

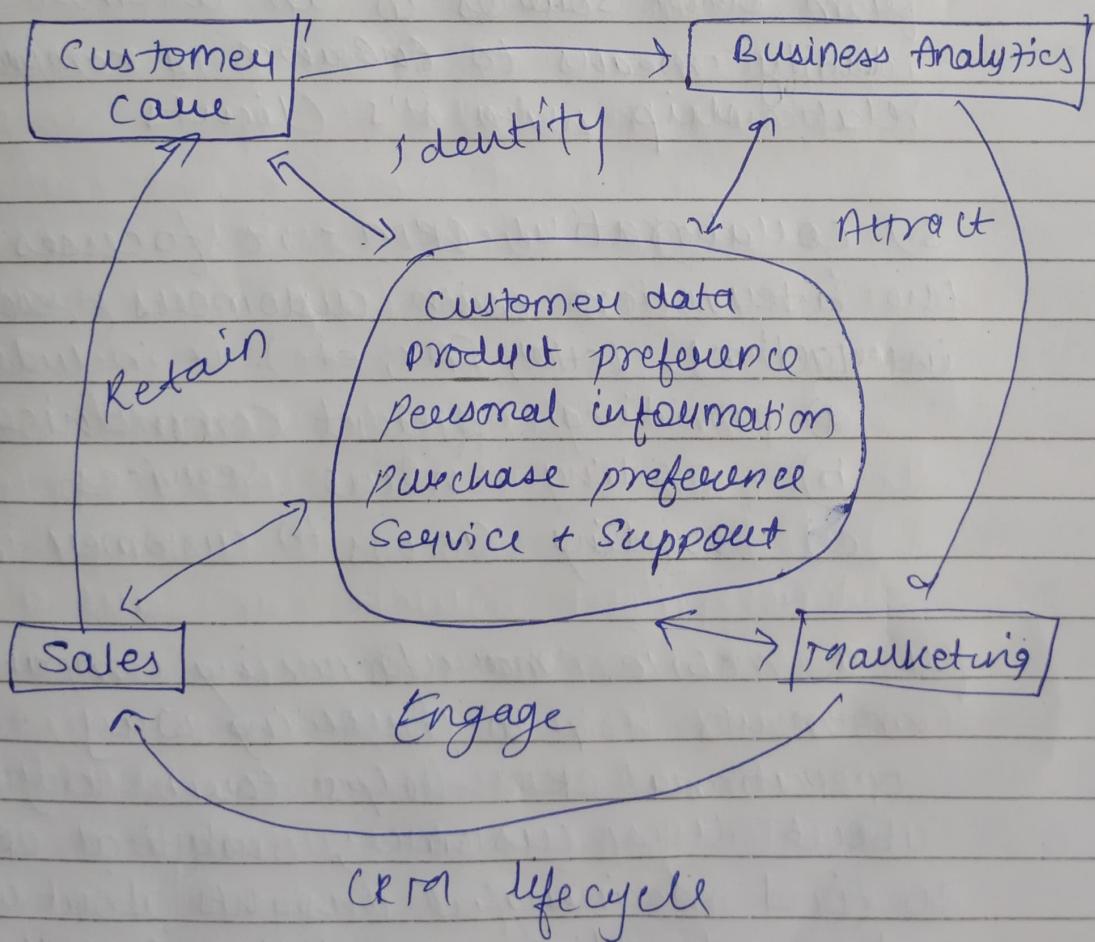
End-term examination Enterprise Resource planning

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Enroll - 18CS002098

Ans

CRM stands for customer relationship management, which is a process, in which a business or other organization manages interactions with customers, typically using data analysis to study large amounts of information.



DVR

Components of CRM system

1.) operational CRM - it provides automated support to 'front office' business process (sales, marketing & service). each interaction with customer is generally added to customer history and staff can retrieve information on customers from database as necessary.

2.) Analytical CRM - it analyses data (gathered ~~or~~ as part of operational CRM or from other sources) in an attempt to identify means to enhance a company's relationship with its clients.

3.) collaborative CRM - it focuses on the interaction with customers (personal interactions, letter, FAX, etc.). it includes

- a) providing efficient communication
- b) providing online services
- c) providing access to customer information

for a mobile manufacturing company these components help in following way

operational CRM helps them to get data about their customer, analytical CRM helps to find meaningful insights about customer and collaborative CRM helps to collaborate with customer.

DRS

(b) - The functioning of ERP has gained much prominence and utility with the intervention of web enabled and open-source technologies; ~~ERP evolved from~~ which means as follows:-

ERP evolved from manufacturing resource planning, and with help of web based ERP system it ~~is~~ became useful to every organization to get their work done from one place, and also with help of open-source software, every organization also doesn't need to develop their own ERP system which saved their development cost.

Ans) cloud ERP is an ERP system that runs on a vendor's cloud platform as opposed to an on-premises network, allowing organization to access over the internet.

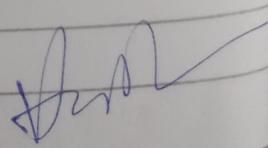
Mobile ERP - Mobile ERP is an ~~ERP~~ Enterprise Resource Planning system that can be accessed through mobile devices such as mobile phones & tablets. users typically access the system over the internet using a standard browser or a dedicated APP.

The various security issues are as follows:-

- 1.) The use of unmasked production data in development and test environment.
- 2.) Failure to identify business controls in the requirements & design resulting in later audit gaps & rework.
- 3.) Failure to identify & incorporate required IT controls.
- 4.) Lack of control over critical application program.
- 5.) Failure to restrict direct changes to production data.

¶ To handle such issues there are certain which can help which are as follows:-

- 1.) SDLC life-cycle should be followed throughout while developing Application.
- 2.) Identify risks and cost prior to development which can save a lot of time & ~~more~~ money.
- 3.) Proper technology stack should be chosen, dedicated teams should be there for development & maintenance as well.
- 4.) Use modern CI/CD pipeline tools for production grade applications which can reduce the amount of failure.



(b) - SAP AG was founded in 1972 by 5 engineers with IBM. The solution provided are as follows

1) Development of R/2 :

It is a mainframe based, standard business software suite which is integrated modules for accounting, sales and distribution & production enabled customers to consolidate their financial & operational data on a single database & eliminate costly paperwork and data entry.

2) Development of R3 - it is a decentralized non-mainframe computing environment known as client-server. In this architecture the data is processed not by a single mainframe but by many networked servers computed which display their data on client side.

Ans The transition strategies are of four basic types which are as follows:-

- 1.) Big bang
- 2.) phased
- 3.) parallel
- 4.) process time
- 5.) hybrid.

Rym

- a) Big Bang - there are several variant of big bang strategy
- b) mini big bang
- c) multi big bang
- etc.

Big Bang has applications for several situations it can be used where intermediate ERP solution is needed. etc.

pros :-

- 1.) The overall cost is less
- 2.) well - designed tool rapid development
- 3.) it can avoid complex integration issues

cons :-

- 1.) lack of funds, non-availability of professional - now can lead to failure.
- 2.) the recovery process, if something goes wrong is more difficult in this approach

2.) Phased implementation - it implements one functional module at a time. in sequential order, this approach suits companies that do not share many common process across departments

pros :-

- 1.) it allows to implement one functional module at a time before another is attempted.
- 2.) Total no of resources required are less.
- 3.) provides flexibility.

cons :-

- 1.) overall cost & time of development is high
- 2.) highly customized state.

The market tier of ERP are as follows:-

- 1.) ERP tier 1 software solution - these are the solutions which are designed for large & complex business that have many department & global locations.
- 2.) ERP tier 2 - it fits well for mid-size companies, they can have single or multiple locations generally needs are less complex but the level of complexity varies.
- 3.) ERP tier 3 - in these we get basic accounting abilities with these small business tools.

for

Ans 6

Technology that are used to improve the capabilities of ERP are as follows:-

1.) OLAP - this technology is being used in an increasingly wide range of applications . OLA is used in for applications such as product profitability & pricing analysis , quality analysis.

2.) Data mining - it helps in finding meaningful information about the transactional / operational data. which further helps in ~~better~~ providing better quality services & further analysis.

3.) data warehousing - Data warehousing concept helps in managing operational data because as the size of data increased it's difficult to store them in a single operational Database , so data warehousing helps in creating Summary of operational data & storing them in a date warehouse.

Final

Ans 4 - The submodules of the material management are as follows:-

- 1.) purchasing activities
- 2.) purchasing
- 3.) vendor evaluation
- 4.) inventory management
- 5.) invoice verification + material inspection

These modules optimizes all purchasing process with workflow during processing functions, enables automated supplier evaluation, lower procurement + supplier evaluation, with accurate inventory + warehouse management + integrated invoices verification, it automates the physical flow of material and also managing the payments.

Ans 2 Data migration - it is the process of moving data from one system to another. there are 2 types of data migration.

(a) Big bang migration - full transfer is made within a limited window of time. live system experiences downtime while data goes through the processing & transitions to the new database.

THUR

(b) Trickle migrations - the process is completed in phases, during implementation, the old system + the new system runs in parallel, which minimizes downtime.

Emerging trends in ERP :-

- 1.) software as a service
- 2.) mobile ERP solution
- 3.) Need based ERP purchase.
- 4.) cloud based ERP.

Ans 1 (d) - DSS is used in planning, staffing & decision making.

(f) - Business process engineering (BPE) is a business management strategy, originally pioneered in the early 1990s, focusing on the analysis & design of workflow & business process within an organization

OLAP - stands for online analytical processing, is an approach to analyze multi-dimensional analytical queries.

Final

(d) MIS is used to control ~~the~~ processes.
DSS is used in planning, staffing & decision making. MIS is used at middle level, low level uses DSS is used by analyst, professional & managers.

(c)-Gap analysis is a method of assessing the difference in performance between a business information system to determine whether requirements are being met or not. By gap analysis company can recognize its current state - by measuring time, money & labor, & compare it to final state & accordingly an action plan could be created.

(b) Microsoft dynamics CRM has three functional modules:-
1.) sales
2.) marketing
3.) service (customer care)

(a) SAP R/3 is a 3 tier architecture consisting of 3 layer:-
1.) presentation
2.) Application
3.) Database

Final