

# Management Support Systems

Overview Of Management Information Systems

Course Code: CIS414

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# Reasons for Using EISs

- ▶ Provides managers with analytical and decision-making tools
- ▶ Includes graphical representations of data that helps executives make critical decisions
- ▶ Used by executives to share information with others quickly and easily
- ▶ Used by managers to improve efficiency and effectiveness of decision making

# Factors Leading to a Failed EIS

- ▶ Organizational resistance to the project or perception that the project is unimportant
- ▶ Lack of interest or commitment from management
- ▶ Inability to define objectives and information requirements clearly
- ▶ System's objectives are not linked to factors critical to the organization's success
- ▶ Project's costs can not be justified

# Factors Leading to a Failed EIS

- ▶ Developing applications takes too much time or the system is too complicated
- ▶ Vendor support has been discontinued
- ▶ Senior executives lack computer proficiency
- ▶ Senior executives being unlikely to use systems that need training and regular use to learn
- ▶ Lack of understanding about what executives' work involves

# EIS Packages and Tools

- ▶ Consist of following components:
  - Administrative module for managing data access
  - Builder module for developers to configure data mapping and screen sequencing
  - Runtime module for using the system

# Tasks Performed by Managers Using EIS

Tracking  
performance

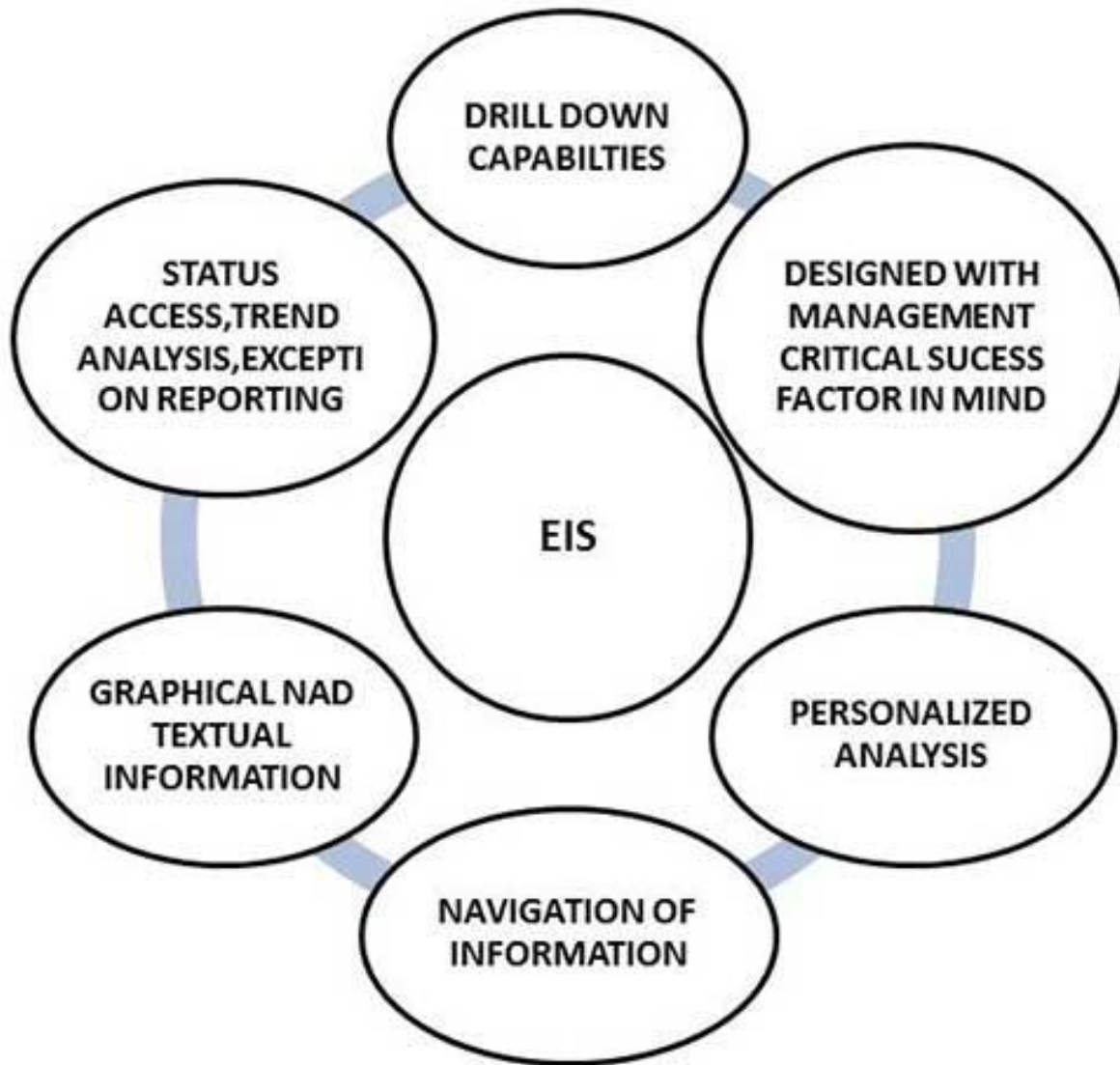
Flagging exceptions

Ranking

Comparing

Spotting trends

Investigating  
or  
exploring



# Group Support Systems (GSSs)

- ▶ Assist decision makers working in groups
- ▶ Use computer and communication technologies to formulate, process, and implement a decision-making task
- ▶ Help overcome the limitations of group interactions
  - Reduce communication barriers
  - Introduce order and efficiency into situations that are inherently unsystematic and inefficient

# Group Support Systems (GSSs)

- ▶ Success depends on following factors
  - Matching the GSS's level and sophistication to the group's size and the scope of the task
  - Management support

# Group Support Systems (GSSs)

▶ Useful for:

- Committees
- Review panels
- Board meetings
- Task forces
- Decision-making sessions that require input from several decision makers

# Groupware

- ▶ Assist groups in communicating, collaborating, and coordinating their activities
- ▶ Collection of applications that supports decision makers by providing access to a shared environment and information

# Groupware

- ▶ Intended for teamwork than for decision support
- ▶ Software that helps a group of decision makers work with the same application
  - Regardless of their location

# Capabilities of Groupware (GSSs)

- ▶ Audio and video conferencing
- ▶ Automated appointment books
- ▶ Brainstorming
- ▶ Database access
- ▶ E-mail
- ▶ Online chat
- ▶ Scheduling
- ▶ To-do lists
- ▶ Workflow automation

# Electronic Meeting Systems

- ▶ Enable decision makers in different locations to participate in a group decision-making process
- ▶ Features
  - Real-time computer conferencing
  - Video teleconferencing
  - Desktop conferencing

# Advantages of GSSs

- ▶ Costs and stress are reduced due to less travel by decision makers
- ▶ Increased time to talk with each other and solve problems since:
  - Decision makers do not travel long distances
- ▶ Increasing collaboration improves the effectiveness of decision makers

# Disadvantages of GSSs

- Lack of the human touch
- Unnecessary meetings
- Security problems
- Costs of implementation are high

# Geographic Information Systems (GIS)

- ▶ Captures, stores, processes, and displays geographic information
  - ▶ Shows the location of all city streetlights on a map
- ▶ Uses spatial and nonspatial data
- ▶ Uses geographic objects
  - ▶ Points
  - ▶ Lines
  - ▶ Areas

# Geographic Information Systems (GIS)

- ▶ Example of a GIS: Getting driving directions from Google Maps
  - Interactive GIS that identifies routes from start to destination
  - User-friendly interface that helps you visualize the route

# GIS Applications

Education planning

Urban planning

Government

Insurance

Marketing

Real estate

Transportation and logistics

# Factors in Designing a Management Support System

- ▶ Support from the top management
- ▶ Objectives and benefits clearly defined
- ▶ Identifying executives' information needs
- ▶ Keeping lines of communication open
- ▶ System's complexity hidden; interface kept simple
- ▶ Maintaining consistency in the approach of designing
- ▶ Designing a flexible system

▶ Thanks to All