UNIT -5

Enterprise Management System

Enterprise Management System is made up system which when implement in an integrated manner with an aim to coordinate and bring about cooperation within a function of an enterprise. Enterprise Management System (EMS) is made up of integrated Enterprise Resource Planning. (ERP), Supply Chain Management(SCM), and Customer Relationship Management (CRM).
The crucial component of EMS is the ERP which controls the support systems.

Enterprise resource planning (ERP)

Enterprise resource planning (ERP) is business process management software that allows an organization to use a system of integrated applications to manage the business and automate many back office functions related to technology, services and human resources.
ERP software typically integrates all facets of an operation — including product planning, development, manufacturing, sales and marketing — in a single database, application and user interface.

This allows accurate planning by the company and result oriented approach.
ERP solution also help in managing the record of the employees.

Why we need it..?

- **Integrate financial information**
- **Integrate customer order information**
- **Reduce inventory**
- **Standardize human resources information**
- **Speed up operation processes**

Advantage of ERP

- Efficiency. An ERP solution eliminates repetitive processes and greatly reduces the need to manually enter information.
- Forecasting. ERP software gives your users, and especially managers, the tools they need to create more accurate forecasts. Since the information within ERP is as accurate as possible, businesses can make realistic estimates and more effective forecasts.
- Use the latest technology
- Reduction the cycle time
- Improve recourse utilization
- Better customer satisfaction
- Improved information accuracy
- Control over various business processes

Customer Relationship Management

CRM or Customer Relationship Management is a strategy for managing an organisation's relationships and interactions with customers. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

Three phases of CRM

- Acquiring New Relationships

You acquire new customers by promoting your company’s product and service leadership.

- Enhancing Existing Relationships

You enhance the relationship by encouraging excellence in cross-selling and up-selling, thereby deepening and broadening the relationship.

- Retaining Customer Relationships

Retention focuses on service adaptability – delivering not what the market wants but what customers want.

CRM process

- Analysis
- Connect and collect
- Learn
- Build relationship
- service

Steps to improve CRM

1. Build a database
2. Analyze, define types, profitability
3. Customer selection

Advantages of CRM

- ✓ While company is quickly growing, customers are more satisfied
- ✓ Service provided in a better way, and a quicker way
- ✓ Integrated customer information
- ✓ Operation cost cut, and time efficient
- ✓ Brand names more quickly established

- ✓ A central database so that everyone in your company can keep track of customer contacts
- ✓ Sales and marketing teams can benefit from having all this inside knowledge about customers

Supply Chain Management

Supply Chain Management – Definitions

Supply chain management is the management of a network of interconnected businesses involved in the ultimate provision of product and service packages required by end customers.

Importance of Supply Chain Management

To compete in the global market and networked economy.

Inter-organizational supply network can be acknowledged as a new form of organization.

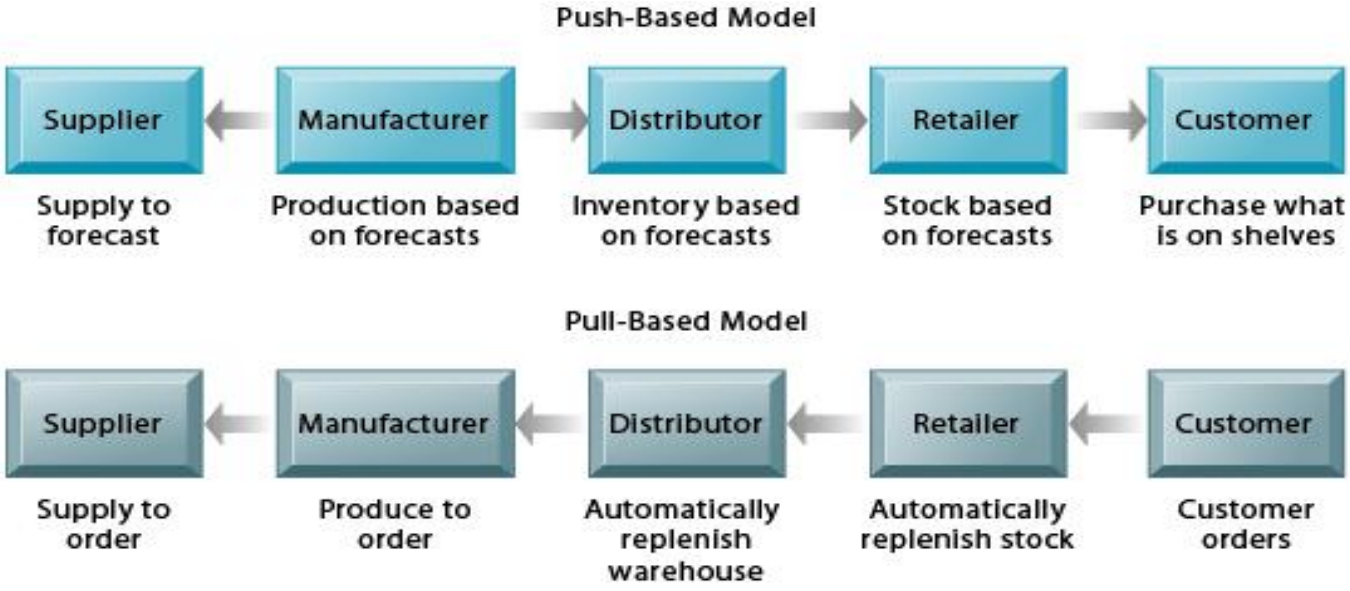
The network structure fits neither "market" nor "hierarchy" categories

What is a Push Supply Chain System?

Most companies use the forecast approach today, in what is called a "Push system". Companies forecast to feel confident that the goods they order will both find willing buyers and not run out unexpectedly soon. In the Push world, decision points occur at every reorder. How much should be purchased? In other words, how often is it necessary to consider buying each item?

What is a Pull Supply Chain System?

- ✓ Modern cloud-based technologies are enabling a true pull-based approach to retail replenishment that uses actual daily consumer-level demand to generate a true forecast.
- ✓ This approach is driven by actual consumption at the store as well as with forecasts. This allows for a much more regular approach than push systems.



Procurement Systems

- ✓ **System Procurement is a term used to describe all the activities involved in deciding what system should be purchased, who should supply the system and the purchasing process itself**

or

- ✓ **System procurement is the set of activities involved in deciding what system should be purchased, choosing a supplier for the system and letting a contract for the supply of the system.**
- ✓ **It can be as simple as looking up a catalogue to choose a PC or may be an exercise which lasts months or years to choose and procure a large, complex computer-based system.**

Procurement

is the acquisition of goods and/or services at the best possible total cost of ownership, in the right quality and quantity, at the right time, in the right place and from the right source for the direct benefit or use of corporations, individuals, or even governments, generally via a contract.

Types of procurement

Direct procurement occurs in manufacturing settings only. It encompasses all items that are part of finished products, such as raw material, components and parts. Direct procurement, which is the focus in Chain Management, directly affects the production process of manufacturing firms.
Indirect procurement activities concern “operating resources” that a company purchases to enable its operations. For stationery as well as services like heavy equipment and consulting services.

5 Procurement rights

- ❖
- ❖ At the right price
- ❖ Delivery at the right time
- ❖ Are of the right quality
- ❖ Of the right quantity
- ❖ From the right source

Definition of Reengineering

The fundamental rethinking and radical redesign of core business processes to achieve dramatic improvements in critical performance measures such as quality, cost, and cycle time.

Customer
1. demand
2. changing need

Competition
1. local
2. global

technology change

Ethical & Security Issues in Information System

- **I**nformation systems have made many businesses successful today. Some companies such as Google, Facebook, EBay, etc. would not exist without information technology. However, improper use of information technology can create problems for the organization and employees.
- Criminals gaining access to credit card information can lead to financial loss to the owners of the cards or financial institute. Using organization information systems i.e. posting inappropriate content on Facebook or Twitter using a company account can lead to lawsuits and loss of business.

What is cyber crime?

- Cyber crime, or computer-oriented crime, is a crime that involves a computer and a network. The computer may have been used in the commission of a crime, or it may be the target.
- Cyber crimes can be defined as: "Offences that are committed against individuals or groups of individuals with a criminal motive to intentionally harm the reputation of the victim or cause physical or mental harm, or loss, to the victim directly or indirectly, using modern telecommunication networks such as Internet.

Common forms of cyber crime

- Phishing: using fake email messages to get personal information from internet users.
- Misusing personal information (identity theft).
- Hacking: shutting down or misusing websites or computer networks.
- spreading hate and inciting terrorism.

- **The difference between Verification and Validation**

Validation: Are we building the right system?
Verification: Are we building the system right?

Data Flow Model

A data flow model is diagrammatic representation of the flow and exchange of information within a system. Data flow models are used to graphically represent the flow of data in an information system by describing the processes involved in transferring data from input to file storage and reports generation.
A data flow model may also be known as a data flow diagram (DFD).

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