adequacy
- The Assessment Grid

**Demonstration: Simple portfolio and system analysis**

## Delivering Systems and Solutions

### Methods of delivering solutions

- The system as a solution – what was the problem?
- Build internally or externally – outsource the construction
- Choosing packages – A selection approach
- Process outsourcing
- Knowledge outsourcing
- End user computing
- Cloud Computing and hosted delivery

**Exercise: Choosing the method of delivery**

### Delivering systems – The role of IT

- The IT perspective
- The automated part of the solution

- The automated components: communications, data, technology, programs etc.
- The automated system and its enablers
- The information systems development approach
- Internally/Externally
- Requirements Management/ Traceability
- Change Management
- Infrastructure/ Architectural Standards Management

**Exercise: Dealing with Change**

### Information Economics

- The value of the digital enterprise
- The role of information in the enterprise

- The value of information
- Business Data/Information - Is it an Asset?
- Financial implications information/data on business' operational success.

### Final Questions and Answers

#### More Learning Benefits

- Develop assessment tools to better plan change in organization.
- Assess your strengths and weaknesses to develop personal career improvement plan.
- Making recommendations that focus on business results.



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KCI has expanded its training and consulting efforts internationally into Europe, Southeast Asia and the Middle East. KCI has an outstanding list of current and past clients including many of the Fortune's 100 companies.

## Meet the Expert Gil Laware

Gil Laware is a partner with Knowledge Consultants, Inc. and has over 30 years of engagement as a business and technical consultant to Global 100 and 500 corporations in cloud computing (Internet) applications, financial services, governmental services, manufacturing, professional services, telecommunications, and transportation.

He is the president of Information By Design, LLC, a cloud-computing company. He has been an associate professor (Purdue University) and graduate adjunct (Iona College) for 15 years, and has published over 50 papers in professional and industry journals.

Gil has been a business advisor for the US National Institute of Standards, a guest lecturer, and seminar teacher on topics and methodologies for enterprise architecture and business analysis, data management, business process analysis and metrics, business process redesign, business performance management, project management, enterprise architecture, data architecture and IT management.

Gil has served on the Board of Directors of DAMA International and currently serves on the DAMA Foundation Board. Gil has earned a bachelor degree and two masters degrees.



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