Questions for Retreading Tire Management with Business Intelligence

1. What knowledge did Jessica require to be able to conceive of this system? Should a business intelligence system be proposed by an employee in the Information Technology department? Why or why not?

2. Jessica must “sell” her idea to Martin before she can spend the time to actually design and cost justify this system. Unless she is willing to work after normal working hours on the design, she must get Martin to allocate funds for her time. How will Jessica convince Martin to invest in planning this system?

3. The case describes creating a system that is used primarily for and by customers. In this particular case, WTC already provides customer consulting via the Tire Account Manager for large customers. The proposed system would increase the effectiveness and efficiency of the Tire Account Manager, who is an employee of WTC. However, it is possible that the information obtained from the system will help WTC customers buy fewer tires and thus might impact the bottom line of WTC. Should a company develop a business intelligence system that is primarily aimed at use by customers?

4. The tire management system requires data from a tire tracking system, air pressure system, GPS system, vehicle monitoring system, tire identification system, personnel system, and weather system. It requires both internal and external data, as well as data that are not currently stored by the organization. Do you agree with Jessica that collecting and integrating data will be the biggest challenge in design and implementation of the system? Describe at least three other challenges you believe must be addressed in the design and implementation of this system.