

Business Informatics

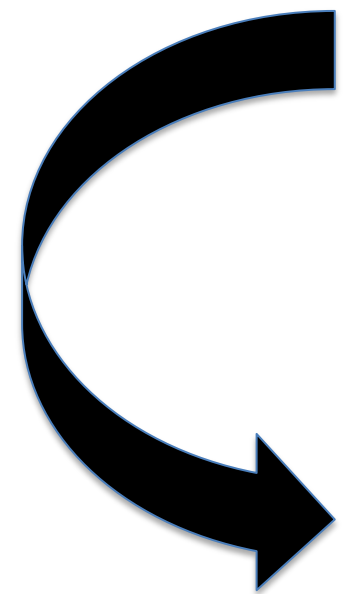
Where Communication And Efficiency UNITE

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Business Informatics? Why is it so important?

Acknowledgements:

- Elisha Allgood
- David Nemer



Business Informatics?

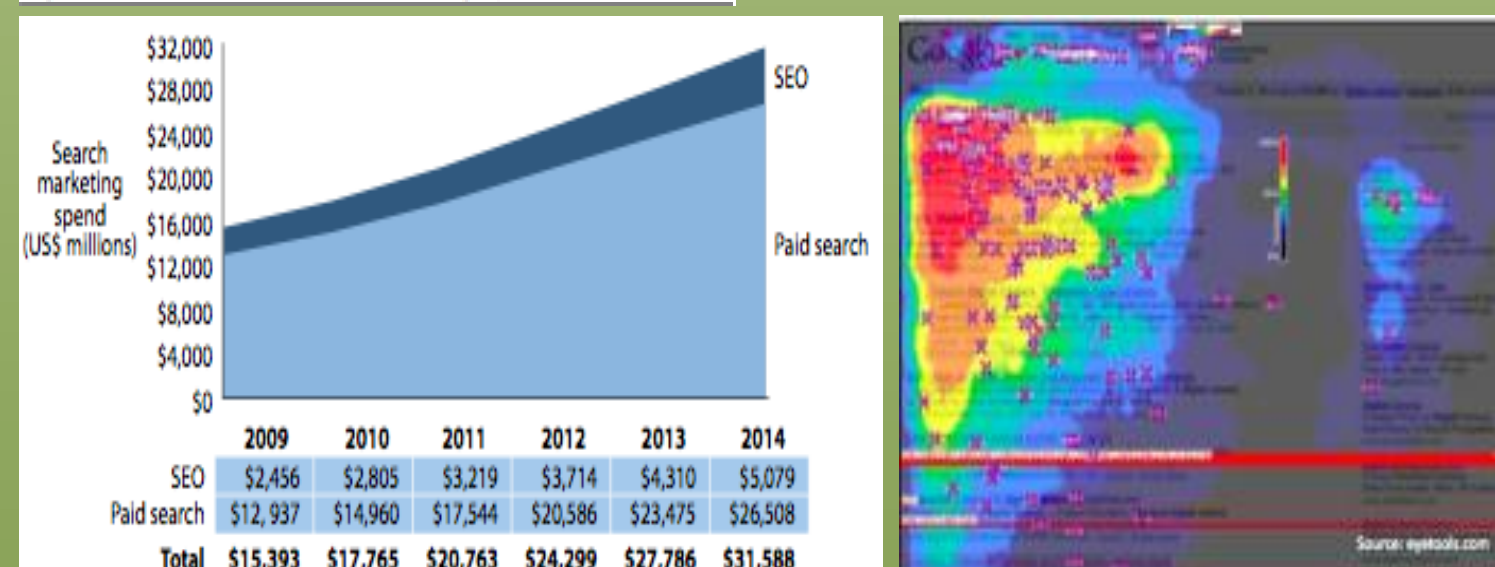
- A culmination of Information technology, Informatics and management techniques.

Communication

Business Informatics has helped to increase the range of our technologies today. The Internet has turned into a highly lucrative marketing tool. Especially when a company knows how to utilize all of its potential. Through our research we have uncovered some innovative methodologies that successful companies have proven to be useful. Below are their descriptions and results:

Search Engine optimization also known as SEO, is a strategy used by websites in order to increase their search rankings on sites like Google and Yahoo. Intuit's TurboTax and H&R Block are constantly battling for the number one spot for taxes. Research shows consumers are much more likely to choose sites listed at the top of a search engine. This has created a lucrative field for programmers who specialize in such fields as SEO.

Figure 5 Forecast: US Search Marketing Spend, 2009 To 2014



Efficiency

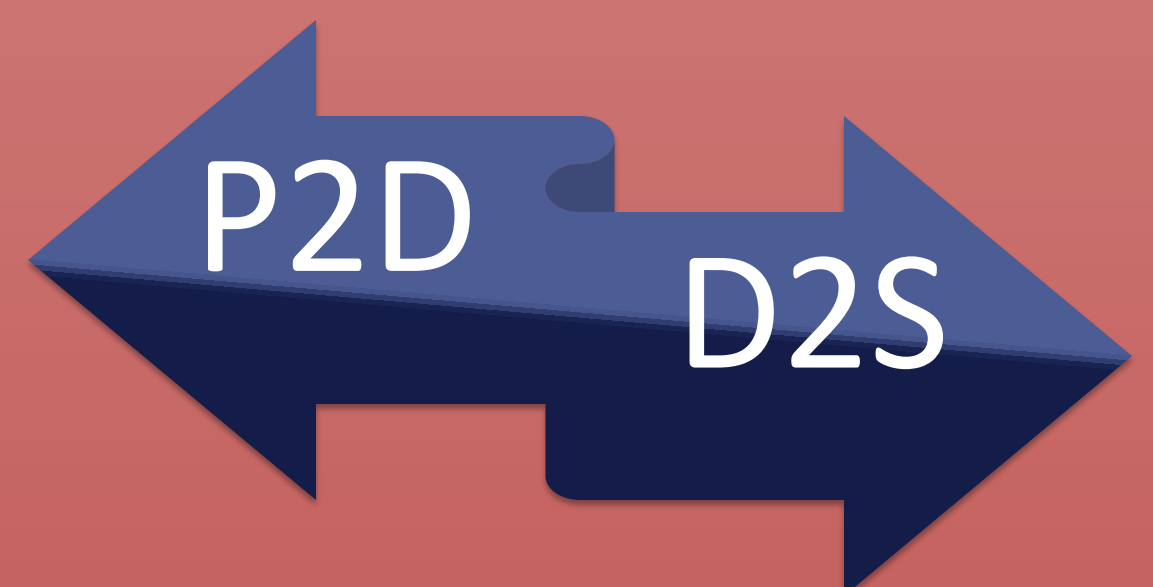
In an industry that accounts for 5.5% of the United States GDP, logistics service providers must be efficient and effective. FedEx delivers over 14 million packages daily to over 200 countries spanning the globe. In order maintain track of everything, FedEx implements technologies such as the Intelligent Mail Barcode track Zip Code, class of mail, and a unique number id associated with the customer. Along with the implementation of the CTM logistics model and improvement of IT facilities, FedEx is able to maintain a 99% customer satisfaction rating, despite the increasing speed which packages are expected to be delivered.

E-Commerce:

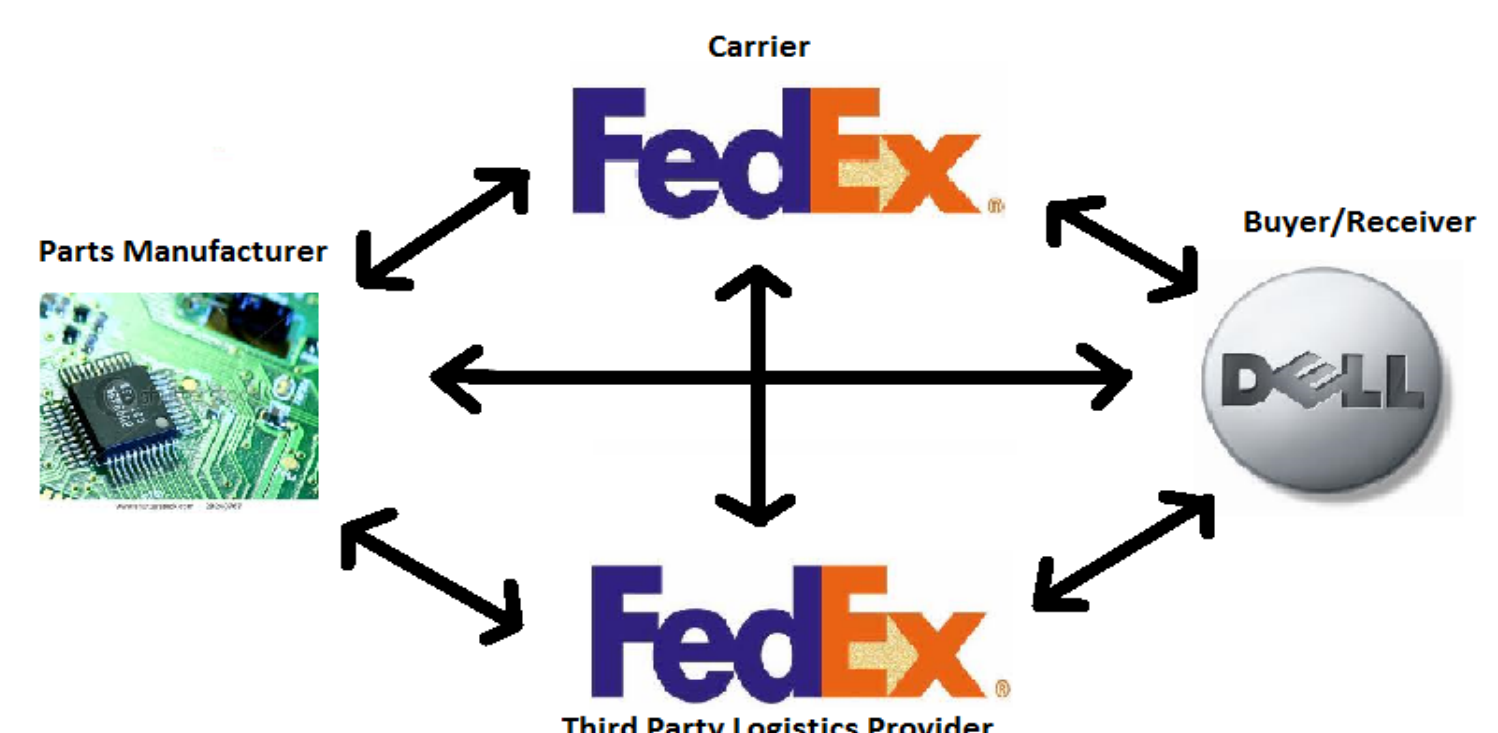
The innovations of the internet and e-mail opened up a new avenue of revenue for companies in e-commerce. Companies, such as Dell, offer Build to Order (BTO) and Configure to Order (CTO).

Problem: Lead Time of Delivery reduced from 20-25 days to 5-7 days.

Result: Success through FedEx implemented the CTM Logistics Model (Participants Seen Below).



Collaboration Transportation Management (Participants)



Social media

- Starbucks reinvented themselves based on their customer's ideas posted on the website MyStarbucksidea.com
- TurboTax used their clients Facebook and Twitter accounts to quickly respond to their customers needs. After this Unique marketing campaign Seth Greenberg VP of digital marketing boasted an 11% growth in Revenue for TurboTax.
- Dell opened Dell Island in Second Life with a retail store where customers can actually order real PCs to be delivered directly to them. Second Life provides Dell with a unique way to get customer feedback and reach out to a younger population, since Second Life users are typically a younger age.

