

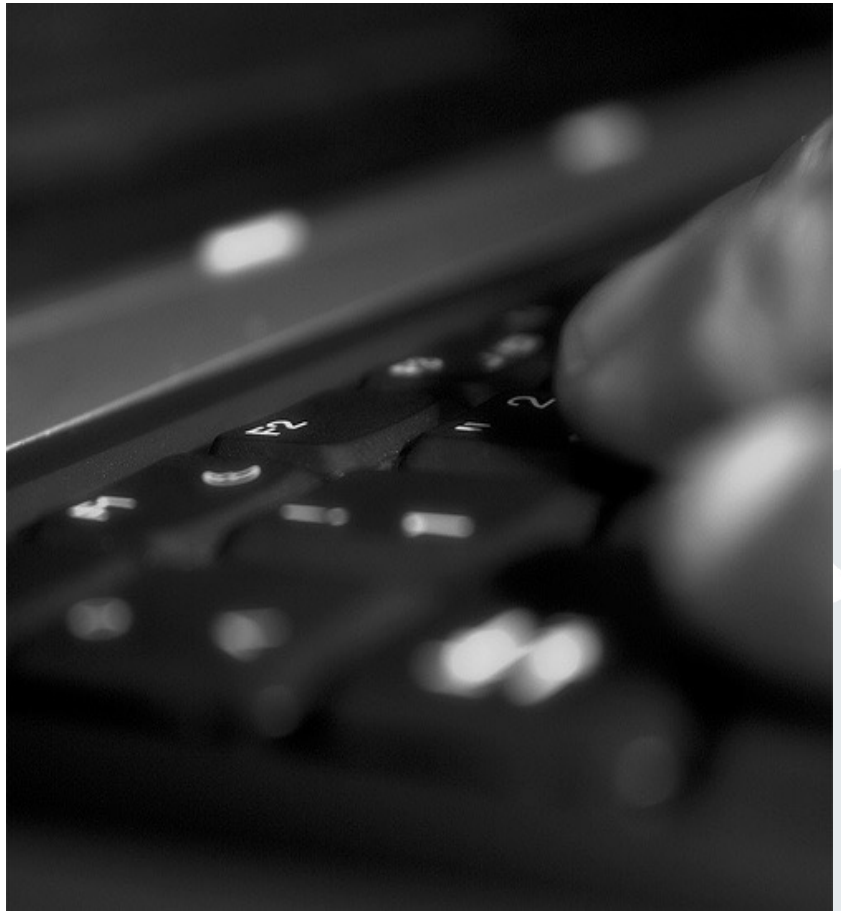
Mentorium

Business Informatics 2 (PWIN)

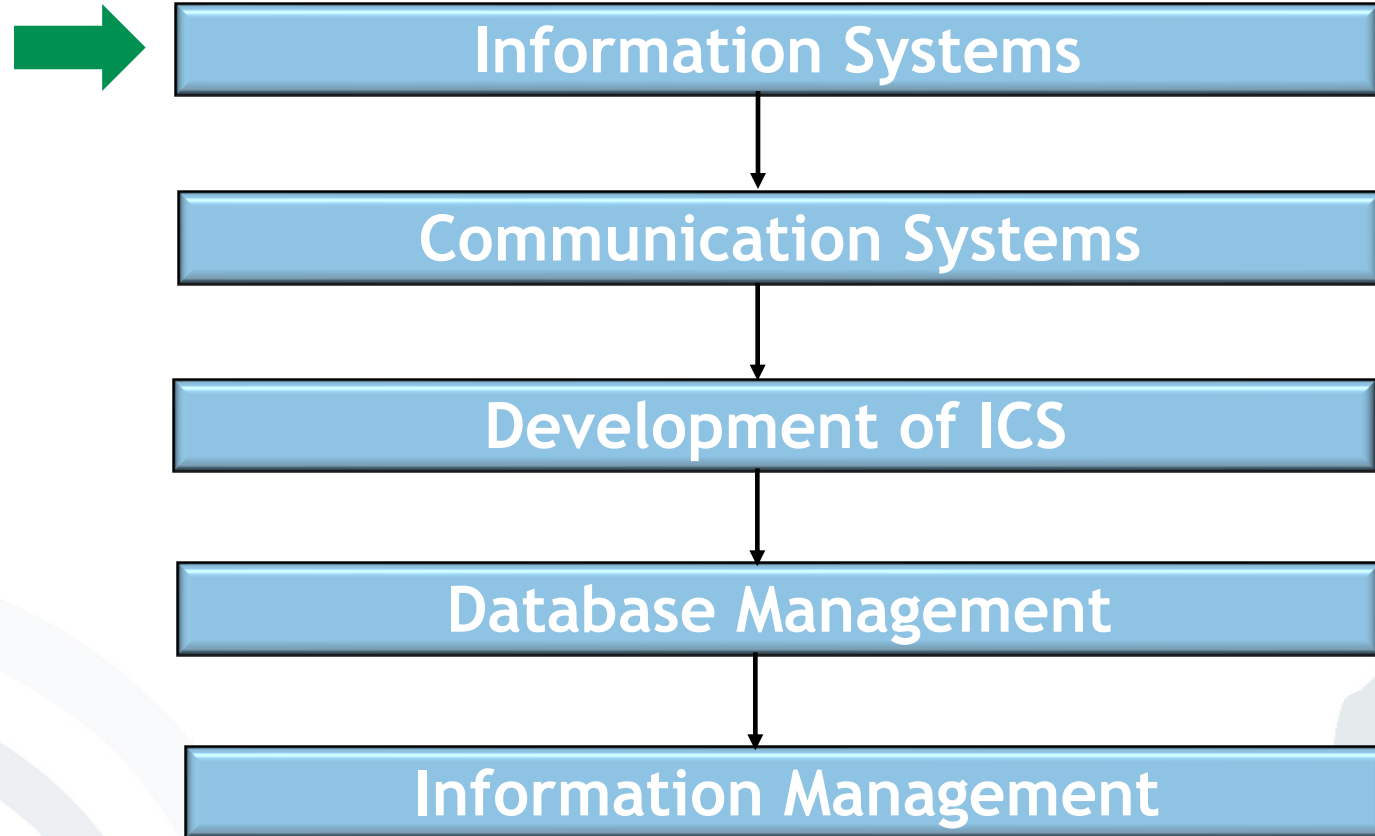
Information Systems II, III
SS 2023

Frédéric Tronnier

www.m-chair.de



Jenser (Flickr.com)



Components of the Course

Information Systems

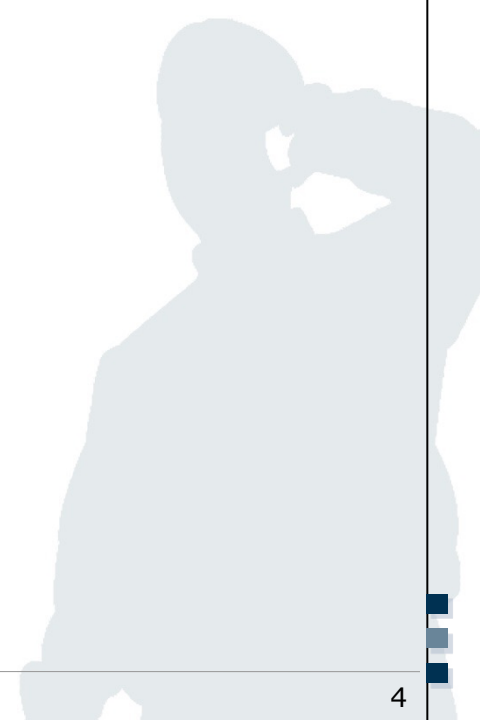
Purpose of and Research on Information Systems ✓

Enterprise Modelling ✓

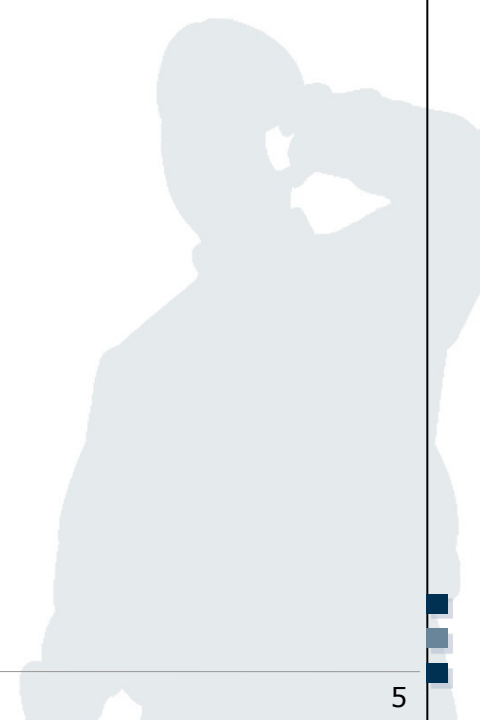
Architectures of Information Systems

Mobile Information Systems

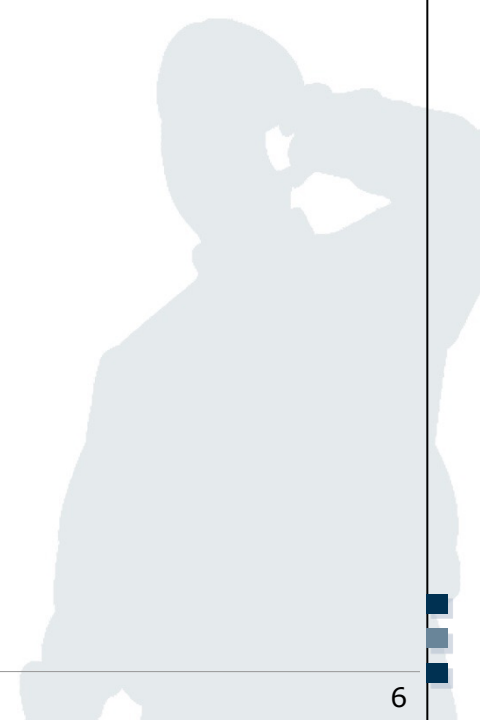
- IS Architecture Concepts
- Mobile Infrastructure and Ecosystem
- Mobile Information Systems



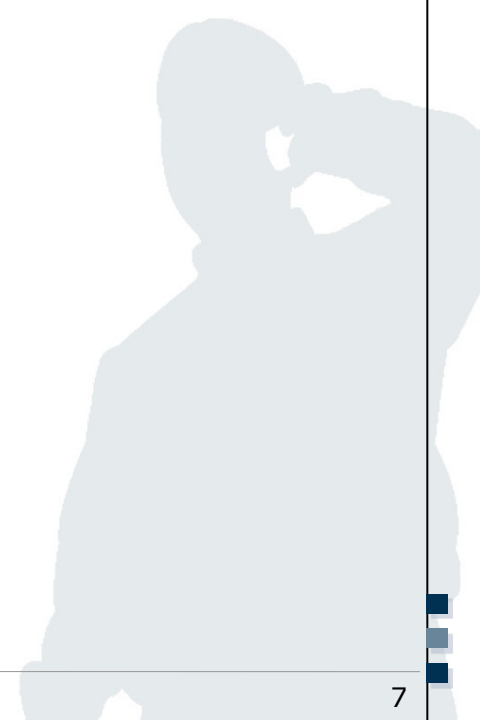
- Please name three main characteristics of cloud computing.



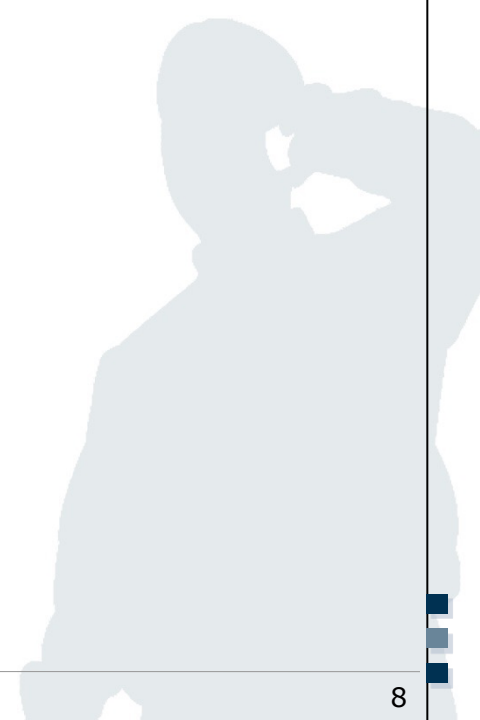
- What are issues to consider when working with cloud computing?



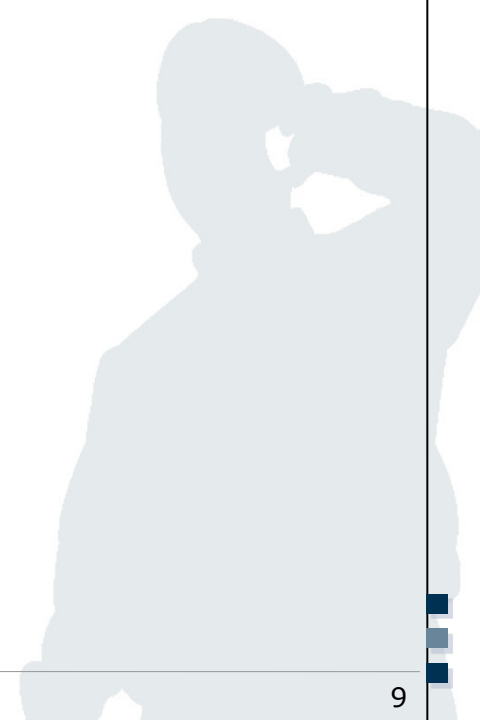
- IS Architecture Concepts
- Mobile Infrastructure and Ecosystem
- Mobile Information Systems



- What is an Operating System? Please name its two objectives.

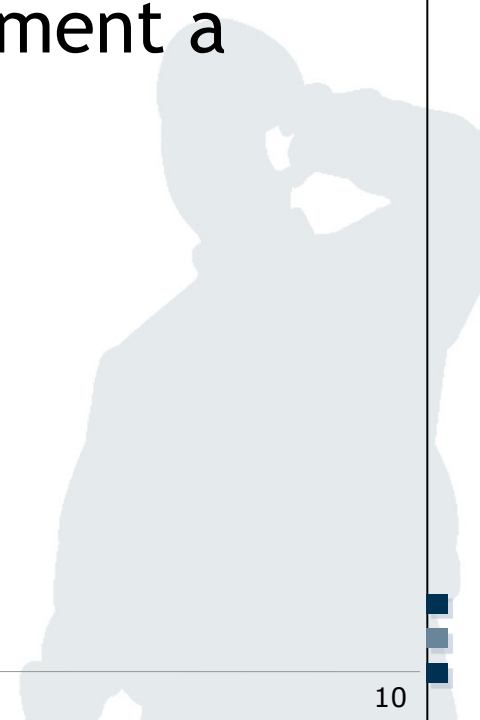


- In some devices the next generation of SIM cards, eSIMS, are already implemented. Why do providers not approve this enhanced technology?



Native apps vs. web apps

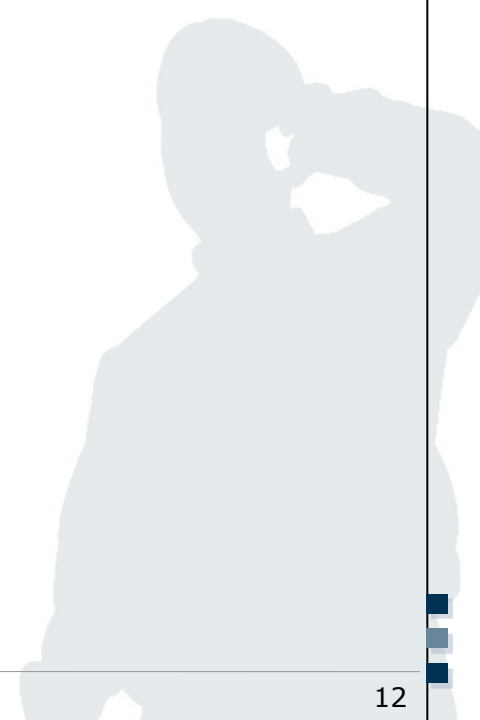
- What are the differences between native mobile apps and web mobile apps in terms of updates, platform specificity, revenue model, distribution and offline support?
- Do you recommend myPlace to implement a native app or a web app? Why?



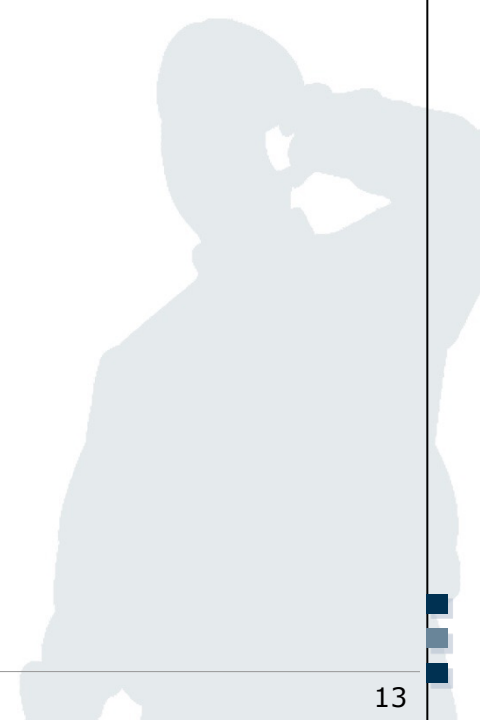
- How are the presentation, logic and data tier distributed among the user and provider in
 - Mobile web apps
 - Mobile native apps?

Native apps vs. web apps

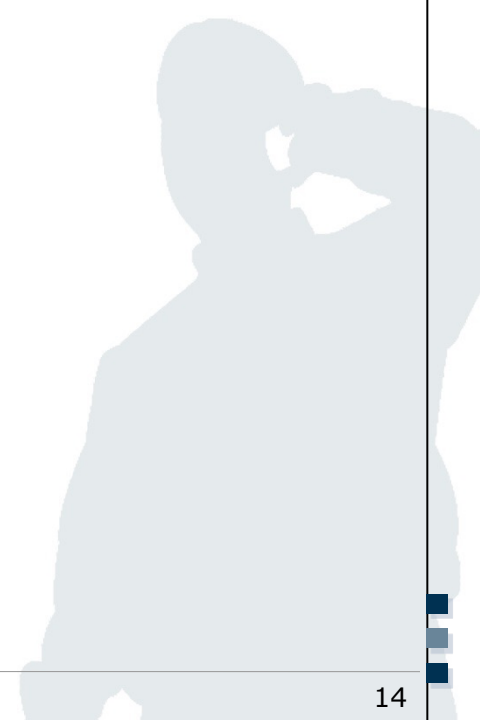
- What are typical relationships between classic websites and apps? How is it for myPlace?



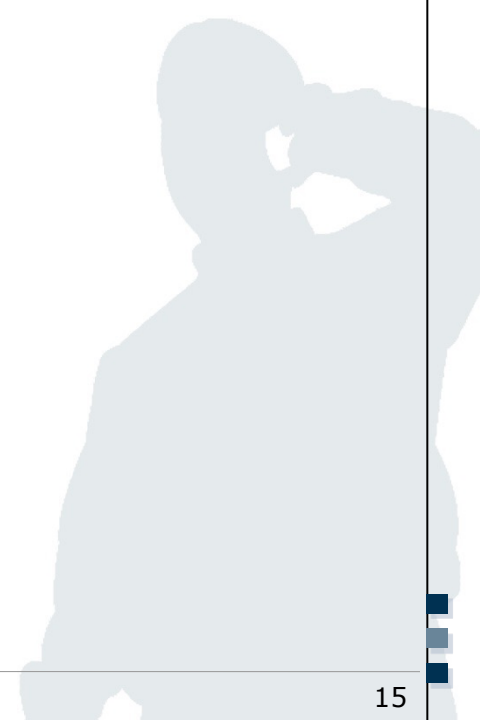
- IS Architecture Concepts
- Mobile Infrastructure and Ecosystem
- Mobile Information Systems



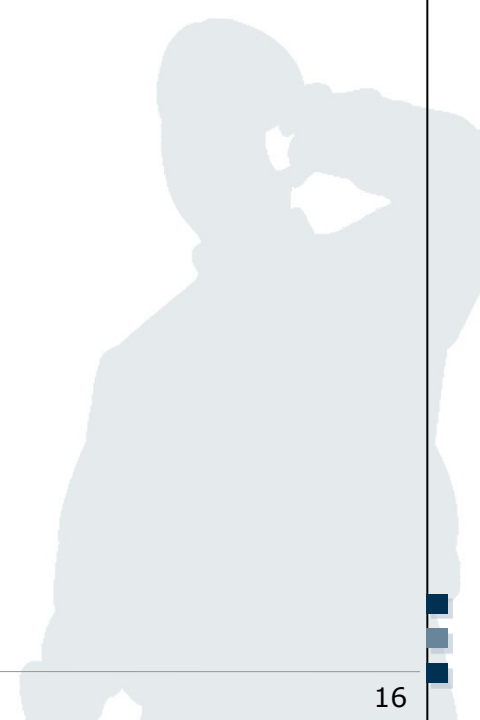
- Please explain the following characteristics of Mobile Tech and why they do or do not matter for myPlace:
 - Time and Location Independence
 - Location Awareness
 - Personal Nature
 - Always On
 - Limited I/O Capabilites



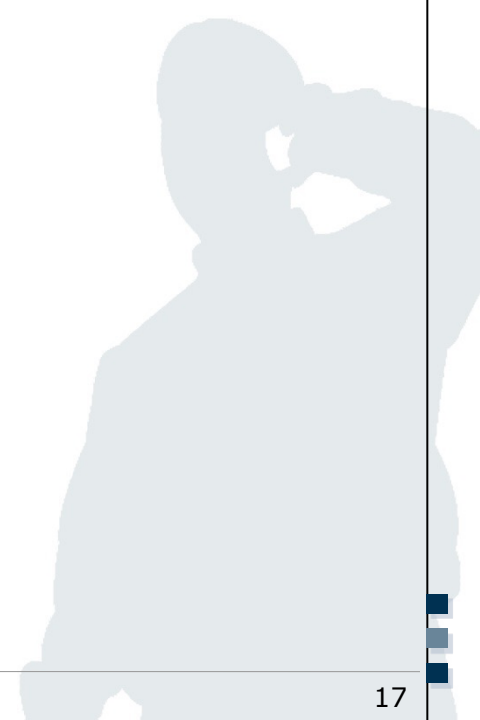
- Use the example of app marketplaces to explain platform markets and the underlying principle they build on.



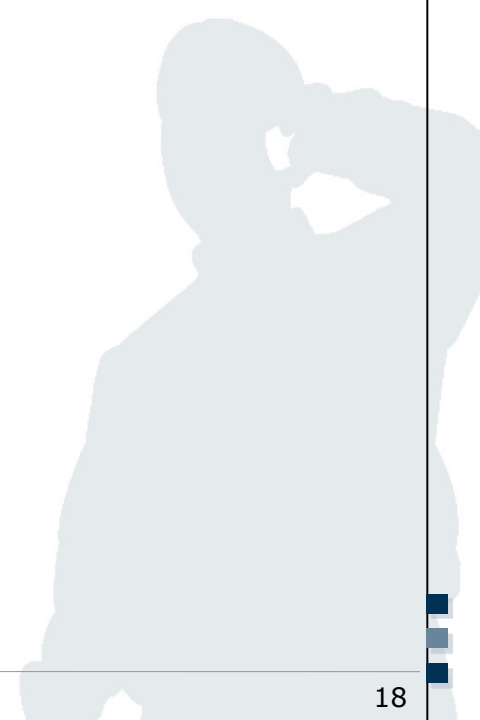
- Please describe the difficulty in building platform markets and possible solutions.



- What is contextual targeting? Please give an example.
- How is it related to myPlace?



- Please discuss the advantages and disadvantages of contextual targeting.



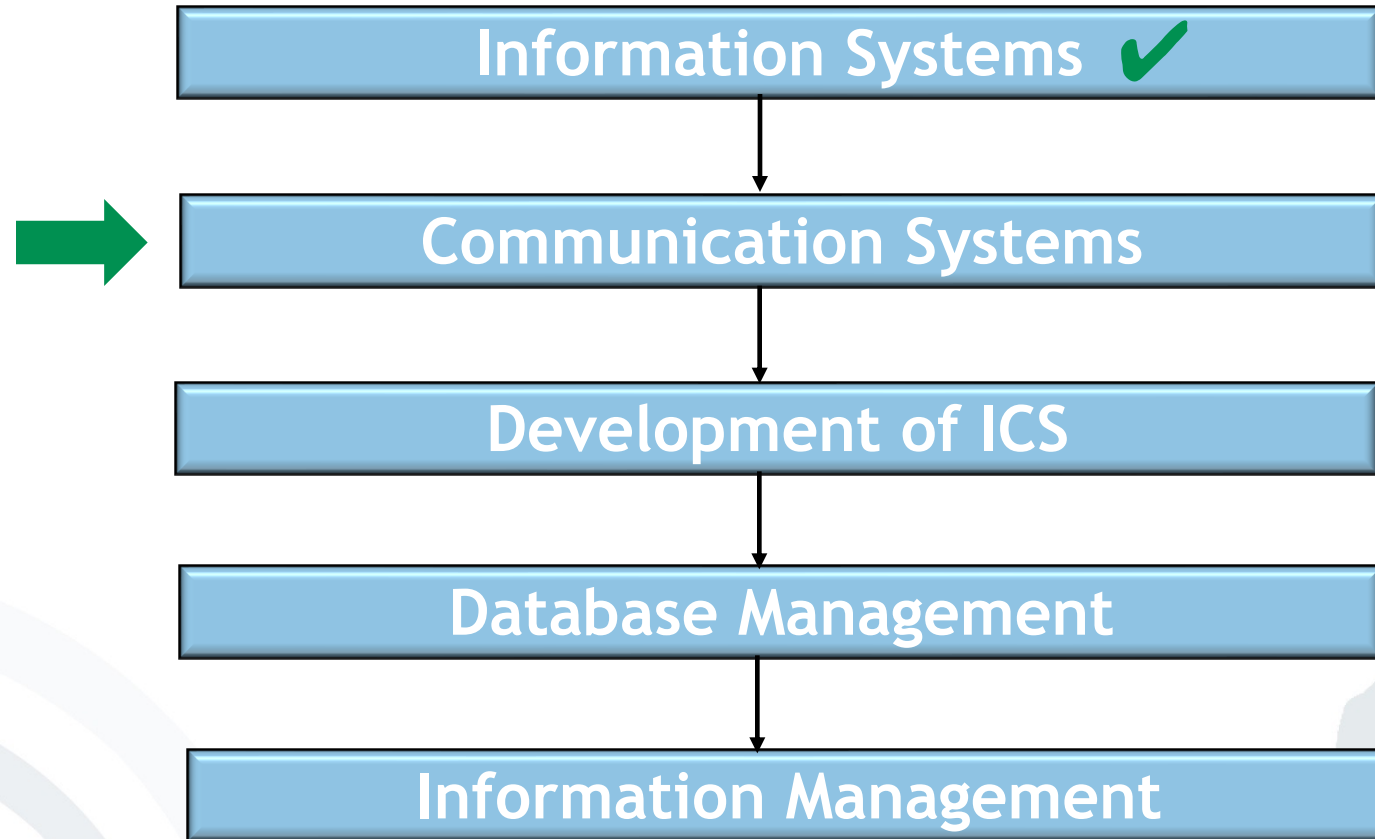
Information Systems

Purpose of and Research on Information Systems ✓

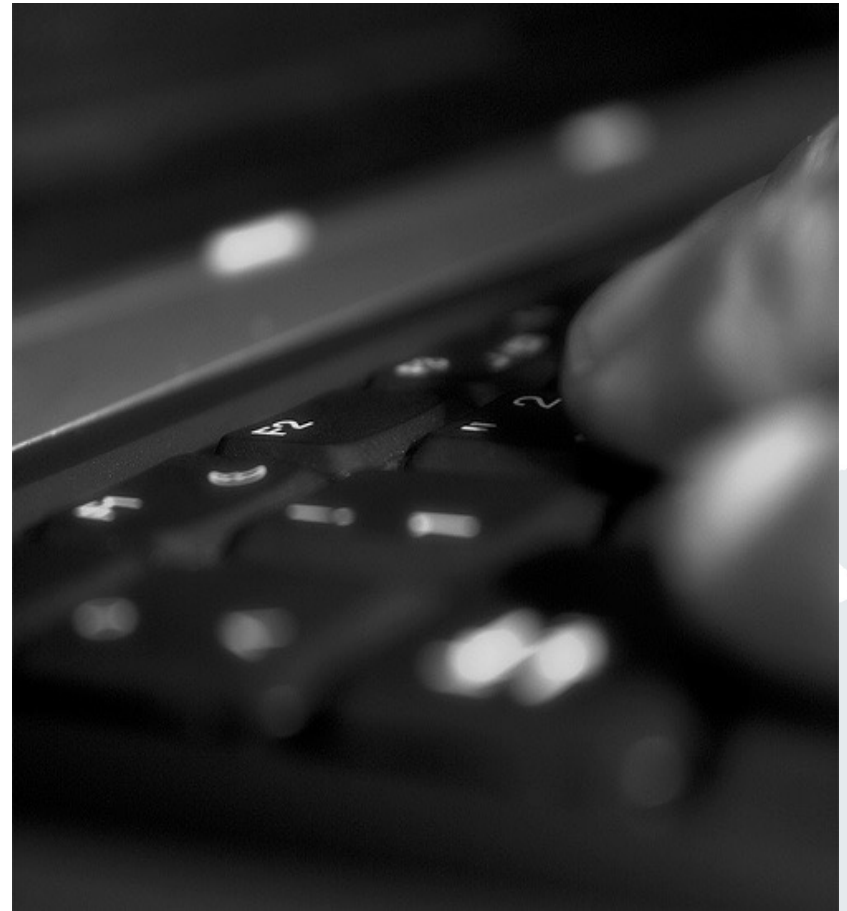
Enterprise Modelling ✓

Architectures of Information Systems ✓

Mobile Information Systems ✓



Thank you!



Jenser (Flickr.com)