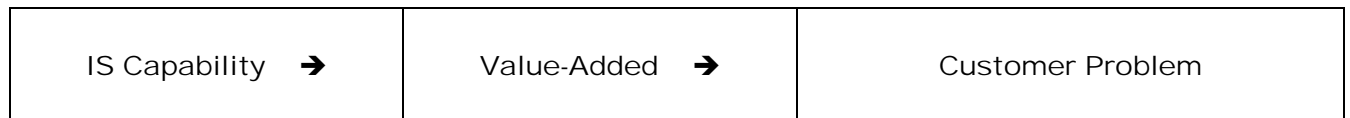


# Ameritech Publishing

Planning Mode:



Execution Mode:



Customer Problem →	Value-Added →	IS Capability
<p>Customers are frustrated that they cannot</p> <ol style="list-style-type: none"> <li>correct ads</li> <li>make any changes to ads</li> </ol> <p>because they are sent to printers far in advance of printing.</p>	<ol style="list-style-type: none"> <li><b>ACCURACY</b> of ad: customers' ability to preview ad details right up to their publication time</li> <li><b>FLEXIBILITY</b> of change: ability of system to correct mistakes just before publication</li> </ol>	<p>By <b>digitizing</b> the production process,</p> <ol style="list-style-type: none"> <li>ads can be corrected right up to their publication time</li> <li>ads can be changed right up to their publication time</li> </ol>

Customer Problem →	Value-Added →	IS Capability
	<b>ACCURACY</b> of ad: customer ability to preview ad details just before publication	
	<b>FLEXIBILITY</b> of change: ability of system to correct mistakes just before publication	
	<b>STANDARDIZATION</b> of contract	
	<b>TRANSPARENCY</b> of billing	
	<b>RELIABILITY</b> of promises: guaranteed products	

## The I.S.

Data	Customer Employees Sales/Contracts Claims	Clip Art (50,000 items) Customer Ad
Process	Enter order Produce customer past history report Calculate salesperson commission Produce management reports	Create new ads Modify old ads Maintain ClipArt collection

