

# **Software in EIS**

**Presented by Alieya & Umar**

**by Group 7**

# Introduction : What is EIS?

- EIS is an Integrated Information System that is capable of supporting the Business Process and Functions of large organizations.
- Enterprise information systems (EIS) are crucial for effective data management and strategic decision-making in today's rapidly business-related world.
- The term Integrated is because EIS are generally a combination of one or more systems.
- A few examples of enterprise application software that is used in EIS consist of supply chain management (SCM), business intelligence (BI), customer relationship management (CRM), and enterprise resource planning (ERP)



# Definition

Enterprise Information System (EIS) serves as a comprehensive suite of software applications designed to bolster and streamline a company's business operations. Examples of such applications include supply chain management (SCM), business intelligence (BI), customer relationship management (CRM), and enterprise resource planning (ERP) software. These tools collectively facilitate efficient handling of data, analysis, and communication within an organization. By leveraging these software solutions, businesses can make informed decisions and successfully achieve their strategic objectives.

# ERP

# SCM

# Software in EIS

# CRM

# BI

These tools provide efficient data administration, analysis, and communication, enabling organisations to make well-informed decisions and accomplish strategic objectives.

# ERP Systems

- ERP (Enterprise Resource Planning) systems are software solutions that are designed for integrating several processes and functions into a single, integrated platform .These systems enhance operational efficiency and productivity by promoting smooth communication and collaboration among departments by integrating data and workflows

example : Starbucks

Starbucks utilizes an Oracle ERP system to streamline its operations across various departments, including supply chains, finance, procurement, and project management. This ERP system helps Starbucks automate administrative functions, manage operational reports, analyze sales and revenue data, conduct expense analysis, and manage stock management metrics.



# Enterprise Resource Planning Pros & Cons

Advantages	Disadvantages
<ul style="list-style-type: none"><li>• Operational Efficiency</li><li>• Improved Collaboration</li><li>• Real-Time Insights</li><li>• Adaptability to Market Changes</li><li>• Centralization of Data and Procedures</li></ul>	<ul style="list-style-type: none"><li>• Resource Constraints</li><li>• Limited Expertise</li><li>• Resistance to Change</li><li>• Scalability Issues</li><li>• Complex Implementation Process</li></ul>



# CRM Systems

- Businesses use customer relationship management (CRM) to improve their interactions with customers and use data analysis to understand their needs. This helps them to make wise decisions about potential new clients and provide better experiences to current ones

example : Apple

Apple, known for its innovative products like the iPhone, iPad, and Mac, uses a CRM system to manage its relationships with customers and partners. Apple's CRM system helps in providing efficient customer service by tracking customer interactions, issues, and feedback. This ensures that customer queries are addressed promptly and effectively.

# Customer Relationship Management Pros & Cons

Advantages	Disadvantages
<ul style="list-style-type: none"><li>• Improved Customer Interactions</li><li>• Relationship Improvement</li><li>• Integration of Data</li><li>• Positive Impact on Customer Relations</li></ul>	<ul style="list-style-type: none"><li>• Implementation Challenges</li><li>• Resistance to Change</li><li>• Complexity</li><li>• Customization Needs</li></ul>

# SCM Systems

- Supply chain management uses an information management system to connect all of the relationships and business operations in the supply chain. This can enhance an organisation's capacity to meet market demands and cut operating costs, which will improve overall operational efficiency.

example : Coca-Cola

Coca-Cola optimizes its logistics and operations to enhance efficiency. This includes manufacturing products more frequently, moving production plants closer to customers, and introducing seamless processes across the supply chain. These practices help Coca-Cola reduce waste, improve customer service, and ensure timely delivery of products



# Supply Chain Management Pros & Cons

Advantages	Disadvantages
<ul style="list-style-type: none"><li>• Enhanced Operational Efficiency</li><li>• Shortened Capital Turnover Period</li><li>• Reduced Enterprise Risks</li><li>• Increased Profit Growth</li><li>• Automation of Supply Chain Activities</li></ul>	<ul style="list-style-type: none"><li>• Data Integration Challenges</li><li>• Interoperability Issues</li><li>• Scalability Concerns</li><li>• Cybersecurity Risks</li><li>• Implementation Complexity</li></ul>

# BI Systems



- Business Intelligence enhances business operations, decision-making, and competitiveness by providing insights derived from data analysis. BI tools enable organizations to assess their BI competency, improve decision-support settings, and ultimately, drive organizational competitiveness. BI uncovers crucial elements such as analytical decision-support and stakeholders' satisfaction.
- By creating an effective tool for evaluation based on insights from factor analysis, companies can maximise their BI competencies by having access to actionable insights.

example : Starbucks

Starbucks uses BI to analyze customer data, sales trends, and operational metrics to make informed decisions. By analyzing customer data and sales trends, Starbucks can identify which promotions are most effective and target them to the right customer segments. This ensures that marketing efforts are focused and yield the best results.

# Business Intelligence Pros & Cons

Advantages	Disadvantages
<ul style="list-style-type: none"><li>• Enhanced Business Operations</li><li>• Informed Decision-Making</li><li>• Increased Competitiveness</li></ul>	<ul style="list-style-type: none"><li>• Implementation Complexity</li><li>• Data Quality and Integration Challenges</li><li>• Cost Considerations</li><li>• Security and Privacy Concerns</li></ul>

# Competitiveness

- stay competitive in the market
- Data-driven decision-making

# Opinions

- increase productivity optimize workflows, strengthen decision-making skills, and give it a competitive advantage in the marketplace.
- provide a significant return on investment

# Cost Outweighs the Benefits

# CONCLUSION

Enterprise Information Systems (EIS) are an essential component of any modern business architecture, with big impacts on :

- decision-making
- organizational effectiveness
- overall competitiveness
- optimize resource allocation
- streamline operations
- adjust to dynamic changes in markets
- offering real-time access to data

To maintain competitiveness in the current digital world, businesses must embrace and utilize the power of EIS in order to continue growth and achieve long-term success in the global marketplace.

**Thank you  
very much!**