Formal Study: Discussion Questions

Question 1

Service Oriented Architecture is a software design prototype that uses a set of services (software modules) that provides complete functions of large software application. It is an architectural paradigm that is used to build infrastructures enabling those with needs, the consumers, and those with capabilities, the providers. SOA enables both the consumers and the providers to interact with the through the services across the dissimilar domain of technologies and ownership.

The main purpose of SOA is to allow easy assistance of great number of computers linked over a network. Every computer connected on the network has the ability to perform arbitrary services that could be connected to the services of other computers connected on the same network without the need of human involvement or changing of the program.

SOA is an architectural design that maintains service orientation. Service orientation deals with services and service based developments along with outcomes of services. It could also be considered as an evolution of distributed computing based on request reply design applications both for asynchronous and synchronous applications (Haines& Rothenberger, 2010).

SOA serves as an enabling foundation for many new emerging trends in computer industry. It support communication between the services connected in the network. It also provides application framework that has an ability to convert business applications into individual business functions and processes (Allison, et.al. 2012). SOA serves as a management layer between the consumer and provider to ensure complete flexibility with respect to the implementation of the protocols (Rouse, 2008). SOA is the policies, practices and frameworks that help to ensure accurate services are supplied and consumed.

Question 2

For the past few decades, the accepted thinking about the build versus buy debate has been to buy whenever possible and build when there are no suitable packaged solution exists for your company's needs (Dörnenburg, 2013). However, before a CIO can make decisions on what to build or buy in internet technology, they must understand exactly what it means to build and what it means to buy.

Building software applications tends to be project work that takes a great amount of time, effort and teamwork. Much of building entails developing, creating, and testing the designs. In addition, there are requirements to find and write as well as hardware purchases that will need to be made. If you are considering building customized software, it would be best to have in house

expertise. Software developers and testers like the opportunity to create and with their know-how, they can get a lot accomplished. Building may also be beneficial if the efforts in buying software are going to be costly anyways. More importantly, building may be the only option for organizations that have unique or particular software needs. Such needs can be the beginning of an innovative product in the marketplace and could place the organization in a competitive advantage by early establishment and operating ahead of the curve.

The greatest benefit from building software is the level of customization. Customization allows for greater control to develop software that meets the company's exact specifications. In-house software gives the manager knowledgeable support because it is developed by a chosen team of developers who know the software firsthand. In addition, customized software can make for an easy-to-use interface. However, there are some cons to building software. The issue of software bugs and glitches may develop if your in-house team lacks the expertise to create software that can handle all the tasks required, given the software is significantly sophisticated. This may result in outside help from consultants who are not familiar with your business. In addition, customized software can lack scalability and upgrades can be difficult to achieve. Evolving technology may mean spending more money in the future to develop new software (Mann).

In contrast, buying commercial off-the-shelf (COTS) software does not require heavy customization. Because COTS software is flexible and provides the openness needed in software, it tends to be a better alternative to custom-made software (Presagis). Buying tends to be a one-time predictable cost, which means it is easier to budget and get funds for. Often, support systems for products, documentation, and training already exist in the software (Dynms, 2012).

Commercial software is beneficial to a company because it has usually been tested and used by other business, therefore allowing for a quick and smooth integration. Buying COTS almost guarantees that you will be buying software that is created correctly due to the team of skilled developers who have eradicated any issues and in turn, reducing the amount of complications that can happen. In addition, COTS provides fast deployment by quick installation, therefore saving the company valuable time. However, COTS can accrue high support and maintenance costs. In dealing with technical issues, you will have to go through the vendor, who sets and has the ability to change the price of service. Furthermore, reaching a technician may require a longer waiting period, which can end up costing valuable time and slow down operations (Mann).

If you do decide to buy software instead of building it, you make save money by waiting to make an IT purchase. In doing so, you can decrease your risk of buying something that is flawed or a complete failure (Carr, 2003, p. 48).

Question 3

A collection of systems that helps an organization in integration of its external and internal management information throughout an entire organization is known as Enterprise Resource Planning (ERP). The main functions that are performed by using the enterprise resource planning are the management of organization's accounting, manufacturing, sales, finance, service and customer's relationship management etc.

The ERP system is an automated system that performs activities within an interlinked software application (Fryling, 2010, pp.391). Enterprise resource planning is used to facilitate the flow of information among all the units of the business inside the boundaries of the enterprise

and it also further manages the connections of the outside stakeholders like suppliers, customers etc.

This system can run on a variety of network configuration and computer hardware and it can be typically employed on databases as a warehouse for bulk of information. Although the transformation of the ERP system into a cloud based model is relatively slow but still it is preferred in most of the organizations.

The scope of ERP is usually implied to the major changes to the staff work practices and processes. Generally three types of services are available to help in implementation of such changes that are customization, support and consulting. The implementation time depends on the complexity and sophistication of the system, as the system is based on modules that are designed according to the requirements of the enterprise. The modular enterprise resource planning systems are implemented in stages as the staff that is going to use the module is made aware of how it can be used to enhance their working. Implementation process and period of large enterprise resource planning system can take long time while the small ones can be implemented in month's period of time (Kraemmerand, 2003, pp.248).

Certain changes are required to be made in the existing business processes for implementation of the ERP system. The strategy behind installation or implementation of such enterprise resource planning should be very clear. If there is no requirement of such ERP system in the organization then it should not be installed as it is very expensive. The organization can move to modernization by adopting the ERP systems as it brings transparency to the overall organizational structure. This system helps in assessing the organizations current processes with the new ones that will be replaced.

Question 4

IT governance specifically focuses on the systems of information technology, their risk and performance management. The major objectives of IT governance are to ascertain that the investments in the information technology produce business worth, and to alleviate the risks which are allied to information technology.

This may be carried out by the implementation of the organizational structure with well established roles for the responsibilities of infrastructure, applications, business processes, and information. IT governance must be considered as the way IT established value which best suits the inclusive organizational corporate governance strategy and never be considered as a discipline of its own. Every stakeholder of the organization, in taking this approach, would be necessitated to take part in the process of decision making.

This establishes a mutual approval of responsibilities for the crucial systems and ascertains that the decisions related to IT are taken and steered by the corporate operations and vice versa. IT governance is required to ascertain that the investments in the information technology produce value reward and alleviate the risks associated to IT, averting malfunction. IT governance is essential to the success of any organization; efficient and effective supply of the goods and services; particularly in the event that the IT is intended to incorporate throughout the organization.

Question 5

In self-checkout machines, the client is obliged to output the standardized identifications themselves, info the sorts of things, for example, leafy foods (typically with a touchscreen presentation); weigh them, if pertinent; and put all checked things into a "packing region". The

weight saw in the packing zone is checked against long ago put away data to guarantee that the right thing is sacked, permitting the client to continue just if watched and expected weights match. Payment by different systems may be acknowledged by the machines: card by means of EFTPOS, charge/Visas, electronic sustenance aid cards, money through coin space and monetary certificate scanner, and in-store blessing cards where relevant. Most coupons additionally have standardized tags and can be filtered the same way that things are examined, albeit some oblige section by a part of staff.

Question 6

Loyalty programs are the framework of strong marketing effort that promote business, reward and boost loyal customers and their behavior. Since, the behavior of loyal customers is very significant for a potential firm. Therefore, recognition program to boost the loyalty is potentially beneficial to the company. The position of recognition programs in the UK is one of the most important in the world, with most major breeds operating some form of "reward system."

Particularly, for services industry such as hotels, loyalty programs play a vital role. One reason can be, their customers are very loyal and they spend great amount of money to acquire perceived value and affordable luxury for them, but they don't want to pay too much for it. On the other hand, company also wants to have perceived value to sustain and flourish in the industry with the help of their loyal customers.

Specifically giving an outlook on hospitality industry; it has been one of the most invasive metaphors within tourism studies, considering in a sense to the profitable project of the tourist industry, like catering, hotels, and tour operations and in other sense to the communications among local people and tourists (Bell, 2009). Coming to the real spot of this research proposal; citizenM is an innovative chain of hotel in "Amsterdam", "Glasgow", and London." It is also coming soon to "New York", and "Paris".

The Company has aimed to boost loyalty of its faithful customers by conducting a recognition program. First, company needs to recognize some important and effective strategies for designing the recognition program. It will motivate and attract more new customer and also retain existing customers towards the services of the hotel.

Question 7

E-business has many advantages, one of these advantages are the potential for becoming a global business. The revolution of businesses being done by selling products online was the beginning of e-business. The first one to start this idea was Amazon. Amazon.com opened their virtual doors in July of 1995. Their mission was to use the Internet to offer products that educate, inform, and inspire. They created their own website, an online store that is customer friendly and easy to navigate. It currently offers 4.7 million books, CDs, audio books, DVDs, computer games, and more.

The other advantage of global e-business is that a person can do their own work on line anytime, anywhere to access their messages by email. Whether it is through their mobile, laptop or desktop, as long as there is an Internet connection they can do business. People can easily manage their tasks 24 hours a day from anywhere, their office, home, car, etc by using banking online to view your online balances, checks, and debits or credit. A person also can transfer funds from Bank account to another technology has increasingly provided people and organizations with the ability to work away from the office and on the move. The new ways of working afforded by these technologies are often characterized in terms of access to information and people anytime, anywhere.

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