IS482 Assignment #6

Please answer the following questions related to the BI Tire Case: Retreading Tire Management with Business Intelligence.

1. Summarize the goals of the business intelligence system that Jessica wants to create at Western Tire Corporation.

2. Should a company develop a business intelligence system that is primarily aimed at customers?

3. Should an employee in the Information Technology Department propose a business intelligence system? Why do you think an Account Manager didn’t propose this system?

4. What knowledge (IT, business, etc.) did Jessica require to be able to conceive of this system?

5. Do you agree with Jessica that collecting and integrating data will be the biggest challenge in design and implementation? If not, what do you think will be the biggest challenge for design and implementation?

6. Should Western Tire Corporation design, develop and implement this system? Why or why not?