

CHAPTER 1

INTRODUCTION

At present, competition in global market place is continually increased. In order to maintain a competitive advantage, organisations have to improve and adjust themselves to survive. In the era of violent competition, information has become a key factor to support the success of organisations. Information must be concise, consistent, and updated; and it must be quickly delivered in manner that can be easily understood and manipulated.

Data Mart now is widely known as one of the most suitable Information Technologies to provide effective information. It offers the users pool of data organised in format to store clear, concise, consistent, and updated which can be easily and quickly accessed. It also can convert and interpret data into excellent information used for analysing and decision-making business for the organisation. Although a lot of companies have built the Data Mart, only a few could succeed in exploiting its full of its benefit and many companies failed in building on it. One of the main causes of failure came from the non-effective implementation. The implementation plan is very important to help control and guide the implementation of Data Mart within the scope, budget, and timeliness. It also helps the project 's staffs can prepare and allocate resources in a timely and cost-effective manner.

Since the implementation plan is important to the success of Data Mart, this thesis attempts to develop an implementation plan of Data Mart for AAA Company. In addition, the evaluation of effectiveness of Data Mart implementation through users' perceptions will be implemented in this thesis.

In this chapter, the company background and statement of problem are shown. Then the objectives and scope of the thesis are identified. Next the procedure and expected benefits are presented.

1.1 Company Background

AAA Company is an international trading company, which was established over 20 years ago to promote the growth of Thai industries and the export of Thai products to the world. AAA Company launched a great variety of Thai products into world markets. Notable were canned foods, frozen seafood, garments, minerals, paper and construction materials. In addition, the company was the first international trading company in Thailand to receive the ISO 9002 certification. In 1998, it was awarded the Prime Minister's Export Award as the Best Exporter.

The company's vision is to be the most trusted and integrated trading solution provider company for industrial business with strongest distribution network in ASEAN and it also aims to command a significant role in trading and distribution of AAA group's products worldwide, as well as to become a major distributor of other quality products from leading suppliers to domestic and overseas markets.

To support trading operations, AAA Company also handles the logistics of the business, that is, the sourcing of raw materials, general supplies, spare parts, distribution, sales and marketing of products as well as facilitating domestic & overseas transportation and import & export customs related services.

AAA Company utilises Information Technology such as EDI for import and export customs declaration to assist trading partners with faster processing and more efficient transactions.

In 1980 AAA Company had opened international branches in the US, Australia, Japan, West Germany, Indonesia, Philippines, Singapore, and Vietnam. The

company also has subsidiaries and joint-venture trading companies in Cambodia, Hong Kong, Malaysia, Myanmar and the US. In addition, the company has extended its scope of work to include logistics, customs formality, and port operations.

1.2 Statement of problems

AAA Company presently lacks an analytical system to interpret sales and purchasing data for business decision-making. The AAA's employees use existing operational system, SAP, and Microsoft Excel to prepare most of reports for monitoring and planning the business that they cannot serve all business and users' requirements. SAP as operational system is not flexible enough to create various formats of reports and it has long lead-time of creation of the reports as its main task is running the operational works. It can only generate the reports on small specific area that does not provide completed information for users. It also cannot provide information compared among different areas and times that are necessary for business planning. Microsoft excel is often used to manually create the reports to collect and summarise information that SAP cannot generate to serve users' requirements.

In order to improve the efficiency of information for business decision making, the company has to consider the investment in Information System. In addition, AAA just was allocated a budget from mother's company for investing in IS. Data Mart as analytical processing system is very popular among organizations seeking competitive advantage by getting strategic information fast, flexible, and easy and it is informational and decision support oriented. So the Data Mart was selected to implement in AAA Company. This thesis was interested to develop an implementation plan of Data Mart for AAA. In order to measure the results of implementation of Data Mart after completion of Data Mart project, the assessment of effectiveness of Data Mart implementation is implemented in this thesis as well.

1.3 Objectives of the Thesis

1. To develop an implementation plan of a Data Mart
2. To evaluate the effectiveness of an implementation of a Data Mart

1.4 Scope of the Thesis

1. This thesis is concerned with developing an implementation plan and evaluating the effectiveness of implementation of a Data Mart for only AAA Company.
2. This thesis is not concerned with technological design of the Data Mart
3. This thesis does not study the feasibility of Data Mart project

1.5 Thesis Procedure

1. Study related literatures (8 weeks, 01/05/2002 - 28/06/2002)
2. Gather the basis information; such as, organizational strategies, restriction of budget and timeliness, Information System environment, business requirements and scopes, etc. (2 weeks, 01/07/2002 - 15/07/2002)
3. Develop implementation plan of Data Mart covering the following activities:
 - 3.1 Strategic planning: identify information system strategy based on organizational strategies and Information System 's environment (2 weeks, 16/07/2002 - 31/07/2002)
 - 3.2 Information requirement analysis:
 - 3.2.1 System requirements determination: gather business scopes and requirements and gather currently being used reports and analytic documents from users to analyse and determine system requirements (4 weeks, 01/08/2002 - 30/08/2002)
 - 3.2.2 Information technology architecture: list Facts and Dimensions from the information, gathered in step of system requirement determination, to develop high-level data model of Data Mart. (4 weeks, 02/09/2002 - 30/09/2002)

4. Resource allocation: consider roles and responsibilities of project's staff and hardware and software specification to estimate total initial cost of project (2 weeks, 01/10/2002 - 15/10/2002)
5. Work plan of project: develop a work plan of Data Mart project, shown task name and its duration in each step, and table of project's staff man-days (2 weeks, 16/10/2002 - 31/10/2002)
6. Evaluate the effectiveness of data mart project: it was conducted after Data Mart had been used in AAA Company 3 months. (6 weeks 15/07/2003 - 31/08/2003)
7. Conclusion and recommendations (2 weeks, 01/09/2003 - 15/09/2003)
8. Prepare the thesis paper and submit the thesis (6 weeks, 16/09/2003 - 31/10/2003)

1.6 Expected Benefits

1. This thesis provides an implementation plan of a Data Mart for AAA Company
2. This thesis provides the results of Data Mart implementation's evaluation for AAA Company
3. This thesis can be used as a guideline for expanding scope of the Data Mart of AAA Company; such as, financial and accounting area, in the near future.
4. The concepts of the evaluation of effectiveness of Data Mart implementation in this thesis can be applied to other theses that want to evaluate the effectiveness of information system implementation.

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