



# Digital Systems

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Week 3

**FOX**  
**MIS**

# Attendance

Please login to Canvas and “Check-In”

Attendance is not a part of your grade for this class. The university has mandated that we take attendance for all classes, face-to-face, online and hybrid, to assist in contact tracing should an outbreak of Covid-19 occur.

**FOX**  
**MIS**

# ROADMAP

START

## Week 1:

### Introduction & Systems Analysis

- Course Description
- Systems Thinking

## Week 1:

### Introduction to Process Mapping

- Systems & Processes
- Swim Lane Diagrams

- Max Labs 0- due
- Practice test - due

## Week 2:

### Digital Product Management & ERD

## Week 2:

### Introduction to Data Modeling

- Max Labs 1A/1B- due
- Max Labs 2A/2B due

## Week 2:

### Exam #1

10/30 – 11/1: Exam Availability

## Week 4 :

### Exam #2

11/13-11/5 Exam Availability

## Week 4:

### Cybersecurity & AI

- Protection Protocols
- Artificial Intelligence

- Cybersecurity/AI assignment due
- Max Labs 3a/3b due

## Week 4:

### Platforms & Digital Business Models

- API's
- Cloud

## Week 3:

### Information Systems

- ERP & CRM
- Data Analytics & SCM

- Lean IT #1 due

## Week 5:

### JavaScript Unit #1 & 2

- Hello World, Variables
- Input and Output
- Operator types
- Strings

Watch Lynda.com video – due  
Code Academy due

## Week 6:

### JavaScript Unit #3&4

- Logical Operators
- Conditional Types
- Intro to Loops
- While and Do
- Writing the code
- Practice Coding Exam

## Week 7:

### HTML & CSS

- Coding Assignment -due
- Lean IT #2 due

## Week 7:

### Exam #3

12/8 – 12/ 9: Exam Availability

FINISH

# Learn IT! #1 and #2

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Fall 2020

**FOX**  
**MIS**

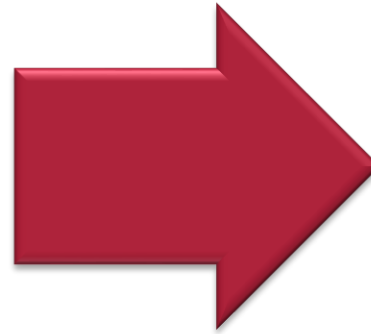
# Learn IT! #1 and #2 Kickoff

- **What?**
  - Learn what Learn IT! #1 and #2 are all about
- **Why?**
  - Position yourself for success in Learn IT! #1 and #2

# Learning Goals

## TOPICS

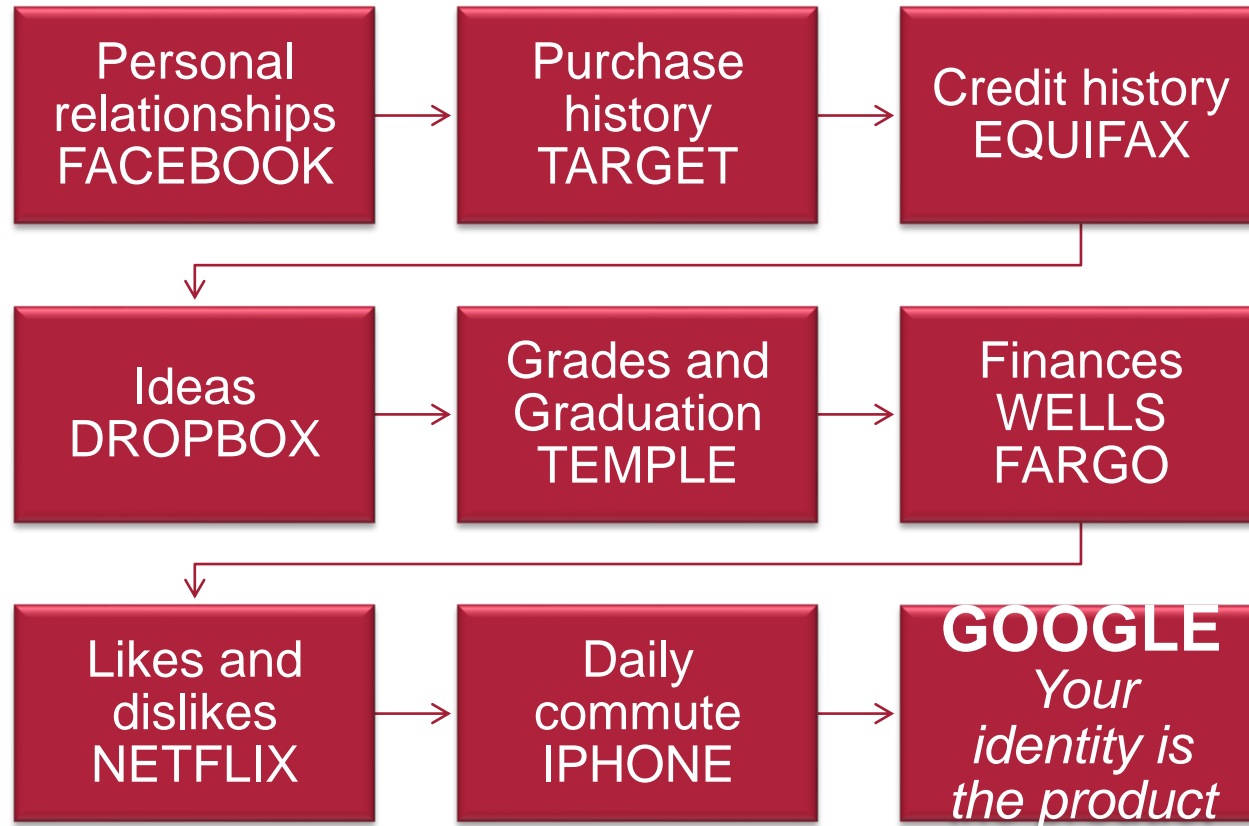
- Individual branding and reputation management
- Digital identity and portfolio
- Privacy
- Search neutrality
- Communities of practice



## TECHNOLOGIES

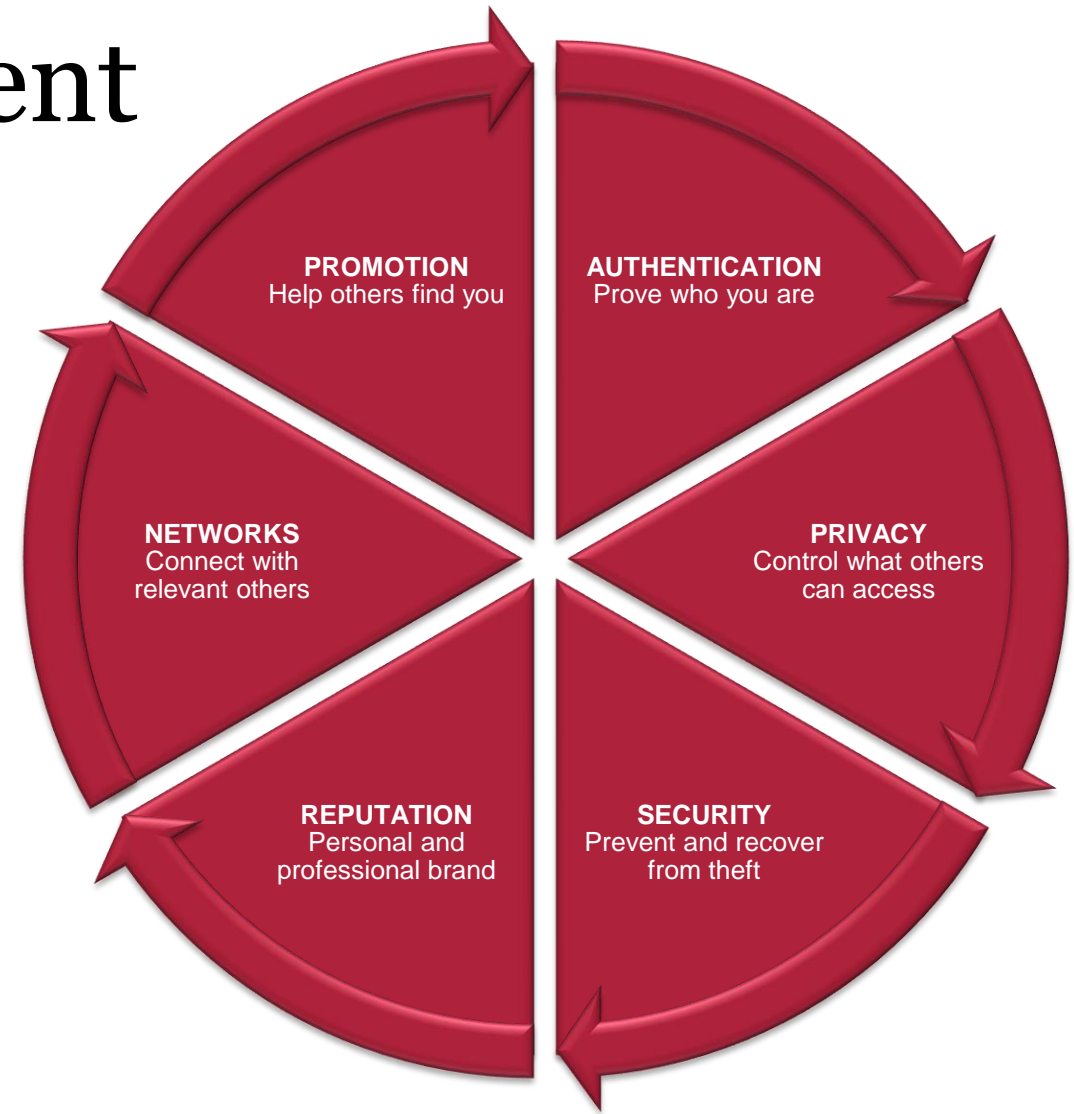
- Community platform
- Cloud system architecture
- E-portfolio
- Web analytics
- SEO (search engine optimization)

# What is a digital identity?



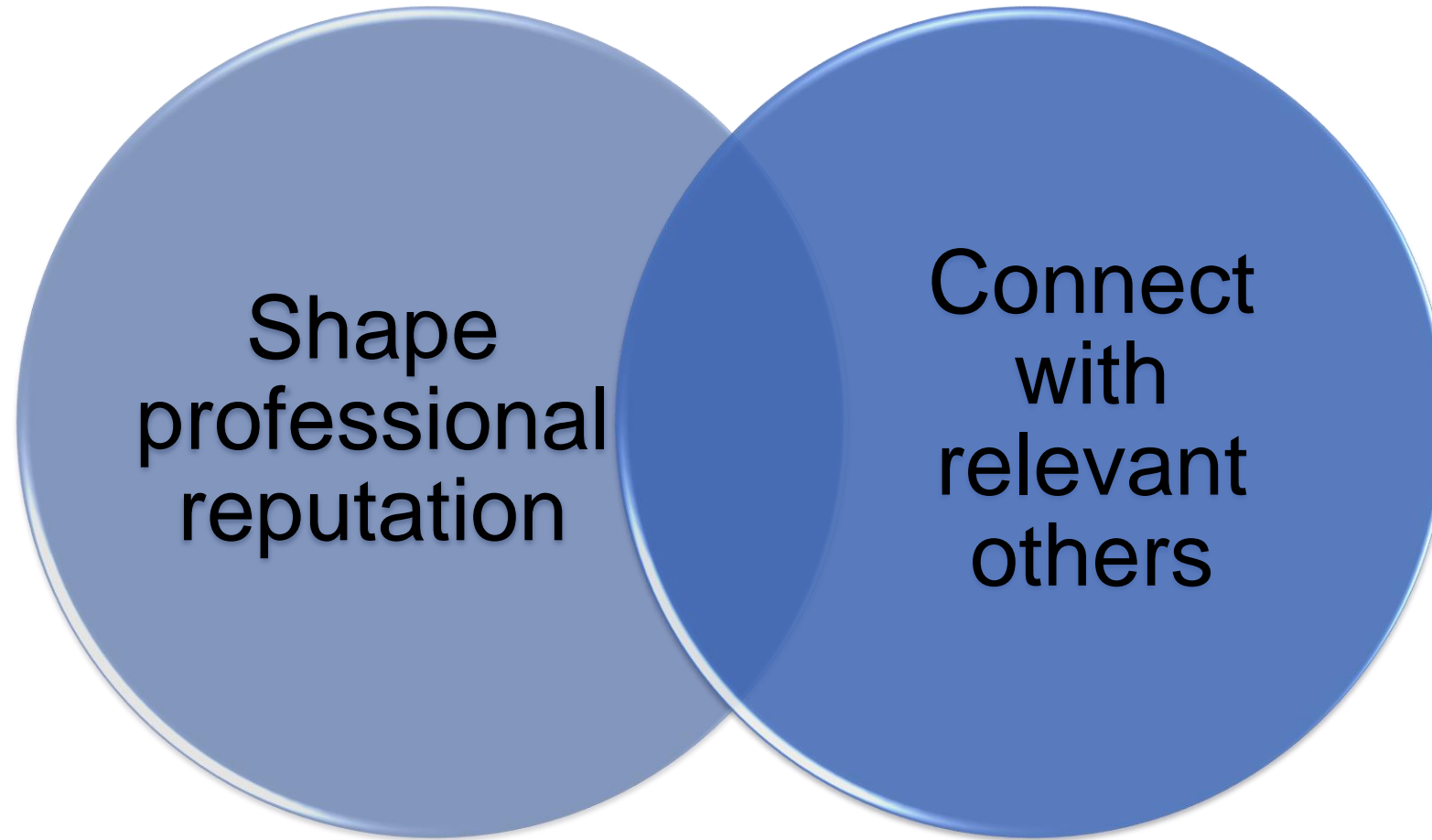
Source: The next revolution will be reclaiming your digital identity by Nik Milanovic, <https://techcrunch.com/2017/10/17/the-next-revolution-will-be-reclaiming-your-digital-identity/>

# Digital identity management

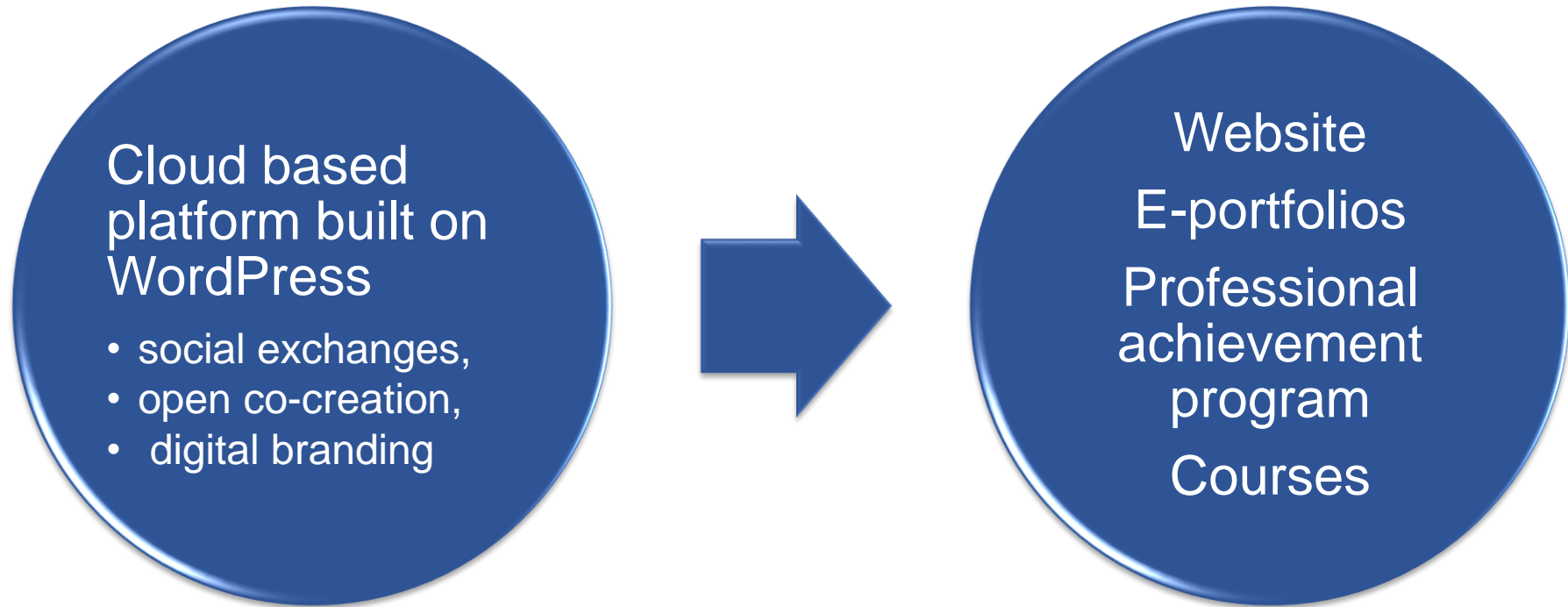




# Active digital identity management



# Community Platform



- Only platform that integrates web, professional development & coursework.
- Proprietary to the nationally ranked Fox School's MIS department.

# Digital Identity Management Assignment

**Base**

Name	Josie Smith
Major	BBA MIS
Minor	Legal Studies
Hometown	Cherry Hill, NJ
Temple University affiliation	Current student

**Professional Details**

Current employment status	Not employed
Current	

Digital identity & profile

Fox School of Business  
TEMPLE UNIVERSITY

ABOUT ME SAMPLE PAGE

**Josie Smith**  
Major: BBA MIS  
Graduation: May 2018

Connect with Me

Official Professional Achievement badge awarded by the Department of Management Information Systems

Digital portfolio & E-portfolio

**Groups**

All Groups [Create a Group](#)

Viewing 1 - 20 of 46 groups

- Nonprofit Organizations** (47 days ago) - Public Group / 30 members
- MIS 4596 (Fall) Alex, Steve, John, Mike, John** (23 days ago) - Public Group / 4 members
- MIS4596-003 Spring 2016 - Messina** (23 days ago) - Public Group / 27 members
- MIS 4596 Spring 2017 Sec 2 - Messina**

Build a professional network

Google Analytics

Home Reporting Customization Admin

44 Sessions 1.0%

Overview

Sessions: 44

Pageviews: 0

Pages/Session: 0.00

Avg. Session Duration: 00:00:00

Bounce Rate: 0.00%

Assess with analytics

**SHOW EMPLOYERS YOU ARE  
WORKPLACE READY!  
WITH PROFESSIONAL ACHIEVEMENT BADGES**

Grand Master, Master, Candidate, Apprentice, Prentice


Professional achievement program (MIS majors only)

# Fox major e-portfolio design requirements

1. Professional picture
2. About me (home) page
3. Three pages including “My Interests”
4. Remove all extra posts and pages

**FOX** | EPORTFOLIO SAMPLE SITE Fox School of Business  
TEMPLE UNIVERSITY

## 2 About



1

Replace this image with a professional or business casual picture

**Josie Smith**  
BBA in MIS, Fox School of Business, Temple University  
Email: XXX@temple.edu

### Biography

Thanks for looking at my eportfolio! I am originally from Lancaster, PA and went to ABC High. I am currently working on an internship at XYZ this summer. I chose MIS as a major because I believe IT will change the world and I am interested in a career that focuses on digital innovation.

#### 3 MY INFORMATION

- [About](#)
- [How to display pages in here](#)
- [Pages vs. posts](#)
- [Resume](#)

#### RECENT POSTS

- [Removing the sample posts and pages](#)
- [How to use posts](#)
- [How to display a recent project](#)
- [Adding pictures](#)
- [Internship at XYZ](#)

# E-portfolio tips

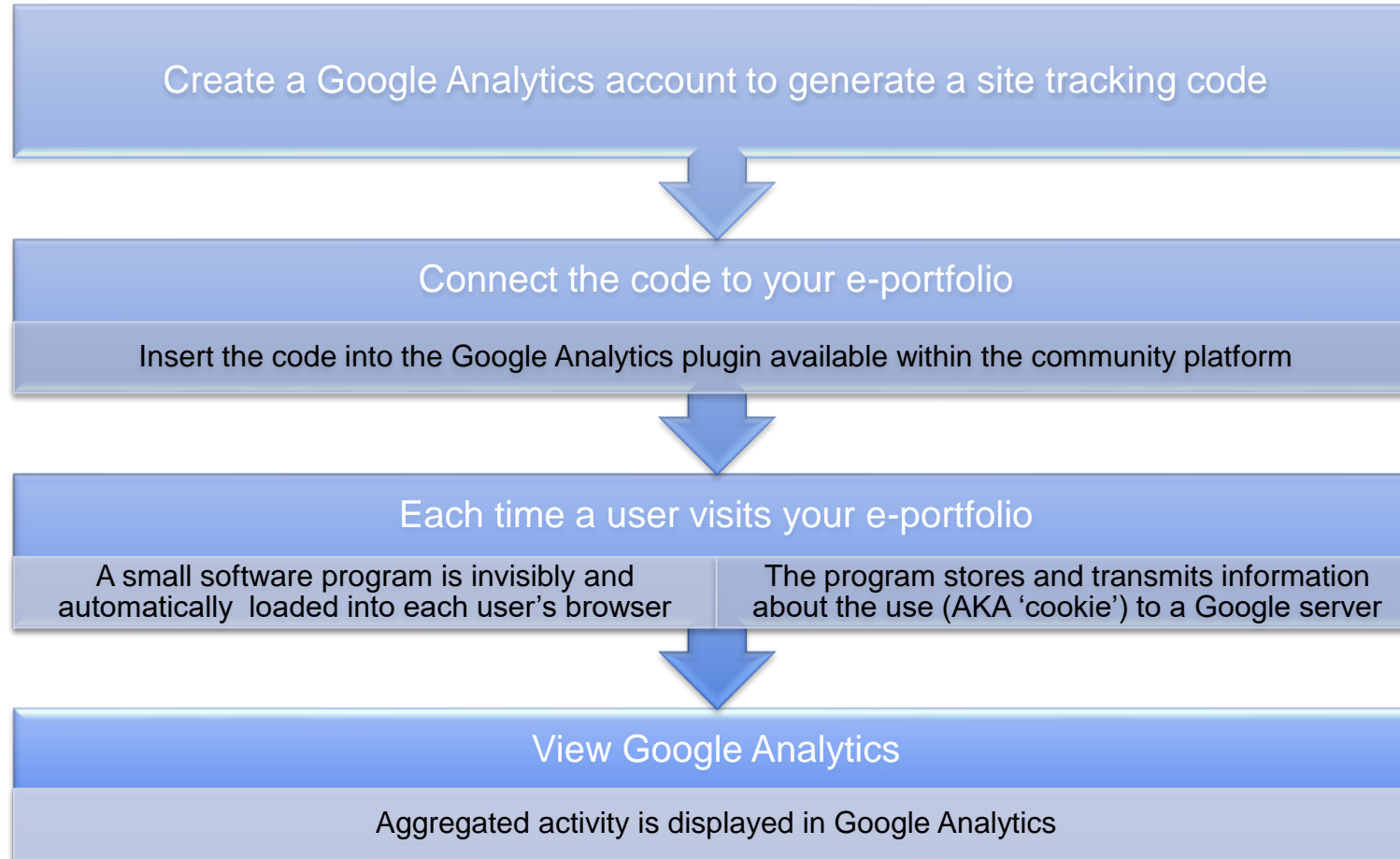
## DO'S

- Help Google: Include full name in the site title.
- Sample work. This is your digital portfolio!
- Describe work experience.
- Involvement in non-profits.
- Pictures of professional experiences.
- Proofread
- Google and Mobile friendly formatting.

## DON'TS

- Inappropriate photos
- Inappropriate content
- Private information
- Broken hyperlinks
- Word documents
- Don't password protect or close the site.
- Don't use custom formatting

# Google Analytics





### Ngoc Nathan Pham

Major: BBA MIS

Graduation: May 2019



Connect with Me



Official Professional Achievement badge awarded by the Department of Management Information Systems

Click here to validate the recipient

### Professional Achievements

AWARDS 4 +

WORK EXPERIENCE 3 +

PROJECTS 2 +

PARTICIPATION 21 +

ATTENDANCE 5 +



Major: Management Information Systems

Minor: Finance

Graduation: May 2019

Cumulative GPA: 4.0/4.0

My name is Ngoc "Nathan" Pham, a "sociable nerd" who loves connecting with people, learning constantly, and exploring technologies every day. I'm finishing my undergraduate degree at Fox School of Business, Temple University (Philadelphia, PA).

I have had experience in Risk Advisory, Data Analytics (R, Excel, Tableau, and SQL), PHP/JavaScript Web Application Development, Equity Research, Investment Banking, and Commercial Banking. This past summer, I worked as a **Technology Risk Advisory Intern** at Deloitte in Philadelphia.

At Temple, I love helping people through my role as a Peer Mentor for 141 Temple freshmen from 11 countries over the past 3 years. I also enjoy learning, researching, and reflecting on something new every day.

My long-term career goal is to succeed in management consulting to help organizations and individuals achieve their potential.

Thank you for visiting my site. Feel free to explore more about my professional and personal interests. My resume and LinkedIn profile are listed below:

- Nathan Pham's Resume
- Nathan Pham's LinkedIn profile

### Leave a Reply

Logged in as Brien Coghlan. Log out?

Comment

Learn IT! #1



TIP: SHARE YOUR SITE WITH FRIENDS AND FAMILY

### Part 3. – Google Analytics

#### Audience Overview

All Users  
100.00% Users

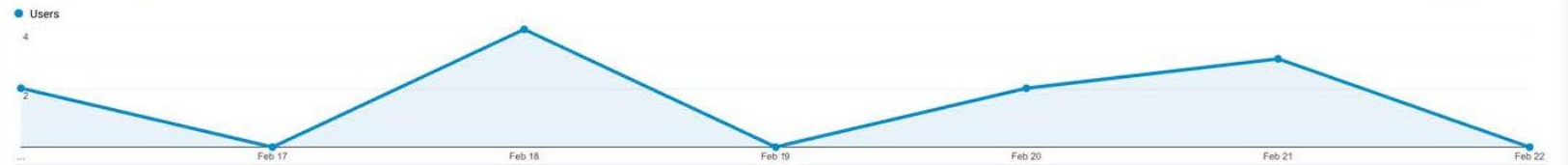
+ Add Segment

Feb 16, 2019 - Feb 22, 2019

#### Overview

Users vs. Select a metric

Hourly Day Week Month



Users  
11

New Users  
9

Sessions  
11

Number of Sessions per User  
1.00

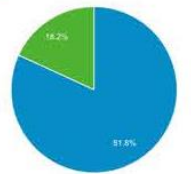
Pageviews  
24

Pages / Session  
2.18

Avg. Session Duration  
00:00:20

Bounce Rate  
63.64%

New Visitor Returning Visitor



#### Demographics

Language

Country

City

#### System

Browser

Operating System

Service Provider

#### Mobile

Operating System

Service Provider

Screen Resolution

#### Language

1. en-us

Users % Users

11 100.00%

view full report

Learn IT! #2

FOX  
MIS





# Digital Systems

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5.1 Information Systems Part I – CRM & ERP

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# What is ERP?

## Enterprise Resource Planning

- Software or a System that:
  - Integrates functions
  - Streamlines processes
  - Manage core business

## What problems could be solved by an ERP?



Source: <https://erpinnews.com/5-enterprise-resource-planning-erp-trends-to-watch-in-2019>

# ERP – example TU Portal: banner

## Database with a holistic vision!

- Who uses banner?
- What functions does banner serve for each user?
- What are the benefits to the University?

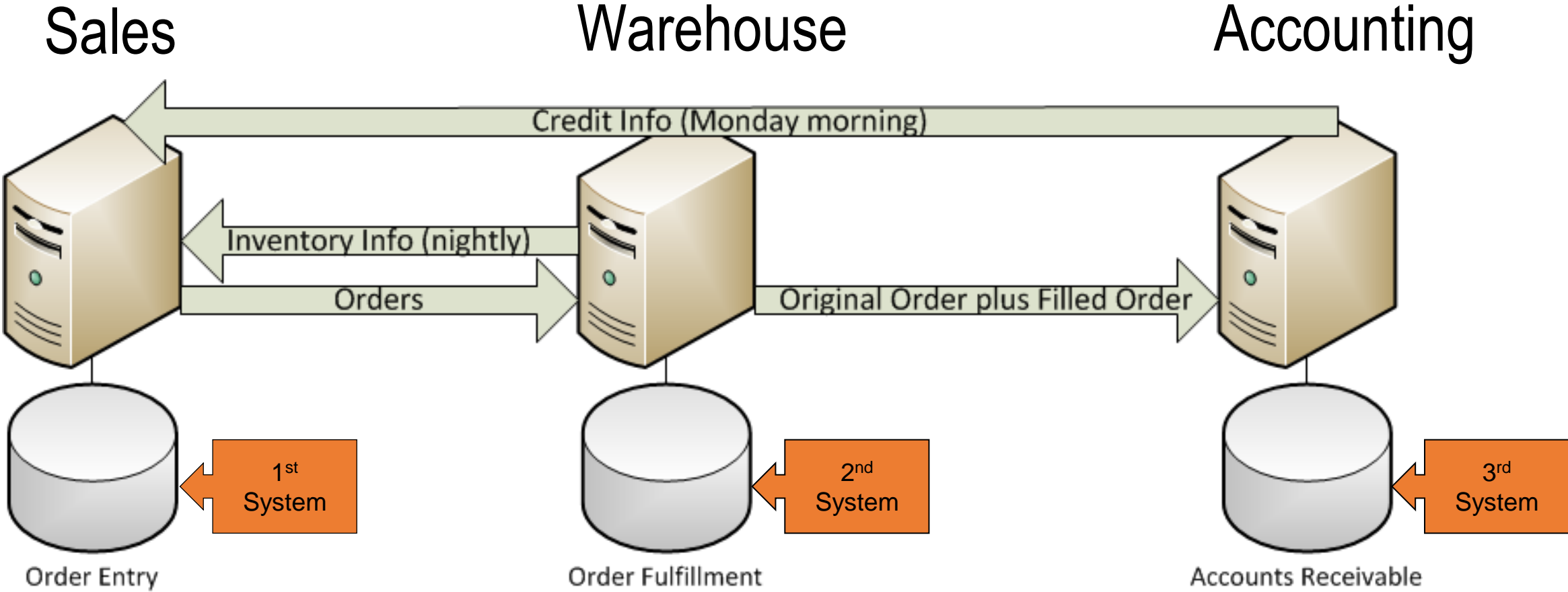
The screenshot displays the Temple University Portal (TUportal) interface. At the top, there is a weather widget for London (57°F), Rome (79°F), and Philadelphia (78°F). The TUportal logo and the date "June 7, 2019 4:17 PM" are visible in the top right corner, along with a "Log Out" button. Below the header is a navigation bar with tabs for "PERSONAL INFORMATION", "STUDENT", "FACULTY SERVICES", and "EMPLOYEE". To the right of these tabs are buttons for "ACCESSIBILITY", "SITE MAP", "HELP", and "EXIT".

The "Main Menu" section lists the following options:

- Personal Information**: View and update: address, phone, emergency contact and TUALert information.
- Student**: Apply for Admission, Register, View your academic records.
- Faculty and Advisors**: Enter Grades and Registration Overrides, View Class Lists and Student Information
- Employee**: Review benefits and deductions, pay information, tax forms, leave activity, and enter a Leave of Absence request.

At the bottom of the page, it states "RELEASE: 8.8.3" and "© 2019 Ellucian Company L.P. and its affiliates." The Temple University logo and name are also present in the footer, along with the text "If asked by Client Services, this is server 6".

# Legacy Systems

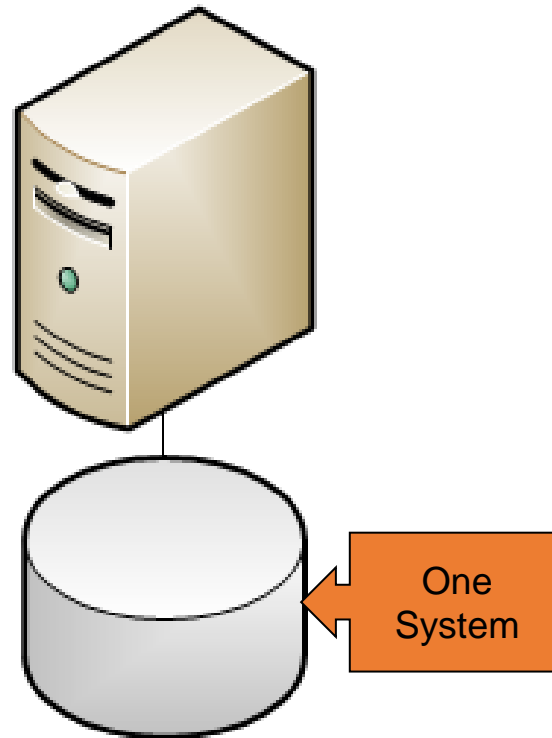


# Enterprise Systems

Sales + Warehouse + Accounting

## ERP analysis

- How many copies of data?
- What about decision making?
- What is eliminated?
- Client impact?



# ERP – Value Proposition

## Automates core business operations

- Why is this important for...
  - Risk Management?
  - Marketing majors?
  - HR & Accounting?
  - Finance & Strategy?
  - Anyone else?



Source: <https://www.strategic.com/blog/2017/3-reasons-erp-training-important/>

# ERP – Key Takeaways

## How does ERP create value?

- Integrated Database
  - **One copy of data**
- Collaboration
  - Improves decision making
- Flexibility & Mobility
  - Access anywhere/anytime
- Lowers costs



Source: <http://blog.pragtech.co.in/erp-business-success/>

# What is CRM?

## Customer Relationship Management

### Who Uses CRM?

- Sales
- Marketing
- HR
- Accounting
- Strategy



Source: <https://collectiveinnovation.com/the-art-of-customer-relationship-management/>



# What is CRM?

## Customer Service:

Have you experienced this? Why?

- Transferred 2 or more times
- Repeat Story
- Disconnected
- Hold time approximately...
  - Fantastic music



Source: <http://donthatethegeek.com/cellular-carriers-screwing-phones/>

# CRM Case Study:

Xfinity

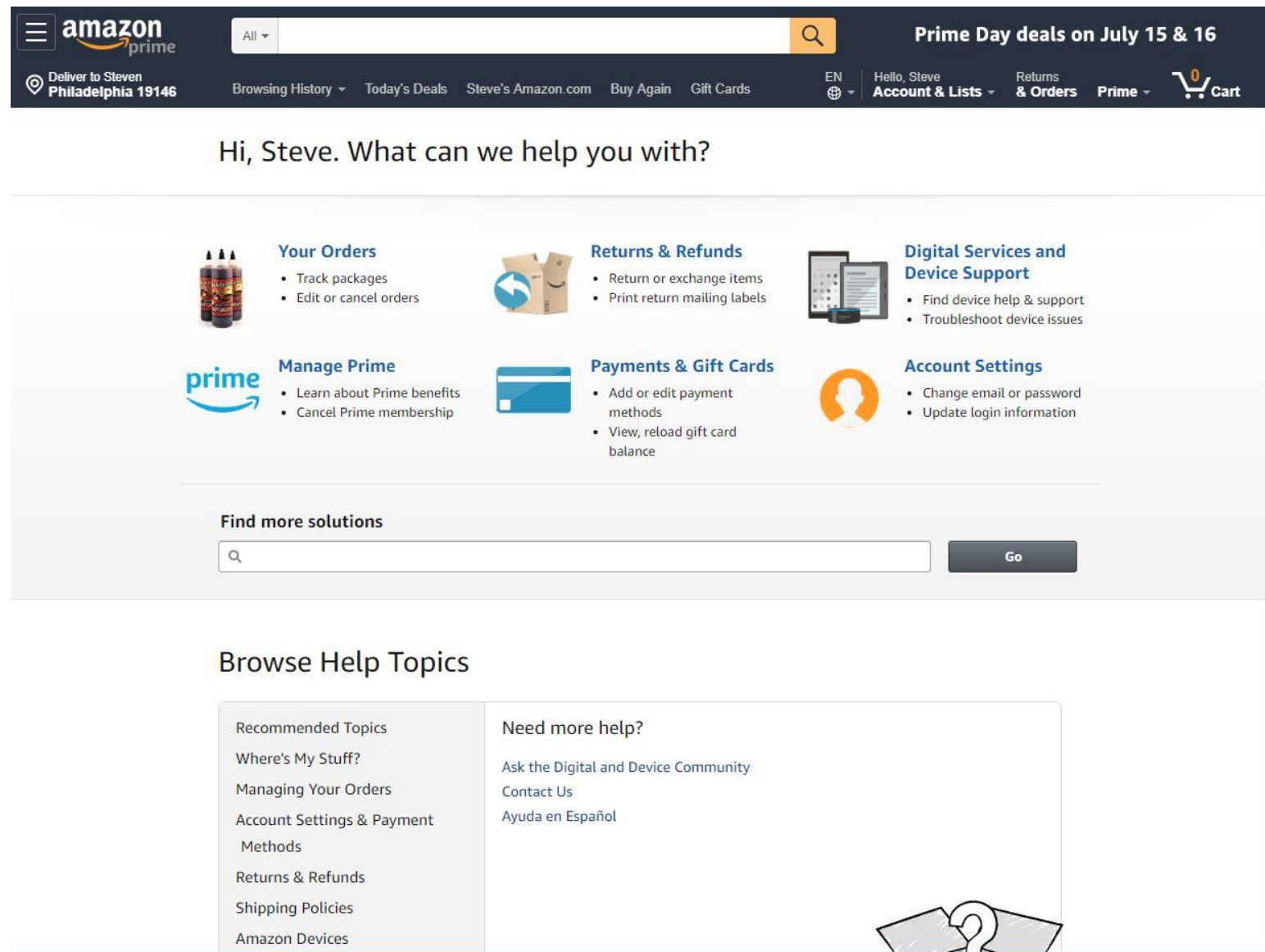
The screenshot displays the Xfinity support website interface. At the top, there is a navigation bar with links for 'XFINITY', 'COMCAST BUSINESS', 'MY XFINITY', 'SHOP/UPGRADE', 'SUPPORT', and 'MY ACCOUNT'. On the right side of the navigation bar, there are icons for a notification (with a '3' badge), a TV, a home, a Wi-Fi signal, a phone, a mobile phone, and a user profile labeled 'STEVE'. Below the navigation bar, the main heading reads 'xfinity How can we help?' followed by a search bar with the placeholder text 'Search topics or keywords'. Underneath the search bar, it lists 'Popular searches: [Reset My Password](#), [Sign In](#), [Check Email](#)'. The main content area is divided into five service categories: 'INTERNET', 'TV', 'VOICE', 'HOME', and 'MOBILE'. Each category has a list of support topics and a 'Browse' link. For example, under 'INTERNET', there are links for 'WiFi Name and Password', 'Restart Modem', 'Perform a Speed Test', and 'Browse Internet Support'. Below these categories is a section titled 'Common Solutions' with three sub-sections: 'Accessibility' (with a gear icon), 'Account & Billing' (with a document icon), and 'Status Center' (with a signal tower icon). Each sub-section provides a brief description and a 'View' link.

Source: <https://www.xfinity.com/support/?CMP=ILC:MA:BAU:SUB:COM:HLP:INT55e0877fe16f7/>

# CRM Case Study:

## Amazon

- Data Collection
- Personal Storage
- Recommendations
- Support



The screenshot shows the Amazon help page for a user named Steve in Philadelphia. The page features a dark navigation bar with the Amazon Prime logo, a search bar, and various account and order management links. Below the navigation bar, a greeting reads "Hi, Steve. What can we help you with?". The main content area is organized into six categories, each with an icon and a list of actions:

- Your Orders**: Track packages, Edit or cancel orders.
- Returns & Refunds**: Return or exchange items, Print return mailing labels.
- Digital Services and Device Support**: Find device help & support, Troubleshoot device issues.
- Manage Prime**: Learn about Prime benefits, Cancel Prime membership.
- Payments & Gift Cards**: Add or edit payment methods, View, reload gift card balance.
- Account Settings**: Change email or password, Update login information.

Below these categories is a "Find more solutions" section with a search input field and a "Go" button. At the bottom, there is a "Browse Help Topics" section with a list of recommended topics and a "Need more help?" section with links to "Ask the Digital and Device Community", "Contact Us", and "Ayuda en Español".

Source: [https://www.amazon.com/gp/help/customer/display.html?nodeId=508510&ref\\_=nav\\_cs\\_help](https://www.amazon.com/gp/help/customer/display.html?nodeId=508510&ref_=nav_cs_help)

# Why purchase CRM?

- Do companies really need CRM?
- Why?
- What businesses would benefit?



WHEN A COMPANY **ENGAGES** A CUSTOMER USING A CRM, THAT CUSTOMER IS LIKELY TO SPEND **20%-40% MORE** THE NEXT TIME THEY MAKE A PURCHASE WITH THAT PARTICULAR COMPANY.

A CRM CREATES A **POSITIVE** CUSTOMER EXPERIENCE. AS A RESULT,



OF COMPANIES **WITNESSED** AN INCREASE IN SALES PRODUCTIVITY BY USING CRM **MOBILE APPS**.

BUSINESSES ALSO WITNESSED A



## CRM'S HAVE ALSO



Source: <https://devftw.com/top-15-crm-software-for-retailers/>

# Why purchase CRM?

## Customer Relationship Management

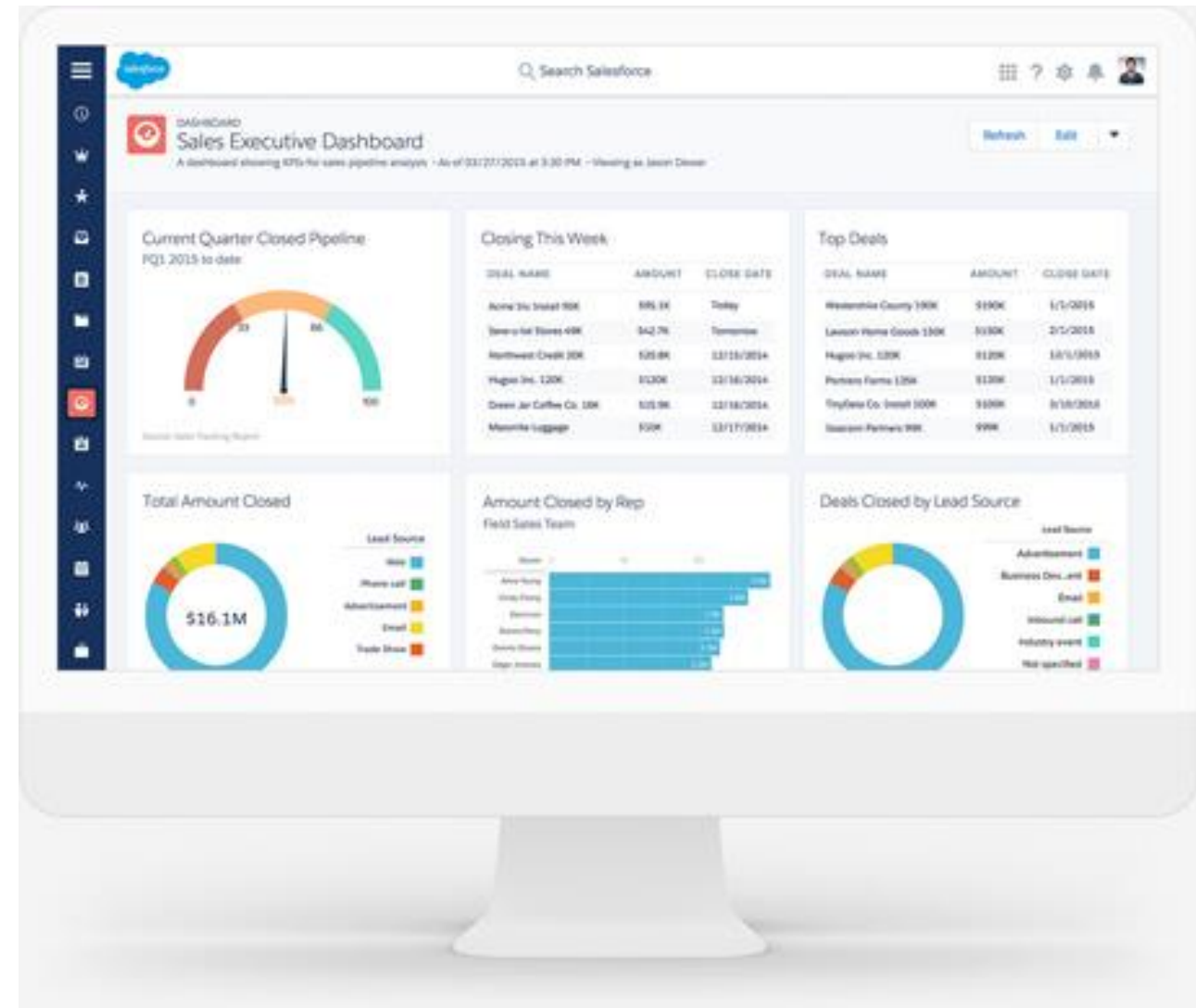
- CRM's track what kind of data?
- How do organizations use data?



Source: <https://www.salesforce.com/hub/service/customer-service-examples/>

# CRM Dashboards

- What do they do?
- Who in the organization might want or need a CRM dashboard?
- Why are they important?



Source: <https://www.salesforce.com/eu/learning-centre/crm/what-is-crm/>

# CRM Accountability

- What does this mean?
- Where is the data?
- Why is this important?



Source: <https://www.workwisellc.com/crm-software/what-is-crm/>

# CRM Benefits

- Maximize Profits
- Understand Your Customer (data)
  - Analyze Buying Patterns
  - Problem Solving
- Accountability
- Customer Communication/Satisfaction
- Improve efficiency & information sharing

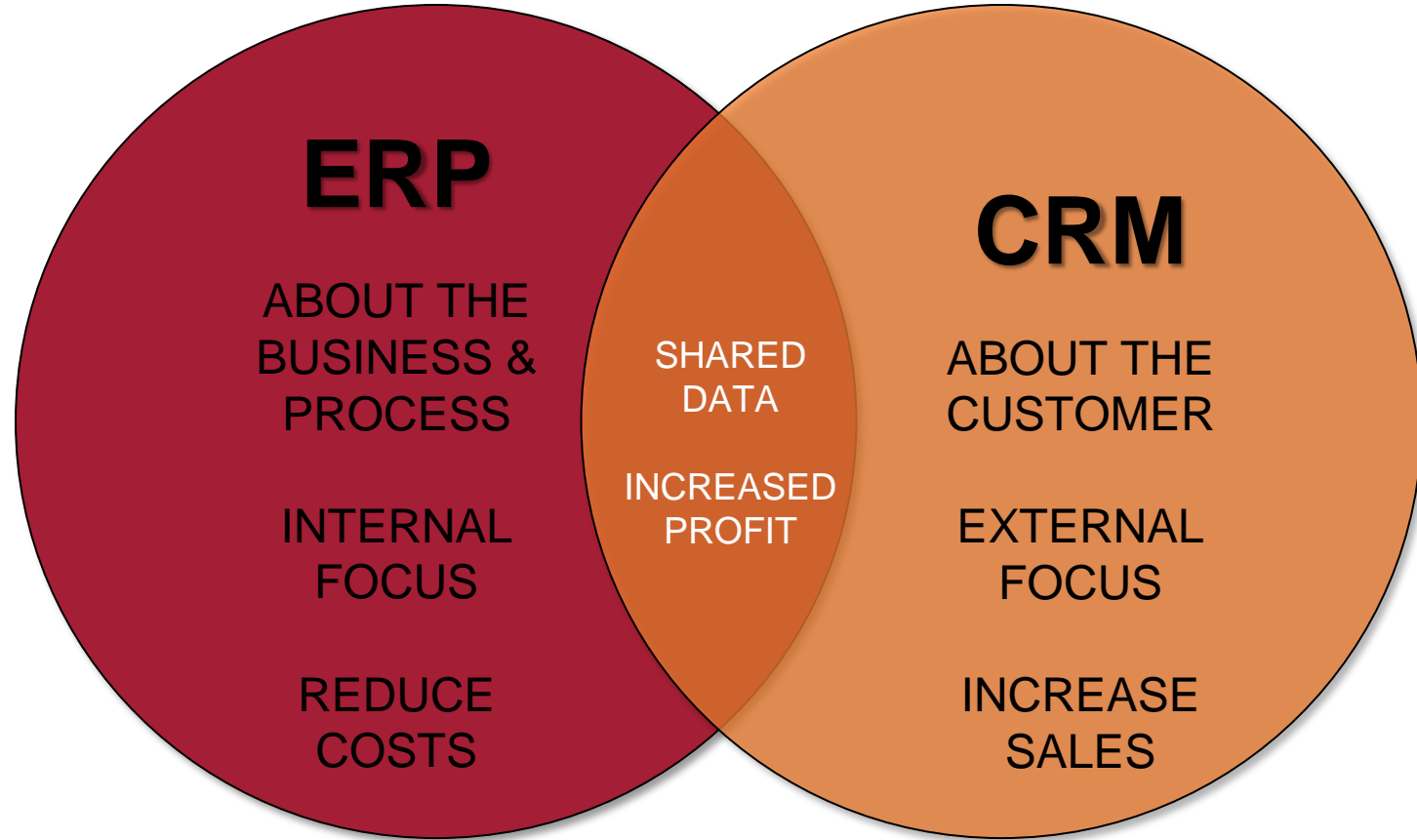


Source: <https://strategiesgroup.com/blog/benefits-of-crm/>



# ERP & CRM

- **What's the Difference?**
- **Which is a better first investment for a business?**
- **Why?**





# Digital Systems

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Procure to Pay (P2P)  
In-Class Activity

**FOX**  
**MIS**

# Procure to Pay (P2P)

- **What?**
  - Review a narrative of the current P2P process at FitterSnacker
  - Review a swim lane diagram of how the process is currently performed
  - Create a swim lane diagram after the implementation of ERP to understand how it dramatically simplifies the process
- **Why?**
  - ERP systems can simplify business processes, making them much more efficient and much more effective
  - If your organization is not operating at this level of efficiency and effectiveness but your competitors are, you are at a major competitive disadvantage
  - It's all about leveraging technology to gain competitive advantage!

Read the following narrative: P2P is the core business process that is used by organizations to acquire the products and services they need to fulfill their mission. In this scenario, you are the plant manager at FitterSnacker, a company that makes and sells snack bars. The plant manager is responsible for determining what they are going to make, when they are going to make it and acquiring the raw materials (oats, raisins, chocolate chips, etc.) that they need to make the snack bars. Once the plant manager determines what they need, they send a purchase requisition to the procurement department.

The procurement agent verifies that the plant manager is authorized to place the order. They then select the supplier and send a purchase order to the supplier.

The supplier receives the order and picks, packs and ships the order. After the order has been shipped they send an invoice to the customer.

The warehouse receives the order and posts a goods receipt to show this. The person in the warehouse notifies the plant manager that the items have been received.

The invoice is processed by the accounts payable team in accounting. They match up the invoice with the purchase order and the goods receipt. If we received what we ordered and are being charged what we were expecting to pay then we pay the invoice. If not, we must figure out where the problem is and resolve the problem.



# Digital Systems

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6.1 Information Systems Part II – Data Analytics and SCM

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# What is Data Analytics?

## Thoughts?

“The use of tools & people to uncover hidden patterns in the data that might not be readily available to the naked eye”

– Professor Lavin



Source: <https://i2.wp.com/johnbauerconsulting.com/wp-content/uploads/2017/06/Big-Data-Analysis-In-HR-Department.jpg>

# What is Data Analytics?

## Three Types of Analytics:

- Descriptive – Dashboards (BI)
- Predictive – use past data to model future
- Prescriptive – Optimization; advise on how best to do your job.



Source: <https://i2.wp.com/johnbauerconsulting.com/wp-content/uploads/2017/06/Big-Data-Analysis-In-HR-Department.jpg>

**“Analytics is the process of making sense of large data sets and unlocking patterns, often using data visualization, to enable better decision making.”**

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- Professor Amy Lavin

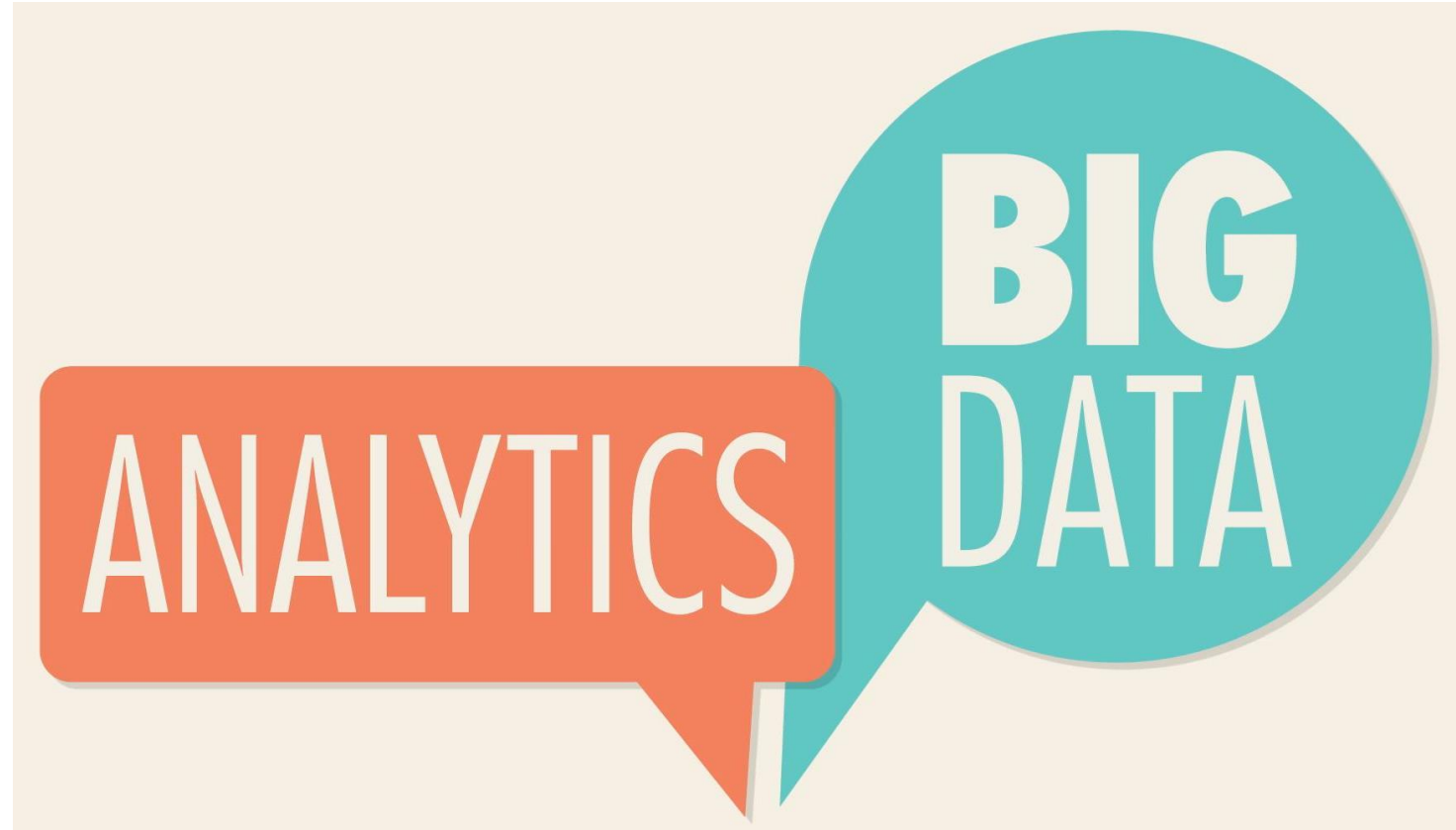


# Data Investments...Why Care?

## Top Reasons Why:

- Decrease Expenses
- Find New Innovations
- Launch New Products/Services
- Increase Efficiency
- Transform Business
- Establish Data-Driven Culture

<https://hbr.org/2017/04/how-companies-say-theyre-using-big-data>



Source: <https://hbr.org/video/3633937151001/the-explainer-big-data-and-analytics>

# Big Data & Mickey D's

## \$300 Million Acquisition

- Infrastructure Improvements
- Technology Transformation
- Digital Innovation
- Efficiency & Effectiveness
- Customer Experience

## Predictive Analytics?



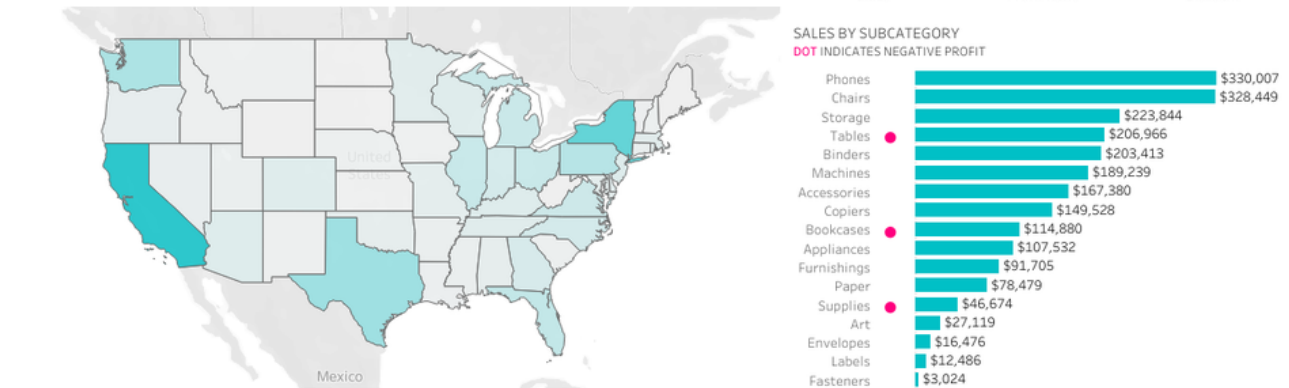
Source: KIYOSHI OTA/BLOOMBERG/GETTY IMAGES

# What can data do for you?

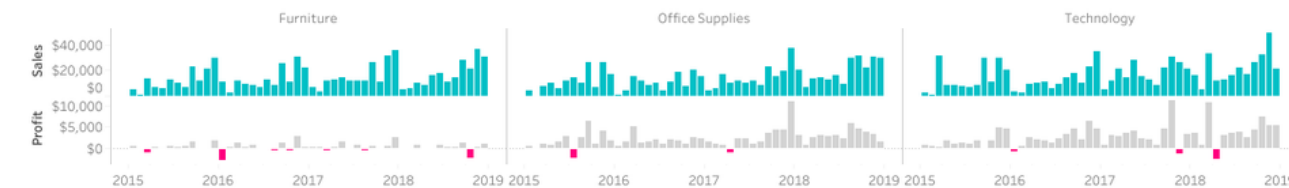
## Data Analysis & Data Visualization

- What's the difference?
  - Data Analysis: an exploratory process
  - Data Visualization: visual representation
- What's the role of the dashboard?
  - Who are your stakeholders?
  - Which industries utilize dashboards?
  - When do you need them?

### SALES & PROFITABILITY



### SALES & PROFIT BY CATEGORY

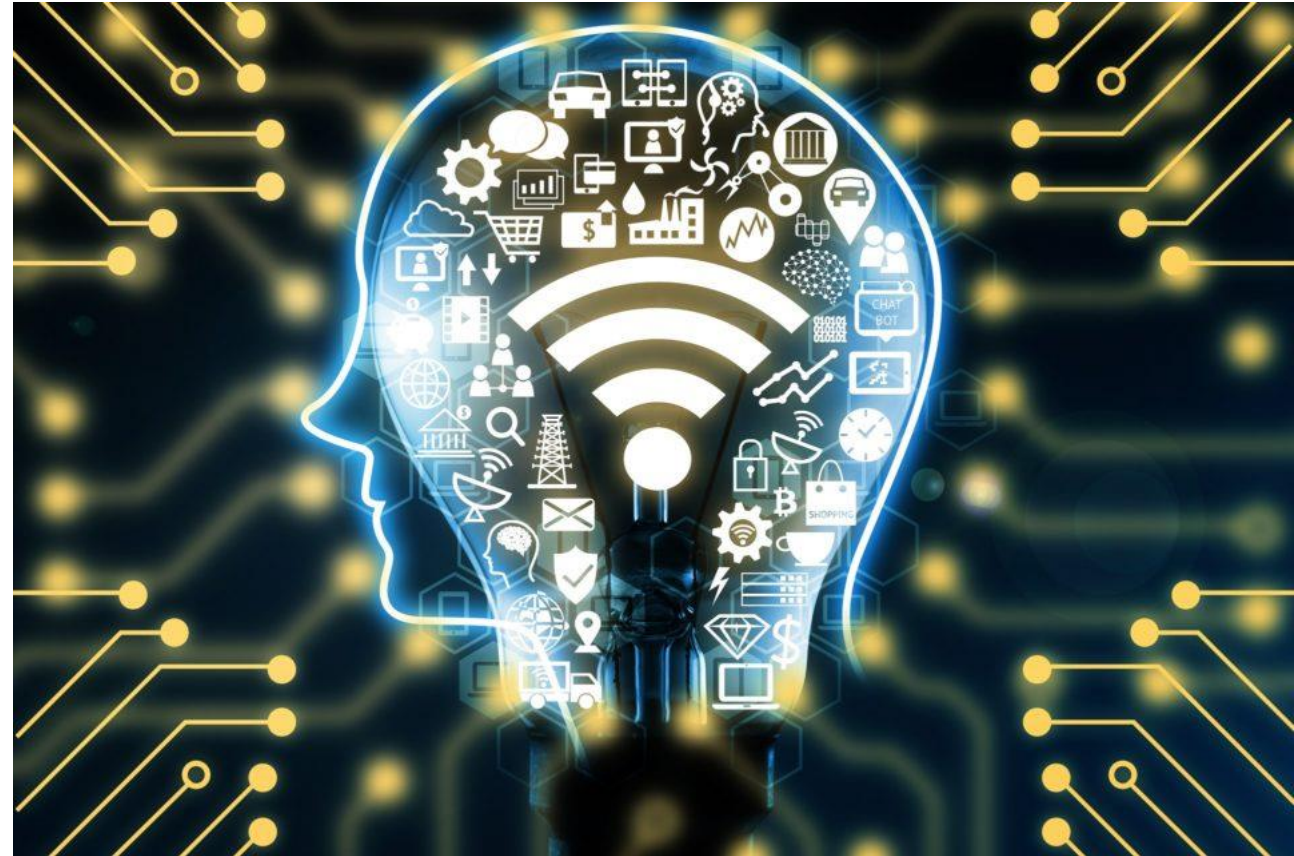


Source: <https://thumbor.forbes.com/thumbor/960x0/https%3A%2F%2Fblogs-images.forbes.com%2Fevamurray%2Ffiles%2F2019%2F03%2FExecutive-Sales-Profitability.jpg>

# What is Business Intelligence (BI)?

## BI Leverages Software & Services to Transform Data

- Mobile BI
- User friendly
- Agile & Intuitive Systems
- Leads to Strategic Business Decisions

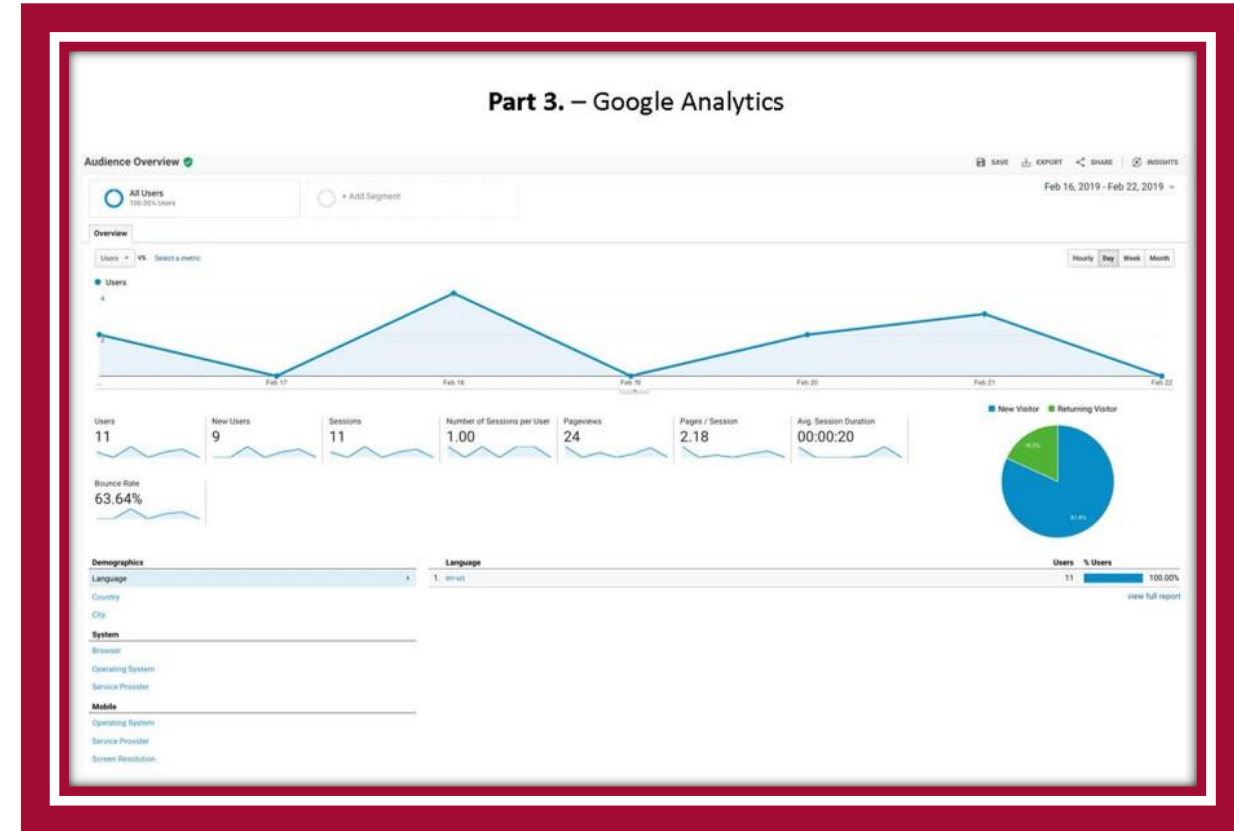


Source: <https://blog.radware.com/tag/internet-of-things/page/3/>

# Google Analytics

## What Can We Track?

- web site metadata & user engagement
- Number of Sessions
- Average Session Duration (minutes, hours, etc.,)
- Number of pages visited
  - Duration of Each Visit
- Bounce Rate
- **Conversion Rate**



# What is Supply Chain Management (SCM)?

“Supply Chain includes many components...from Procurement to Manufacturing to Distribution. It’s about getting the right product on the right shelf at the right time!” – Professor Doyle

## Cross Functional Approach:

- Improves trust & collaboration
- Improves inventory visibility & velocity

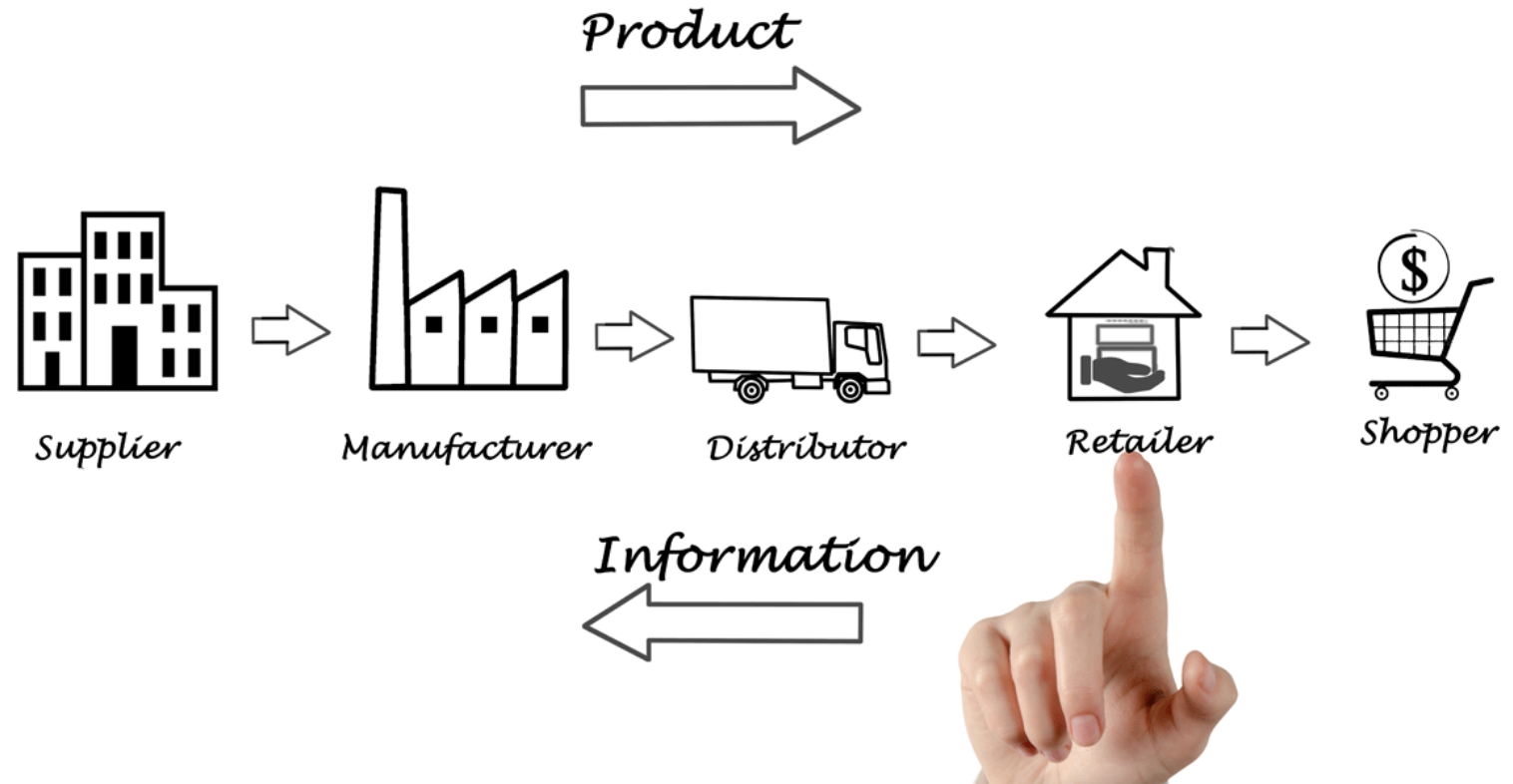


Source: <https://www.chainstoreage.com/wp-content/uploads/2017/06/supplychain.jpg>

# Supply Chain Management...

## Pick a product

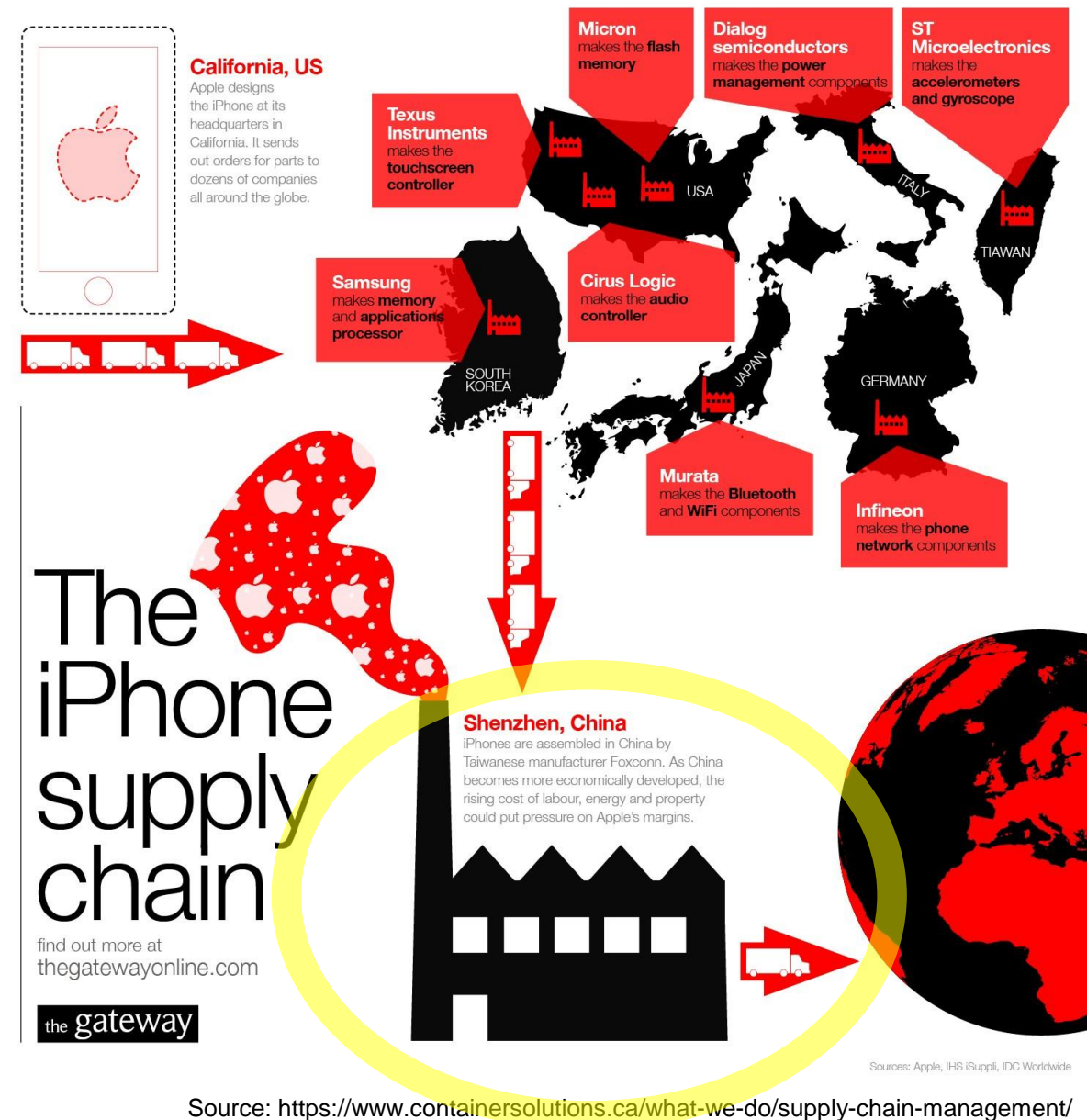
- Who are the key actors?
- What types of materials are involved?
- What about technology?
- What skills are required?
- What's missing?



Source: <https://www.containersolutions.ca/what-we-do/supply-chain-management/>

# Case Study: iPhone Xs

- Where is your iPhone Made?
- What happens in Shenzhen, China if there are any delays?
- How do you plan for problems?
  - Weather
  - Material shortages
  - Strikes



Source: <https://www.containersolutions.ca/what-we-do/supply-chain-management/>



# SCM Discussion

- Who works for a company which manufactures a product?
- What kind of product is it?
- What stuff do you need to make your product?
- Where do you get this stuff?
- What happens if they run out of this stuff?



Source: <https://www.neurored.com/wp-content/uploads/2018/01/supply-chain-smartification-1030x824.png>

# Safety Stock – That's the Answer!!!

- What people in fulfillment see...



- What people in Accounting see...



# What else could you do with this cash?

## What do our accounting friends tell us?

Mythical Company, Inc.

### BALANCE SHEET

Property, plant, and equipment		
Less accumulated depreciation		
<b>Total</b>		
<b>Other Assets</b>		
Long-term cash investment		
Equity investments		
Deferred income taxes		
Other assets		
<b>Total</b>		
<b>Total Assets</b>	<b>\$644,250</b>	<b>100.0%</b>
<b>Total Owner Equity [F]</b>	<b>\$400,250</b>	<b>62.1%</b>
<b>Total Liabilities + Owner Equity</b>	<b>\$644,250</b>	<b>100.0%</b>

	% of Assets
\$75,000	11.6%
\$14,500	2.3%
\$10,000	1.6%
\$8,000	1.2%
<b>\$107,500</b>	<b>16.7%</b>
\$92,500	14.4%
\$34,000	5.3%
\$6,000	0.9%
\$4,000	0.6%
<b>\$136,500</b>	<b>21.2%</b>
\$244,000	37.9%

Source: <https://www.dhresource.com/webp/m/0x0s/f2-albu-g7-M00-00-25-rBVaSVu7R-iANMDzAAP6nmYGKS4175.jpg/alec-monopoly-cash-is-king-home-decor-hd.jpg>

# Supply Chain Optimization

SCM Modules Support two functions:

## 1. Supply Chain Planning

- Work Backwards

## 2. Supply Chain Execution

- Efficient flow of products, information, & financing



Source: <https://liquidplanner-wpengine.netdna-ssl.com/wp-content/uploads/2019/04/Supply-Chain-graphic.jpg>

# What is RFID

## What is RFID?

- Radio Frequency Identification
- Wireless technology that lets you identify objects that have been fitted with special RF identification tags

## What is RFID good for?

- Inventory control, access control...

## How it works

- Antenna reads electromagnetic energy
- Can penetrate non-metallic solid objects

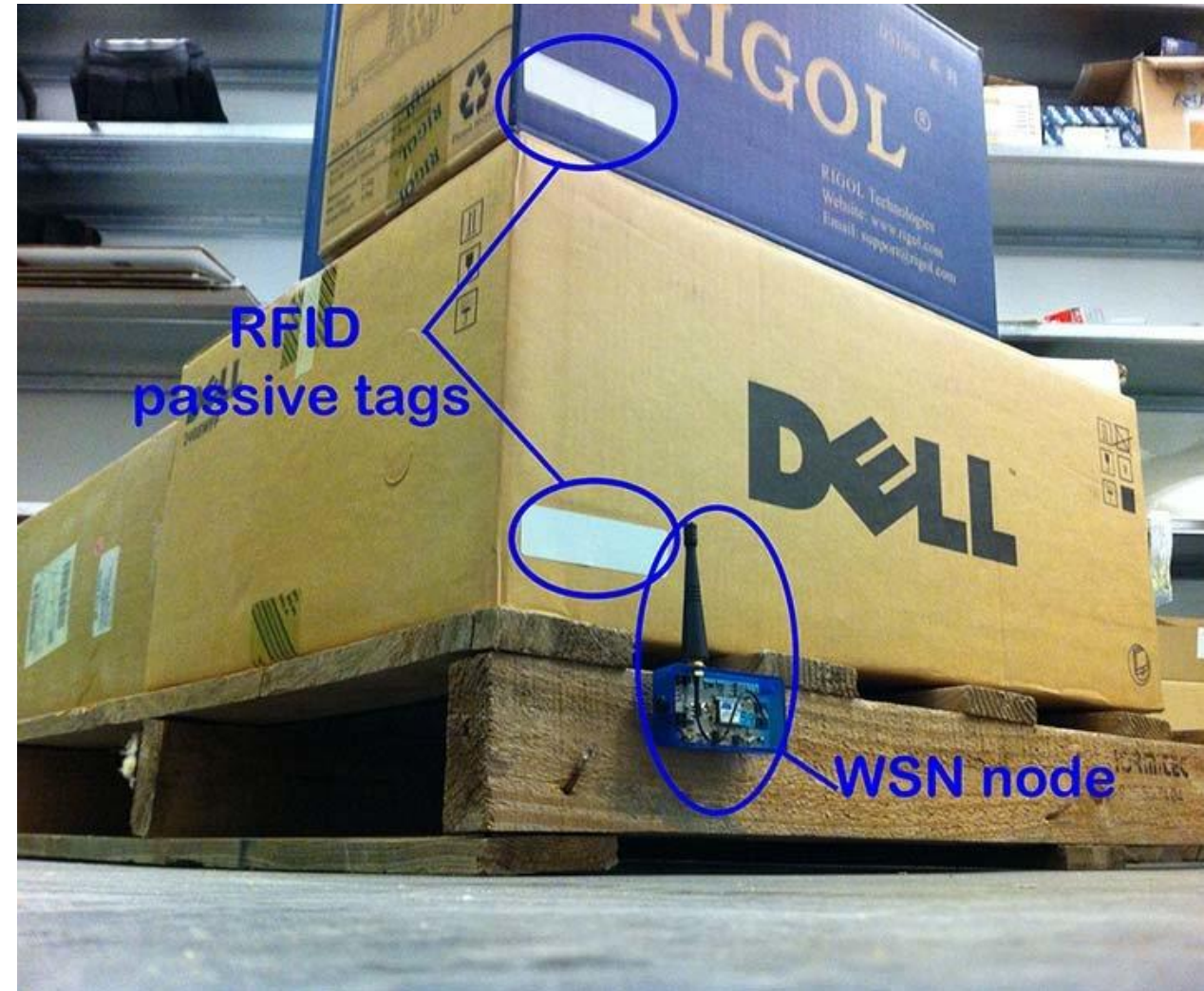


Source: <https://journals.ala.org/index.php/ltr/article/viewFile/4514/5301/6514>

# RFID explained

The use of electromagnetic energy to transit energy between a reader (transceiver) and the tag (antenna).

- ✓ RFID tags can contain more information than bar codes.
- ✓ Tags are programmable
  - Scanning can be done from greater distance.
  - Passive tags—inexpensive, range of few feet.
  - Active tags—more expensive, longer range



Source: [https://www.researchgate.net/profile/Jose\\_San\\_Jose\\_Vieco/publication/261430560/figure/fig1/AS:564991784742913@1511715946690/WSN-Node-and-RFID-tags-in-a-pallet.png](https://www.researchgate.net/profile/Jose_San_Jose_Vieco/publication/261430560/figure/fig1/AS:564991784742913@1511715946690/WSN-Node-and-RFID-tags-in-a-pallet.png)

# Case Study: Disney Magic Band

## Why Did Disney Invest \$1 Billion?

- Marketing Opportunities
- UX & CX
- Patron Tracking
  - Multiple Parks
  - Hotels
- Endless Possibilities!



Source: [https://media.wired.com/photos/593275a15c4fbd732b552d4a/master/w\\_1200,c\\_limit/disneymagicband2\\_f.jpg](https://media.wired.com/photos/593275a15c4fbd732b552d4a/master/w_1200,c_limit/disneymagicband2_f.jpg)

# More to Come

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Prepare with Readings & Videos before our next class!!!

Exam 2 next week-end!