**Chapter 10**

**Question 1**

Kodak’s decision to outsource components of their IT department was as a result of the decision to assign each IT function a value that was based on how closely it related to the core business. This was as a result of the need to lower the cost and be able to save the company from filing for bankruptcy. The high-value functions such as database administration as well as infrastructure ended up being prioritized by the company and were retained while low-value functions such as networks, as well as mainframes were outsourced.

The decision to outsource components of their IT department had a negative impact on the company's long-term viability. This is attributed to the fact that it resulted in the loss of organizational memory as well as loss of IT connectivity with the firm.

**Chapter 11**

**Question 2**

The variables or deliverables that make IT projects more complex include business deliverables, product or service deliverables as well as project management deliverables. The product deliverable is information technology. IT encompasses several areas or variables that make it more complex. This includes firmware, content, database, disaster recovery, web, infrastructure, security, Network as well as storage.

The five key issues that are involved in making these projects more difficult to execute are;

1. Presence of more vendors/partners who supply components needed for an IT projects such as servers, infrastructure etc. these vendors are usually associated with varying expectations, assumptions as well as constraints that ought to be incorporated in the overall project plan.
2. The ever Changing versions and releases of IT components that demand constant monitoring to ensure that the project is being executed with up to date components.
3. Complex dependencies demand that delays should be eliminated from the project
4. Integrated testing whereby all the components of the IT project need to be tested after every stage.
5. Support whereby issues get escalated in a timely manner so as to enable effective measures to be implemented in a timely manner as well.

**Chapter 12**

**Question 3**

The two stands out benefits to be realized by organizations as result of using IBM social analytics include being able to generate increasing profits as well as being able to address customer needs as well as complaints before they end up becoming relate problems that will have a negative impact on the company.

Higher profits can be realized by organizations using IBM social analytics simply by enabling them to capture and focus on real customer needs and requirements. Real customer feedbacks enable companies to understand their customers better thereby making products that will meet their exact needs. This, in turn, enables companies to gain a good reputation and be able to attract new customers who put the company in a position where they can generate increased profits.

Secondly, with the world being regarded as a global village as a result of technological advancements that enable people from different parts of the world to share information, it is of the essence for companies to act in a timely manner on customer complains before they spiral out of control. This, in turn, saves the company any cost it would have incurred had the complaints turned into problems.

**Question 4**

The first insight recommended for baseball that is similar to the insights that can be gained by other industries is with regard to the shifting the focus away from focusing on the manpower available to the input that they bring into the company. This is attributed to the need to consider how one will impact the overall performance of the company or a team rather than making the rash decision of filling a given position in the company.

The second insight is with regard to how the use of statistical data is of great importance. As highlighted in the money ball video, the most underrated players can be performing extremely well in comparison to players who are thought to be the best. Similarly, industries may discard a given target market with the belief that they may not prefer their products. However, this assumptions can be disapproved through analysis of statistical data thereby enabling companies to be able to make an informed decision.

**Question 5**

The strategic role of IT varies from one company to the next. This is with regard to the fact that in some companies such as alphabet Inc., Amazon, FedEx where technology is the service they are providing, the strategic role of IT is elevated in comparison to other companies that offer products and services that are technology.

However, the general strategic role of IT is to create a competitive advantage for the company. This is by creating new products such as coming up with new technology that will improve efficiency with the various company departments as well as to come up with more efficient as well as effective ways of ensuring that the company’s products reach the target customer. The strategic role of IT in a given company is usually determined by the company's upper management. /