University of Dayton  
MIS 366/MBA 667A ASSIGNMENT 1  
See syllabus for due date.

This assignment is worth 10% of your Homework Assignment Component

You have been approached by an executive who has challenged you with the following questions: What are the important differences between BI and operational information systems? By what dimensions should we distinguish these two types of information systems, and what characterizes these two types of information systems along these dimensions? Why can't I get all the information I need to run my business just from the operational systems?

To complete this assignment, please develop a 2-3 page briefing document to answer his/her inquiry. Please couch your answers in terms of both technology and organizational factors. Use examples from live firms that have employed BI applications to illustrate your points. You may find some examples in the “Competing on Analytics” in-class reading, and you should also seek examples in online resources (e.g. try Google with terms like “BI” or “Business Intelligence” and “Insurance” or “Marketing” or “BI Systems versus Operational Systems” or “Operational Data versus BI Data” and see what you can find. You are also welcome to use resources such as Information Management (a website – click the link). You may want to consider Turban et al (page 17) and Eckerson (specifically page 52, Exhibits 3.3 & 3.4) in your answer. Use these passages to help you complete this assignment, but don’t rely exclusively on only these sources.