

Grandpa Freytag's Bakery
Tuesday, February 5, 2008

What is End User App Development?

USUAL END-USER COMPUTING

- Hands-on "exploration" of computer system by employees
- Data Entry & Data Analyses
- Report Automation
- Problem Analyses
- Web Page Development, Blogging



What drives the development of tools?

What drives them to invent?

PRIMARY DRIVERS

- Easy "Customization" of Apps
 - Power Users
 - Scripting
 - Ruby on Rails
 - Application savvy college students and professionals
- Frustrated users about project backlogs

What few things does GSB must do really well?

2 minute segue

Grandma Studor Questions

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- What could GSB have done to prevent the problems you described? What do you recommend?
- What are pros and cons of User App Dev? Are there any advantages illustrated by this case?

Pros & Cons of User App Dev

- INCREASED USER CONTROL OVER PROJECT
- INCREASED USER ACCEPTANCE OF SOLUTION
- FREES IS RESOURCES
- INCREASES USERS' KNOWLEDGE OF IT
- Customized Solutions
- LOSS OF QUALITY CONTROL
- INCREASES OPERATIONAL RISKS DUE TO DEVELOPED TURNOVER
- POTENTIAL LABOR/TIME INEFFICIENCIES
- LOSS OF integration capabilities

Alternatives

- Do nothing
- Give incentive for Hornibrook to stay a little longer to fix the system (\$\$\$)
- Build a new one altogether

How do you ROI these alternatives?

Process Auditing?
Which ones?
How do you prioritize?

"The Method"

- Organization
- Organizational CSFs?
- **IT Org**
- IT CSFs
- Broken processes
- What to do?
- Small, Growing Bakery with a terrible IT
- Materials management, Commodities buying, etc
- **Legacy of Sneakernet, Passive IT**
- Scaling up, Supply & Demand Chain Mgt Suppt
- **Passive IT, Out of control User app, etc.**
- Periodic IT audits, Construct new "enterprise" accessible critical apps

I.T. Organizational Success Factors

I.T. Strategic Vision & Values



IT Strategic Planning Issues


