RESEARCH ABSTRACT

This research is an evaluation of how successful the implementation of an Information Technology, in this case, the web-based technology. It tries to figure out how effective the web-based application implementation is in a multinational company. This research takes a case study of the reporting process in Schlumberger OFS-ASA (OFS = Oilfields, ASA = Asia and Australia), using MPR (Monthly Progress Report) software. Although the case sounds specific, the writer has taken into account the possibility of generalising the result so that hopefully, other companies could get some benefit out of this research.

This research is motivated by a straightforward question “Is the implemented web-based application effective? What variables are important in determining overall user satisfaction? And what are the major pitfalls in implementation?”

The data used in this research are mostly quantitative data extracted from questionnaires. The analysis uses a modified User Information Satisfaction (UIS), which is a comparative method in the form of statistical analysis. In addition, there is some qualitative data collected and analysed using content analysis to improve our understanding towards the problem area.

This research is significant to increase the awareness of general/senior managers in Schlumberger and other companies in treating IT as part of their strategic plan and commitment by giving them a concrete analysis of the existing application. For academics, it is also a showcase of means or methodology to evaluate the success of an IT implementation.

The researcher expects that the research can show an objective evaluation and thus improves web-based technology implementation nowadays. Hopefully we can get much benefit out of this research and start to manage our IS Department more seriously with the support of general management and users.

Keywords: web-based technology, multinational, effectiveness, User Information Satisfaction (UIS), statistical analysis