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INDIVIDUAL ASSIGNMENT CASE 2- CAMPUSSHIP PROVIDES A CENTRALIZED SHIPPING SYSTEM FOR DISTRIBUTED ORGANIZATION
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CampusShip Provides a Centralized Shipping System for Distributed Organizations

ANSWER TO Q1

CampusShip is a Web based application, which allows multiple users throughout an organization to use one centralized shipping solution, as to whether they are located in the next building, office or state. There are several variables than can be customized within CampusShip.

Being the early adopters of the information system technology and employing the same as an integral part of their value-added process UPS has therefore been successful in the very competitive shipping industry. We may call the system as the paperless system.

CampusShip is free to UPS customers and assists mailroom administrators in managing the shipping transaction of business with widely scattered facilities. As such, there are a great number of advantages that CampusShip may offer to the users. With the existence CampusShip, the shippers/UPS customers may:

- (a) Prepare their own shipments from any computer with an Internet connection;
- (b) Allowing the shippers to track packages, print labels and handle e-mail shopping notification to a recipient from their own personal computers i.e desktops or laptops.
- (c) Manage an address book namely to access and create personal address book that holds up more than 300 addresses, to global and personal address book provided that they obtain prior permission from the company and the internet access;

- (d) Import or access addresses from an external source;
- (e) Simple and easy track packages.
- (f) The system offers transportation and mailroom decision maker's centralized control over shipping procedures and cost.
- (g) Help to simplify billing by generating the detailed shipping description;
- (h) CampusShip helps to reduce the time consumption of the shippers;
- (i) Customization features for a business needs;
- (j) Able to import address book, employee data, shipper account number, and reference codes.
- (k) Able to reach out its existing customers all over the world.

The disadvantages, dangers and limitations of allowing UPS to store our shipping data would be:

- (a) The highly confidential data maybe accessed by others for the purpose of destroying, interfering or to sabotage our organization.
- (b) Loss of data during the importing or transferring file from one source to another;
- (c) High cost; the system may be applied only to a big organization; the company may need to employ some personnel with high qualification with technical background to manage the system with CampusShip;

- (d) They may not have the data in the correct format or data structure and may need to manipulate the files.
- (e) Putting company's data on-line involves a serious business risks to loss of critical business data can put a company out of business.

No matter what, these advantages outweigh the disadvantages as we may come out with more reliable system or solution to overcome the problems. We may adopt a very highly and strict secured system to enter the systems such as passwords or other security with only certain authorized personnel may enter the system.

ANSWER TO Q2

If I were the player in the shipping industry, I would employ the similar methods like UPS in order to improve the service. I would also use the most reliable and up to-date system together with a high security. A powerful computer system to manage the large volume of shippers and customers' data is needed.

ANSWER TO Q3

UPS is in the shipping business by adopting the latest information system development. As mentioned before, UPS being the early adopter has been successfully enjoying a return on its sizable technology investment. Which means to say that UPS has made the right decision in developing the information system while others have not taken or more cautious approach to technology investment. Being the early adopters is more likely than innovator to be opinion leader because of their close affiliation with groups. The respect of others is a dominant characteristic of early adopters. Early adopters are more important than others, for this instance, UPS had chosen a

new product in the information technology carefully in this industry (shipping) and viewed as the person to check with by the people remaining.

ANSWER TO Q4

CampusShip makes shipping simpler. Yes, Jim Hay of Best Buy would be willing to pay more to UPS with CampusShip than to a competitor who does not supply a CampusShip-like service. CampusShip helps to save time and according to him (Jim Hay), the biggest area of savings is in time and fewer in lost and misrouted packages due to poor handwriting or bad addresses.