



LISBON
SCHOOL OF
ECONOMICS &
MANAGEMENT
UNIVERSIDADE DE LISBOA

Case Study Comments

Prof. Carlos J. Costa, Ph.D.



Infrastructure

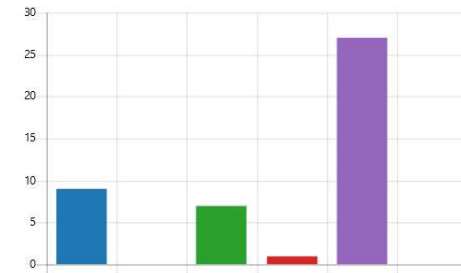
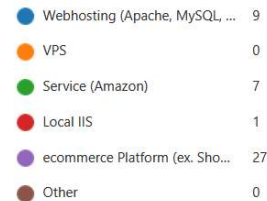
More IT Skills

- In house: Microsoft IIS is the most expensive. Fee and IT Support
- VPS (Virtual Private Server): Possible to install any Operating System and Webserver. Service and IT Support.
- Webhosting: LAMP (Apache, MySQL, PHP) but may also have Windows Too. Just need to install the Software
- eCommerce Platform: Software already installed
- Amazon: Service

Less IT Skills

What infrastructure/service would you select for e-commerce?

[More Details](#)



Infrastructure

- SAAS (software as a Service): eCommerce Platform
- PAAS
- Web-Hosting
- IAAS (AWS, Azure, VPS)
- In house

User

Developer

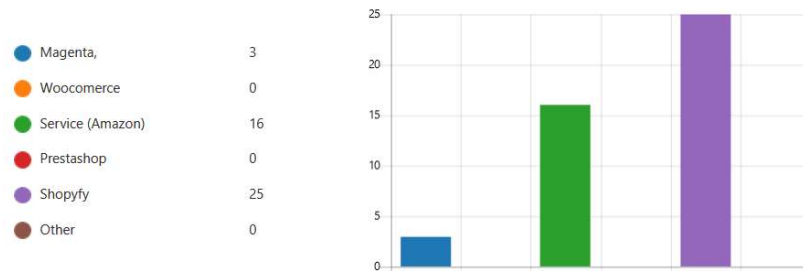
System Administrator



Applications

What Application would you select for e-commerce?

[More Details](#)



- This Decision is related to the previous one
- Software may be open source or no
- Support is independent from Open Source or not
- Typically, open source support is more expensive. But may depend
- We may have Open Source of high and low quality

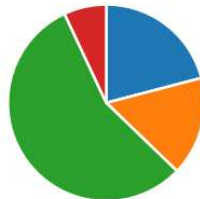
CRM

- CRM
- Operational CRM
- Analytic CRM
- Prices
- Integration with other software

What CRM solutions would you choose?

[More Details](#)

• Zoho CRM,	9
• Sugar CRM	7
• Primavera CRM	24
• Other	3



BI

- Power BI - Self service BI
- Qlik
- Tableau
- Pentaho: corporate and community version

What BI solutions would you choose?

[More Details](#)

