
Uber Information Systems Integration

Nowadays information systems are integrating four main components. Software, hardware, people and data those components will be analyzed further. The evolution of information systems has allowed synchronized its components in dairy life in digital age. Typically, organizations such as UBER are responsible of implementing plenty resources to make easy the customer experience and creating smart solutions for common problems like public transport including taxis which affects to everyone anytime.

Software: UBER has developed a platform about collaborative economy in the transport or logistic business. This platform connects drivers with riders or eaters. Before that, users must to create an account joined whit a phone number. Once, users are on line this application through the location permission active, show the driver who are near to your location and extra information like suggest fare from your location to a destination and ETA (estimate time arrival). Most of the times this time is no longer than 10 minutes.

Hardware: the company, as a much more companies has its datacenters, databases, servers, installed in different parts of the world giving to the customer chance to take these services in a large number of the cities. Drivers, riders and eaters, do not need to invest in any additional device. For sure they must have internet access also, they must be willing to pay additional fees when they do or accept a request.

People: as a company, UBER more than users registered in its platform whatever be the roll that they choose, driver, riders, eaters, there are people who is working in the background making possible that users can get a quality services.

Data: Beyond, the conventional data storage in a hard drives UBER is enhancing and innovating about it. In 2017 in its datacenter in London, UBER has been running around 220 applications regarding to streaming services impulse by AthenaX which an analytics platform is. Information system components working together have been producing a lot of software implemented by organizations.

UBER in its robust platform integrate some features about IF (info systems) and will be explained carefully in the next statements:

Payroll: Allows to deduct all fees and fares for taken request, also gives to all user payment statements and record for each history trips. Finally, the data generate weekly is used to de money transfer to each user. In NZ this payment cycle is Sunday to Sunday and those

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transferences are sent each Tuesday.

Marketing: Through the app, users can receive notification about promotions, users are able to check advertisement about restaurants and interest places.

Customer Services: this app has a module which has been designed to manage any issue that users can have. Customer services staff, are able to follow tickets up, send and receive messages and so on. In the area of knowledge UBER, use a model which is composed by 2 mainly components.

Tactic: In a common way this knowledge is hard to write down and understand how works in the company due to makes a part of the information that the staff members gets through the experience. Also called expertise, this component develops some specific skills in each employee. One strategy of UBER has minimized employee turnover bring to the staff a good salaries and opportunities to growth in the company. Controlled turnover ratio in UBER maintains the competitive advantage facing the challenges to stay on the top of the innovative companies in digital age.

Explicit: in this component of the knowledge management UBER has plenty processes documented in many fields they run. For instance, how to build and specific zones where they might increase fares and offer of drivers in some rush hours of the day. This information is managed by top level of the company in terms of be competitive in their business. Other example comes up from IT department where every single task that the managers does, are associated to politics, guidelines, procedures. This information is classified like confidential information and is exclusive for internal use of the company however, plenty staff of the organizations has access to this information through the intranet the company use to share this and more information with all staff across the world. According to the research UBER, in the beginning, they used to choose a conventional model such as the prototype and they got successful results nevertheless, technology is a high dynamic field, processes and architectures has to be re-built simultaneously business grows. This model has four phases like; requirement gathering and analysis, design, implementation or coding, testing, deployment, and maintenance. It will be explained each phase and how UBER take advantage of these model.

Requirement Gathering and Analysis: This phase is focused on understanding what the customer needs and how desire gets the outputs. Most of the times, managers meeting with his staff, research answers, questions like; how is going to use the system? how will they use the system? what data should be input into the system, what data should be output by the system? After that, plenty of documentation will be required in the next phase.

Design: At all kind specifications that the development needs are established at this point, what

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devices and resources are required. Also, the tester is involved and designed the strategy of what they should test and how to test.

Implementation: Developers come up to type down and start creating, the task is separating into units which allows enhancing the quality of the coding. Most of the time this phase is longer than other phases.

Testing: Basically, plenty codes created in the previous phase are verified, and depend on the type of project tester are assigned per project. They have a big UAT (User acceptance testing).

Deployment: Once, the testing phase has been finished, the outputs are ready to go to production, sometimes the new features on the app or any release can be deployed in a controlled way it means partially deployed. Early morning are appropriated hours the least impact to the customer or low traffic hours.

Maintenance: In this phase, all issues presented in the system have to be identified and fixed as soon as possible. In terms of warranty functionality and stability of the product different level of customer services are in charge of following up every single error. Certainly, the sector which is highly impacted by UBER is transport through its on-line services. A couple of years ago, cities have worked with conventional transports models like, taxis, buses and so on. After UBER came up to the business, gives the option that whatever person how has a car in good conditions can offer pick users up and drop users off is not a common model which revolutionized the way how cities used to do that. In digital age, to keep a good will is a seriously challenge, in the same way companies rise dizzying can fall down as well. Takes too much time to create this good will and try to insert the brand on the brain of the consumers is quite hard, and there are many marketing strategies to get that but is not the scoop of the present project. Social media in one of the main components in this digital phenome because users just need to upload a pic or a video could be fake or real, but this media is easily spread and automatically the reputation of the company will be compromised. In 2017 the co-founder Mr. Travis Kalanick resigned a CEO from the company hoe he built in 2009 as a start up in Silicon Valley, United States. For this days had a viral video When Mr. Kalanick was a rude behavior with a driver user. Perhaps it was the only reason, behind the scene could be other factors evaluated for the board of directors but, this video pressed up to make this decision. All in all, UBER has been making a big effort to adopt new strategies to keep at all user involved in its services satisfied.

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