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Information systems is about how businesses can make the best use of computer technology to provide information to achieve their goals. (University of Babylon, n.d.)

‘An information system (IS) is a set of interrelated components that collect, manipulate, store and disseminate information and provide a feedback mechanism to achieve a goal.’ (Zemmouchi-Ghomari, 2021)

Why are they important?

- ▶ Automates operations which can drastically improve efficiency
- ▶ Can be used to assist in decision making and provide accurate information fast
- ▶ Can also provide personalized services that improves customer experiences and efficiency
- ▶ Help improve innovations and forecasting which creates advantages to the business

INTRODUCTION TO INFORMATION SYSTEMS



- ▶ Management Information System – MIS can generate reports to support management decisions
- ▶ Transaction Processing Systems – TPS can help manage daily business transactions

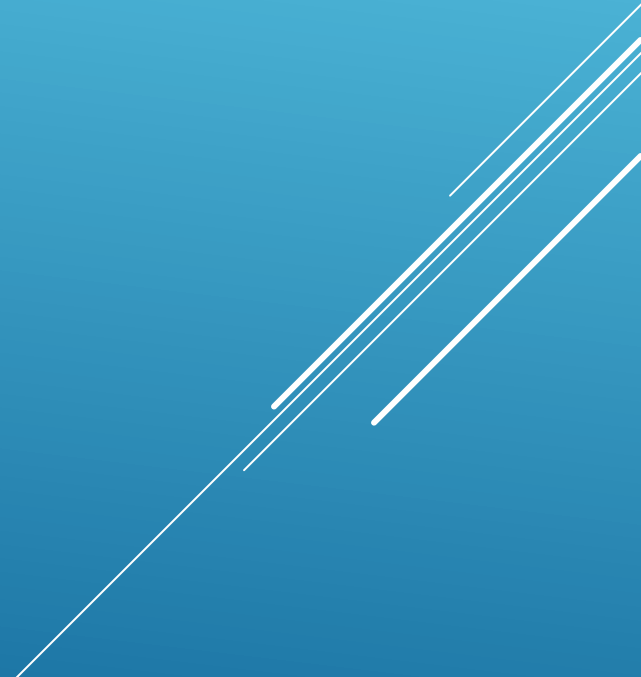
TYPES OF INFORMATION SYSTEMS



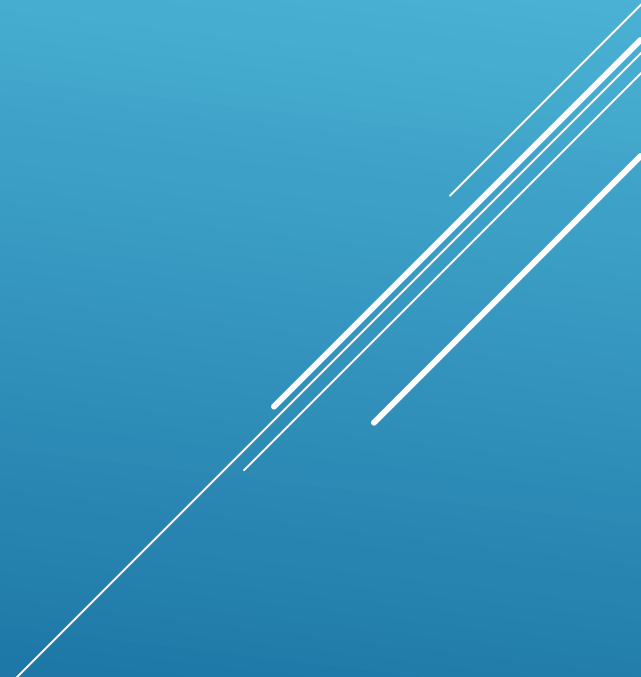
- ▶ Decision Support System – DSS can assist in the more complex duties. Analyses data and creates strategic plans
- ▶ Customer Relations Manager – CRM helps manage customer interactions and improves customer experiences and satisfaction

TYPES OF INFORMATION SYSTEMS

COMPARISON OF SYSTEMS



ETHICAL CONSIDERATIONS



CASE STUDY 1: NETFLIX

Impact

Massive investment such as netflix has invested over \$135billion in films and series .

Around the world customers love netflix because they could watch films and series with only paying a lillite amount of money instead of going the cinemas.

Personalised content customers could personalise films or series to there kids to watch or them self'saswell .

Challenge

Customer retentaion .



CASE STUDY 2: AMAZON

Impact

Faster delivery, amazon could delivery your itme in 1-5 days or if they have it in local they could delivery it to you in hours , with paying a lillte amount every mouth you could get prime and free delivery to your door .

Improved inventory management meaning that you could see how many is in stock and how many it was sold also they have reviwe's about them item you want and you could see the star rate .

Challenge

Managing global operations.

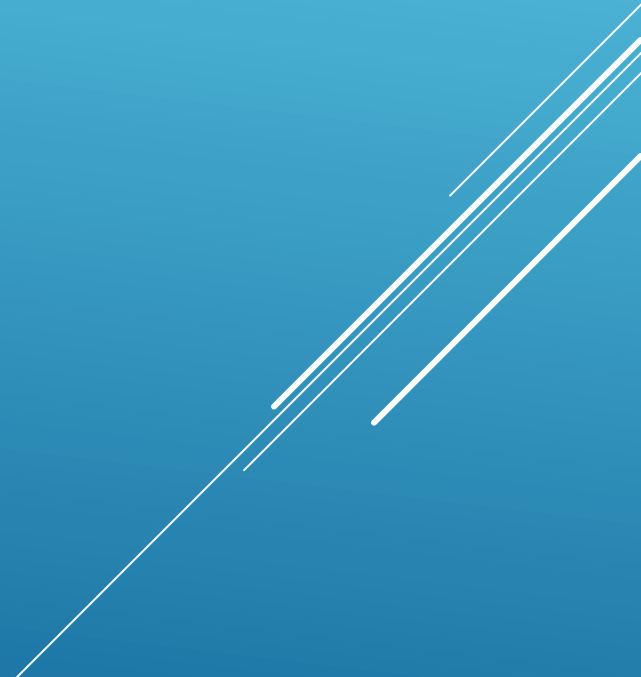


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RECOMMENDATIONS (+CONCLUSION)

In conclusion, Information systems are crucial to modernize a growing company. Using technologies such as CRM or MIS will help improve efficiency, customer relations and overall operations.

We recommend using TPS and DSS because,



- University of Babylon (n.d.) *What is “Information Systems”?* Available at: https://www.uobabylon.edu.iq/eprints/paper_10_16186_1357.pdf (Accessed: 9 July 2026).
- Zemmouchi-Ghomari, L. (2021) 'The basic concepts of information systems'. In: *Contemporary Issues in Information Systems: A Global Perspective*. IntechOpen. Available at: https://www.researchgate.net/publication/353381296_the_basic_concepts_of_information_systems (Accessed: 9 July 2026)

REFERENCES (MIN 8)

Thank you!
Any
Questions?

