# Transcript: IT Podcast - Ep 46 - C954 11.2 - Jerry Geiser and Lavender Boyles

*The following transcript is a verbatim account of the video or audio file accompanying this transcript.*

Speaker #1 (Narrator):

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Speaker #2 (Lavender Boyles):

Hello, and welcome to our podcast. This is Lavender. I'm a program mentor in the MSITM program, the Master of Science Information Technology Management. With me is Jerry Geiser, a course instructor also in the MSITM program. Today, we're talking about a course in the program called Information Technology Management or C954. It's an objective assessment course. Meaning to pass the class, you need to pass the test. In a previous podcasts, we discussed Chapter 11.1, the management levels and the decisions that each of those levels makes. On this segment, we'll discuss 11.2 in the book, talking about enhancing the decision-making process with MIS, management information systems. Jerry, let's talk about the operational level. How does the OSS, the operational support systems get tied to that?

Speaker #3 (Jerry Geiser):

Great question, Lavender. Last time we were talking about the operational, which is theory, or tied to the business. The OSS, our online transaction processing or OLTP, captures each transaction as they go through. When we were talking before, we were talking about your programming as you develop the code and then forward the code onto another programmer, and they then bring it into an encompassed delivery, our deliverable. That's what online transaction processing is. It stores the information, dates the information, and then it reflects it. It's very structured, very organized, and very detailed.

Speaker #2 (Lavender Boyles):

Okay. Using the data that's collected, help you make the decisions, basically.

Speaker #3 (Jerry Geiser):

Yes. It's the transactions that happen day to day when you're working on a particular project.

Speaker #2 (Lavender Boyles):

Okay. What if I want to do more with the CRM system? If we have an original development plan, but then management comes in and has decided to make some changes, how do they talk about that in the book?

Speaker #3 (Jerry Geiser):

This is where they get into the managerial support systems or the online analytical processing or OLAP, and also the decision support systems. But basically what they do is they say, let's go and take a look and analyze what's happening. Can we do it better? Can we fix something that's happening with our current configuration? That's when they start doing the what-if analysis, sensitivity analysis, goal-seeking analysis, optimization analysis, where they see where their program might need to be updated, changed, take into account new demands or adjustments.

Speaker #2 (Lavender Boyles):

Okay. That makes sense. Analyzing the data that you have to make the best decision in the long run. The last time we talked, we talked about my former job when I worked in development. We mentioned the company and talked about the system, the CRM. When they expand to do some different offerings or get into different markets, how does the book talk about the MIS tying to that?

Speaker #3 (Jerry Geiser):

This is where we get into the executive information systems, which is a specialized digital support system. It supports the senior level executives and unstructured long-term non-routine decisions, which require judgment, evaluation, and insight. Again, as things change or adapt for the business environment, we were talking about maybe some green initiatives, where they said, we really want to take advantage of it now, or they want to increase their customer base, or they want to adjust how they currently get their raw resources. This is where the executive information system would come in, that helps the strategic system. A way to also think about the strategic support system that's different than the DSS, which is at the managerial level, is that the EIS requires data from external sources to support unstructured decisions, where the DSS is only taking internal analytics and never uses external sources.

Speaker #2 (Lavender Boyles):

Okay. The executives really need to go outside, think outside the box when they make their decision, because they're making it on behalf of the whole company, not just a department, or a system, or something smaller. They're more big scale, big picture.

Speaker #3 (Jerry Geiser):

Yes, ma'am. That's correct.

Speaker #2 (Lavender Boyles):

All right, excellent. I think we've covered everything in 11.2, so I'm going to wrap up for today. I appreciate you coming in today Jerry, and hopefully we'll get together for another podcast soon.

Speaker #3 (Jerry Geiser):

I look forward to speaking with you again, Lavender. Have a great one.

Speaker #2 (Lavender Boyles):

Thanks. You, too.

Speaker #1 (Narrator):

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