Teaching Note for Genericorp Assignment

There are many things that contributed to the failure of the EIS at Genericorp. Some of them are interrelated. A list of reasons include:
1. No clear business need for the EIS.
2. A reliance on the vendor's demo to garner support.
3. Weak executive sponsorship.
4. Lack of executive involvement in the development process.
5. Lack of executive commitment and ownership of the system.
6. Poorly defined information requirements.
7. The EIS provided little value added over existing reporting systems.
8. Reassigning the original development team.
9. Placing the EIS in maintenance mode.
10. Having inappropriate and poorly prepared personnel take over the EIS.
11. Failure to expand the system's content and user base.
12. Failure to promote the system.