

# Catching up — CIS 211 — Duke Hutchings

From last class: SaaS discussion and demo

New Discussion: MIS & Competitive Advantage

Office: 314 Duke Bldg

## Office Hours

3:30 — 5:00 Mondays and Wednesdays

8:00 — 9:30 Tuesdays

1:30 — 3:00 Thursdays

appointments always welcome

## Acknowledgement

The content of the following slides is based on Chapter 2

*Business Driven Technology* (3rd edition)

by P. Baltzan, A. Phillips, & S. Haag

ISBN: 9780073376745

Web site: <http://www.mhhe.com/bdt3e/>

# SaaS — Software as a Service

So... what is it?

(G4 from last time) Briefly explain the SaaS concept

# Demo Time

Google Docs & Spreadsheets

Example of SaaS

Example of Groupware

# Competitive Advantage

Product or service that customers value more highly than competitor

Discussion: <http://www.apple.com/getamac/ads/>

# Competitive Advantage

(G5) What advantages do Google and Microsoft hold?

# Competitive Advantage

Often temporary

First mover

Environmental Scanning

# Evaluating industry — 5 Forces Model

Buyer Power

Supplier Power

Substitution Threat

New Entrant Threat

Existing Rivalry

## Evaluating industry — 5 Forces Model

Buyer Power — how many choices do our customers have?

Supplier Power — how many suppliers are available?

**Always consider perspective**

(GI) When would a customer run a reverse auction?

## Evaluating industry — 5 Forces Model

Substitution Threat — how many similar products exist?

What is the difference in buyer/supplier power and substitution?

(G2) Are switching costs high or low for your mobile devices?

## Evaluating industry — 5 Forces Model

New Entrant Threat — how difficult is it to enter an industry?

Example: banking

Discussion: How difficult would it be to start a university?

# Competitive Advantage and Industry Evaluation

(G4) How does CRM relate to these concepts?

## Business Focus

<b>Cost</b>	<b>Scope</b>	<b>Name</b>	<b>Example(?)</b>
Low	Broad	Cost Leadership	Hyundai
Low	Narrow	Focused	Kia
High	Broad	Differentiation	Audi
High	Narrow	Focused	Hummer

Discussion: How can IT help these strategies?

(G3) Where does Elon fit? What about other institutions?

# Assignments — CIS 211 — Duke Hutchings

## Homework Exercise 3 (see Web schedule)

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