

## Apple Inc.

The process of managing an information systems project at Apple Inc. is initiating, planning, execution, and closedown. The first phase of this process is initiating, during this phase you would develop an initiation team. This team will establish a relationship with the customer, project initiation plan, management procedures, project management environment and workbook, and project charter. The second phase of this process is project planning. During this phase you should divide the project in to manageable tasks in order to accomplish your goals in a timely manner. You should also develop a preliminary budget and revisit the communication plan. The last thing you should do in phase two of this process is to set a baseline project plan. In order to achieve this goal you should identify the company's milestones and deliverables. The third phase on this process is project execution. During this phase the plans that you have created in prior phases and put into action. These actions include executing baseline project plans, monitoring progress against baseline plans, maintaining project workbook, and communicating the project status. The last phase of this process is the project close down. During this phase you will bring the project to an end. The actions required to accomplish this are closing down the project, conducting post-project reviews, closing the customer contract, and developing opportunities for the next projects.

Apple Incorporated has an Information Systems and Technology team. This team manages key business and technical infrastructure at Apple. These responsibilities include how they take an order online, the experience with technology in Apple's retail stores, how much network capacity they need around the world, the processing of every credit card and iTunes customer uses and closing the books. Within this large team there are Project Manager/Business Analyst. These people reside in the AppleCare business and are the interface between the AppleCare business teams and the Information Systems and Technology team. This role on the AppleCare BPR team will, from a business perspective, prepare the required documentation based on the project size, get resources allocated to project team roles, effectively and clearly communicate project status, manage risk, monitor the change readiness of the business as well as conduct post implementation reviews for AppleCare.

Project management software is software used for project planning, scheduling, resource allocation and change management. It allows project managers, stakeholders and users to control costs and manage budgeting, quality management and documentation and also may be used as an administration system. Project management software is also used for collaboration and communication between project stakeholders. After doing research I could not find anything that stated that Apple Incorporated uses a project management software system.

Apple, Google, IBM, and Microsoft are some of the best companies in the technology industry. Most of the Technology Networks system is fully automated and managed by ASP's. Due to the large size of the corporation, ASP's have full time staff managing the outsourced projects. Most of the Social Networks System for working knowledge development and dissemination are fully automated and leveraged to support Value Networks System and Responsive Networks System. The Value Networks System is well developed with tangible values automated and intangible values increased. The Responsive Networks System is the main focus of attention.

I would help Apple Incorporated achieve the best practices by benchmarking. This is a measurement of the quality of an organization's policies, products, programs, strategies, etc. and their comparison with standard measurements, or similar measurements of its peers. The objectives of benchmarking are to determine what and where improvements are called for, to analyze how other organizations achieve their high performance levels, and to use this information to improve performance. Another way to help Apple achieve the best practices is to economically implement the best practices as stated in the above paragraph.

Information systems projects are identified by identifying potential development projects, classifying and ranking IS development projects, and selecting IS development projects. The first thing you need to do is identify potential development projects. You should get identification from a stakeholder group. The second thing you need to do is classify and rank IS development projects. You can use a value chain analysis to build working knowledge profiles. A value chain analysis is a useful tool for working out how you can create the greatest possible value for your customers. In business, we are paid to take raw inputs, and to "add value" to them by turning them into something of worth to other people. The last thing you need to do is to select IS development projects.

The information systems projects are identified as part of the information systems planning process for Apple. This process requires developing working knowledge profiles while also effectively disseminating and innovatively leveraging working knowledge profiles.

The relationship between corporate strategic planning and information systems planning for Apple Incorporated go hand in hand with one another. The corporate strategic planning involves current enterprise, future enterprise, and strategic plan. These three things tie into the information systems planning. The information systems' planning involves current situation, future situation, and schedule of projects. The current situation should involve listings of manual and automated processes and data, technology inventory, and human resources inventory. The future situation should involve blueprints of manual and automated processes and data, technology blueprints, and human resource blueprints.

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I would help Apple Incorporated achieve the best practices by identifying the good, the bad, and the ugly through technology networks. I would also transform the bad into the good by the use of social networks. Another way to achieve the best practices is to develop the Value Networks System through and airplane model. The last way I can help Apple is by developing responsive networks for global markets.