Client Server Computing Essay, Research Paper

Client/Server computing has become the model for new information architecture.

This technology will take enterprise wide computing into the 21st century.

Computing power has rapidly become distributed and interconnected throughout

many organizations through networks of all types of computers. Networked

computer systems are taking the form of client/server computing. With

client/server computing, end users can handle a broad range of information

processing tasks. This included data entry, inquiry response, updating

databases, and providing decision support. How do the client/server systems at

Helene Curtis illustrate the benefits of client/server computing? The

client/server system allows the sales reps the ability to tap into the database

to retrieve data about product sales and promotions. The reps cans tap into the

systems with their palmpads. The palmpad are hand held computers linking the

reps to the company’s database system. With the information retrieved, the reps

can give store managers fact based advice on products, promotions, and fill

orders. The immediate feedback informs the reps where and which products are

selling best and the promotion used to sell. The palmpad is way to maintain good

relations with retailers, who pass the service to the customers. "

Client/Server computing allows many users to share common data resources,

including files and databases as well as computer storage and printers. Sharing

data and information eliminates the need for personal management of data and/or

peripheral devices. Finally, client/server computing allows the integration of

geographically distributed users and computing resources into a cohesive

computer and communication environment (Senn, 1995, p. 404)." The palmpads

let the field sales reps visit, on average, one more store a day. How might this

be a competitive advantage for Helene Curtis? Retailers require and expect

special services from manufacturers. The palmpad allows reps to visit the store

and act as consultants and account managers. The rep’s palmpads, enable the reps

to retrieve sales data, track inventory, and link stores. The information will

aid the reps in determining manufacture discounts to retailers. Which enables

the retailers to hold sales and price cut to pull in the price conscious

consumers. Specific information requested by the reps is made available.

"The server processes database requests and the client takes the results

and works with them. Thus, with client/server computing, as much of the

processing as possible is performed on the server before the requested data and

information are transmitted to the client. This means specific information, not

complete files or large sections of databases, are transmitted to the client (Senn,

1995, p. 404)." Many stock analysts feel that Helene Curtis is well

positioned for future growth. As evidence, they cite the company’s ongoing

introduction of new, higher-priced brands and its investment in the information

systems needed to provide good retail service. What might these predictions mean

for Helene Curtis’s competitors? Helene Curtis competitors need to invest in an

information system. Potential investors are looking not only for a good product,

but also an information system that will aid in providing for retail service.

The information system will allow companies to track of sales data of its

competitors. Also, the system will increase productivity. Companies will be able

to compete with new products or price discounts, or whatever else their

competitors are handing out. The information has to be easily accessible to

employees and provide quick feedback. "All of this means faster access to

data and information, better service for customers, quicker responses to changes

in the business environment, more efficient business power, fewer errors, and in

general, higher levels of productivity (Senn, 1995, p. 404)." Client/Server

technology promises many things to many people: to end users, easier access to

corporate and external data; to managers, dramatically lower costs for

processing; to programmers, reduced maintenance; to corporate planners, and

infrastructure that enables business processes to be reengineered for strategic

benefits. Whether client/server lives up to these promises will depend in large

part on how carefully it is planned for, and how intelligently policies are put

forth to manage it.

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