Strategic Planning for Information Systems

CONTENT:

- Top management and strategic perspective
- Role of the Chief Information Officer (CIO)
- Capabilities of technology and information systems
- The development of IS strategies to achieve organizational goals
- Designing Information Systems that support strategic needs of the organization
- Approaches to developing and managing the strategic information systems
Strategic Planning for Information Systems

- TEXTBOOK:
  Strategic Planning for Information Systems
  John Ward & Pat Griffiths, J. Wiley Publications

- E-mail & Phone No:
  tamers@multinet.com.tr / 0532 – 334 72 41

- Evaluation
  Literature Surveys & Assignments 30%
  Midterm ........................................... 30%
  Final .................................................. 40%
Definition Of Strategy

- Strategy is a pattern of decisions that integrates an organization’s major goals, policies, and operating procedures.
- Strategy is a set of decisions to organize and allocate an organization’s resources into a unique and viable position based on its relative competencies and shortcomings, expected changes in the environment, and possible moves by opponents.
Definition Of IS

- An organized combination of people, technical and physical devices, information processing instructions, communications channels, and stored data that gathers, stores, uses and distributes information in an organization.
Strategic Planning for Information Systems

1. Analyze major functional areas
2. Develop a business functional model
3. Determine information requirements

4. Combine information requirements into generic data entities and subject databases
5. Derive IS architecture
6. Define new systems and their implementation schedule
A Strategic Product / Service

CepBank : Garanti Bank’s Challenging Product

1. Major Functional Areas
   - An innovative payment process
   - The target: basically young people
   - The target: everyone who use mobile phone
   - No need to use debit card (ATM card) in payment

2. Develop a Business Model
   - Use Internet Banking Infrastructure to take payment orders
   - Use SMS Infrastructure and the mobile phone of the payee to send and accept the payment message
   - Use ATMs in the payment process
   - Inform people via TV ad’s
CepBank: Garanti Bank’s Challenging Product

3. Combine Info Req. into Data Entities and Subject Databases
   - Customer /Payee / ATMs / SMS messages and other entities
   - ATM Databases / SMS Databases
   - CepBank Database & Log records & Monitoring Software

4. Design the Architecture of Information System
   - Draw a cloud to represent Internet
   - Draw a block to represent the ATM System
   - Draw a block to represent the SMS System
   ......
   - Draw arrows to represent data flows between components
A Strategic Product / Service

CepBank: Garanti Bank’s Challenging Product

5. Define Systems and the Implementation Schedule
   - Prepare a System Design Document
   - Prepare a project plan
   - Define roles and responsibilities
   - Prepare technical specifications for software developers
   - Define business processes and procedures
   - Etc..
A Strategic Product / Service

Taksit Card: Yapı Kredi Bank’s Challenging Product

1. Major Functional Areas
   - An innovative payment process
   - The target: everyone who use YKB Credit Card
   - ....

2. Develop a Business Model
   - .....
Strategic Planning for Information Systems

- Strategic planning has a long-range scope. Strategic planning covers a time horizon of at least 3 (three) years into the future.

- Since, information systems planning is concerned with long-range activities, it concentrates on the goals and objectives of the organization.
In the military vocabulary, strategic planning has to do with the overall management of large-scale operations. But, tactical planning concentrates on the immediate problems of military units in the field to achieve specific objectives.

In a business organization, strategic planning reflects the concern of top management with the future directions, profitability, product line and position in industry. Tactical planning addresses the management of day-to-day operations.
Strategic Planning for Information Systems

- The Evolving Role of IS and Technology in Organizations
- Business Strategies and the Implications for IS Strategies
- Strategic Information Systems Planning
- Understanding the Current Situation
- Determining the Future Potential
- Determining the Business and IS Strategy
- Managing The Application Portfolio
- Technology Investments
- Managing Application Development
- Managing the Technology Infrastructure