Databases

What is a Database? (Recap)
- Does a Database need to be in computer?
- What is the difference between data and information?
- How can a database help process data?
- Is it easy to copy a database?
- Do you need a keyboard to update a DB?
- Why would you need a server?

Information available
- Inventory reports / stock levels
- Sales reports
- Customer reports
- Profitability of items
- Popularity of items
- Reordering forecasting / information

What fields do you need for an EPOS system?
- Records – Item types / individual items
  - For each item type:
    - total items
    - items sold
    - items available
    - delivery times
    - cost
    - selling price
  - Each individual item:
    - time of sale
    - customer
    - item type

Exercise 1: What data does an EPOS till collect?
Data Warehousing & Data mining
IT Manager: “Let’s throw it in the warehouse and we can deal with it later…” (warehousing)

CEO: “I spent all this money collecting it and we’re going to do nothing! I want you to get me some meaningful information” (mining)

Read the information on pages 363 & 364 and tell us what the benefits of Data Mining and Data Warehousing are.

Intranet – Extranet - Internet

Intranet
“Private corporate network that uses Internet technology and is designed to meet the needs of employees”

Extranet
“Private corporate network designed to meet the needs of external parties such as suppliers, customers, and stockholders” anonymous

Business value of Intranets
- Communications and collaboration e.g. email / shared calendars / shared files
- Databases
- Web Publishing – share knowledge within the organisation
- Control of PCs & Deployment of software

Extranet Benefits
- Partners, Consultants & Contractors
- Suppliers & Distributors
- Consumers
- Business Customers

Internet (Everybody can see it)
Extranet (protected area)
Intranet (inside company)
“The Internet is one of the rare, if not unique, instances where ‘hype’ is accompanied by understatement, not overstatement... I don’t think we know what has hit us.”

Nicholas Negroponte, Director, MIT Media Lab

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**Internet for business**

- 24 / 7 access
- Global presence
- Lower marketing costs
- Two-way communications
- Lower product display and storage costs
- Lower salesperson costs
- Electronic commerce opportunities

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**Don’t forget the phone...**

- The telephone is an MIS device
- The mobile phone & SMS
- Personal Digital Assistants
- Bar-code scanners & EPOS terminals
- Laptops
- Fax machines
- Post (snail mail)

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**Saving costs with Technology**

In groups of 4 evaluate a company you know well.

- How they could reduce telephony costs?
- What are the benefits of a paperless office?
- What data mining could they do?
- What other Information systems could this company benefit from?

Your group will be expected to make a 5 minute presentation. (Don’t forget to introduce the company.)