



FACULTY OF MANAGEMENT

DEPARTMENT OF INFORMATION & KNOWLEDGE

MANAGEMENT

<u>MODULE NAME</u>	INFORMATION ISSUES IN BUSINESS
<u>MODULE CODE(S)</u>	IMA8X03
<u>DATE</u>	NOVEMBER 2016 EXAMINATION
<u>DURATION</u>	3 HOURS
<u>TOTAL MARKS</u>	100

<u>EXAMINER(S)</u>	MR CJP NIEMAND
<u>EXTERNAL MODERATOR</u>	DR DB LE ROUX
<u>NUMBER OF PAGES</u>	3 PAGES

INSTRUCTIONS TO CANDIDATES:

- Please answer all questions
- Question papers must be handed in.
- Read the questions carefully and answer only what is asked.
- Number your answers clearly.
- Write neatly and legibly.
- Structure your answers by using appropriate headings and sub-headings.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

QUESTION 1

Case study: National Australia Bank Improves Data Quality, Streamlines Regulatory Reporting.

2016: David Baum

<http://www.oracle.com/us/c-central/cio-solutions/information-matters/importance-of-data/information-management-1888241.html>

"National Australia Bank (NAB) is a financial services organization employing more than 40,000 people, operating more than 1,800 branches and service centers, and responsible to more than 460,000 shareholders. The company provides more than 10.93 million customers worldwide with retail, business, and institutional banking services.

NAB wanted to eliminate inconsistencies arising from storing data in 34 different financial and operational systems. The organization lacked consistency in how it maintained data about cost centers, branches, and general ledgers for various business units. To remedy this situation, the bank wanted to establish a master data repository underlying all of its information systems so that changes to data elements in one system would be applied universally across all other systems.

In addition, by establishing a standard change-control process, bank officers would be able to prevent ad hoc, unjustified and erroneous data updates that could result in financial misrepresentations or inaccurate data in regulatory reports. They wanted to ensure that all finance systems stored data and produced results in a consistent manner.

To achieve these goals, the bank decided to replace an aging, inflexible mainframe system used as a pseudo master data management tool with a more sophisticated, true master data management solution from Oracle. Working with Oracle Consulting, the bank implemented Oracle Hyperion Data Relationship Management to manage master data assets in 34 applications including human resources, general ledger, planning, and finance. To prepare for the Oracle implementation, NAB spent weeks gathering system requirements for interface designs. An Oracle consultant provided initial training on Oracle Hyperion Data Relationship Management. The bank opted for a centralized maintenance and governance approach, where one team looks after the master data. The implementation team included one project manager, two NAB team members, and a consultant from Oracle Consulting".

Discuss the Information Issues in Business that NAB faces as part of its day-to-day activities.

Your discussion should include:

1. A solid theoretical basis to answer the question. [15]
2. Identify and discuss the information realities that NAB faces in the New Economy. [15]
3. Discuss and motivate where NAB finds itself on the Information Evolution Model by focusing on the infrastructure, knowledge process, human capital and culture dimensions. [30]
4. Formulate and discuss the activities associated with the transition from one level to the next on the Information Evolution model, included the advantages and disadvantages of moving from one level to the next. [40]

Total: [100]

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