

What is a Database? (Recap)

- Does a Database need to be in computer?
- What is the difference between data and information?
- How can a database help process data?
- Is it easy to copy a database?
- Do you need a keyboard to update a DB?
- Why would you need a server?

What can a database do?

Exercise 1: What data does an EPOS till collect?

Information available

- Inventory reports / stock levels
- Sales reports
- Customer reports
- Profitability of items
- Popularity of items
- Reordering forecasting / information

Databases

Hierarchy

Example Student Database

- Database
 - Course File
 - Financial File
 - Personal History File

NAME	COURSE	DATE	GRADE
John Stewart	IS 101	F01	B+
Karen Taylor	IS 101	F01	A
Emily Vincent	IS 101	F01	C

NAME	COURSE	DATE	GRADE
John Stewart	IS 101	F01	B+

Record

Field: John Stewart (NAME field)

What fields do you need for an EPOS system?

- Records – Item types / individual items

For each item type:

- total items
- items sold
- items available
- delivery times
- cost
- selling price

Each individual item:

- time of sale
- customer
- item type

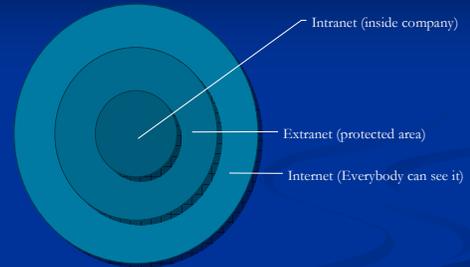
Data Warehousing & Data mining

IT Manager: "Let's throw it in the warehouse and we can deal with it later..." (warehousing)

CEO: "I spent all this money collecting it and we're going to do nothing! I want you to get me some meaningful information" (mining)

Read the information on pages 363 & 364 and tell us what the benefits of Data Mining and Data Warehousing are.

Intranet – Extranet - Internet



Intranet

"Private corporate network that uses Internet technology and is designed to meet the needs of employees"

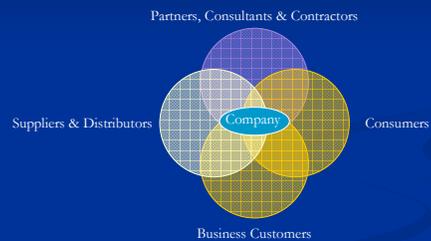
Business value of Intranets

- Communications and collaboration
e.g. email / shared calendars / shared files
- Databases
- Web Publishing – share knowledge within the organisation
- Control of PCs & Deployment of software

Extranet

"Private corporate network designed to meet the needs of external parties such as suppliers, customers, and stockholders" anonymous

Extranet Benefits



Internet

“The Internet is one of the rare, if not unique, instances where ‘hype’ is accompanied by understatement, not overstatement...I don’t think we know what has hit us.”

Nicholas Negroponte, Director, MIT Media Lab

Internet for business

- 24 / 7 access
- Global presence
- Lower marketing costs
- Two-way communications
- Lower product display and storage costs
- Lower salesperson costs
- Electronic commerce opportunities

Don’t forget the phone...

- The telephone is an MIS device
- The mobile phone & SMS
- Personal Digital Assistants
- Bar-code scanners & EPOS terminals
- Laptops
- Fax machines
- Post (snail mail)

Saving costs with Technology

In groups of 4 evaluate a company you know well.

- How they could reduce telephony costs?
- What are the benefits of a paperless office?
- What data mining could they do?
- What other Information systems could this company benefit from?

Your group will be expected to make a 5 minute presentation. (Don’t forget to introduce the company.)