




INTIMACY : ENTERPRISE APPLICATION



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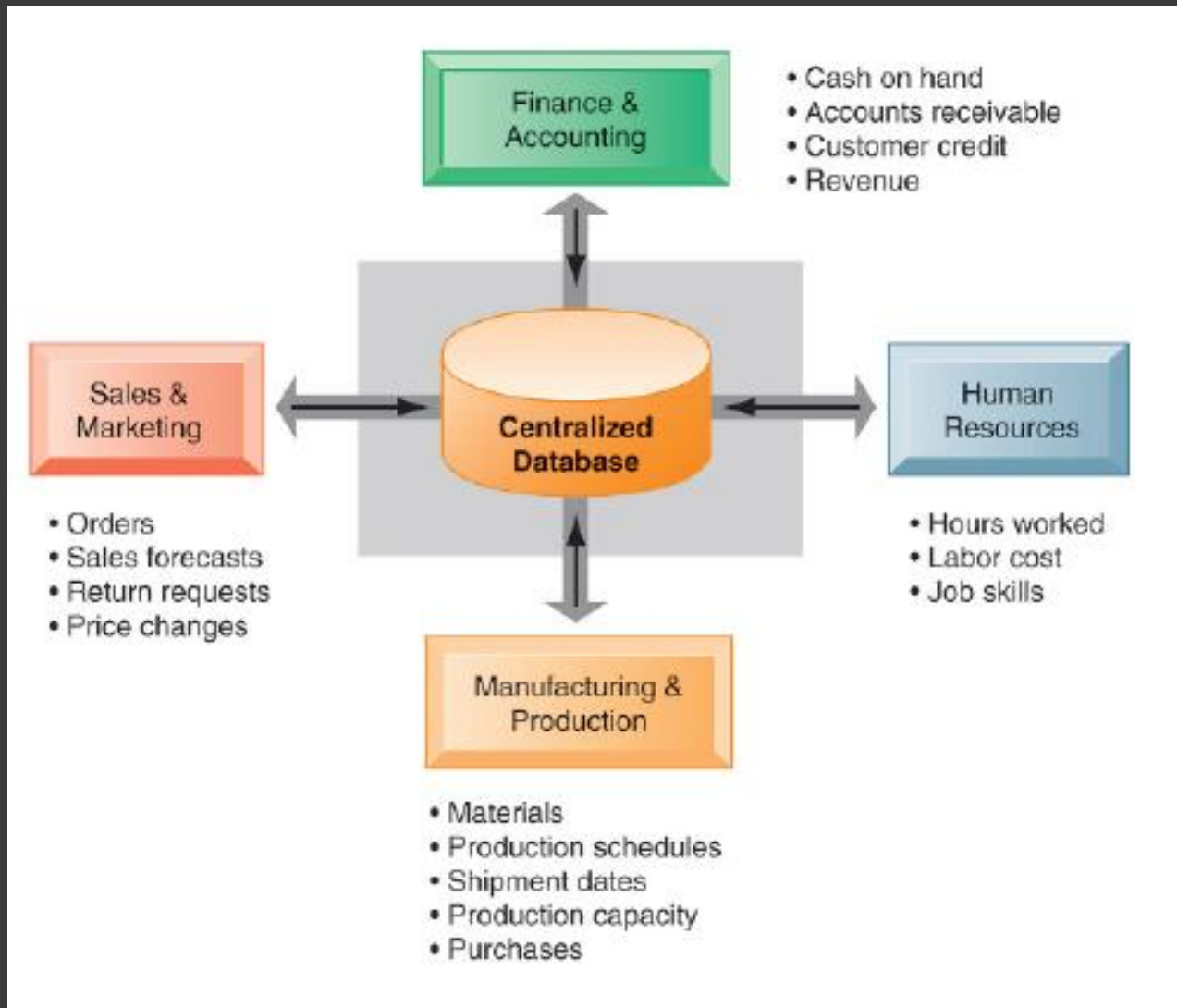
How do Enterprise Systems Help Businesses Achieve Operational Excellence?



What is Enterprise System?

- Also known as enterprise resource planning (ERP) systems, which are based on a suite of integrated software modules and a common central database.
 - Integrated information
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What is Enterprise System?





What is Enterprise Software?

- Enterprise software is built around thousands of predefined business processes that reflect best practices.





Business Processes Supported by Enterprise Systems

- **Financial and Accounting Processes,** including general ledger, accounts payable, accounts receivable, fixed assets, cash management and forecasting, product-cost accounting, cost-center accounting, asset accounting, tax accounting, credit management, and financial reporting
- **Human Resources Processes,** including personnel administration, time accounting, payroll, personnel planning and development, benefits accounting, applicant tracking, time management, compensation, workforce planning, performance management, and travel expense reporting

- **Manufacturing and Production Processes,** including procurement, inventory management, purchasing, shipping, production planning, production scheduling, material requirements planning, quality control, distribution, transportation execution, and plant and equipment maintenance
 - **Sales and Marketing Processes,** including order processing, quotations, contracts, product configuration, pricing, billing, credit checking, incentive and commission management, and sales planning
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The Advantages of Enterprise System

1. Enterprise systems provide value by both increasing operational efficiency and providing firmwide information to help managers make better decisions.
2. Enterprise systems help firms respond rapidly to customer requests for information or products.
3. Enterprise systems provide much valuable information for improving management decision making.
4. The enterprise system helped to reduce requisition-to-pay cycle time by verifying receipt of goods and automatically generating receipts for payment.

9-2

How do Supply Chain Management Systems
Coordinate Planning, Production, and Logistics
with Suppliers?

Supply Chain

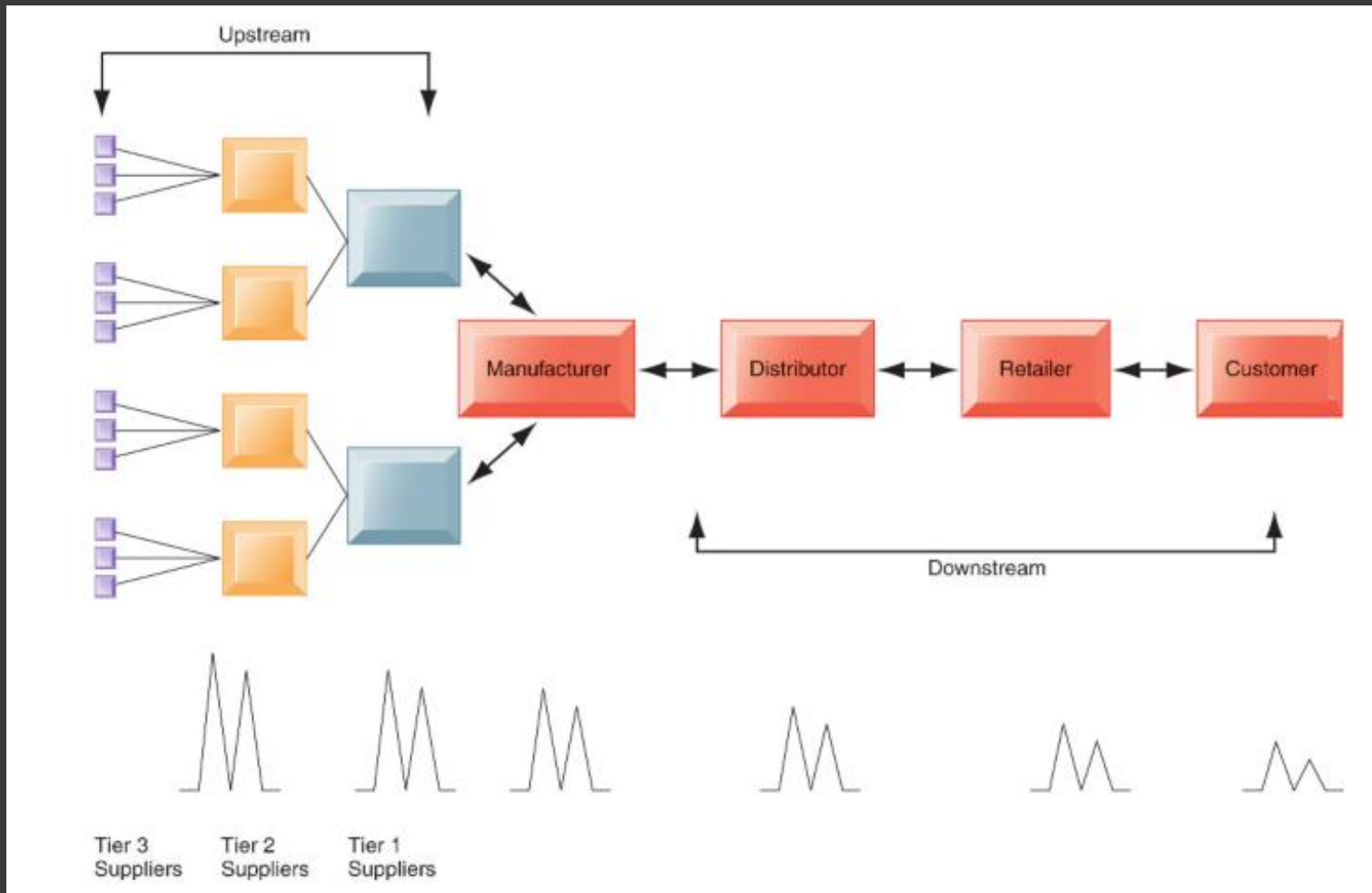
Supply Chain – is a network of organizations and business processes for procuring raw materials, transforming these materials into intermediate and finished products, and distributing the finished products to customers.



Supply Chain




Information Systems and Supply Chain Management



The
Bullwhip
Effect



Supply Chain Management Software

- Supply chain planning systems enable the firm to model its existing supply chain, generate demand forecasts for products, and develop optimal sourcing and manufacturing plans
 - One of the most important product of supply chain planning products is demand planning
 - Supply chain execution systems: manage the flow of products through distribution centers and warehouses to ensure that products are delivered to the right locations in the most efficient manner
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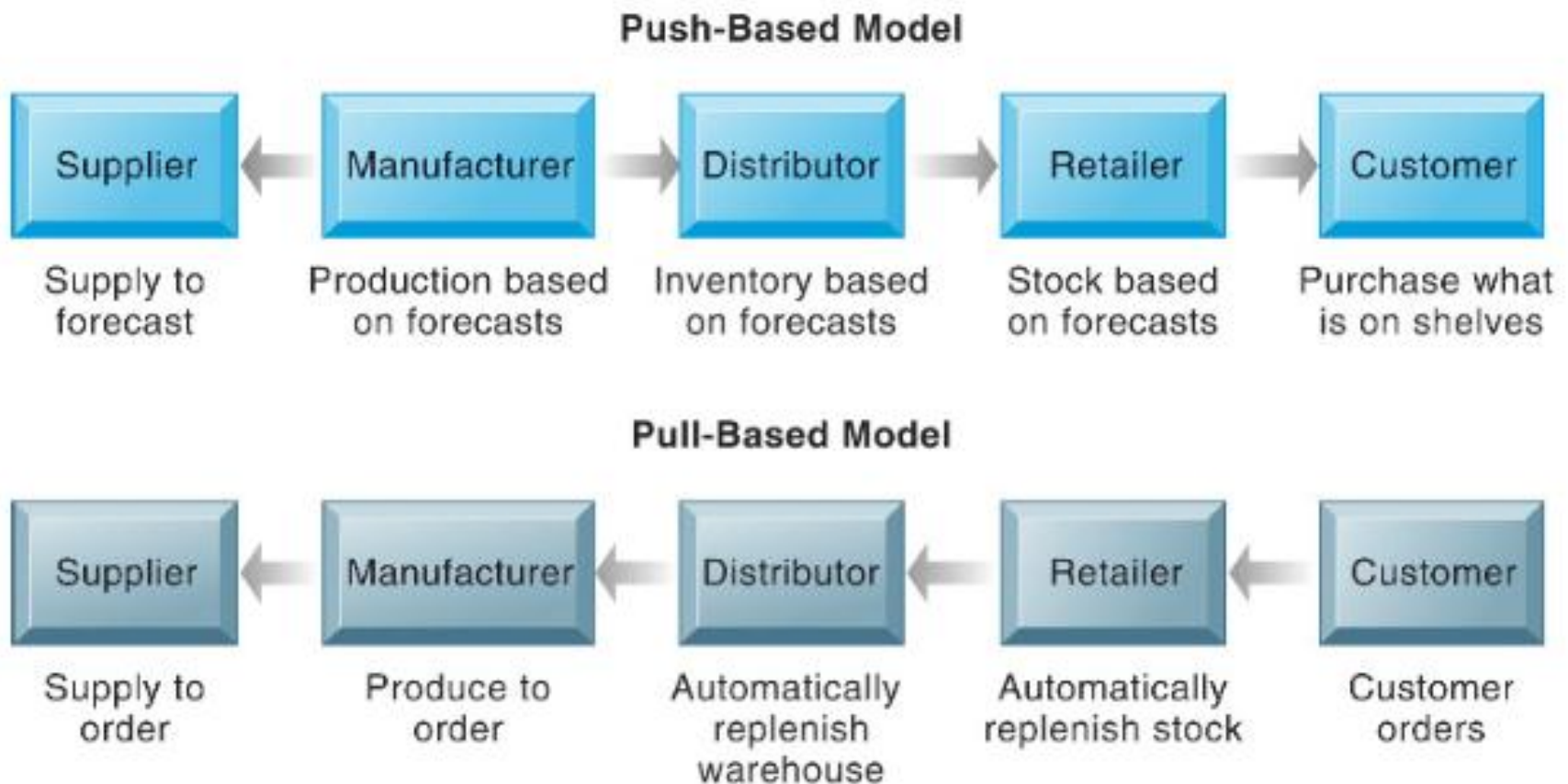
Global Supply Chains and the Internet

Global Supply Chain Issues

The internet helps companies manage sourcing, transportation, communications, and international finance



Demand Driven Supply Chains



Business Value of Supply Chain Management Systems

1. The emerging internet-driven supply chain operates like a digital logistics nervous system
2. It provided multidirectional communication among firms, networks of firms, and e-marketplaces so that entire networks of supply chain partners can immediately adjust inventories, orders, and capacities.


9-3

How do Customer Relationship Management Systems Help Firms Achieve Customer Intimacy?



What is Customer Relationship Management?

In a small business operating in a neighborhood, it is possible for business owners and managers to know their customers well on a personal, face-to-face basis, but in a large business operating on a metropolitan, regional, national, or even global basis, it is impossible to know your customer in this intimate way.






What is Customer Relationship Management?

In a large business's processes...

This is where customer relationship management systems help.

A touch point (also known as a contact point) is a method of interaction with the customer, such as telephone, email, customer service desk, conventional mail, Facebook, Twitter, website, wireless device, or retail store.





Customer Relationship Management Software

The more comprehensive CRM packages contain modules for

Partner Relationship Management (PRM)


Employee Relationship Management (ERM).





Sales Force Automation (SFA)

Sales Force Automation (SFA) Sales force automation modules in CRM systems help sales staff increase productivity by focusing sales efforts on the most profitable customers, those who are good candidates for sales and services.





Customer Service

Customer service modules in CRM systems provide information and tools to increase the efficiency of call centers, help desks, and customer support staff. They have capabilities for assigning and managing customer service requests.





Marketing

CRM systems support direct-marketing campaigns by providing capabilities for capturing prospect and customer data, for providing product and service information, for qualifying leads for targeted marketing, and for scheduling and tracking directmarketing mailings or email.






Operational and Analytical CRM





Business Value of Customer Relationship Management Systems

Companies with effective customer relationship management systems realize many benefits, including increased customer satisfaction, reduced direct-marketing costs, more effective marketing, and lower costs for customer acquisition and retention.



9-4

**What are The Challenges That
Enterprise Applications Pose
and How are Enterprise
Applications Taking
Advantages of New
Technologies**

ENTERPRISE APPLICATIONS CHALLENGES


1. Enterprise applications involve complex pieces of software that are very expensive to purchase and implement.
2. Enterprise applications require not only deep-seated technological changes but also fundamental changes in the way the business operates. Companies must make sweeping changes to their business processes to work with the software.

ENTERPRISE APPLICATIONS CHALLENGES

3. Some firms experienced enormous operating problems and losses when they first implemented enterprise applications because they didn't understand how much organizational change was required
4. Enterprise applications also introduce switching costs.
5. Enterprise applications are based on organization-wide definitions of data.
6. Companies adopting enterprise applications can also save time and money by keeping customizations to a minimum.



NEXT-GENERATION ENTERPRISE APPLICATION

- Today, enterprise application vendors are delivering more value by becoming more flexible, web-enabled, mobile, and capable of integration with other systems.
 - Next-generation enterprise applications also include open source and cloud solutions as well as more functionality available on mobile platforms.
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NEXT-GENERATION ENTERPRISE APPLICATION


Social CRM and Business Intelligence

CRM software vendors are enhancing their products to take advantage of social networking technologies.

Social CRM tools enable a business to connect customer conversations and relationships from social networking sites to CRM processes.

Business Intelligence in Enterprise Applications

Enterprise application vendors have added business intelligence features to help managers obtain more meaningful information from the massive amounts of data these systems generate. The major enterprise application vendors offer portions of their products that work on mobile handhelds.



THANK YOU



ANY QUESTIONS?