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Case Study 2: Ginormous Life Insurance Company Len Fertuck, University of Toronto (Canada)

Case Study 3: Analysis to Interface Design—The Example of Cuparla Gerhard Schwabe, Stephan Wilczek, and Helmut Krcmar, University of Hohenheim (Germany)

Case Study 4: Citibank Asia-Pacific: Rearchitecting Information Technology Infrastructure for the Twenty-First Century

Boon Siong Neo and Christina Soh, Information Management Research Center (IMARC), Nanyang Business School, Nanyang Technological University (Singapore)

Case Study 5: Heineken Netherlands B. V.: Reengineering IS/IT to Enable Customer-Oriented Supply Chain Management

Donald A. Marchand, Thomas E. Vollmann, and Kimberly A. Bechler, International Institute for Management Development (Switzerland)

# Appendix A: Business Process Redesign Project A 1

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