

Chapter 5: IS/IT Strategic Analysis: Determining the Future Potential

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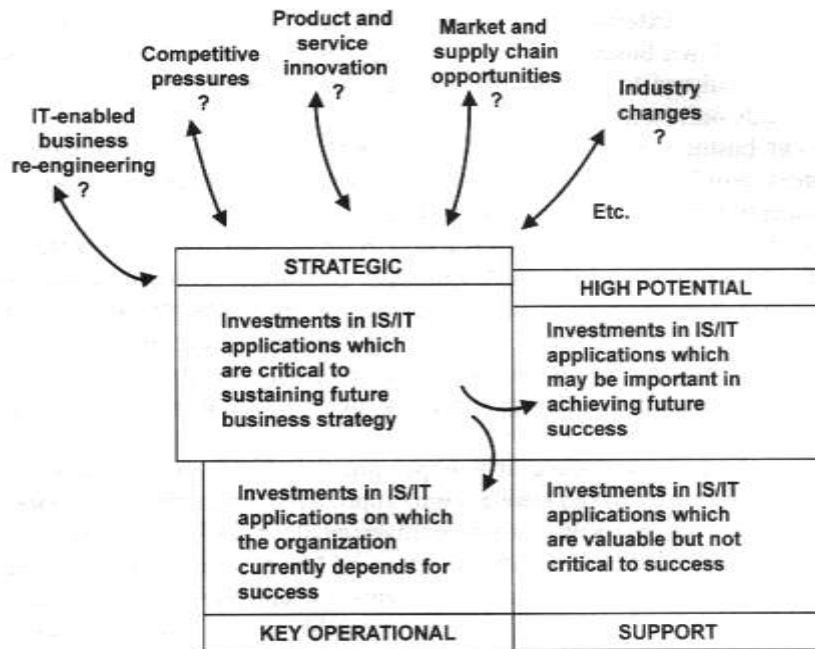


Figure 5.1 Developing the application portfolio from a strategic perspective

External Value Chain Analysis / Value System

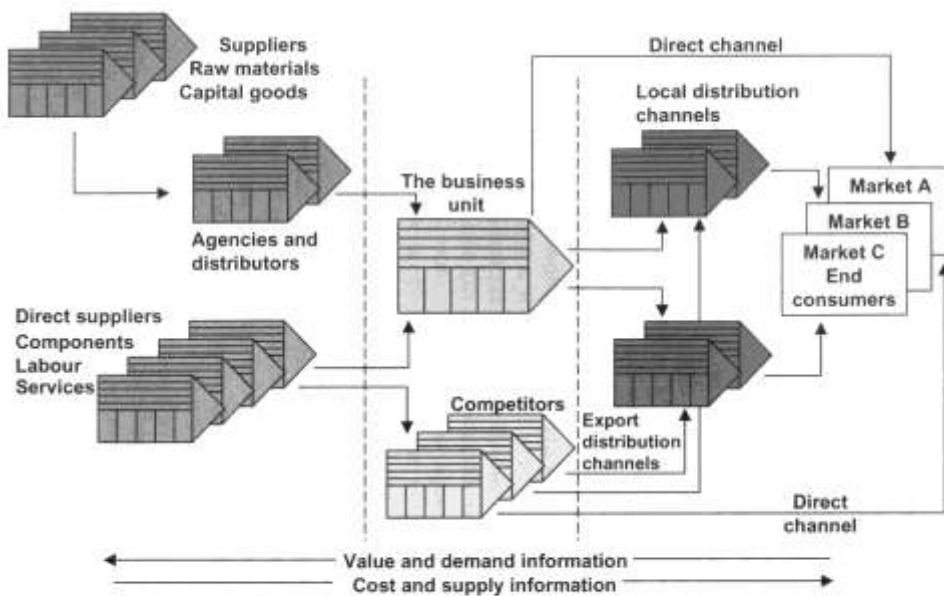


Figure 5.4 The external value chain

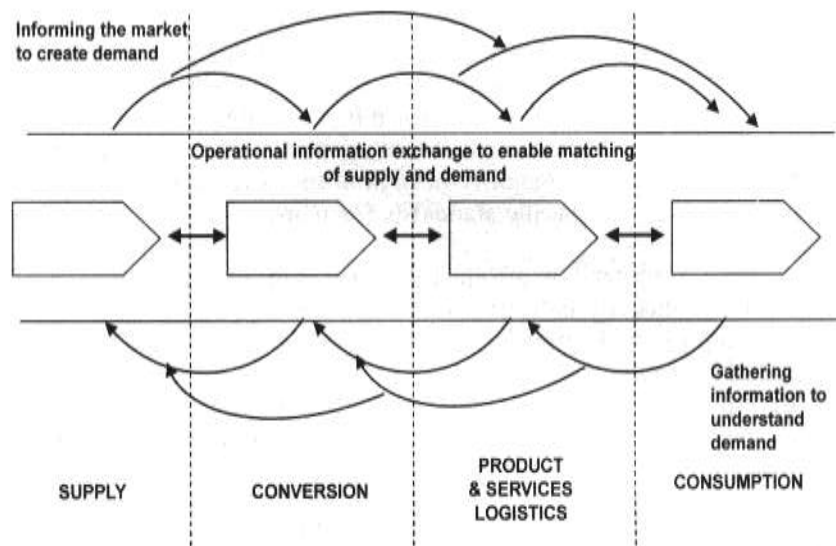


Figure 5.5 Understanding the information issues in the value chain (source: after Rayport and Sviokla)

1. Profit is shared among the organizations in the chain. Fewer organizations, the more profit to be shared.
2. We can benefit from the increase in the overall net profit in the value chain system not shared by our competitors.
3. Increasing the benefit for our customers and suppliers, then they will prefer to trade in our more efficient value system.

To increase benefit of a value system, we can:

1. Create more demand
2. Satisfy more of the existing / available demand (gain market share)
3. Reduce the cost of satisfying the demand

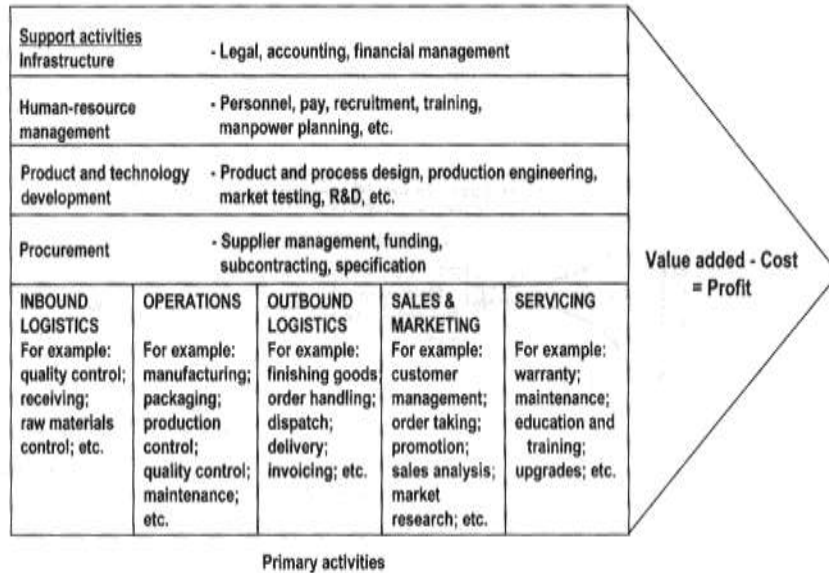
CRM & Resource Life Cycle

Phase	Activity
Requirements	Establish requirements Specify
Acquisition	Select source Order Authorize & pay Acquire Test & Accept
Stewardship	Integrate Monitor Upgrade Maintain
Retirement	Transfer or dispose Account for

It can also be view from the perspective of suppliers.

Do you know how to use IS/IT from Porter’s Five competitive forces?

Internal Value Chain



Many activities cross the boundaries - especially, information-based activities such as: sales forecasting, capacity planning, resource scheduling, pricing, etc.

Figure 5.6 Firm’s value chain—manufacturing example

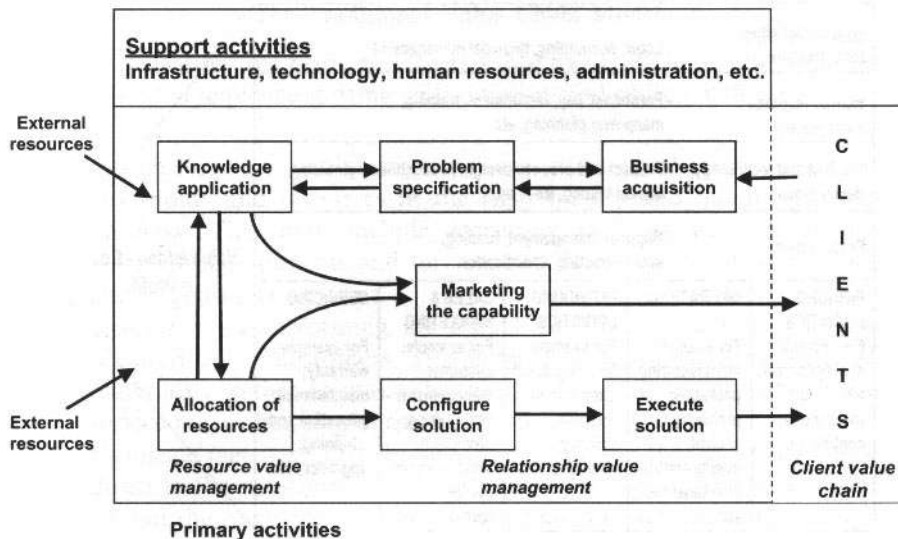


Figure 5.7 Value chain: service businesses ('Value Shop') (client is actively involved in and affected by the processes) (source: after Stabell and Fjeldstad)

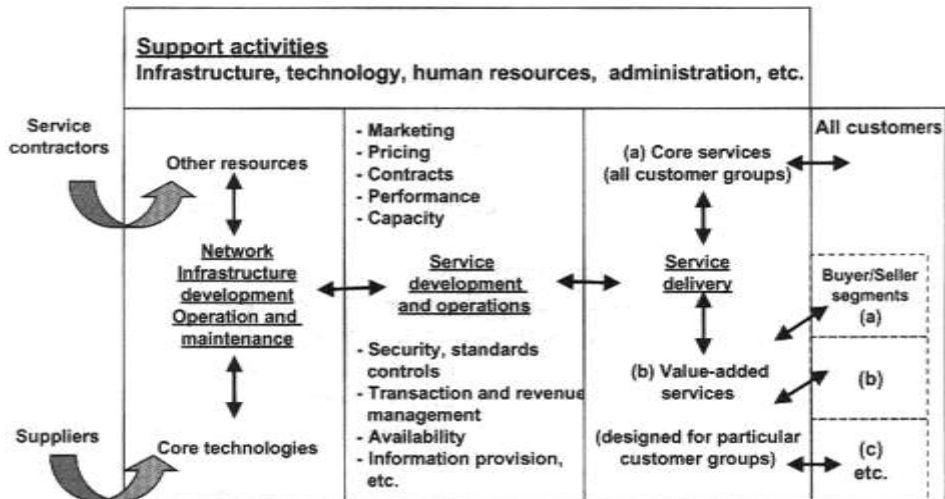


Figure 5.8 Value chain: service businesses ('Value Network') (source: after Stabell and Fjeldstad)

Bagaimana melakukan analisa terhadap value chain?

1. Information flow dalam industri dan dalam organisasi
2. Informasi apa yang bisa dipertukarkan dengan customer & supplier
3. Seberapa efektif informasi mengalir dalam proses bisnis utama?