# Data Sources

## CRM

CRM stands for Customer Relationship Management and is an approach to manage the relationships that happen between your business and the customers. A CRM can do multiple tasks such as sending automatic emails but also can use data from a customer’s history to display something that would be more suited to that one user. An example of a CRM is SalesForce.

## ERP

ERP stands for Enterprise Resource Planning and is the management of every core business process. An ERP helps employees do their jobs more efficiently by lifting barriers that occur between units. An ERP displays real time view of the data that is flowing into the business and also automates the operations that occur within a business in order to keep it running smoothly. An example of an ERP is Microsoft Dynamics AX 2012.

## Ecommerce

Ecommerce or Electronic Commerce is the transfer of data in a business across the internet. This can include buying and selling goods/services from either a customer or supplier perspective.

## SCM

SCM, standing for supply chain management, is linked to ecommerce as it is the flow of goods/services. This is the most cost-effective way. SCM allows for a business to gather the resources they require in order to create a product or service to be able to offer to customers.

First a business will plan the resources they will require, they will then source the resources from chosen suppliers. Next the supply chain of the business creates the product going through various quality checks. Then the delivery or logistics where customer orders are coordinated to be able to predict and schedule deliveries. The next stage is returning where a business will need to be capable of taking back defective products and finally the business will need to monitor the information going through the supply chain.

## Legacy

Legacy data is information that is stored on old or obsolete systems making them difficult to access by more modern systems.

## External

External data sources are connections that are made to an external database where data is stored, this data all together is usually very large in size and does not change often.

## Other

Other

# Enterprise Data Warehouse

## ETL

ETL stands from Extract, Transform, Load and is the more traditional way for data warehousing. ETL requires management of raw data to be able to serve the business’s needs. Each stage in ETL requires interaction from data engineers and developers.

## Operational Data Store

An Operational Data Store is a database that has been designed from multiple sources. An ODS is used for the Enterprise Data Warehouse. Unlike a production data store the data within an ODS is not passed back to the operational systems. An ODS helps to manage and clean data to ensure that it meets the requirements

## Data Warehouse

## Data Mart

## Metadata Repository/MDM

# “BI” Analytics

## BL Tools

## Reports/Dashboards

## Info Delivery

# User Access

## Information Portal (Intranet/Extranet)