Assignment 7: Enterprise Systems

Question 1

Attend the Unveiling Odoo 16 on Wednesday, 12 October 2022 (14.00 - 15.30) via Facebook Live: https://www.facebook.com/roots.tech.company. Summarize what you have learnt in this event

Answer

Odoo is widely recognized as one of the best open-source enterprise resource planning (ERP) systems. Open-source software is software that anybody may use or further develop without expense. As the first Silver Partner in Thailand with experience in ERP development, Roots has been a partner with Odoo since 2014 and has been utilizing Odoo since then. On Facebook live, Odoo was launched. Odoo 16 is more advanced than Odoo 15 since it offers several new features for user comfort. In Odoo 16's user interface, there is a dark mode for eye comfort, and the major new features are as follows: product filter, bulk upload, Back-in-stock notification, Animation on scroll, click and collect on-site payment, product image layout, Add to cart button, express checkout, Chat bot, Cookie check constant, Coupons and Loyalty, purchase history, manufacturing module, sales credit limit features, allocation smart buttons. Website user interface view dependent on device type. The Odoo 16 interface allows for flexible product management and includes a rental building block. All configuration features are accessible via the menu bar on the website's right-hand side. Users of Odoo1 6 do not need to click the "go to website" option; they may navigate directly to the website. Therefore, all functionalities and UX/UI have been added to and enhanced in Odoo 16.

Question 2

Read Chapter 9 from the textbook. List 15 important and interesting terms (most related to the EA context) with their description

Chapter 9

1. **Analytical CRM:** includes software that analyze customer data provided by operational CRM applications to give data for enhancing company performance.

2. **Bullwhip effect:** in which information about the demand for a product gets distorted as it passes from one entity to the next across the supply chain.

3. **Churn rate:** The churn rate quantifies the number of consumers that discontinue using or purchasing a company's products or services.

4. **Cross-selling:** Cross-selling is the marketing to customers of complementary items. (In the financial services industry, for instance, a customer with a checking account may be offered a money market account or a home renovation loan.)

5. **Sales force automation (SFA):** The 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.

6. **Customer lifetime value (CLTV):** is based on the relationship between the revenue produced by a specific customer and the expenses incurred in Getting that customer and taking care of them, as well as how long the customer is likely to stay with the company.

7. **Demand planning:** which determines how much product a business needs to make to satisfy all its customers' demands, JDA Software, SAP, and Oracle all offer supply chain management solutions.

8. **Supply chain execution systems:** keep track of how goods move through distribution centers and warehouses to make sure they get to the right places as quickly as possible.

9. **Push-based model:** production master schedules are based on forecasts or best guesses of demand for products, and products are pushed to customers.

10. **Pull-based model:** also called a demand-driven or build-to-order model, things happen in the supply chain when a customer orders or buys something.

11. **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, websites, wireless devices, or retail stores.

12.Operational CRM: includes customer-facing applications, such as tools for sales force automation, call center and customer service support, and marketing automation.

13. Partner relationship management (PRM): uses many of the same data, tools, and systems as customer relationship management to enhance collaboration between a company and its selling partners.

14. Social CRM: is a tool, business can better engage with their customers by, for example, analyzing their sentiments about their products and services.

15. Just-in-time strategy: If a manufacturer had perfect information about how many units of a product customers wanted, when they wanted them, and when they could be produced, a highly efficient manufacturing process could be implemented.