

Research Packet

Tier 2 Risk

5/6/2008

University of Wisconsin-Superior

Scheduling, Risk, and Quality Management Department

Research Topic

Information via text message on cellular phone. (Mobile Campus)

Methodologies/tools used

SWOT

Points of Interest

1. Strengths
 - a. Free
 - b. Convenient
 - c. It is being implemented by other Universities
 - d. Security (Encrypted SSL)
 - e. Client based application
 - f. Can be customized to better fit a certain University
 - g. Privacy is well established in the terms of agreement
2. Weaknesses
 - a. Not being used by a lot of Universities (27)
 - b. University may not be ready for this new innovation
 - c. Lack of student interest
3. Opportunities
 - a. UWS could be one of the first Northern schools to adopt Mobile Campus
 - b. Could boost enrollment with being the only University in the area with a Mobile Campus community
 - c. Currently it is free through government funding, this may not always be the case
4. Threats
 - a. Relying on a third party company is bad in the instance of the company disbanding
 - b. Not many substitutes
 - c. Could lack faculty to assist with the training students, faculty, and staff how to use Mobile Campus
 - d. Ownership of the data
5. Recommendation
 - a. Mobile Campus would be a great way for UWS to become a leader in the area in terms of having a mobile community. There are many opportunities and strengths that make up for the weaknesses and threats.
 - b. How we see it implemented on campus

Risks

Research Topic

Windows Mobile

Methodologies/tools used

SWOT

Points of Interest

1. Strengths
 - a. Microsoft is a leader in the industry
 - b. Microsoft applications are well known
 - c. Support
 - d. Windows Mobile is being used at many other Universities around the world
 - e. Easy to implement to current Microsoft Exchange Servers
 - f. Security
 - g. Windows Mobile vast selection of applications
2. Weaknesses
 - a. Requires a more advanced phone/smart phone
 - b. Lack of interest
 - c. Lack of technology among University
 - d. Windows Mobile vast selection of applications
3. Opportunities
 - a. Chance for UWS to be a leader in the area in terms of having a mobile community
 - b. Increase enrollment by offering students a mobile alternative
 - c. Offer students a learning tool, as well as an entertainment device
4. Threats
 - a. Network security
 - b. Data security
 - c. Ownership of the data
5. Recommendation
 - a. Windows Mobile is a great approach when comparing the strengths against the weaknesses. Microsoft is a well established corporation.

Risks

Research Topic

iPhone/iPod Touch

Methodologies/tools used

SWOT

Points of Interest

1. Strengths
 - a. Apple is a well established corporation
 - b. Apple is a leader in the industry
 - c. Support
 - d. Interest is high
 - e. Being implemented by other Universities
 - f. New
 - g. Development kit has been released
2. Weaknesses
 - a. Security
 - b. Lacks an office suite
 - c. Not as compatible with Microsoft applications
 - d. Expensive in terms of initial cost
3. Opportunities
 - a. Chance for UWS to be a leader in the area in terms of having a mobile community
 - b. Increase enrollment by offering students a mobile alternative
 - c. Offer students a learning tool, as well as an entertainment device
4. Threats
 - a. WiFi could raise security issues with the network
 - b. Network security
 - c. Data security
 - d. Ownership of the data
5. Recommendation
 - a. iPhone/iPod Touch is a great approach when comparing the strengths against the weaknesses. Apple is a well established corporation. The interest is very high with the iPhone/iPod Touch.

Risks

Research Topic

Android (G-Phone)

Methodologies/tools used

SWOT

Points of Interest

1. Strengths
 - a. Easy to use
 - b. Large variety of applications
 - c. Customizable
 - d. Security
 - e. Google is a well established corporation
 - f. Google is a leader in the industry
2. Weaknesses
 - a. No other Universities have implemented this application
 - b. Relatively new to the business
 - c. Expensive in terms of initial cost
 - d. Lack of information on the Android (G-Phone)
3. Opportunities
 - a. Be the first to adopt the new technology and be a leader in terms of mobile communication
 - b. Increase enrollment by offering students a mobile alternative
 - c. Offer students a learning tool, as well as an entertainment device
4. Threats
 - a. Privacy
 - b. Network security
 - c. Data security
 - d. Ownership of the data
5. Recommendation
 - a. Android (G-Phone) holds much promise. There is a gap in the information out there because the product has not been produced to the community on a large scale. Google is a well established corporation, thus raising confidence in the company, and lowering risk.

Risks

Research Topic

Zoho Mobile

Methodologies/tools used

SWOT

Points of Interest

1. Strengths
 - a. Free
 - b. Easy to use
 - c. Large variety of office/business applications
 - d. Load existing documents for Microsoft Word and Open Office
 - e. Great potential
2. Weaknesses
 - a. Not well known
 - b. No other Universities have implemented this application
 - c. Not a client based application
 - d. Lacks mobile customization
3. Opportunities
 - a. Save the University money in terms of cost
4. Threats
 - a. Relying on a third party company is bad in the instance of the company disbanding
 - b. Ownership of the data
 - c. Lack of control for customization
 - d. Security
 - e. Privacy
5. Recommendation
 - a. Zoho Mobile has a vast amount of applications to offer. The risks are high with using any 3rd party online application. Zoho being relatively new to the industry puts it at a higher risk as compared to Google.

Risks

Research Topic

Google Mobile

Methodologies/tools used

SWOT

Points of Interest

1. Strengths
 - a. Free
 - b. Easy to use
 - c. Large variety of applications
 - d. Load existing documents for Microsoft Word and Open Office
 - e. One source for all your information
 - f. Google is a well established corporation
 - g. Google is a leader in the industry
2. Weaknesses
 - a. Lacks office/business applications
 - b. No other Universities have implemented this application
 - c. Not a client based application
3. Opportunities
 - a. Save the University money in terms of cost
4. Threats
 - a. Relying on a third party company is bad in the instance of the company disbanding
 - b. Ownership of the data
 - c. Lack of control for customization
 - d. Security
 - e. Privacy
5. Recommendation
 - a. Google Mobile offers a variety of applications, not as many business applications as Zoho Mobile. Google is a well established corporation, thus raising confidence in the company, and lowering risk. The odds of Google abandoning are very low.

Risks

Research Topic

Yahoo Mobile

Methodologies/tools used

SWOT

Points of Interest

1. Strengths
 - a. Free
 - b. Easy to use
 - c. Large variety of mobile applications
 - d. Can upload photos using Flickr
 - e. Track your finances
 - f. High customization
 - g. One source for information
2. Weaknesses
 - a. Lacks office/business applications
 - b. No other Universities have implemented this application
 - c. Not a client based application
3. Opportunities
 - a. Save the University money in terms of cost
4. Threats
 - a. Relying on a third party company is bad in the instance of the company disbanding
 - b. Ownership of the data
 - c. Security
 - d. Privacy
 - e. Yahoo were sold or abandoned
5. Recommendation
 - a. Yahoo Mobile focuses more on mobile data source. It lacks office/business applications. It offers more customization and versatility with communication and gathering information. The risks are high with using any 3rd party online application. Yahoo is a well established corporation, thus raising confidence in the company, and lowering risk.

Risks

Research Topic

Microsoft Live

Methodologies/tools used

SWOT

Points of Interest

1. Strengths
 - a. Easy to use
 - b. Large variety of applications
 - c. Load existing documents for Microsoft Word, Excel, PowerPoint, and Outlook
 - d. Microsoft is a well established corporation
 - e. Microsoft is a leader in the industry
 - f. Easy to implement to a system already using Microsoft applications
 - g. Free to sign up (costs don't include Microsoft Office)
2. Weaknesses
 - a. Cost more than other online office applications (need to purchase Microsoft Office applications)
3. Opportunities
 - a. Easy to implement to the current system
4. Threats
 - a. Ownership of the data
 - b. Lack of control for customization
 - c. Security
 - d. Privacy
5. Recommendation
 - a. Microsoft Live offers a variety of applications, not as many business applications as Zoho Mobile. Microsoft is a well established corporation, thus raising confidence in the company, and lowering risk. Microsoft is a large corporation and odds of the company being abandoned are very low.