

Discuss an IT system that has transformed the way organizations in at least one field carry out work. Note what requirements drove the system to be developed and what requirements are likely to drive it to change in the future.

Information technology (IT) has transformed many industries over the past several decades as technology has evolved. One industry that IT has had a huge impact on is the transportation industry. Technology has enabled GPS on the trucks that are hauling the freight. This is beneficial for the owners of the fleet to ensure that the drivers are where they are supposed to be when they are supposed to be. This is also something that many shipping customers seek as this enables better tracing of their shipments. Some companies such as Fed Ex Freight assigns pro numbers to shipments that are then provided to the shipper and enable shipment tracing right through the online website with entering the pro number. One of the primary requirements that drove the various IT systems that have transformed the freight industry is the laws and regulations that have been passed over the past several years forcing additional responsibility on the carrier companies. As additional laws are passed including laws monitoring the actions of 3rd Party Logistics companies, commonly referred to as 3PLs additional technology will be required. In addition to laws and regulations a driving force behind the development of technology in the freight industry is the competitive nature of the industry. To obtain a competitive edge over the competition many in the industry are seeking faster and better technology to use as a marketing leverage with consumers and potential consumers. This is particularly true in the area of rail shipments and the test markets currently being used in several rail lanes for moving refrigerated containers.

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I am a golfer and I like to hear about golfing deals from all around the country. There is a new system that was recently launched from Cybergolf which is a new Broadcast system that is designed to help golf facilities promote their specials on green fees, range balls, power carts, food and beverage items and pro shop merchandise. With this system golf facilities can now broadcast their specials directly via E-mail, through Cybergolf.com and through their own websites all at the same time. This really helps each golf facility to promote and market themselves online in an efficient and cost-effective manner. I am always on line checking out the golf courses here in our area through this system just so I can decide where I want to go play golf on the weekend or future golf plans that I want to make. This is a good idea because people want to see what the actual golf course looks like and what kind of items they have in their pro shop. If you are paying a

lot on a golf course most of the time that means that it is a pretty nice golf course. So you want to get your money worth.