In today’s fast-paced digital economy, technology serves as the backbone of business success. For major companies like Amazon and Walmart, integrating sophisticated systems such as Enterprise Resource Planning (ERP), Supply Chain Management (SCM), and Customer Relationship Management (CRM) is crucial to staying ahead of the competition and meeting evolving consumer demands. These companies rely on advanced digital solutions to streamline operations, enhance consumer satisfaction, and maintain their dominance in the global marketplace. From managing vast amounts of customer data to optimizing supply chains, these systems help companies not only keep up with, but stay ahead of the competition. Without integrated systems like ERP, SCM, and CRM, even the most established companies would struggle to meet the dynamic expectations of today’s consumers.

To maintain operational efficiency, reduce costs, and deliver top-notch customer experiences, companies like Amazon leverage three core technological systems: ERP, SCM, and CRM. Each system plays a vital role in different facets of their operations, working together to support their strategic goals.

In the article "Amazon's Strategy to Use AWS, CRM, ERP, and SCM as a Big Data Business Solution: The Practical Side of Wowing the Customer," Alexander Stevens, PhD, explores how Amazon uses a combination of advanced technological systems, including AWS, CRM, ERP, and SCM, to create a seamless experience for customers while maintaining operational excellence. Stevens highlights Amazon's innovative use of these systems to process massive amounts of data, optimize its supply chain, and deliver a highly personalized customer experience. This approach aligns with the core of my study on the role of ERP, SCM, and CRM systems in business operations.

Furthermore, the integration of SCM and ERP in Amazon’s business model highlights the importance of streamlined processes and data visibility—concepts that could also be applied to museum operations. Just as Amazon relies on SCM for supply chain efficiency, museums can benefit from similar systems to optimize inventory management and ensure the smooth handling and preservation of artifacts.

By leveraging ERP, SCM, and CRM systems, companies like Amazon can maximize their potential and operate with peak efficiency, ensuring that every aspect of their business is optimized for productivity and customer satisfaction. ERP streamlines core internal processes by centralizing data, enabling real-time access, enhancing collaboration, automating repetitive tasks, and providing a unified view of key business functions. This integration boosts operational efficiency and improves decision-making across departments. SCM oversees and optimizes the flow of goods, information, and finances from suppliers to consumers. By improving logistics, reducing costs, and increasing transparency, SCM enhances operational efficiency and ensures timely product availability, which directly impacts customer satisfaction. Meanwhile, CRM enables businesses to manage customer interactions, analyze purchasing behaviors, and personalize marketing efforts. This data-driven approach helps foster stronger customer relationships, improve service quality, and increase brand loyalty. Together, these systems allow Amazon to maintain its industry dominance, streamline operations, and deliver an exceptional customer experience.

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