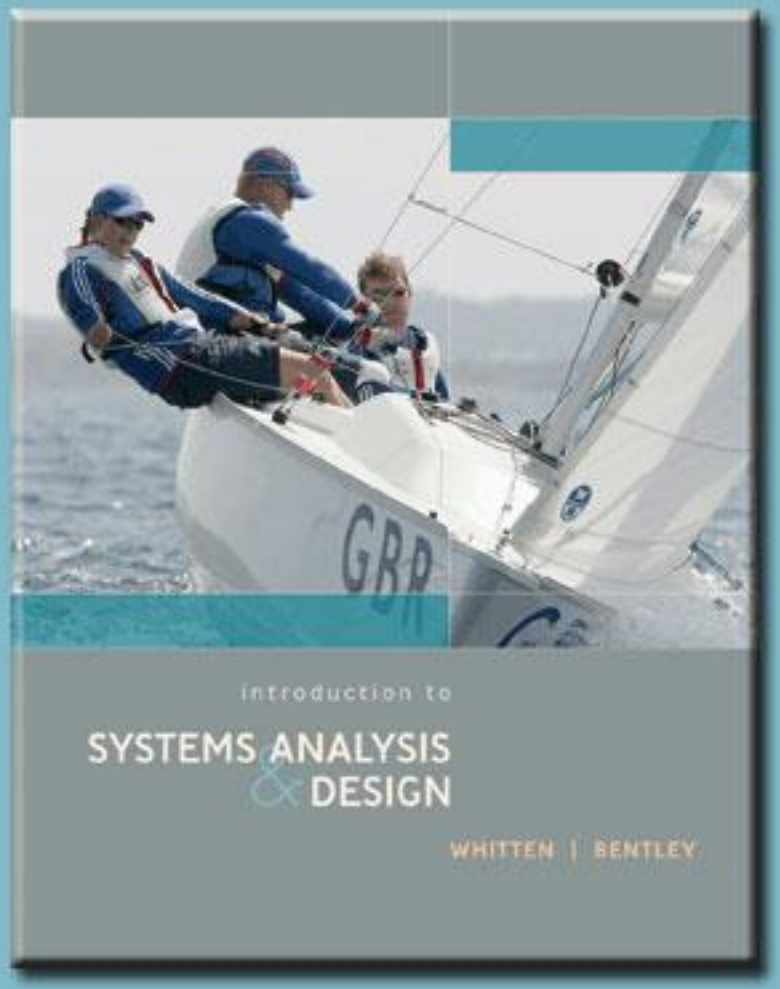

Chapter 1

The Context of Systems Analysis and Design Methods

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Objectives

- Define *information system* and name seven types of information system applications.
- Identify different types of *stakeholders* who use or develop information systems, and give examples of each.
- Define the unique role of *systems analysts* in the development of information systems.
- Identify those *skills* needed to successfully function as an information system analyst.
- Describe current *business drivers* that influence information systems development.
- Describe current *technology drivers* that influence information systems development.
- Briefly describe a simple *process* for developing information systems.

A Framework for Systems Analysis and Design

A **system** is a group of interrelated components that function together to achieve a desired result.

An **information system** (IS) is an arrangement of people, data, processes, and information technology that interact to collect, process, store, and provide as output the information needed to support an organization.

Information technology is a contemporary term that describes the combination of computer technology (hardware and software) with telecommunications technology (data, image, and voice networks).

Types of Information Systems

- A **transaction processing system** (TPS) is an information system that captures and processes data about business transactions.
- A **management information system** (MIS) is an information system that provides for management-oriented reporting based on transaction processing and operations of the organization.
- A **decision support system** (DSS) is an information system that either helps to identify decision making opportunities or provides information to help make decisions.

Types of Information Systems (cont.)

- An **expert system** is an information system that captures the expertise of workers and then simulates that expertise to the benefit of non-experts.
- A **communications and collaboration system** is an information system that enables more effective communications between workers, partners, customers, and suppliers to enhance their ability to collaborate.
- An **office automation system** is an information system that supports the wide range of business office activities that provide for improved work flow between workers.

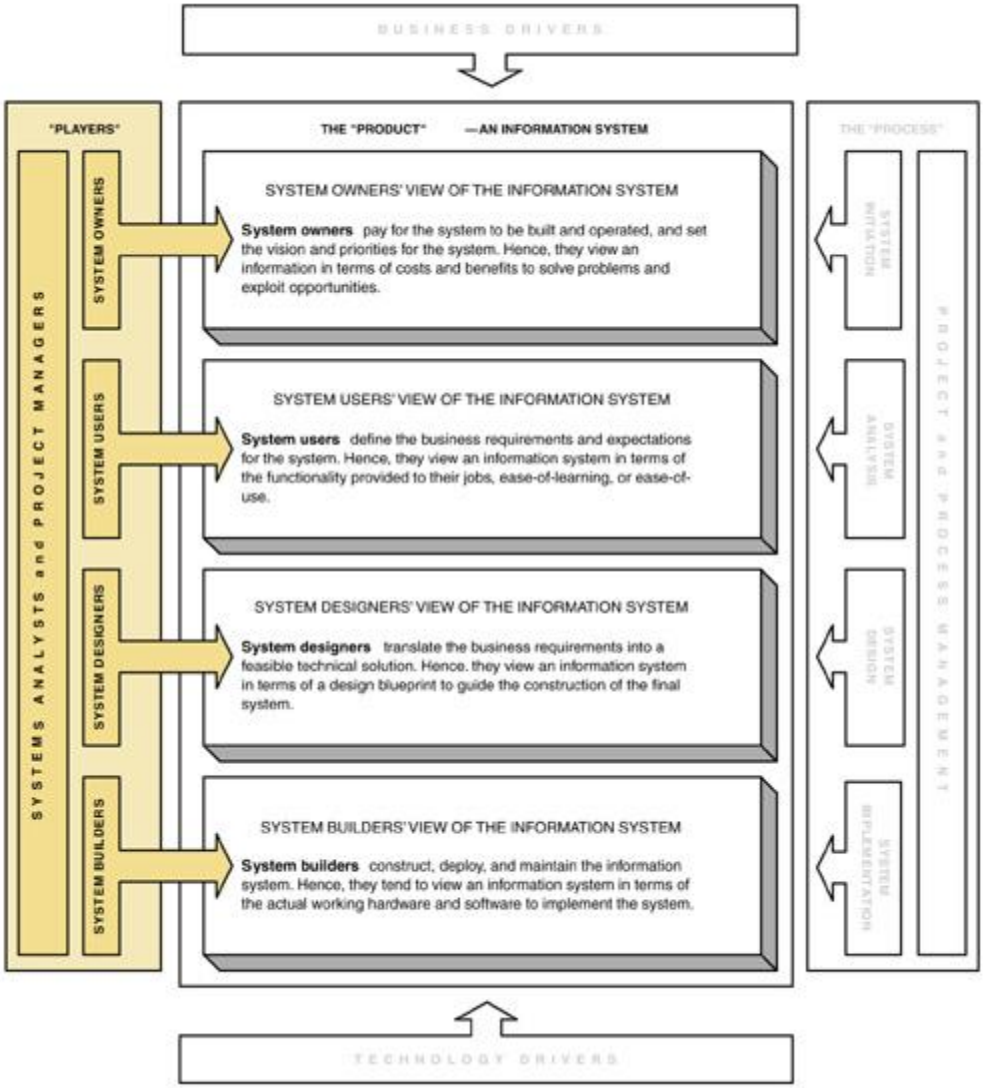
Stakeholders: Players in the Systems Game

- A **stakeholder** is any person who has an interest in an existing or proposed information system. Stakeholders can be technical or nontechnical workers. They may also include both internal and external workers.

- **Information workers** are those workers whose jobs involve the creation, collection, processing, distribution, and use of information.

- **Knowledge workers** are a subset of information workers whose responsibilities are based on a specialized body of knowledge.

Stakeholders' Perspectives on an Information System



System Owners

System owners – an information system's sponsor and executive advocate, usually responsible for funding the project of developing, operating, and maintaining the information system.

System Users

System users – a “customer” who will use or is affected by an information system on a regular basis – capturing, validating, entering, responding to, storing, and exchanging data and information.

Internal System Users

- Clerical and service workers
- Technical and professional staff
- Supervisors, middle managers, and executive managers

External System Users

- Customers
- Suppliers
- Partners
- Employees
  - Remote users - users who are not physically located on the premises but who still requires access to information systems.
  - Mobile users - users whose location is constantly changing but who requires access to information systems from any location

System Designers and System Builders

System designer – a technical specialist who translates system users' business requirements and constraints into technical solution. She or he designs the computer databases, inputs, outputs, screens, networks, and software that will meet the system users' requirements.

System builders – a technical specialist who constructs information systems and components based on the design specifications generated by the system designers.

Systems Analysts

Systems analyst – a specialist who studies the problems and needs of an organization to determine how people, data, processes, and information technology can best accomplish improvements for the business.

- A **programmer/analyst** (or **analyst/programmer**) includes the responsibilities of both the computer programmer and the systems analyst.
- A **business analyst** focuses on only the non-technical aspects of systems analysis and design.

The Systems Analyst as a Problem-Solver

- By "Problems" that need solving, we mean:
  - **Problems**, either real or anticipated, that require corrective action
  - **Opportunities** to improve a situation despite the absence of complaints
  - **Directives** to change a situation regardless of whether anyone has complained about the current situation

Other Stakeholders

External Service Provider (ESP) – a systems analyst, system designer, or system builder who sells his or her expertise and experience to other businesses to help those businesses purchase, develop, or integrate their information systems solutions; may be affiliated with a consulting or services organization.

Project Manager – an experienced professional who accepts responsibility for planning, monitoring, and controlling projects with respect to schedule, budget, deliverables, customer satisfaction, technical standards, and system quality.

Business Drivers for Today's Information Systems

- Globalization of the Economy
- Electronic Commerce and Business
- Security and Privacy
- Collaboration and Partnership
- Knowledge Asset Management
- Continuous Improvement and Total Quality Management
- Business Process Redesign

Globalization of the Economy

Global Economy brings

- New and expanded international markets
- New international competitors

Impact on information systems

- Require support of multiple languages, currency exchange rates, business cultures
- Require consolidation of international data
- Demand for people who can communicate, orally and in writing, with management and users that speak different languages

Electronic Commerce and Business

E-Commerce – the buying and selling of goods and services by using the Internet.

E-Business – the use of the Internet to conduct and support day-to-day business activities.

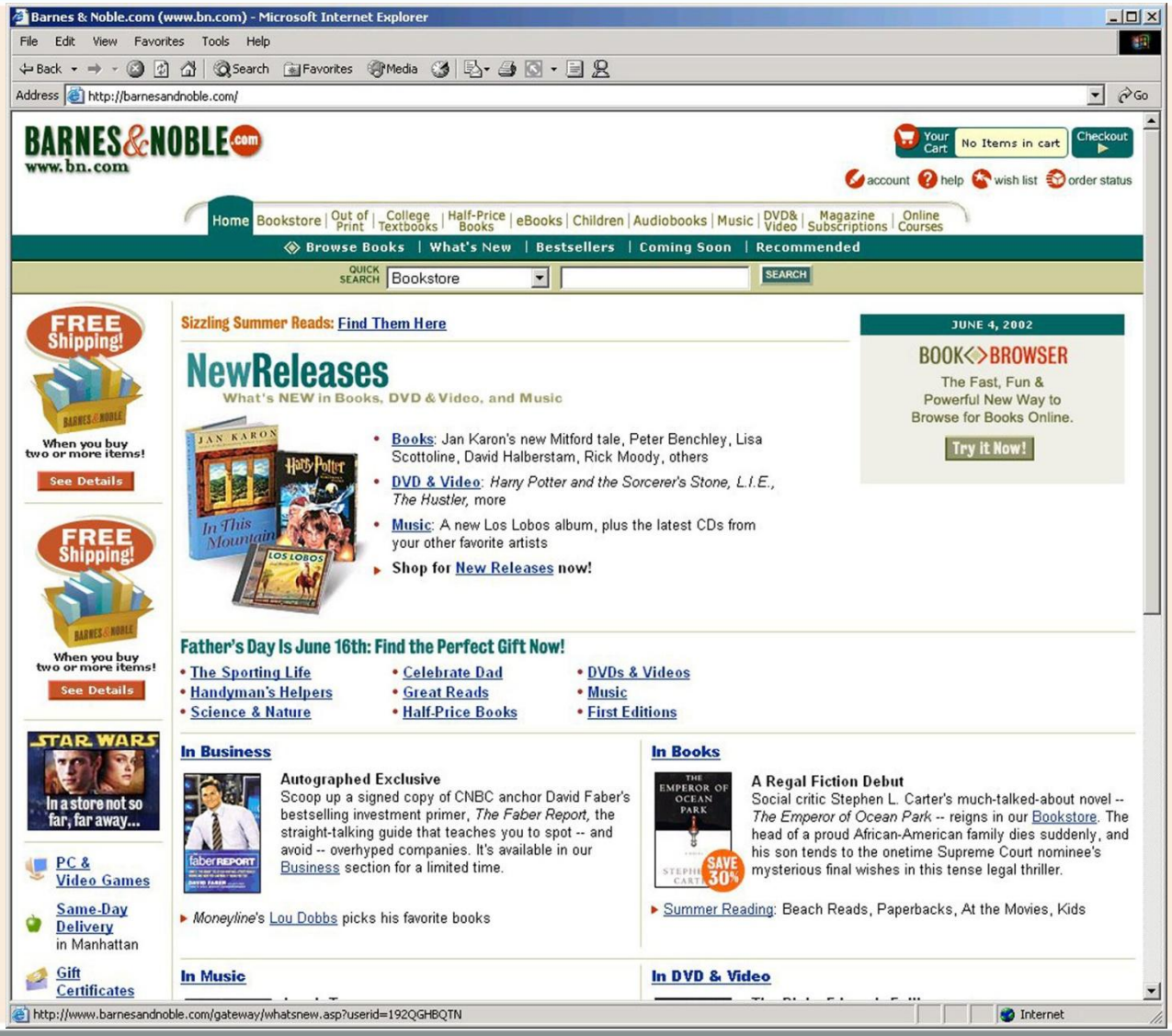
Types of e-commerce and e-business

- Marketing of corporate image, products, and services
- Business-to-consumer (B2C)
- Business-to-business (B2B)

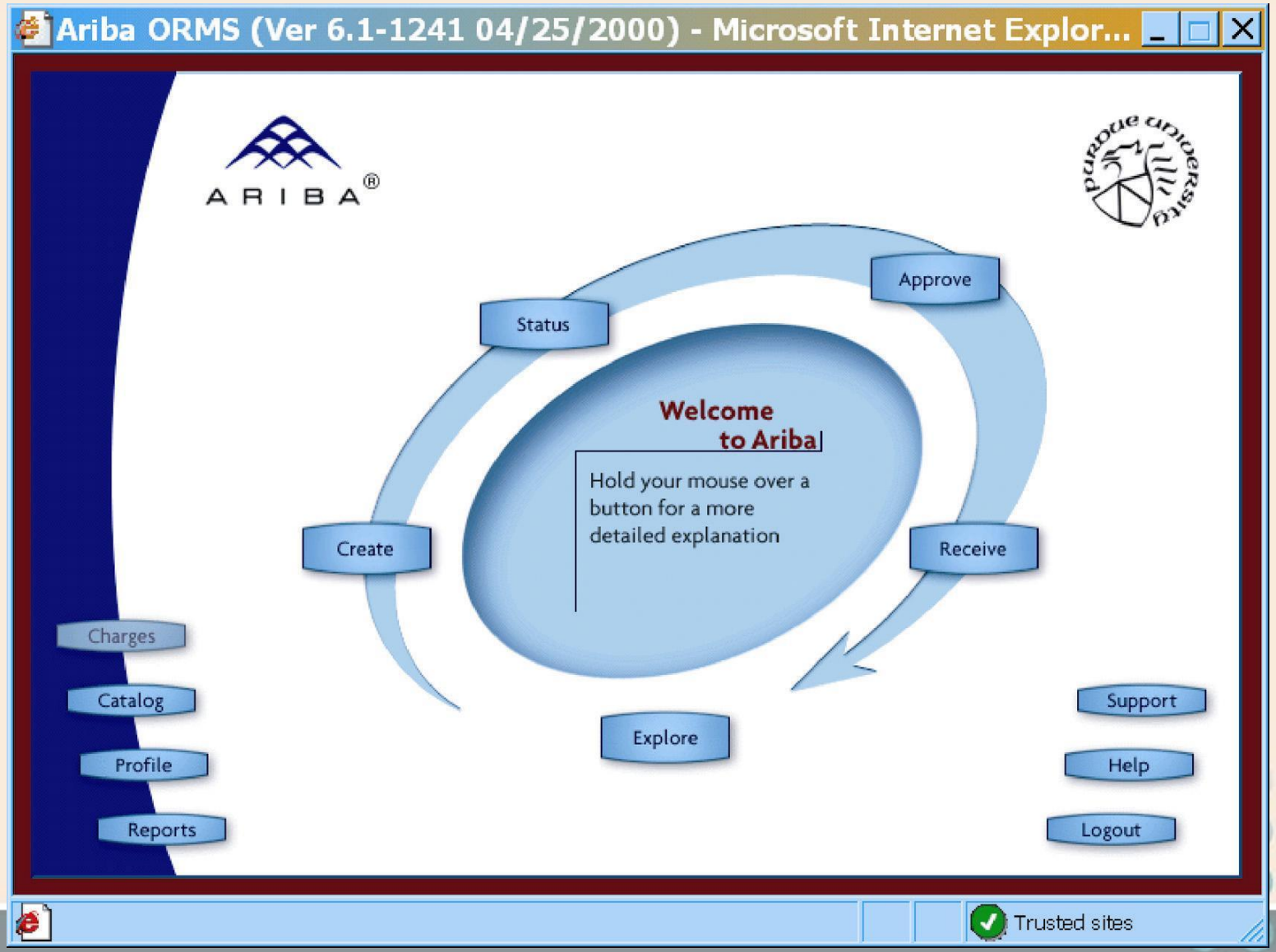
Impact on information systems

- Most new information systems are being designed for an Internet (or intranet) architecture
- Since the only client-side software is a web browser, the choice of client operating system is becoming less important

An Electronic Commerce Storefront



An Electronic Commerce Procurement Storefront



Security and Privacy

Security

- How will the business continue in the even of a security breach, terrorist attack, or disaster?
- How can the business protect its digital assets from outside threats?

Privacy

- Consumer demands for privacy in e-commerce transactions
- Government requirements

Collaboration and Partnership

Organizations seek to break down the walls that separate organizational departments and functions.

Organizations collaborate with outside business partners and even competitors.

Impact on information systems

- Need to provide secure, external access
- Need to pass data between different information systems

Knowledge Asset Management

Data – raw facts about people, places, events, and things that are of importance in an organization.

Information – data that has been processed or reorganized into a more meaningful form for someone.

Knowledge – data and information that is further refined based on the facts, truths, beliefs, judgments, experiences, and expertise of the recipient.

Knowledge Asset Management

- Recognizes that data, information, and knowledge are critical business resources
- Asks: “How can the organization manage and share knowledge for competitive advantage?”
- Strives to integrate the data and information that can create and preserve knowledge

Continuous Improvement and Total Quality Management

Business Processes – Tasks that respond to business events (e.g., an order). Business processes are the work, procedures, and rules required to complete the business tasks, independent of any information technology used to automate or support them.

Continuous process improvement (CPI) – The continuous monitoring of business processes to effect small but measurable improvements in cost reduction and value added.

Total quality management (TQM) – a comprehensive approach to facilitating quality improvements and management within a business.

Business Process Redesign

Business process redesign (BPR) is the study, analysis, and redesign of fundamental business processes to reduce costs and/or improve value added to the business.

- More substantial changes and improvements than CPI
- Usually complemented by CPI

Technology Drivers for Today's Information Systems

- Networks and the Internet
- Mobile and Wireless Technologies
- Object Technologies
- Collaborative Technologies
- Enterprise Applications

Networks and the Internet

Networks include mainframe time-sharing systems, network servers, and a variety of desktop, laptop, and handheld client computers.

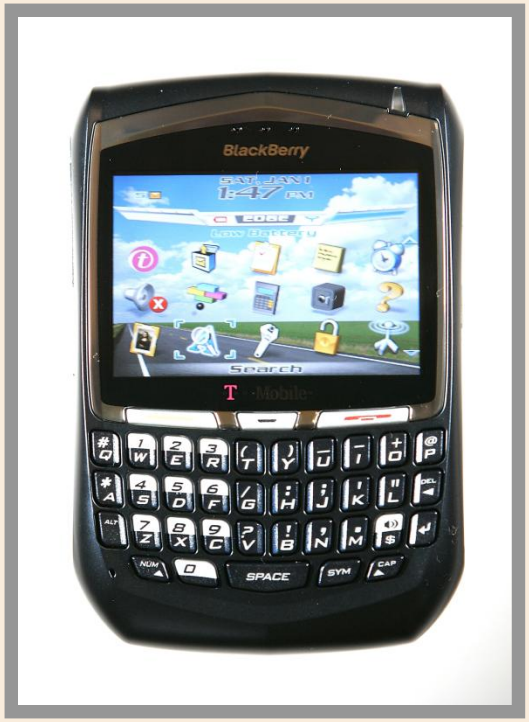
The most pervasive networking technologies are based on the Internet.

- XHTML and XML
- Scripting languages
- Web-specific programming languages
- Intranets
- Extranets
- Portals
- Web services

Mobile and Wireless Technologies

Some mobile and wireless technologies

- PDAs
- Smart phones
- Bluetooth
- Wireless networking



Impact on information systems

- Wireless connectivity must be assumed
- Limitations of mobile devices and screen sizes must be accommodated

Object Technologies

Object technology – a software technology that defines a system in terms of objects that consolidate data and behavior (into objects).

- Objects are reusable
- Objects are extensible
- Object-oriented programming languages include C++, Java, Smalltalk, and .NET

Object-oriented analysis and design – a collection of tools and techniques for systems development that will utilize object technologies to construct a system and its software.

Agile development – a system development strategy in which system developers are given the flexibility to select from a variety of tools and techniques to best accomplish the tasks at hand.

Collaborative Technologies

Collaborate technologies are those that enhance interpersonal communications and teamwork.

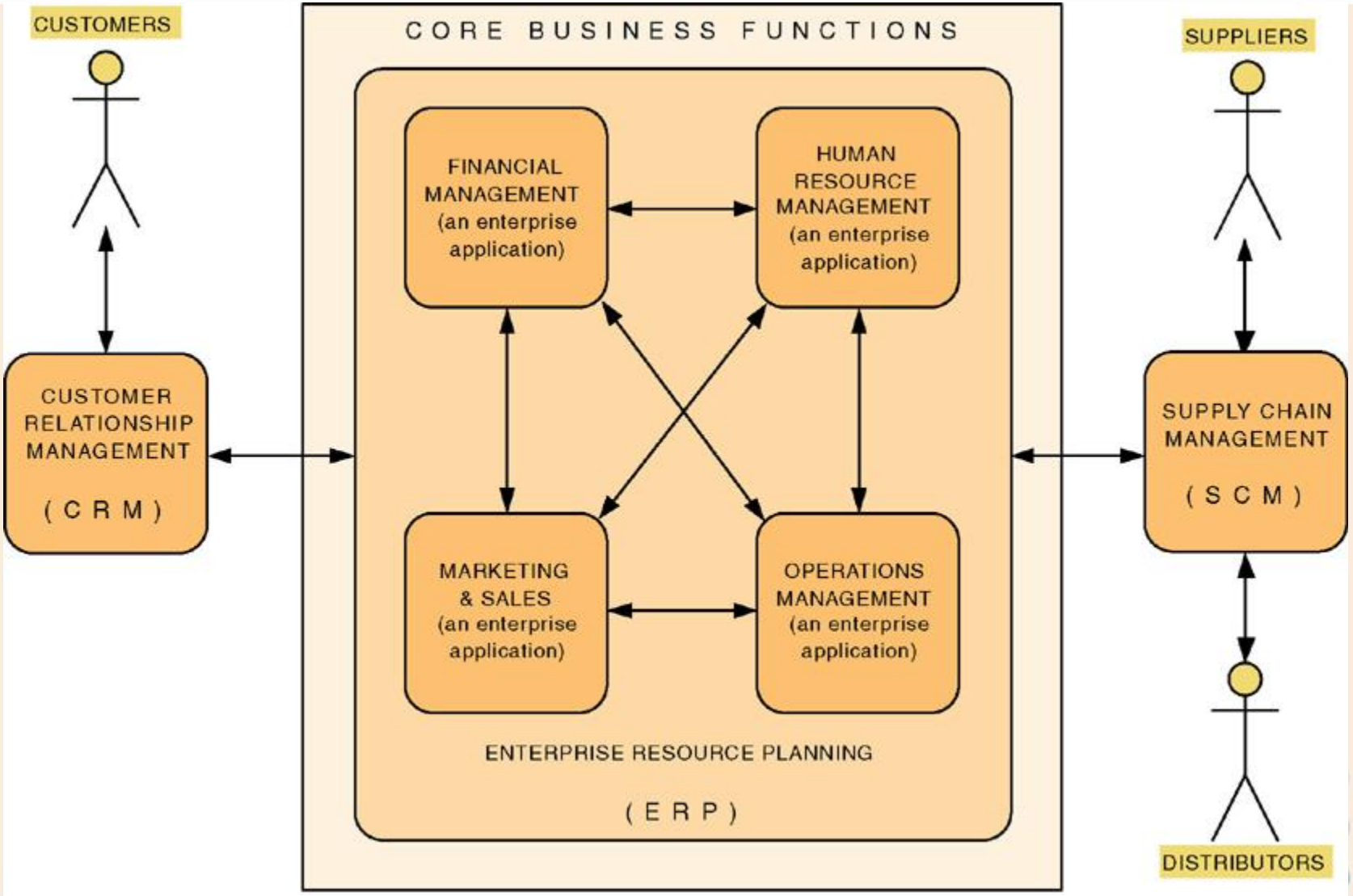
- E-mail
- Instant messaging
- Groupware
- Work flow

Enterprise Applications

- Virtually all organizations require a core set of enterprise applications
  - Financial mgmt, human resources, sales, etc.
  - Frequently purchased
  - Frequently need to have custom elements added

- **Systems Integration** - the process of building a unified information system out of diverse components of purchases software, custom-built software, hardware, and networking.

Enterprise Applications



Enterprise Applications - ERP

Enterprise Resource Planning (ERP) – a software application that fully integrates information systems that span most or all of the basic, core business functions.

An ERP solution is built around a common database shared by common business functions.

Representative ERP vendors:

- SSA
- Oracle/Peoplesoft
- SAP AG

Enterprise Applications - SCM

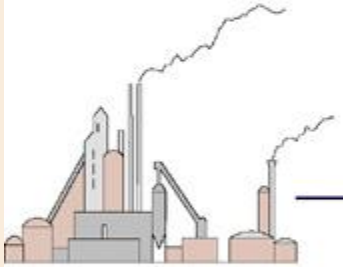
Supply Chain Management (SCM) – a software application that optimizes business processes for raw material procurement through finished product distribution by directly integrating the logistical information systems of organizations with those of their suppliers and distributors.

Representative SCM vendors:

- i2 Technologies
- Manugistics
- SAP
- SCT

Supply Chain

The Farms



Food Processing Plants

Freight Companies

Distribution Centers

Freight Companies

The Restaurants

Enterprise Applications - CRM

Customer Relationship Management (CRM) – a software application that provides customers with access to a business's processes from initial inquiry through postsale service and support.

Representative CRM vendors:

- SAP
- BroadVision
- E.piphany
- Kana
- Amdocs
- Oracle/Peoplesoft
- Siebel

Enterprise Applications - EAI

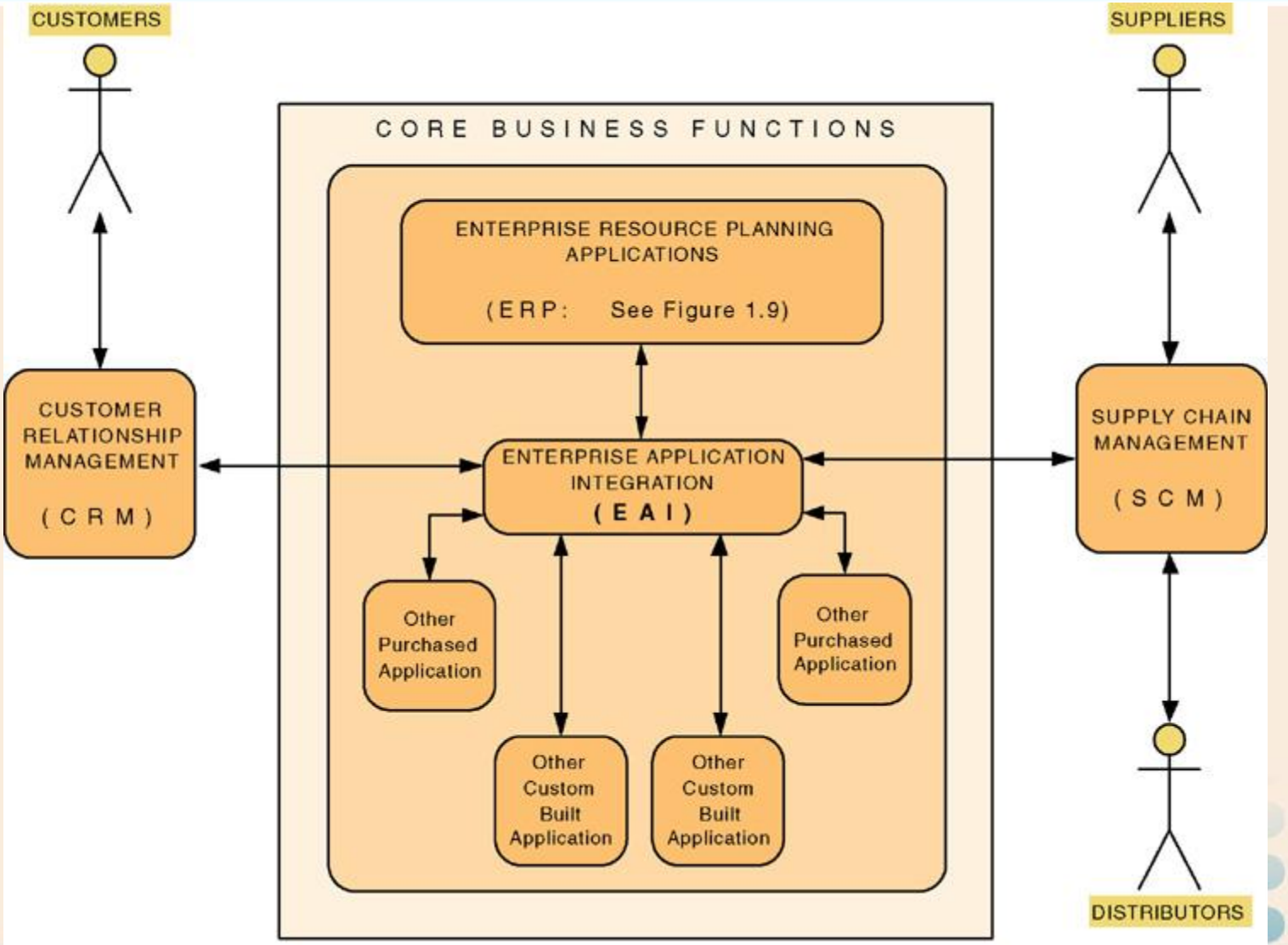
Enterprise Application Integration (EAI) – the process and technologies used to link applications to support the flow of data and information between those applications.

Middleware – software (usually purchased) used to translate and route data between different applications.

Representative EAI vendors:

- BEA Systems
- IBM (MQSeries)
- Mercator Software
- TIBCO Software

Enterprise Application Integration



System Development Process

System development process – a set of activities, methods, best practices, deliverables, and automated tools that stakeholders use to develop and maintain information systems and software.

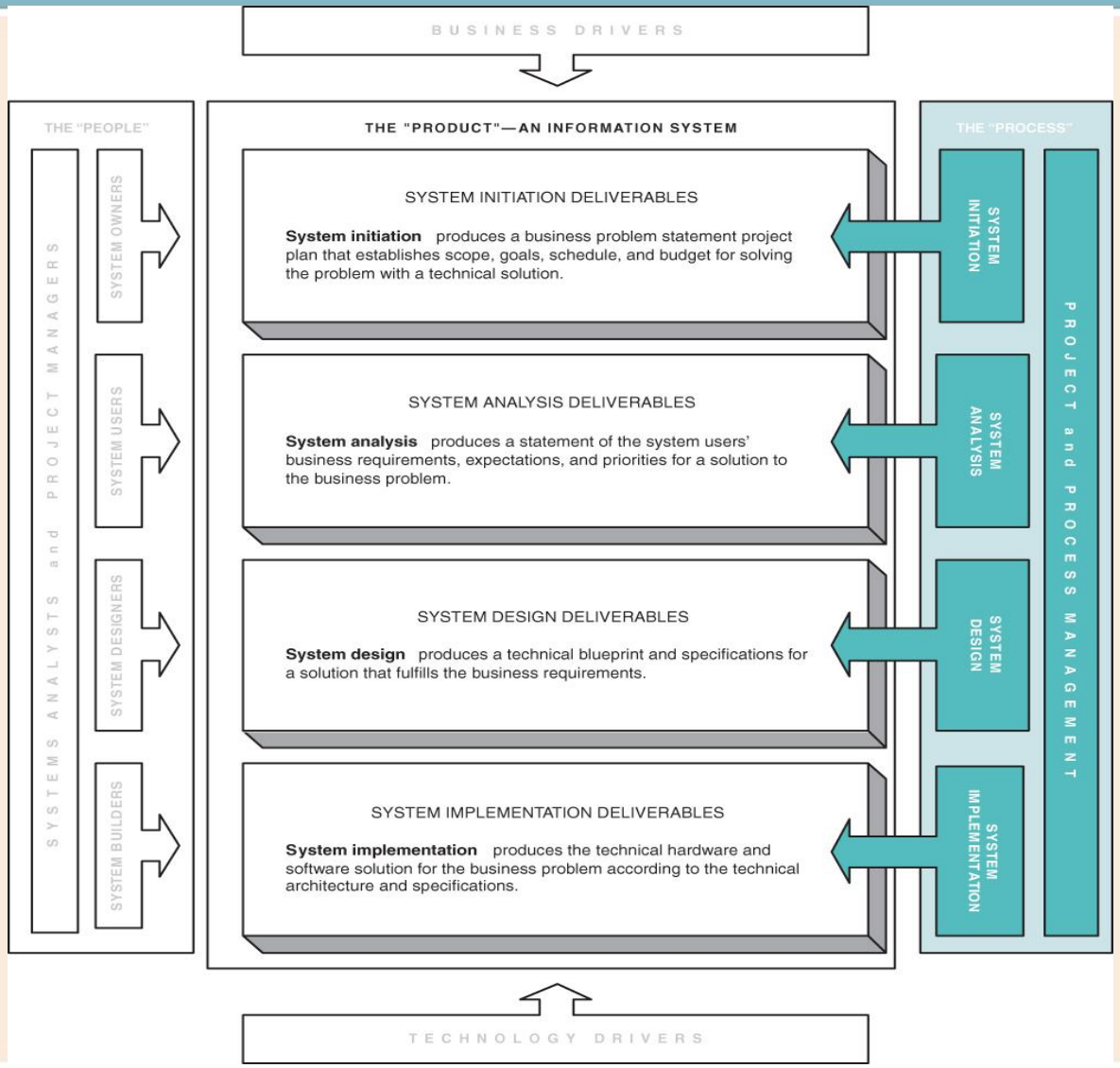
A general problem-solving approach

1. Identify the problem.
2. Analyze and understand the problem.
3. Identify solution requirements or expectations.
4. Identify alternative solutions and choose the “best” course of action.
5. Design the chosen solution.
6. Implement the chosen solution.
7. Evaluate the results. If the problem is not solved, return to step 1 or 2 as appropriate.

The Process- System Development Process

Our Simplified System Development Process	General Problem-Solving Steps
System initiation	1. Identify the problem.
System analysis	2. Analyze and understand the problem. 3. Identify solution requirements or expectations.
System design	4. Identify alternative solutions and choose the "best" course of action. 5. Design the chosen solution.
System implementation	6. Implement the chosen solution. 7. Evaluate the results. If the problem is not solved, return to step 1 or 2 as appropriate.

Systems Development Process Overview



System Development Process Overview

System initiation – the initial planning for a project to define initial business scope, goals, schedule, and budget.

System analysis – the study of a business problem domain to recommend improvements and specify the business requirements and priorities for the solution.

System design – the specification or construction of a technical, computer-based solution for the business requirements identified in a system analysis.

System implementation – the construction, installation, testing, and delivery of a system into production.

Project and Process Management

Project management – the activity of defining, planning, directing, monitoring, and controlling a project to develop an acceptable system within the allotted time and budget.

Process management – the ongoing activity that defines, improves, and coordinates the use of an organization's chosen methodology (the "process") and standards for all system development projects.