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Comparative Analysis of Successful and Failed Enterprise System Implementations

b. Case Study 1: Successful Enterprise System Implementation

     b.1. company overview (Why the enterprise system was implemented)

Starbucks is an American coffeehouse or shop chain that sells quality coffee, food, and other drinks around the world. It is an international coffee shop founded in 1971. Success with implementing an enterprise system by Starbucks is mainly attributed to the ability to streamline operations over its global network, understand inventory information, optimize supply chain logistics, and provide a consistent customer experience through the integration of all aspects of the business from point-of-sale to inventory management.

     b.2. implementation process

The company implemented an Oracle ERP system to streamline its business operations across its global locations, choosing Oracle ERP as the system, thorough data migration, extensive employee training, phased rollout across different regions, and ongoing monitoring and adjustments to optimize performance.

     b.3. Key success factors

Starbucks success can be attributed to a combination of strategic expansion, cultural sensitivity, commitment to quality of beans and providing an exceptional customer experience.

     b.4. outcomes & impact

Starbucks implementation of enterprise system has resulted a positive outcomes they improved their supply chain efficiency, increase profitability, enhanced customer experience and better inventory management. And have a more positive impacts like cost savings, Real-time tracking of inventory levels across stores and more.

c. case study 2: Failed Enterprise System Implementation

     c.1. company overview (Reason for implementing the enterprise system)

Hewlett-Packard (HP) is a American manufacturer of computers services and a company that selling related on the computers products. Hewlett-Packard (HP) implemented an Enterprise Resource Planning (ERP) system in 2004 to consolidate legacy systems.To integrate business processes, and To improve supply chain management.

     c.2. implementation process & challenges

The HP project failed due to technical issues and a lack of planning, which led to lost revenue and market share.

     c.3. Key failure factors

     c.4. outcomes & consequences

d. Comparative analysis - create a table for both case study 1 & 2)

     d.1. Similarities & Differences

     d.2. Critical Success vs. Failure Factors

     d.3. Key Takeaways & Lessons Learned - include the following questions;

            1. What did the successful case do right?

            2. What went wrong in the failed case?

            3. How can future implementations avoid similar failures?

 e. Insights & recommendations

     e.1. Best Practices for Successful Enterprise System Implementation

     e.2. Strategies to Avoid Failure

     e.3. Future Research Opportunities