

Information Integrity (I*I) technology development framework for designing and developing Integrity IS in the phase where customer requirements are instant and local.

The issue is of designing and implementing an IS in complex and changing environment to account for the shift from efficiency to effectiveness, from low cost to maximum net benefit, from minimum information to maximum information. A customer has purchased is a good news, but in today's scenario it is not enough. What is more important is that a customer repeats the order.

Traditionally, CRM as an IS is seen as the requirement for competitive advantages in business, but the very design of CRM is for static environment. Static environment implies that information once generated is used again without evaluation. The need is to design an Integrity IS which accounts for customer continuity. The IS can ensure customer continuity only when it can satisfy 'any' customer requirement at all times. An interesting observation from the real world is that a designer would never know exactly what customer wants. This observation plays as important reason for developing requirement topology followed by acquisition cycle, utilization cycle and feedback. The concept of topology forces to develop molecularized information and the databases to become decentralize and distributed.

In the effort to improve Information Integrity index value one would continuously evolve and process individual information, in order to have effective and economic advantage. The project argues that the above individual decision situation model is impacted by uncertainty that one needs to deal with. The analysis of consequences of system behavior, showcase the problem in the system itself. Towards this we consider the application of System Dynamics Methodology, facilitating simulation and computation of its consequences for system effectiveness.

Through I*I technology we aim at designing an integrity information system hence Customer Continuity Planning (CCP), which would account for factual and normative information. For example the database of Integrity IS having student table will have factual information such as name, address, degree received and normative information as long term goal, many factors and multiple goals, operable goal, constraints, opportunity, prioritization of a student.