SCM

Supply Chain Management is the management that encompasses planning and managing all activities involved in sourcing and procuring materials and activities, conversion, manufacturing operation, and logistics management activities.

SCM and ERP naturally overlap. So many functions used in the ERP are also used in the SCM. Technical shortcomings of Enterprise Resource Planning have been removed or mitigated in Supply Chain Management. These improvements are called Advanced Planning and Scheduling (APS).

Advantages

1. Improving communication between business partners
2. Better inventory management
3. Increasing globalization
4. Improving operations

CRM

Customer Relationship Management is an information system used to plan, schedule and control pre-sales and post-sales activities in an organization to integrate, identify and retain customers.

The CRM system typically acts as an interface with the customer (therefore it is called the front office) while also being connected to the company’s ERP system (back office).

CRM is divided into two functional parts:

1. Operational (like sales force automation, enterprise marketing automation, enterprise marketing automation)
2. Analytical: uses business intelligence and data mining to identify shopping patterns, recurrent behaviors, preferences etc. All this information will again aid in providing tailored responses to the customer.

We can implement strategic CRM to

1. create unique customer value
2. Effectively delivering what customers want and need
3. Provide more value than competitors
4. Raise customer expectations about the level of value.