

Assignment Submitted by:

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MBA IT 5th Batch

Perspective of Information Systems

UPS competes globally with information technology

1) What are the inputs, processing, and outputs of UPS's package tracking system?

Ans: The following are the input, processing, and outputs of the UPS's package tracking system.

Inputs - The inputs of the UPS package tracking system are tracking number, Customer signature, shipped location & shipping location (addresses) and time, current location (if it is on route).

Processing – It stores the input data into the central server which can be used to make calculations later on. It matches the respective tracking id with the shipped items and shows the current status of the individual items.

Output – It gives the status of the items along with its location pick up time, and recipient of the items.

2) What technologies are used by UPS? How are those technologies related to UPS's business strategy?

Ans: The followings are the technologies used by the UPS tracking system that has a direct relation with UPS's business strategy.

Bar Code Reader: Bar code is used to store the information of the customers, shipping items, and other items related to information. Unique bar codes are assigned for individual items to distinguish them from each other. The bar code reader makes it easy and efficient in the delivery process.

Special software: Special advanced software is used by UPS to keep track of each shipped item and its status. This software creates the most efficient delivery route for each driver to know the traffic, weather conditions, and locations to stop.

Sensor: A special sensor is attached in the vehicle that can sense the speed and location. This sensor sends the required information to the data center which is then provided to the respective parties.

Delivery Information Acquisition Device (DIAD): DIAD is a small handheld computer system that can capture the customer's signature along with pickup, delivery and time card information.

DIAD is attached to the vehicle along with the information transmitting adapter that can access wireless cellphone networks. It sends the information back to the UPS's central storage which can be accessed from any part of the world.

Bluetooth and Infrared: This technology allows instant messaging which enables any changes to be communicated easily. If delivery has not been sent to an incorrect location, drivers can get instant messages.

GPS: With the help of inbuilt GPS, drivers are shown customers' addresses, also give the fastest route to save time. Customers can track their items through a mobile apps or a website in real-time.

These advanced technologies have facilitated the UPS's business strategy to stand out in the market competition. Since individual customers can track their items in real-time, anyone can be assured about their shipping duration and status. These technologies are also very secure so customer's privacy also maintained. Customers can access the UPS website to track packages, check delivery roots, calculate rates and determine the time in transit and schedule a pickup time.

3) What problems do UPS's information systems solve? What would happen if these systems were not available?

Ans:

UPS's information systems help packages to track in real-time and know the status of the packages. It's GPS systems helps to locate the address or pick point for customers and even for drivers to navigate the destination. This solved the problem of losing the shipping package by establishing continuous communication between packages and owners.

Likewise, if these technologies were not there, UPS would not be dominating the market as multinational package delivery and supply chain management company. The operation process would not be as effective and efficient as it is now. Thus, resulting in low revenue.