

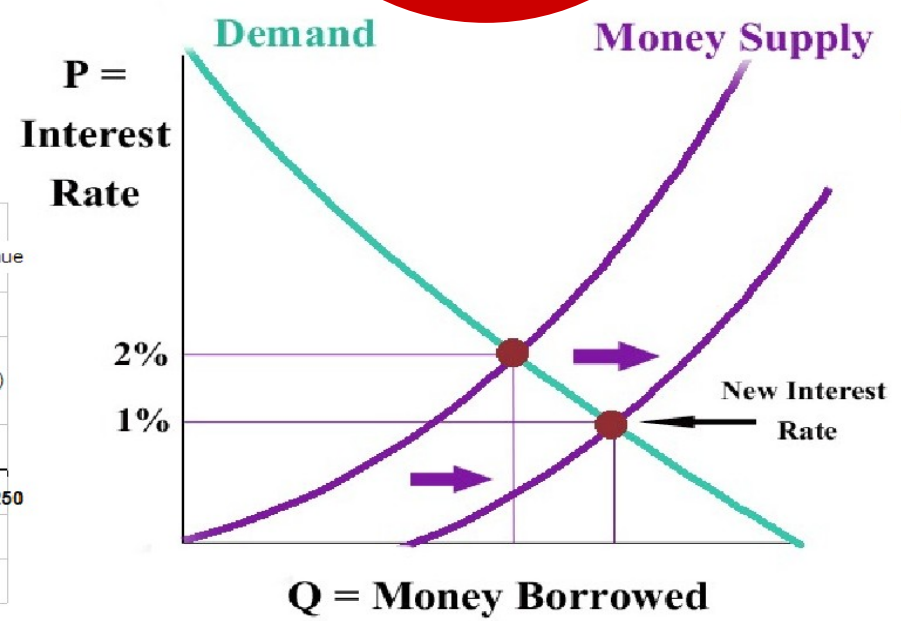
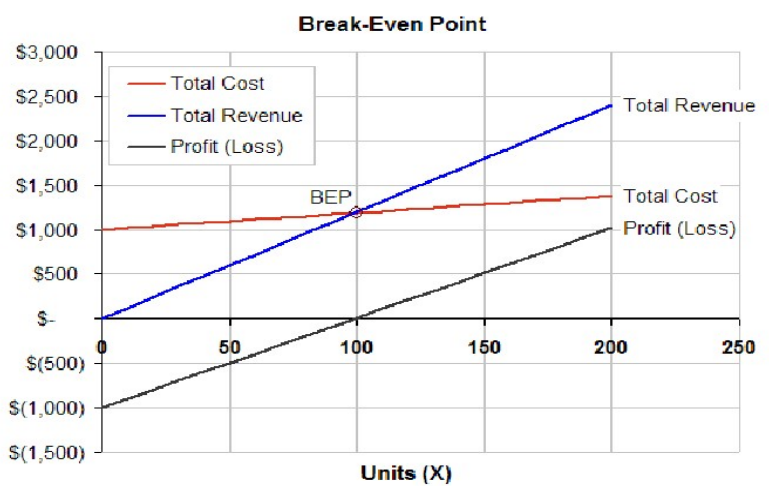


MERGERS AND ACQUISITIONS

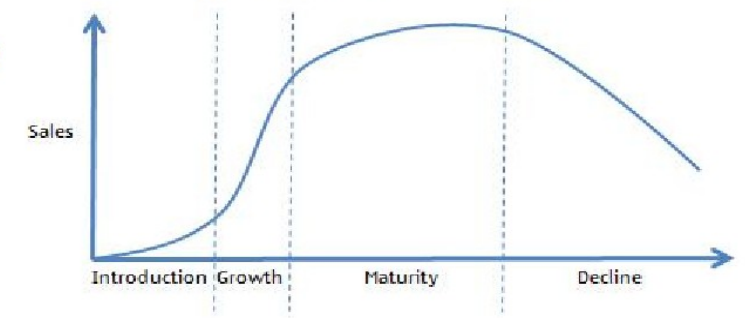


Lecture

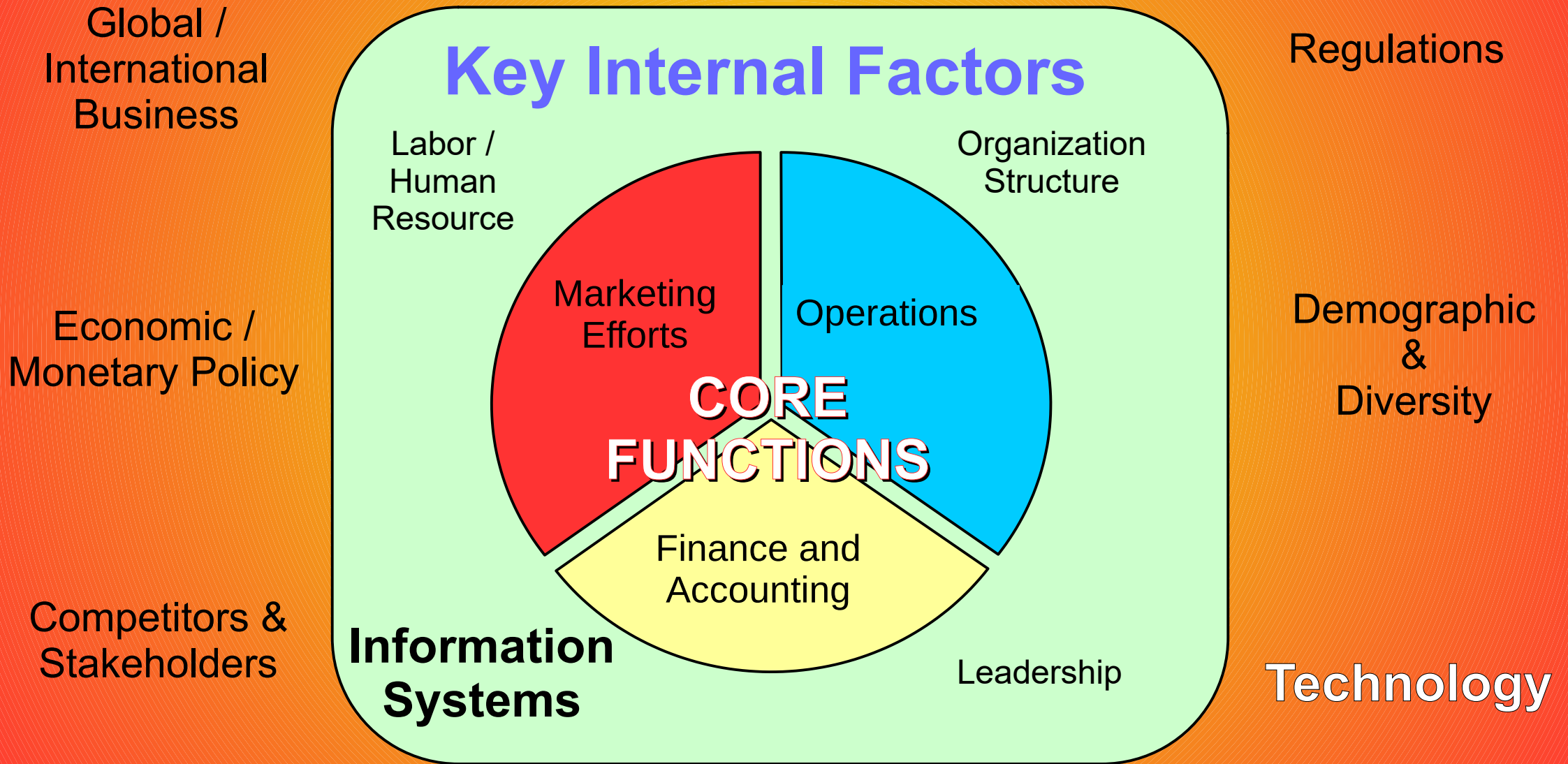
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Product Lifecycle Stages



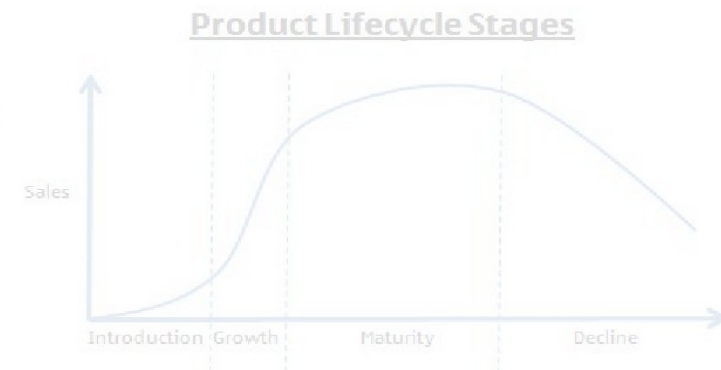
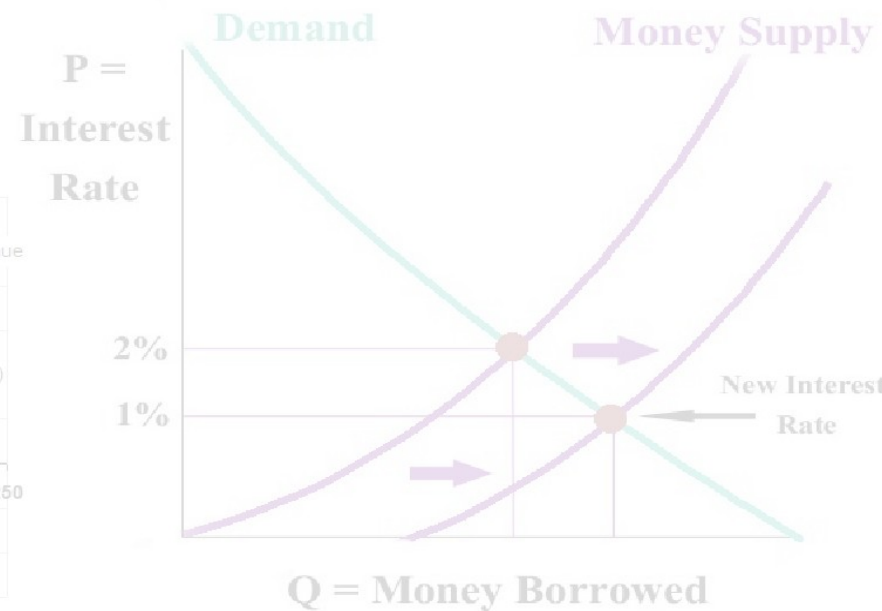
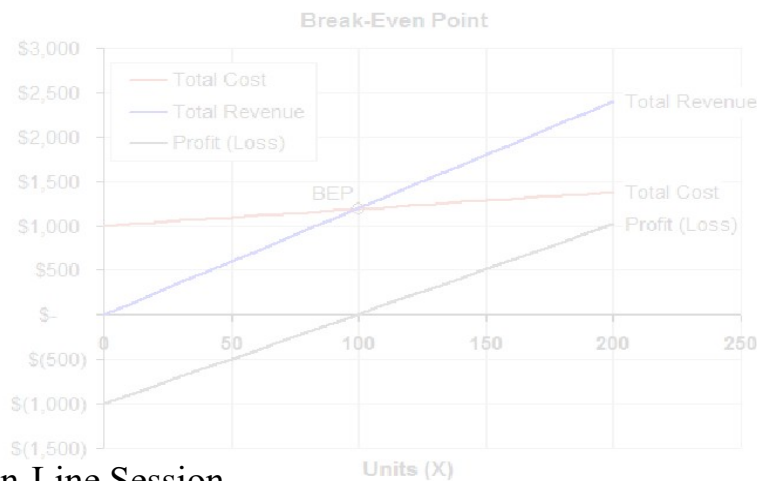
External / Social Forces



Introduction to Business

Information and Technology

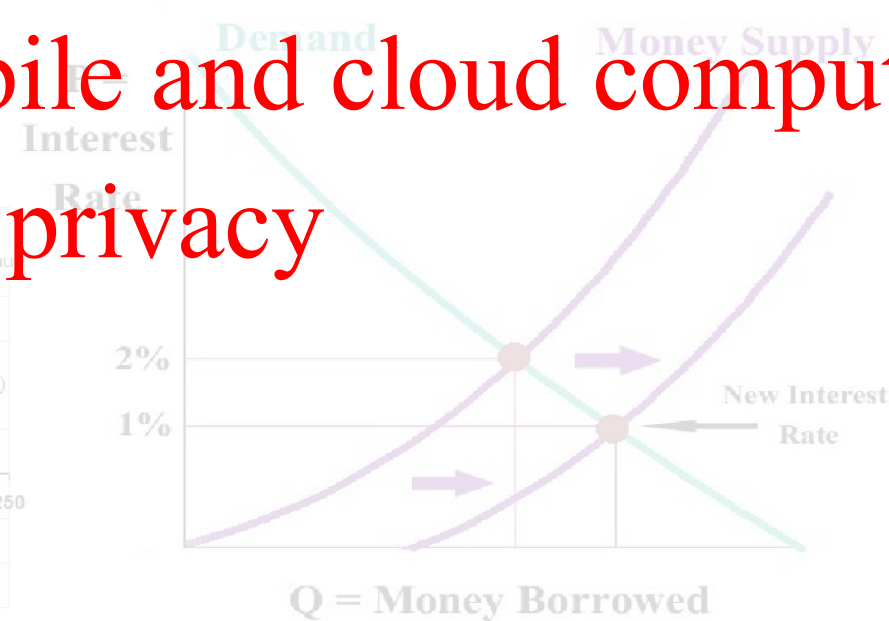
MERGERS AND ACQUISITIONS



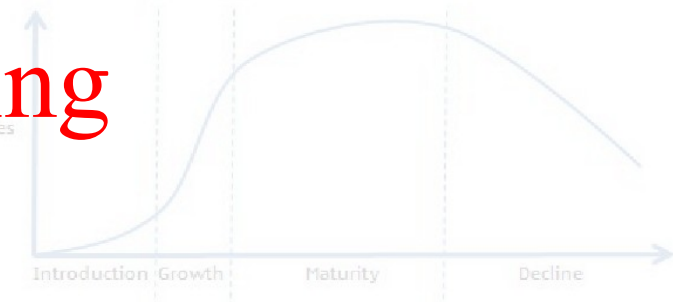
Learning objectives

- ❖ How information risk reduction making decision.
- ❖ Understanding IS/T
- ❖ IS/T enables
- ❖ Internet, mobile and cloud computing
- ❖ Security and privacy

MERGERS AND ACQUISITIONS



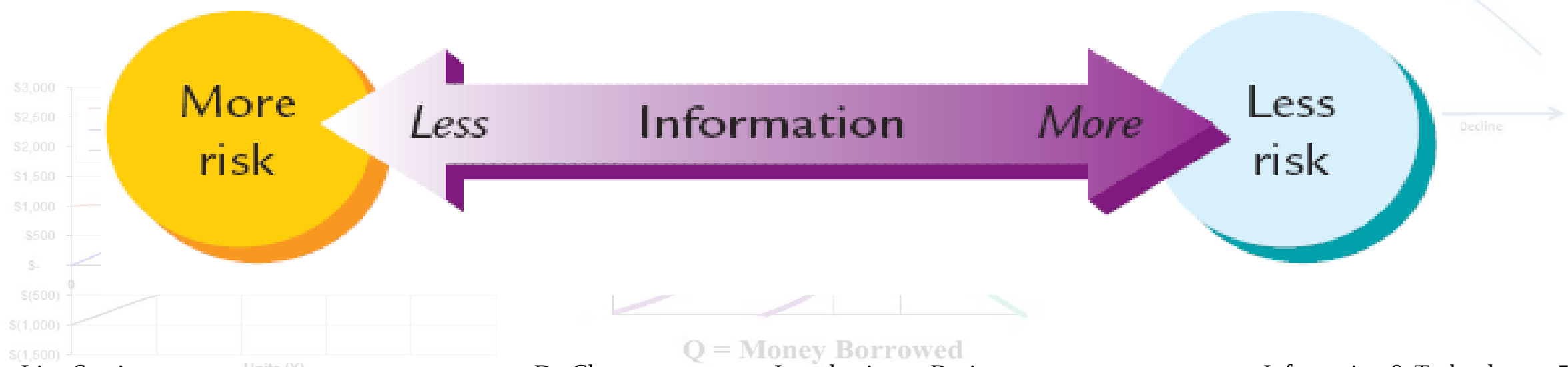
Product Lifecycle Stages



Reduce risk when making decision



Product Lifecycle Stages



Business intelligence (BI) / Information rules

➤ Business Intelligence (BI)

The use of data analytic tools that analyze an organization's raw data and derive useful insights from it.

➤ Information rules

Based on situational experience provide guidance in handling similar situations or circumstances

➤ Executives are continuously looking for new BI and information rules because of changing business conditions

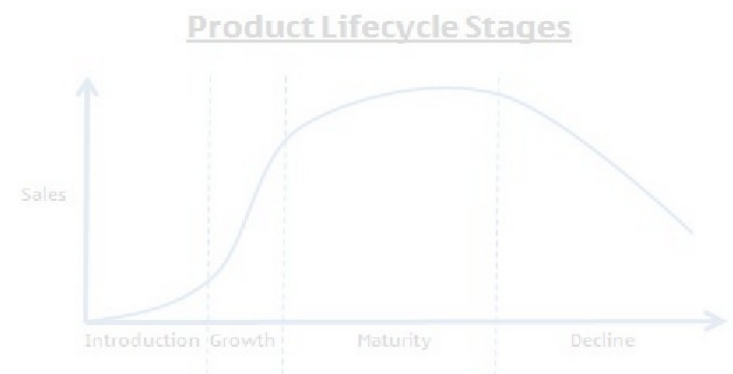
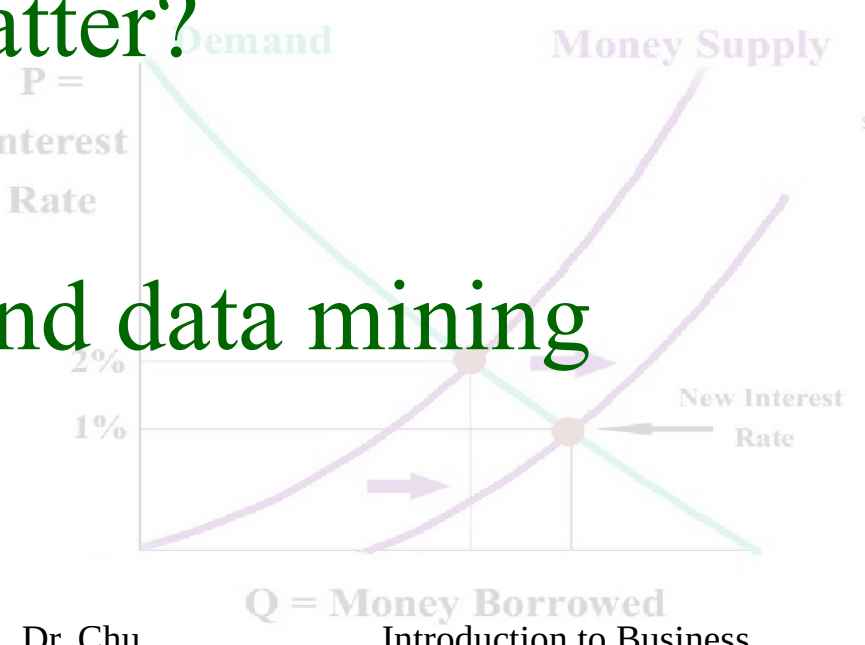
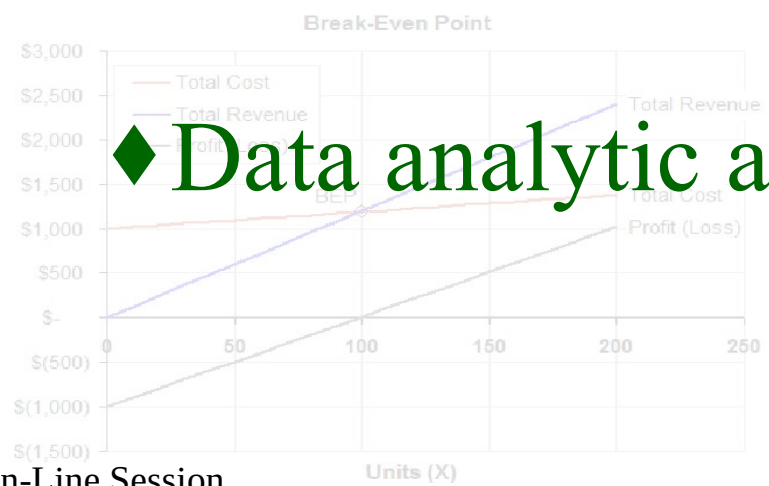
Understanding IS/T

◆ Some definitions

◆ What is IS/T?

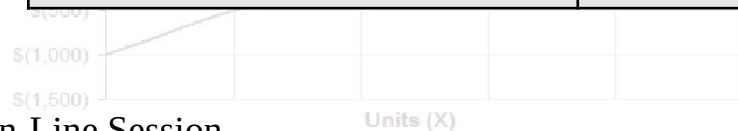
◆ Why does it matter?

◆ Data analytic and data mining



Definitions

| Concept | Definition |
|-------------|--|
| Input | Items entered into a system to transform them into outputs |
| Process | A series of one or more steps used by a business to transform inputs into outputs |
| Output | The end result of a process. Information is the result of the transformation (process) of data. From an organizational perspective, the output of a process is a goods or services |
| Data | Raw, unorganized facts |
| Information | Processed/organized/transformed data that is useful to a person |
| Knowledge | Information plus human experience and judgment |



Q = Money Borrowed

Definition (differences)

➤ Data:

Numerical or verbal descriptions that usually result from some sort of measurement

➤ Information:

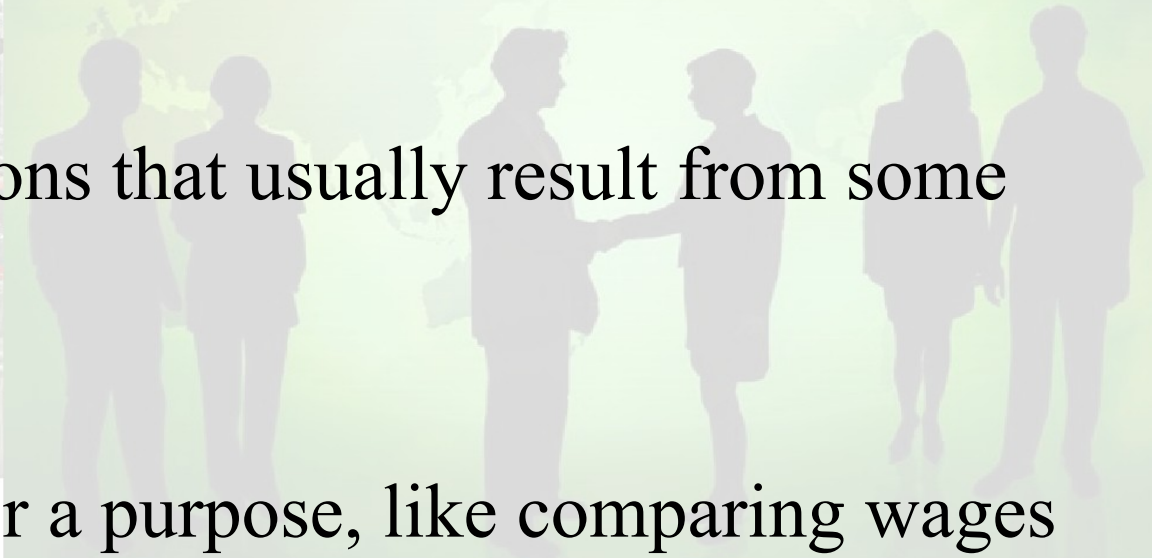
Numerical data that is used for a purpose, like comparing wages

➤ Database

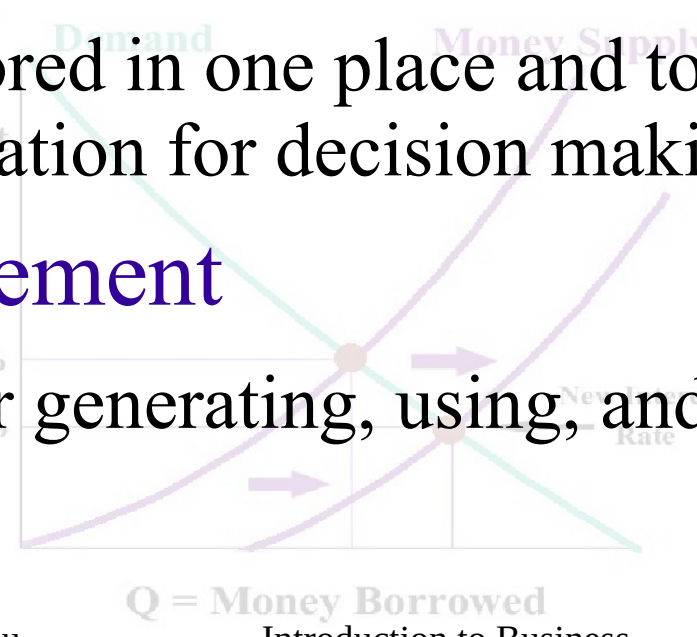
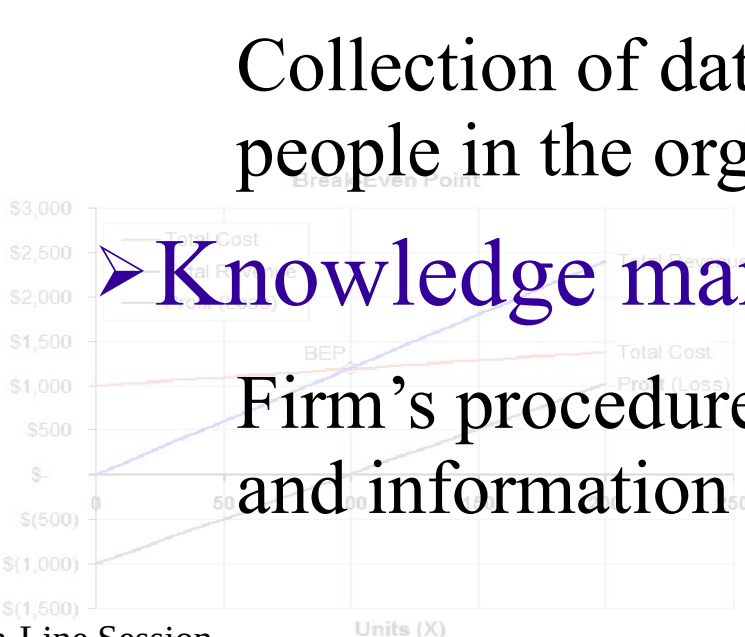
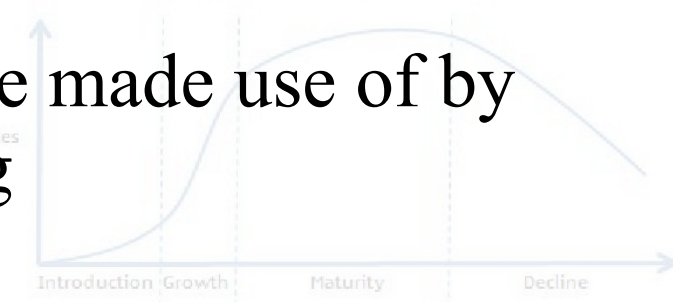
Collection of data stored in one place and to be made use of by people in the organization for decision making

➤ Knowledge management

Firm's procedures for generating, using, and sharing the data and information



Product Lifecycle Stages



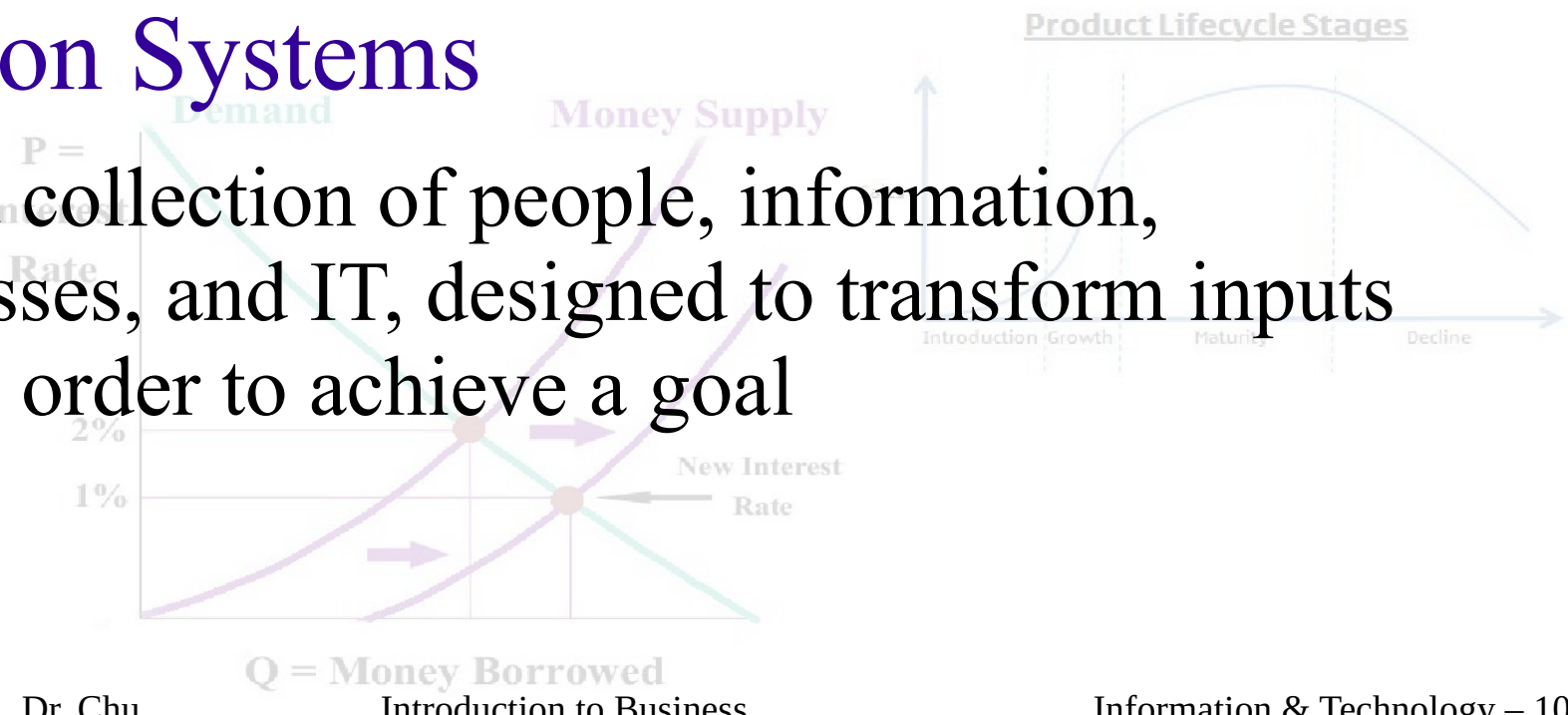
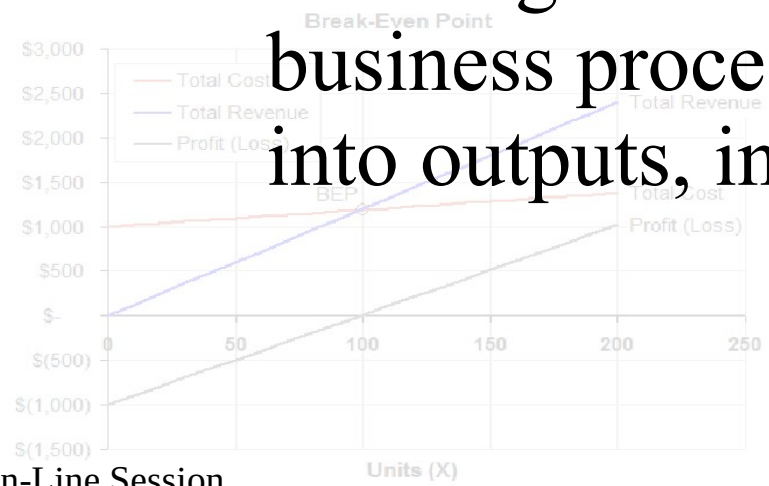
What is IS/T

➤ IT – Information Technologies

is a collection of tools – hardware, software, and connectivity – that enable individuals or businesses to achieve their goals

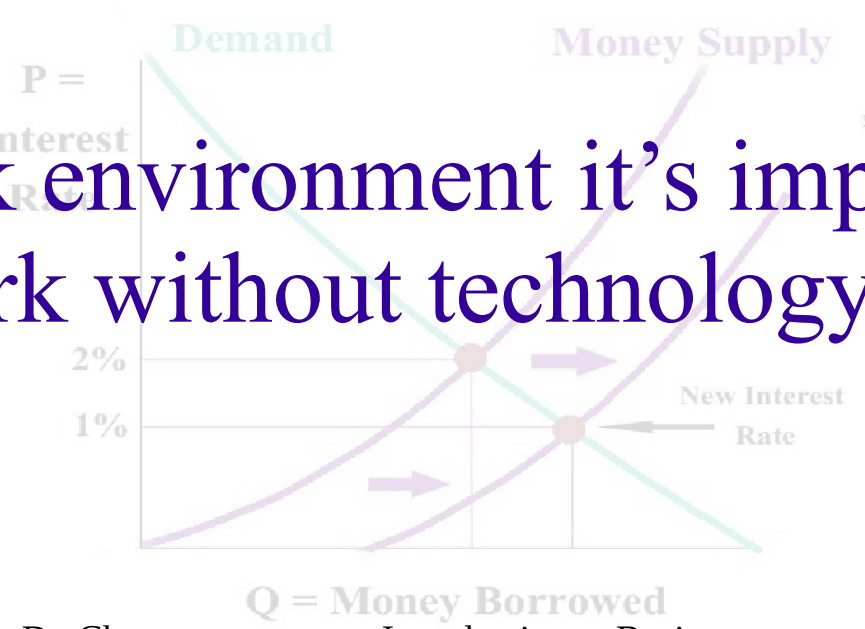
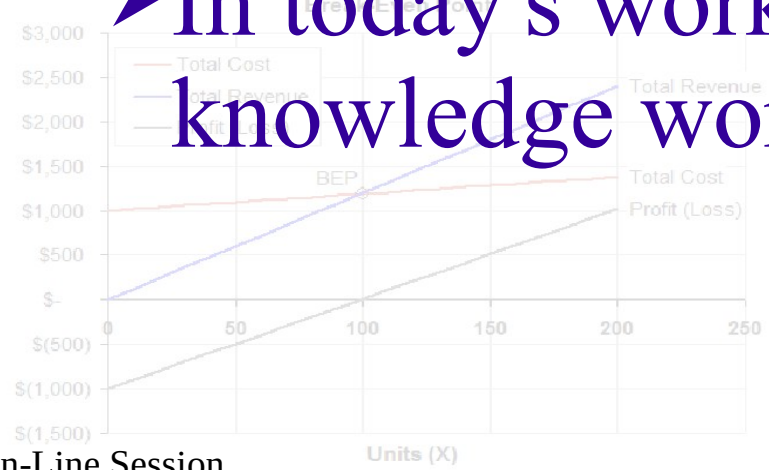
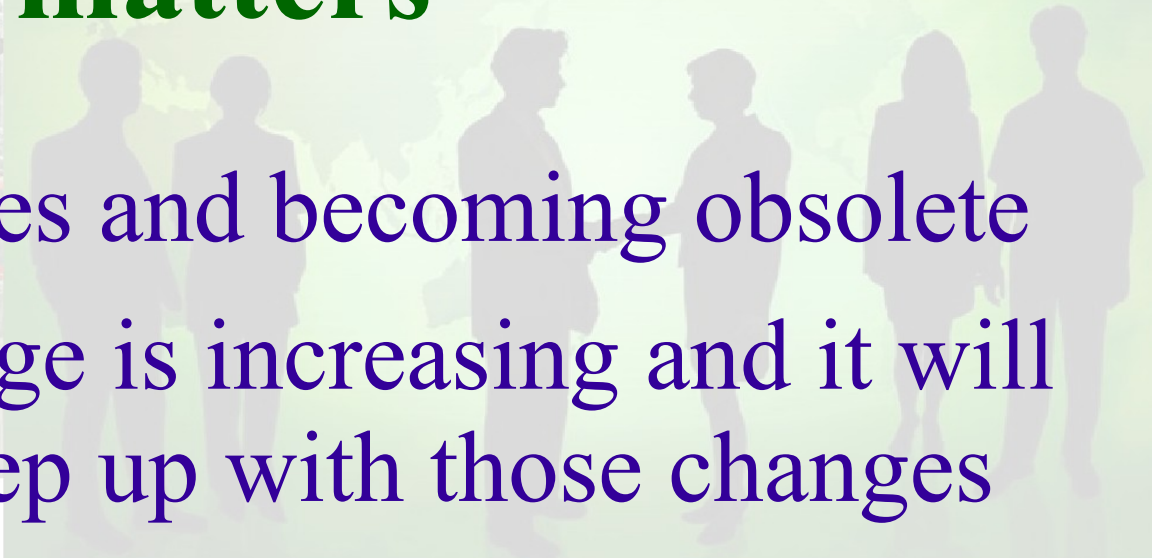
➤ IS – Information Systems

is an organized collection of people, information, business processes, and IT, designed to transform inputs into outputs, in order to achieve a goal



Why IS matters

- Rapid technology changes and becoming obsolete
- Rate of technology change is increasing and it will be more important to keep up with those changes
- Information technology impacts all business disciplines
- In today's work environment it's impossible to do knowledge work without technology



Data analytic and data mining

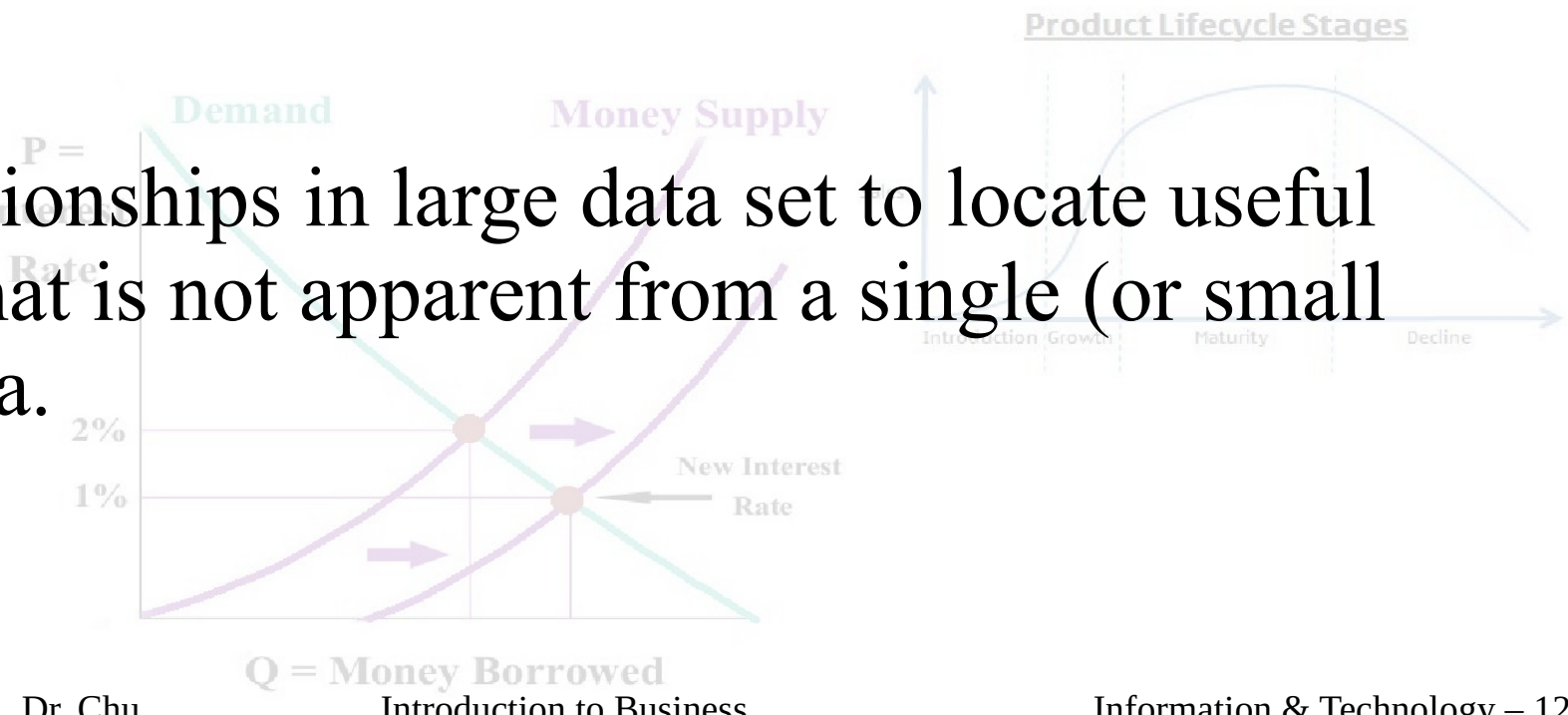
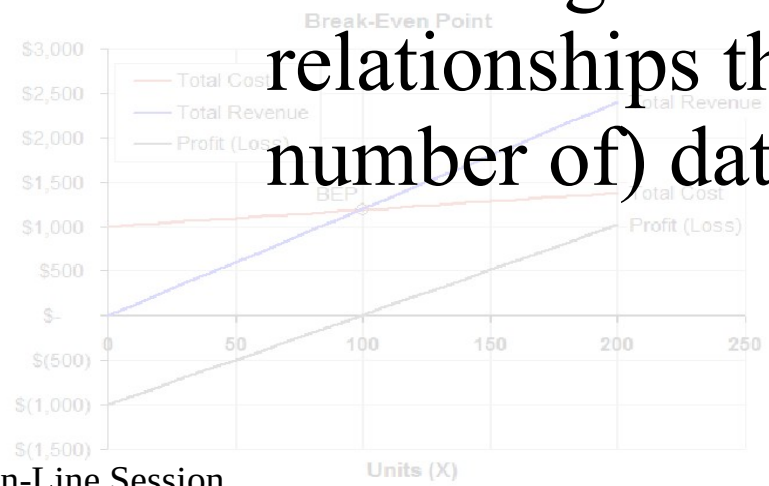


➤ Data analytics

Using large data set (big data) to identify opportunities that business may leverage to obtain competitive advantage.

➤ Data mining

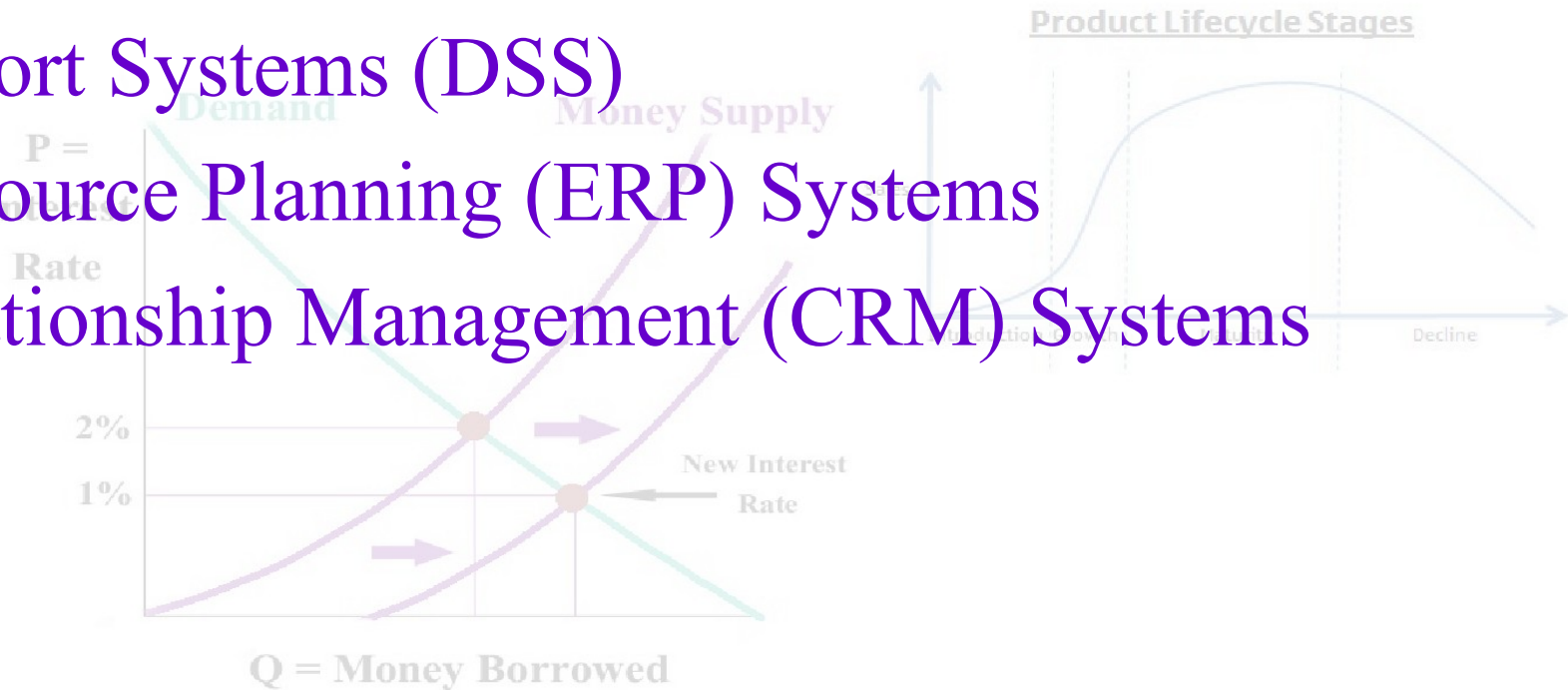
Searching relationships in large data set to locate useful relationships that is not apparent from a single (or small number of) data.



IS/T enables

Typical IS found in business

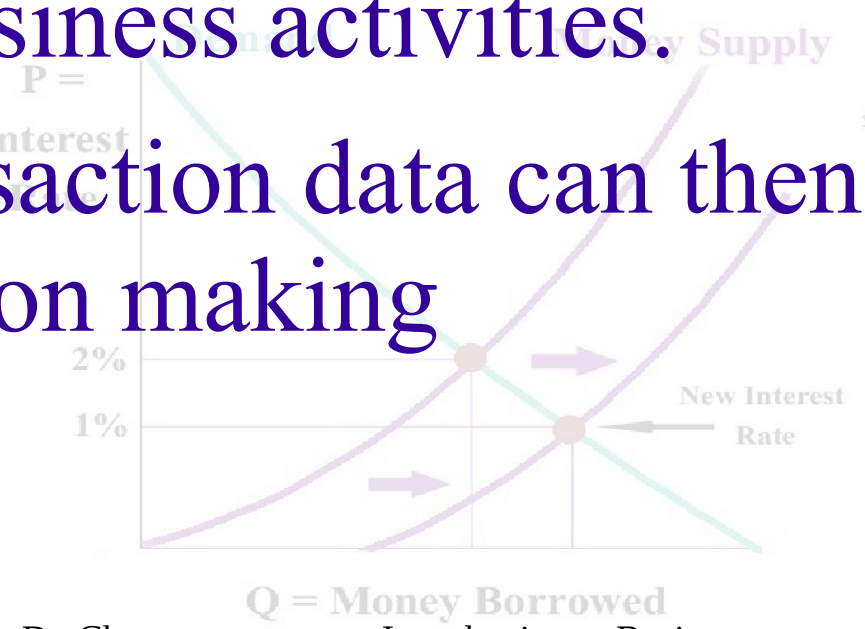
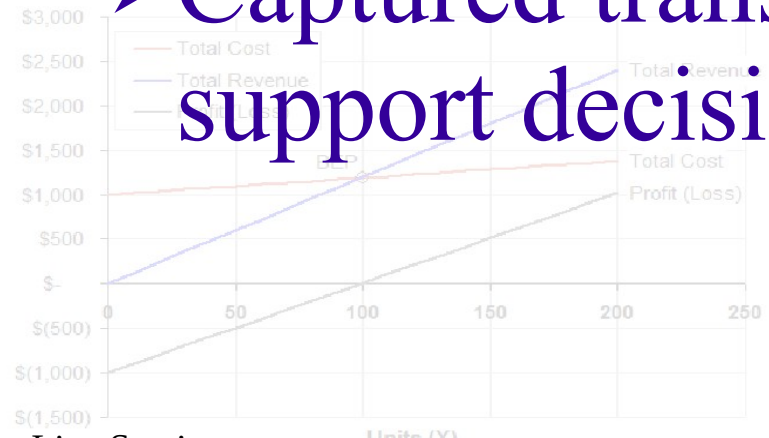
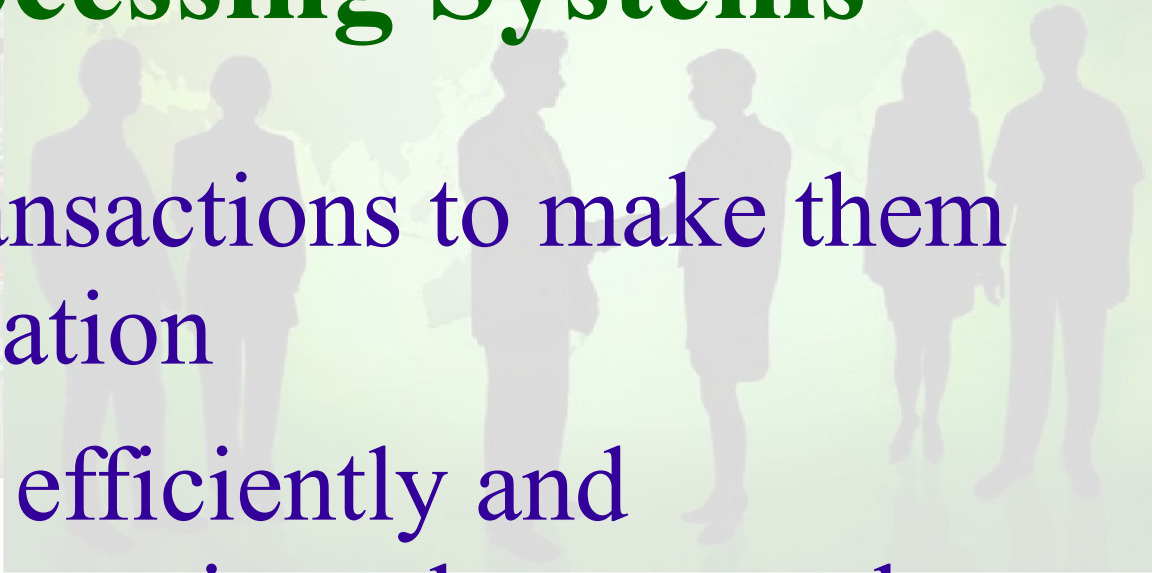
- Transaction Processing Systems (TPS)
- Office Automation Systems (OAS)
- Management Information Systems (MIS)
- Decision Support Systems (DSS)
- Enterprise Resource Planning (ERP) Systems
- Customer Relationship Management (CRM) Systems



Transaction Processing Systems

- Capture and process transactions to make them available to the organization
- It enables a business to efficiently and accurately track the transactions that are at the heart of all business activities.

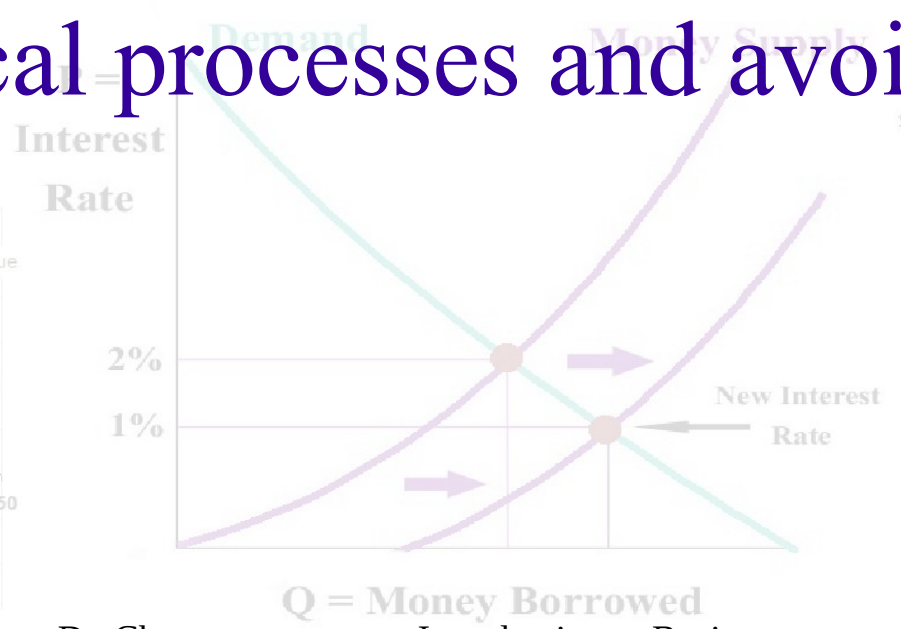
- Captured transaction data can then be used to support decision making



Management Information Systems

➤ Provide timely information to decision makers through processing and reporting features

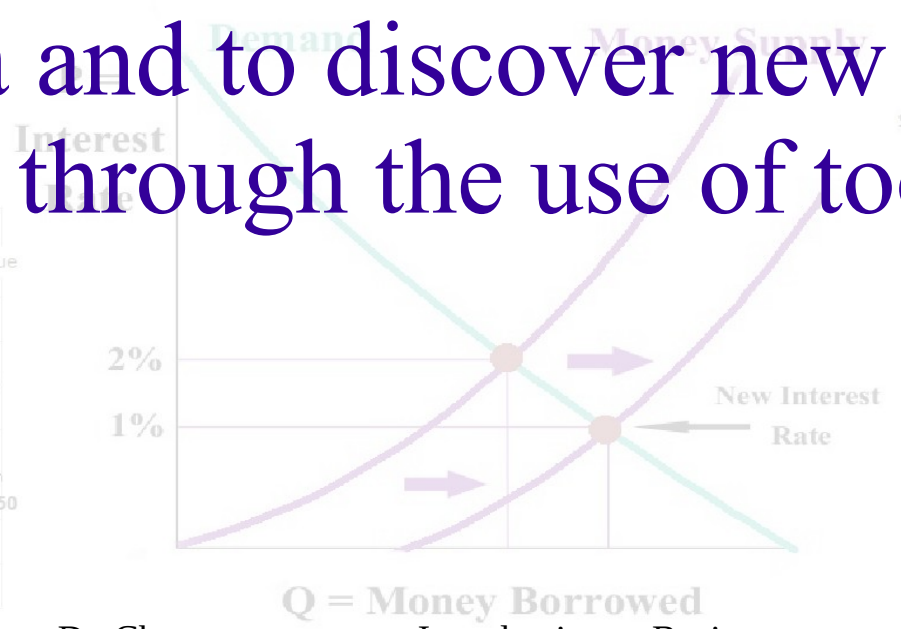
➤ Timely reporting can enable managers to monitor critical processes and avoid costly mistakes



Decision Support Systems

➤ Provide analytical and visualization tools to support and enhance decision making

➤ It enables decision makers to make decisions based on data and to discover new business opportunities through the use of tools provided by the IS

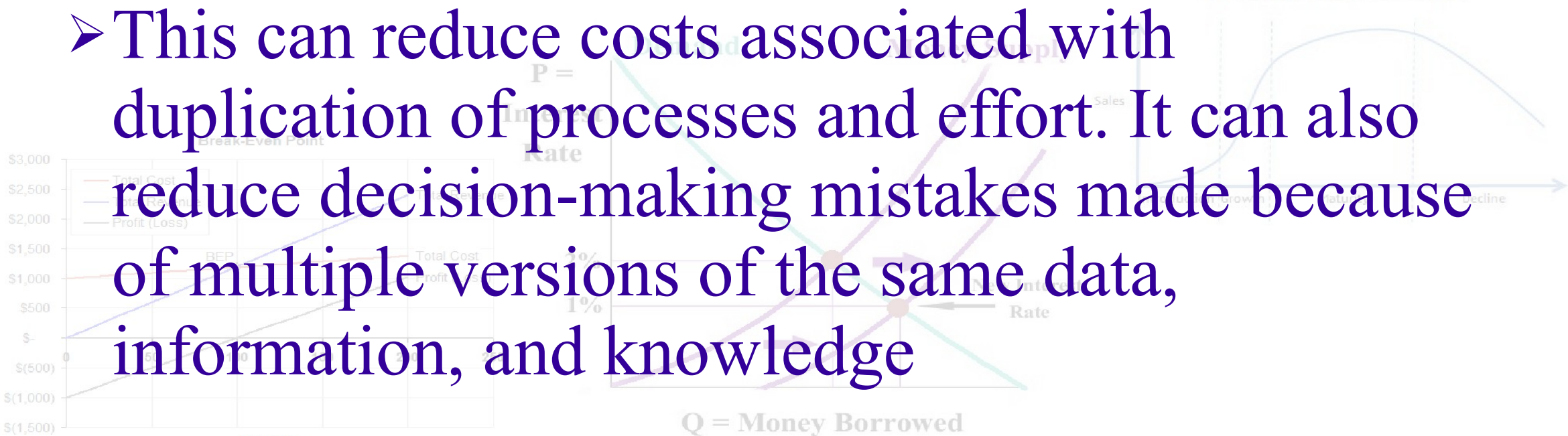


Enterprise Resource Planning Systems

- Integrate and standardize processes and centralize and standardize the storage and management of data

- This can reduce costs associated with duplication of processes and effort. It can also reduce decision-making mistakes made because of multiple versions of the same data, information, and knowledge

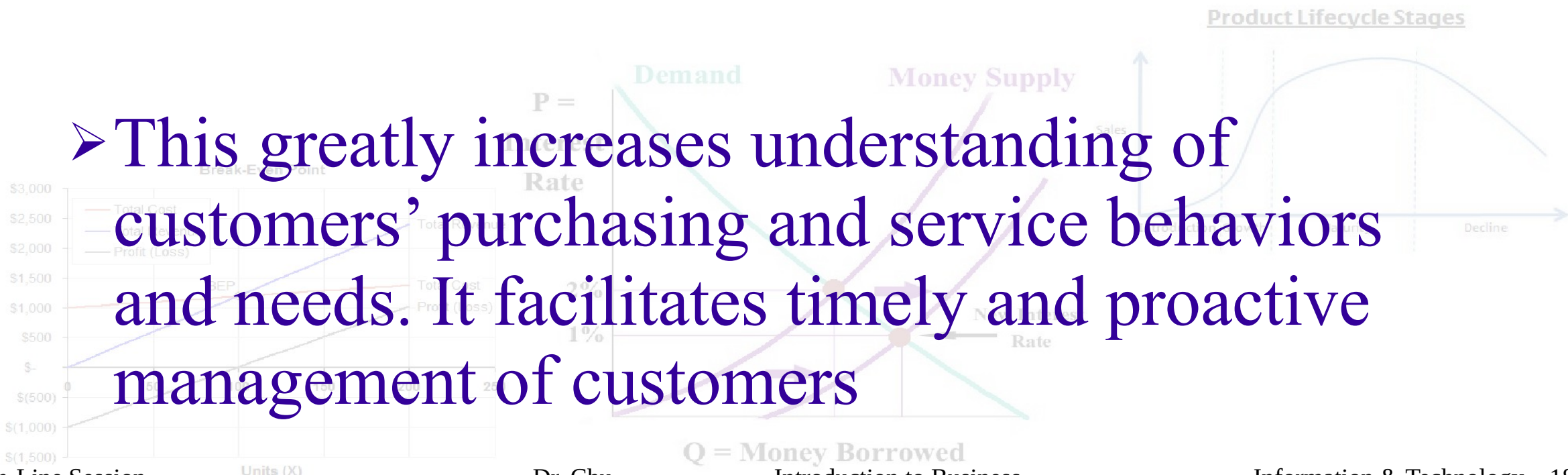
Product Lifecycle Stages



Customer Relationship Management Systems

- Integrate data collection, transformation, storage, and analysis of customer transaction data, including purchases, service requests, and other forms of customer contact

- This greatly increases understanding of customers' purchasing and service behaviors and needs. It facilitates timely and proactive management of customers

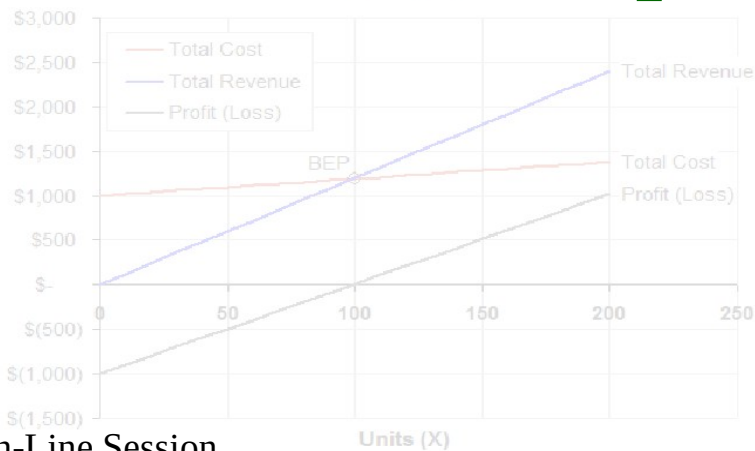




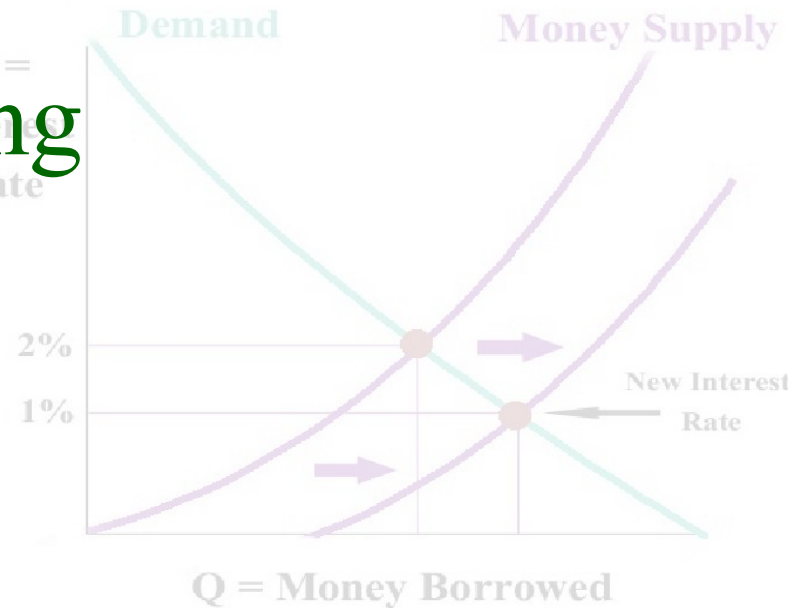
Internet, mobile, and cloud computing

- ◆ Intranet, Extranet, VPN
- ◆ Broadband
- ◆ Social media
- ◆ Mobile web
- ◆ Cloud computing

Break-Even Point



P = Interest Rate



Product Lifecycle Stages



Intranet, Extranet, VPN

➤ Intranet

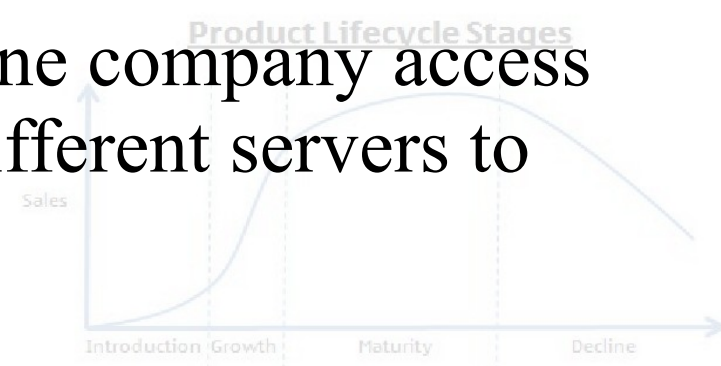
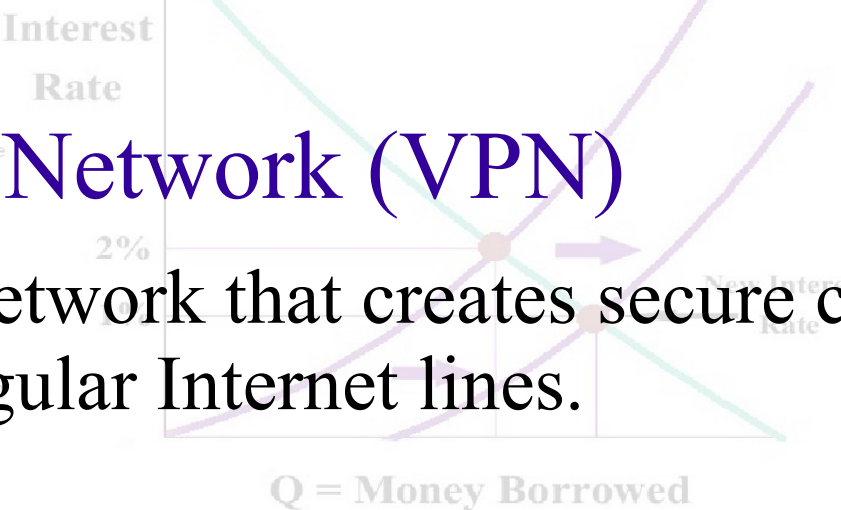
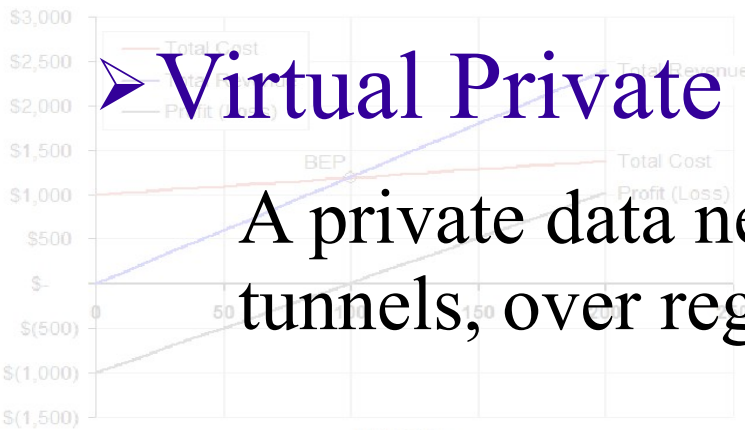
A company-wide network closed to public access that uses Internet-type technology.

➤ Extranet

A semiprivate network that lets more than one company access the same information or allows people on different servers to collaborate.

➤ Virtual Private Network (VPN)

A private data network that creates secure connections, or tunnels, over regular Internet lines.



Broadband

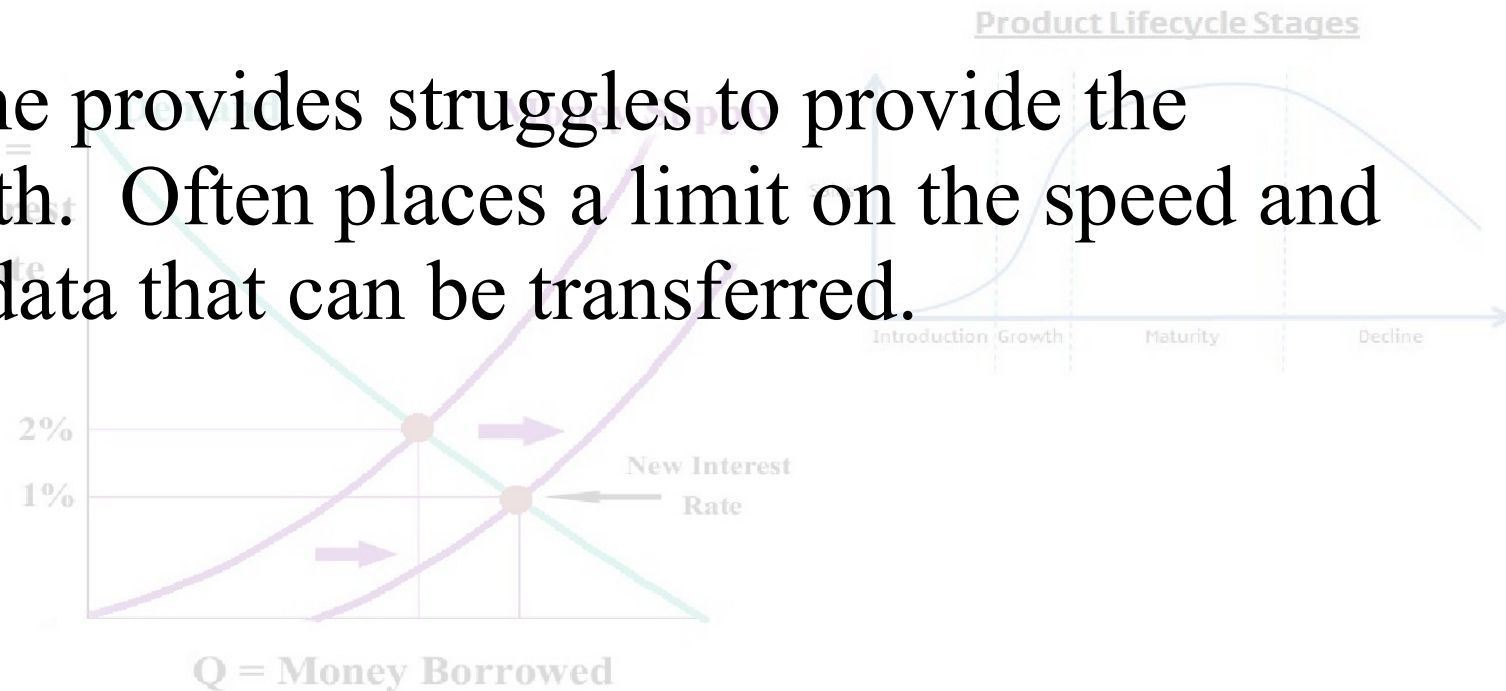
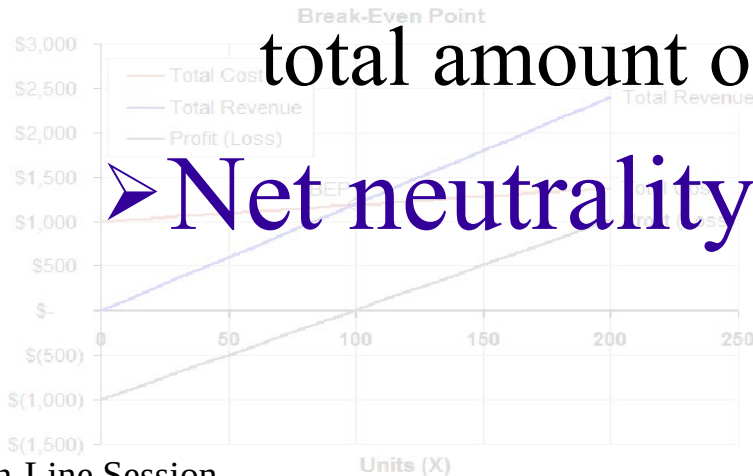
➤ Broadband

continuous connection to the Internet at high speed so the user may transfer large data (such as video).

➤ Trend

ISP and cellphone providers struggles to provide the needed bandwidth. Often places a limit on the speed and total amount of data that can be transferred.

➤ Net neutrality



Social media

➤ End user

□ Facebook, Twitter, Line, Snapchat

➤ Looking for a job?

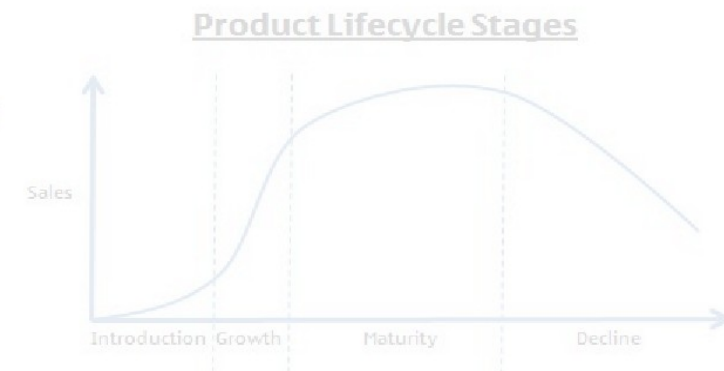
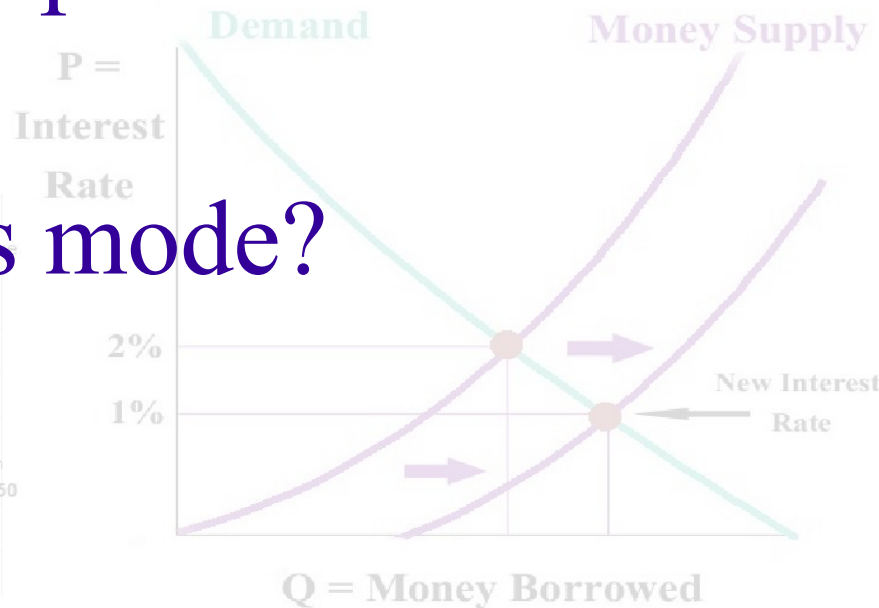
LinkedIn?

➤ Looking for a product?

Kickstarter?

➤ New business mode?

4food



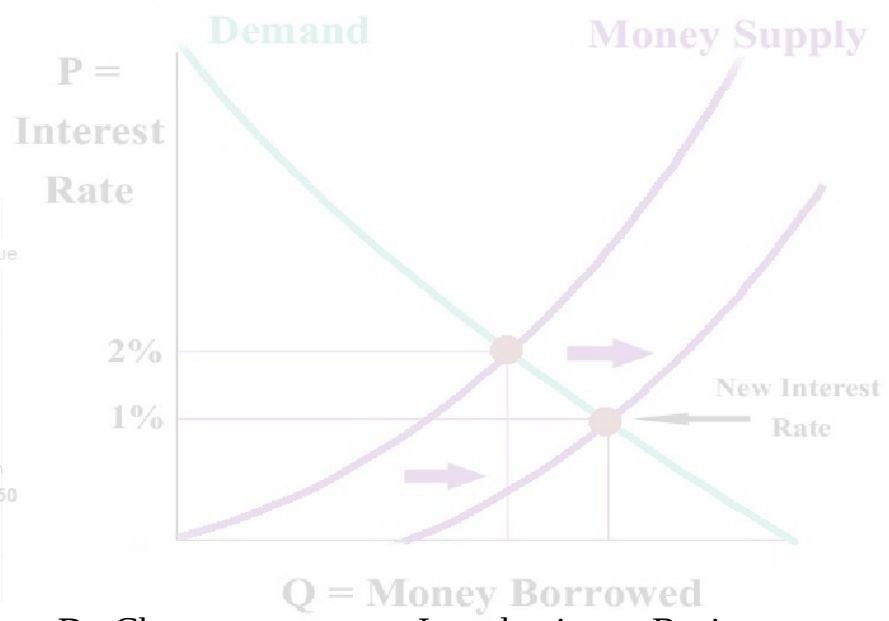
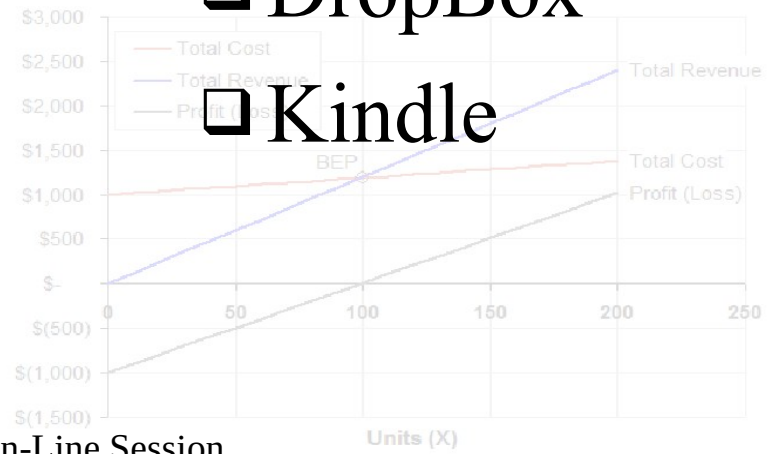
Mobile Web

➤ Increase availability of Internet capable mobile devices

Smartphone, Internet of Things (IoT)

➤ Accessing Internet content on any device

- Google docs
- DropBox
- Kindle



Cloud computing

➤ More than just data storage

DropBox, OneDrive, Google Drive, iCloud

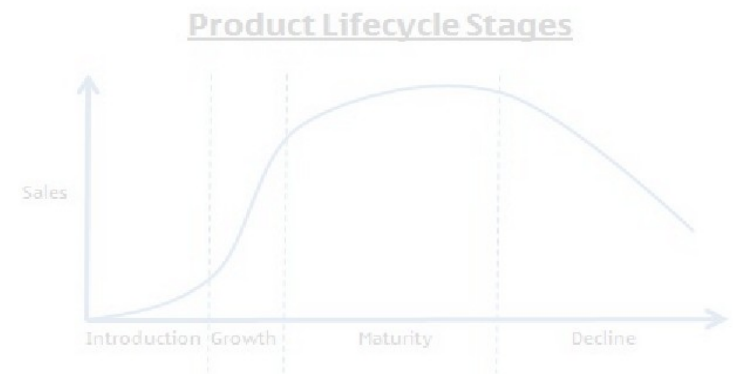
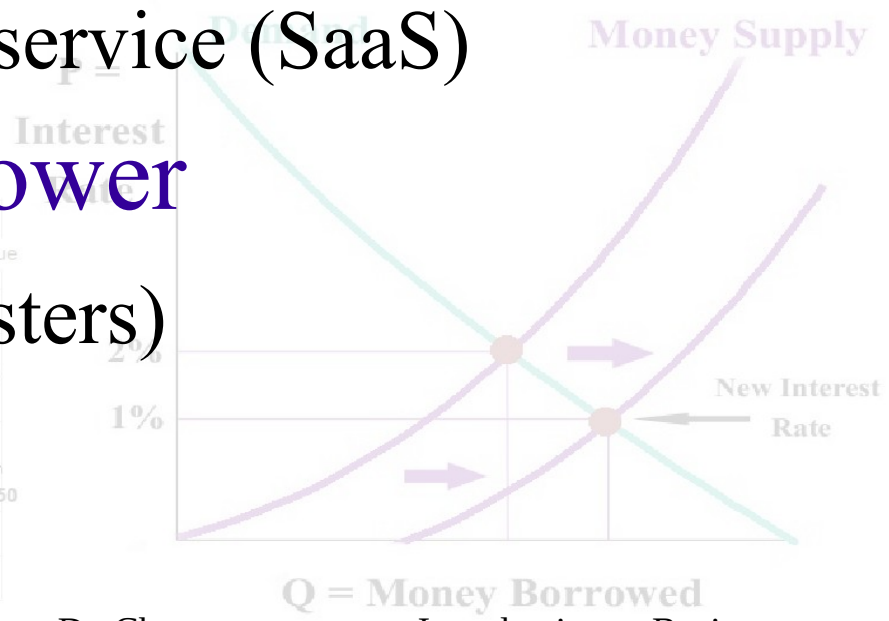
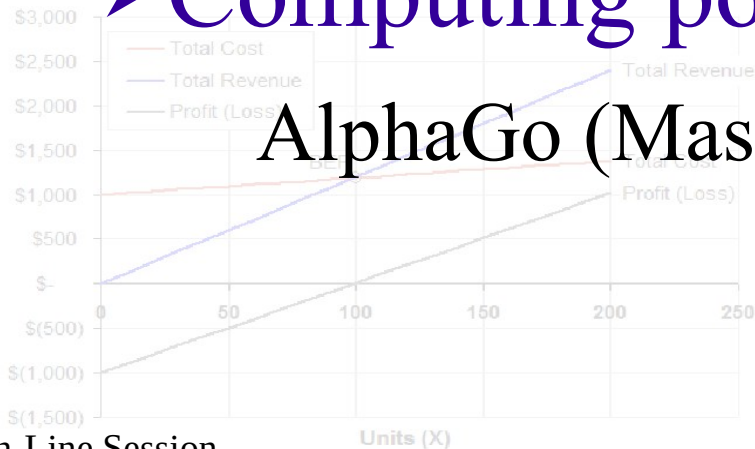
➤ Data and computing power are

❑ Located off-site

❑ Software as a service (SaaS)

➤ Computing power

AlphaGo (Masters)



Cloud advantages/disadvantages

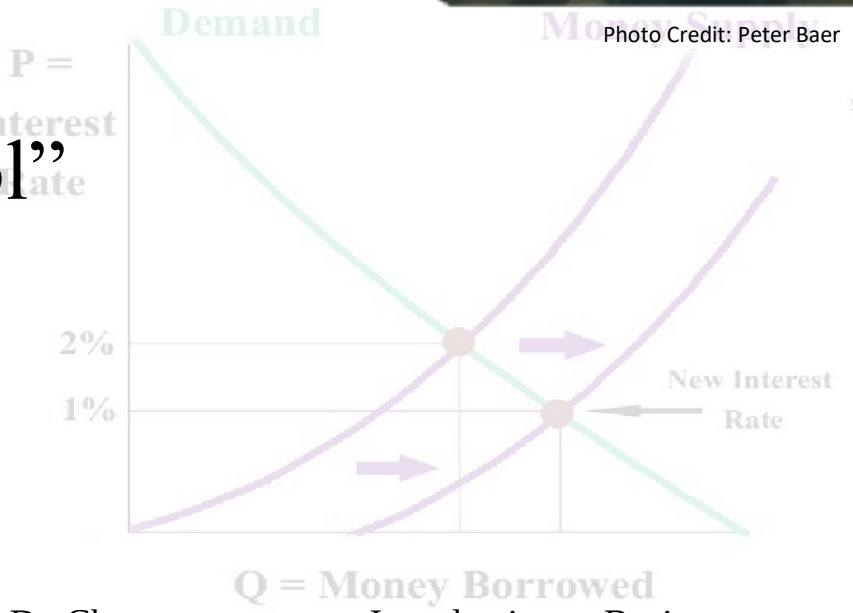
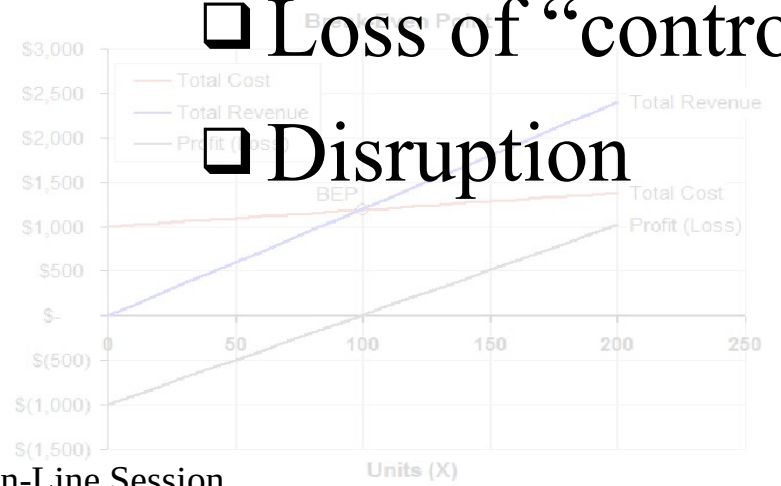


➤ Advantages

- ❑ Lower cost
- ❑ Flexible capacity
- ❑ Access anywhere

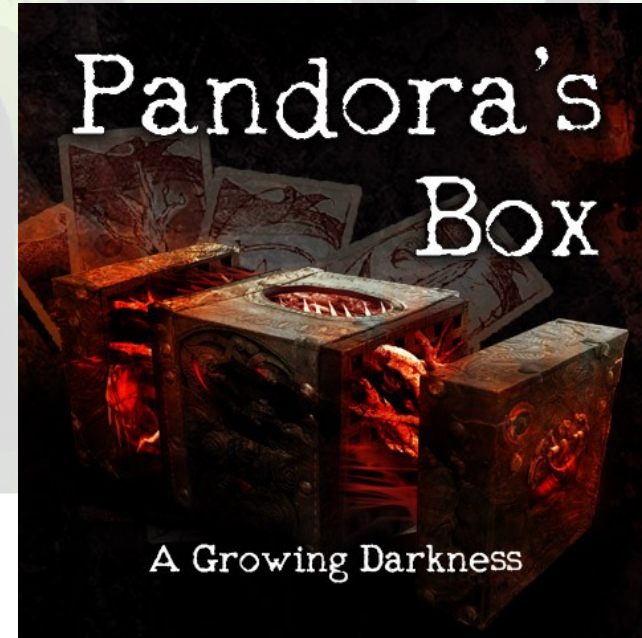
➤ Disadvantages

- ❑ Loss of "control"
- ❑ Disruption



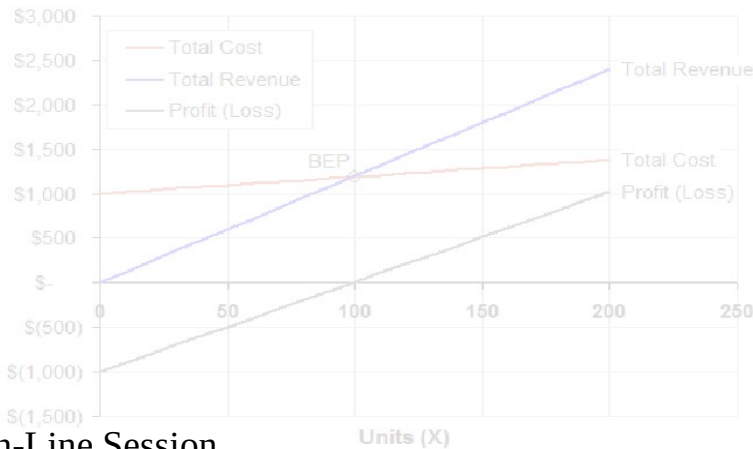
Security and privacy

- ◆ Viruses
- ◆ Hackers
- ◆ Phishing
- ◆ Cyberterrorism
- ◆ Cookies



<http://contest.gamedevfort.com/submissions?genre=adventure>

Stuxnet



P = Interest Rate



Product Life Cycle Stages

