

JIT 9 Agriculture ITO



Case description

This teaching case describes the environment of an industry training organisation (Agriculture ITO) based in New Zealand and its problems in administering information associated with the coordination of activities across a vast geographical region. The case describes the development of an information system designed to address these problems and also considers a number of issues relating to the upgrading of this system using an emerging communication technology (mobile Internet).



Commentary

The case demonstrates the importance of information systems to the coordination of activity. It also demonstrates the power of ICT in connecting together spatially remote people and supporting their activities. Any technology investment, including investments in new communication infrastructure, is a significant investment for organisations. The case highlights some of the risks involved in such decision-making.



Issues

- ▶ The value of the new information system described in the case is discussed in terms of the increased speed

with which activities such as student enrolments can take place. What other ways might be used of evaluating the impact of such an information system?

- ▶ It has been argued that good communication infrastructure is even more important to rural areas of low population than to urban centres. Consider this in terms both of the case and of the concept of the digital divide.
- ▶ The case describes primarily the functionality of an administrative ICT system. Consider some of the ways in which the communication infrastructure considered could be used to deliver eLearning.



Keywords

Public sector organisation	
Informatics industry	Informatics consumer
Business systems	Activity system
Communication infrastructure	



References/Sources

- Scornavacca, E. (2007). Wireless technologies at Agriculture ITO. *Journal of Information Technology*, 22(4), 451–455.

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