Information and Communication Technology INFO3/PM

Unit 3 The Use of ICT in the Digital World

Candidate Booklet for the June 2013 examination

| To be given to candidates on or after 15 March 2013 |

Information and Guidance

1 On receipt of this booklet, you are advised to check carefully that it is complete and that no pages are missing or illegible. There should be 8 pages. If there are any problems you should consult your teacher.

2 The material contained in this booklet is provided for you to use in preparing for Section A of the INFO3 examination.

3 Prior to the examination, your teacher may give you assistance and advice to help you understand the content of this material.

4 You should use the time between receiving this material and the examination to familiarise yourself with its contents.

5 You are allowed to make comments or annotations on this copy of the material but you are **not** allowed to take this copy, or any other materials, into the examination.

6 A clean copy of this booklet will be provided in the examination with the INFO3 question paper and therefore there is no benefit from learning the contents by rote.

7 The INFO3 examination is on **Tuesday 11 June 2013** (afternoon session).

Redfield – Another Step Forward!

By Pippa Gilbert

Redfield Football Club's impressive rise from the lower leagues to the Premier League has enabled it to make many improvements to its stadium, situated just off the M25 motorway in Essex.

The club's enhanced status has brought it more into the public eye and it is keen to capitalise on this by making use of the many commercial opportunities that the refurbished stadium presents; in addition to its match day corporate catering business, the club now boasts a hotel, integrated into the west side of the stadium.

I've just interviewed a number of staff at Redfield, including Clare Bates, Director of Commercial Services. Clare outlined how the management of Redfield Football Club is organised and provided the hierarchical diagram opposite.
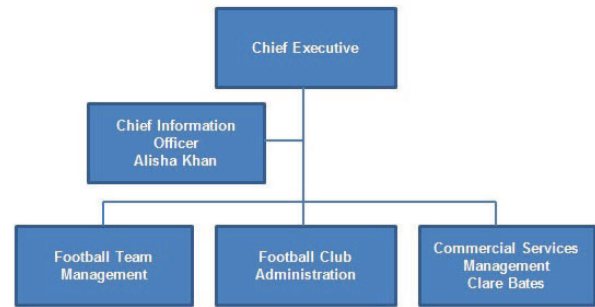
She explained that Commercial Services are responsible for five main areas:

1. Redfield Westway Hotel
2. Restaurant & Catering
3. Hotel Leisure & Spa Club
4. Web Services
5. Information Services

Each of these areas has a Department Manager who makes use of ICT (Information and Communication Technology) to organise departments effectively and efficiently.

Redfield Westway Hotel

Clare is very passionate about her work: "Football is more than just a sport nowadays. Most large clubs are commercial operations. When we opened the hotel, we knew we could always fill it with visiting supporters for our home matches; but this didn't make particularly good economic sense and we could never get a return on our investment. Our hotel and conferencing facilities are modern and up-to-date. They're also very well placed in the transport system for people visiting London or businesses needing meeting space, so we joined a franchised booking operation to bring hotel guests and business meetings to us.

"When we opened the hotel, we took the room bookings ourselves; but we weren't very successful, so we decided to outsource our room booking service to an agent. The agent hosts a website and sells our rooms using an online central reservations booking office. It's

Turn over ▶

common practice in hotel chains and it's been a very effective strategy for us; our hotel rooms are now about 85% occupied on average and our profit has increased considerably, even taking into account the commission that we pay to the agent.

"We run a modern business and ICT is essential in our establishment. Perhaps the most important part of our organisation is the customer database, which is linked into a back-office system. The back-office system has been introduced to manage the club and primarily deals with human resources and accounting; inputs are also accepted from other systems such as order handling, stock control and customer bookings."

Restaurant and Catering

Clare introduced me to Nigel Cole, the Restaurant & Catering Manager, who explained how this side of the operation runs and makes use of ICT. Nigel was very enthusiastic and keen to outline his role in the organisation:

"The catering side of our business can be very busy at times. We only have a small stadium with a capacity of 24,000 but on a match day all seats will be filled and the majority of the crowd will enjoy some sort of hospitality. We have several bars and four restaurants that are open on match days, as well as snack bars. This sort of operation couldn't be organised without ICT. We make use of Electronic Point of Sale (EPOS) to deal with all sales and to help control stock from the bars. Food and drink is relatively short dated, so we buy using an automatic stock control system that ensures we adopt a Just in Time (JIT) ordering system to minimise wastage.

"We have several conference rooms that can be used for weddings and other corporate events and we make use of databases to help organise bookings. For example, last weekend we had three wedding receptions taking place, which needs a fair amount of organising."

Web Services

Clare then explained that Redfield, along with other large organisations, is becoming increasingly reliant on Internet marketing and e-commerce to attract customers. She introduced Caz Fisher, who covers Web Marketing and Web Design.

Caz explained the main issues her department currently faces: "In web services we use email marketing a lot to boost trade. We make very effective use of our customer database and mailing list to create personalised mail-merged emails. A key issue we have to cope with is compliance with legislation, such as the Electronic Commerce (EC Directive) Regulations 2002 and the Data Protection Act (1998).

"We use the website to increase trade and try to capitalise on Redfield's large following by regularly updating the site so there's always fresh news for the fans. For example, we show match reports and photos, club statistics, short videos, player interviews and travel information for away games.

"We also sell tickets and club merchandise online, such as replica shirts and small gifts; we use shopping basket software to carry out the transactions and collect payment from the customers. Season tickets can also be purchased online; we show a seating plan of the ground to help the supporters choose their location. Because security is important in winning customer confidence, we take great care when dealing with all customer data and payment transactions. We realise that not all supporters have access to the Internet, so merchandise and tickets can still be ordered using the printed order form contained in the Club's yearbook.

"Our database system includes a facility that maintains a record of all customer transactions, complete with details of any mailshots, texts or emails sent by Redfield to selected customers."

Information Services

Next, Clare introduced me to Alisha Khan, the Chief Information Officer. Alisha described her responsibilities:

"My new appointment as CIO has given me a strategic and managerial role at Redfield where I report directly to the Chief Executive Officer (CEO). I have overall responsibility for the ICT used by both the club's administration and commercial operations. I'm also responsible for the development and maintenance of an ICT strategy. I am very keen to use emerging ICT technology, as this helps keep Redfield's name in the public eye.

"I lead a small team of two system administrators and several technicians who are responsible for computer equipment maintenance.

"One of the initial changes that I championed concerned the hotel leisure and spa club, which was poorly subscribed. Hotel guests are given free membership of the leisure club throughout their stay but, for regular income, we rely on local people who pay an annual membership fee. I proposed membership cards which are scanned at reception, displaying the member's photo and name; this gives the receptionist the opportunity to check membership validity and give a personal greeting. The database also shows reception when it is the member's birthday and the receptionist gives them a free drink voucher.

"We also updated some of the old equipment in the gym with additional features such as iPod docking, integrated TV screens and USB sockets to allow members to record their exercise performance on a memory stick.

"These may seem like trivial changes but they have helped to boost our membership numbers,

which is a true measure of success. I'm also considering using social networking sites to maintain contact with supporters and market products and services.

"A further improvement we made was to upgrade our network. With the tremendous expansion of the organisation, we are now renting out meeting and conference rooms with improved network connections, including some use of Wi-Fi and broadband internet access; the Wi-Fi network has been extended to cover the guest rooms, as well as the stadium area. An added bonus is that all the meeting and conference rooms now have interactive white boards and projectors.

"Staff communication has been improved by increased use of portable computing devices, such as smart phones, laptops and tablet PCs. However, network security needs to be considered in line with the increased use of modern communications technology.

"Now that we're in the Premier League, we're considering adding an automatic turnstile/ticketing system; it has many key advantages, in particular the elimination of forged tickets.

"It's never straightforward moving from an old system to a new, more complex system and I'm currently considering whether to use a phased or direct changeover method.

"To conclude, I have to say that the current rapid rate of technology change means that there are many new challenges to meet in the future."

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