

# Introducing the terminology

Enterprise software is computer software used to satisfy the needs of an organization.

Martin Fowler: "Enterprise applications are about the display, manipulation, and storage of large amounts of often complex data and the support or automation of business processes with that data."

# Example

Right automatization

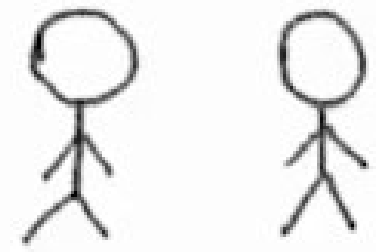
By Max Dorofeev

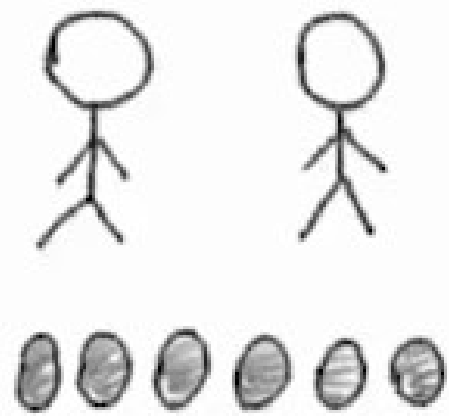
This new program  
is fantastic!

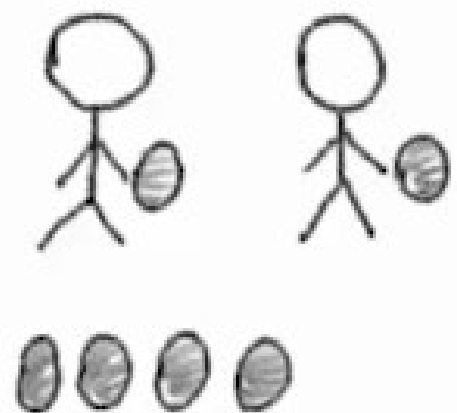
Oh, yeah! Now I play  
Solitaire six times more!



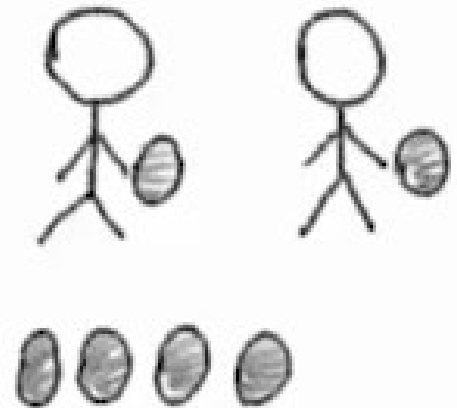
**Automate correctly!**



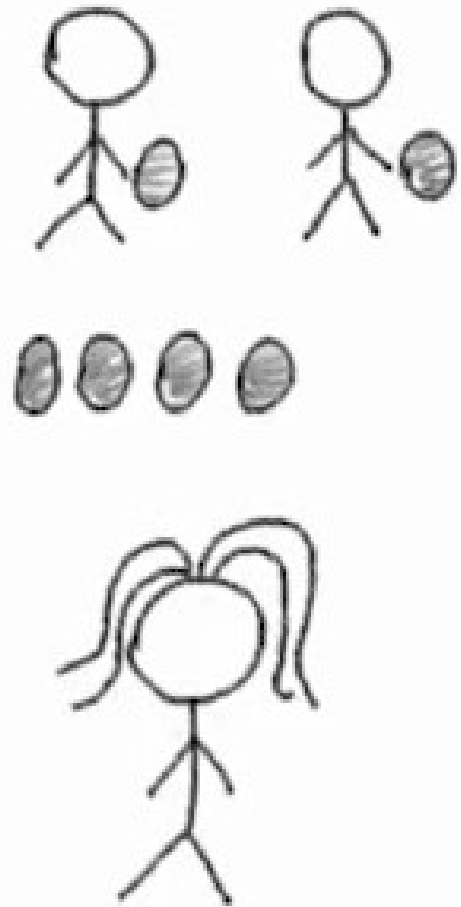




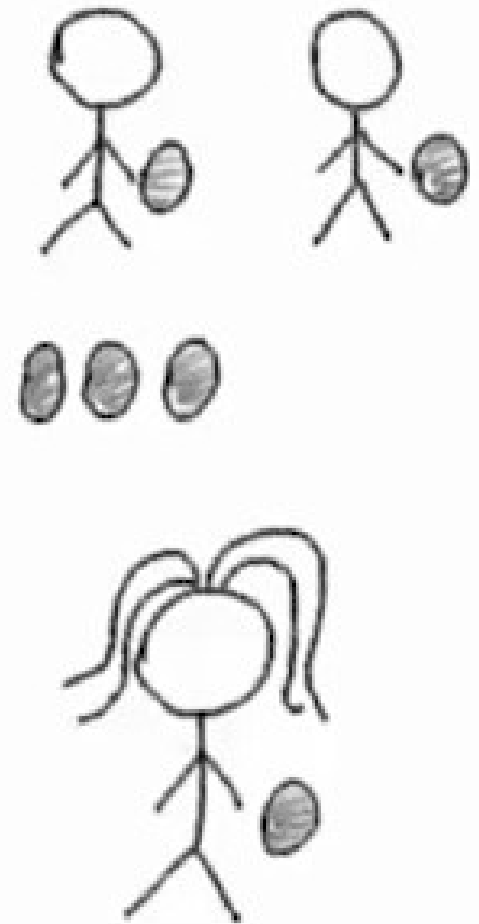
It is necessary to pass report!



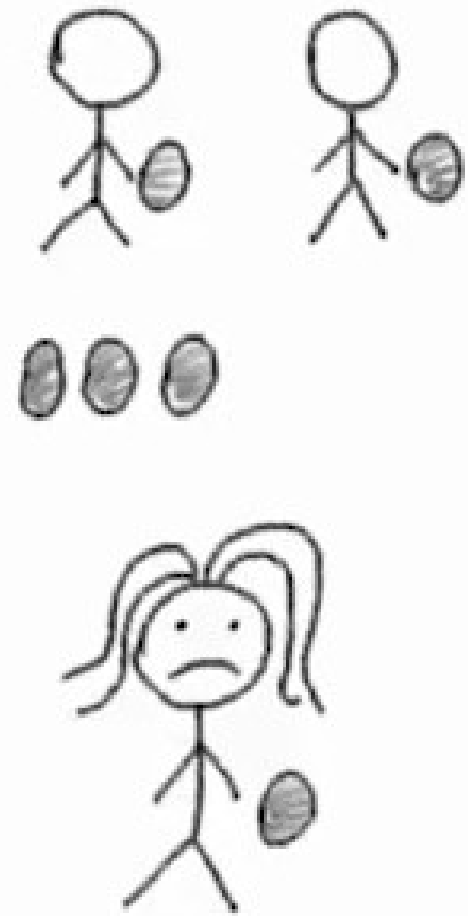
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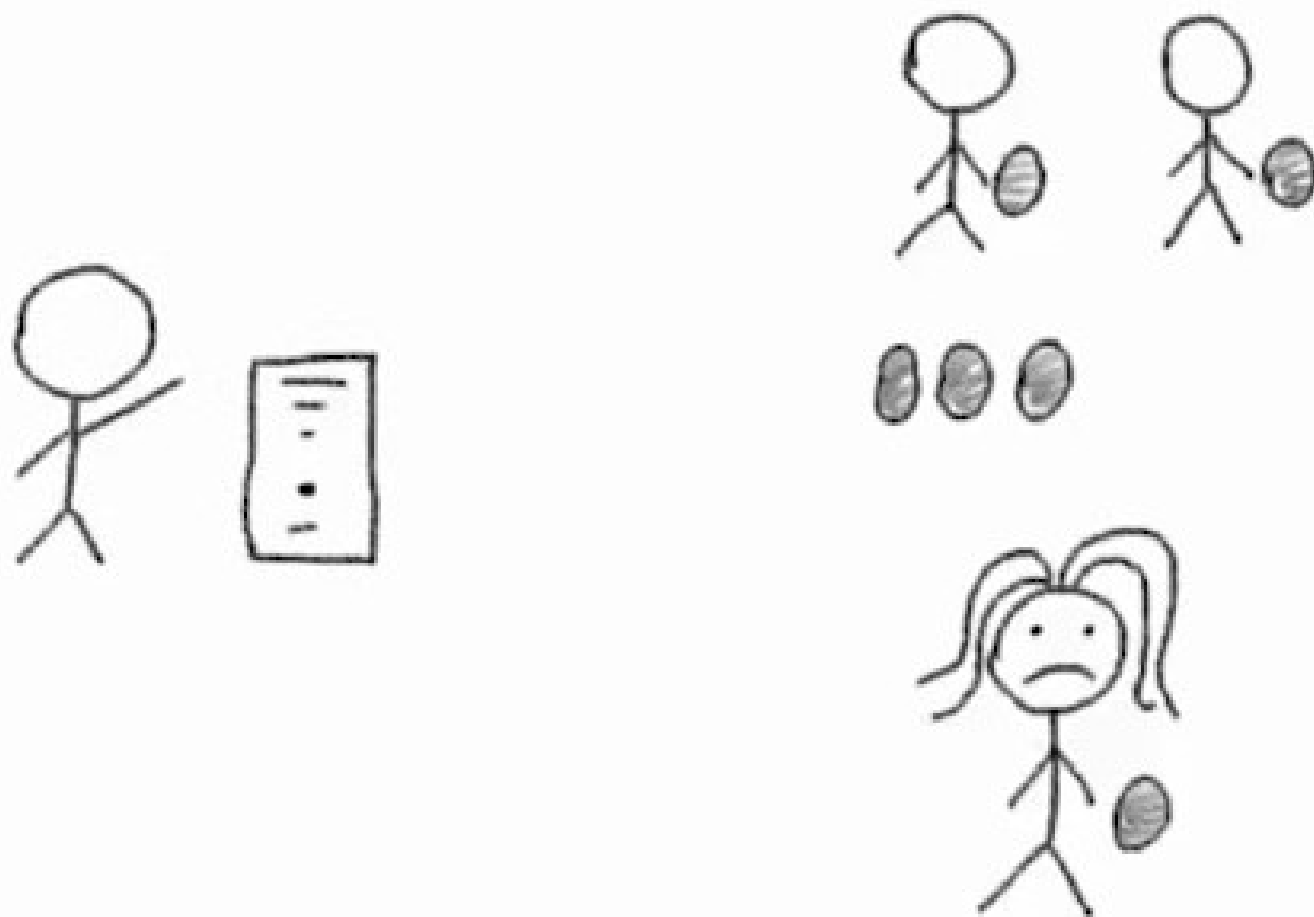




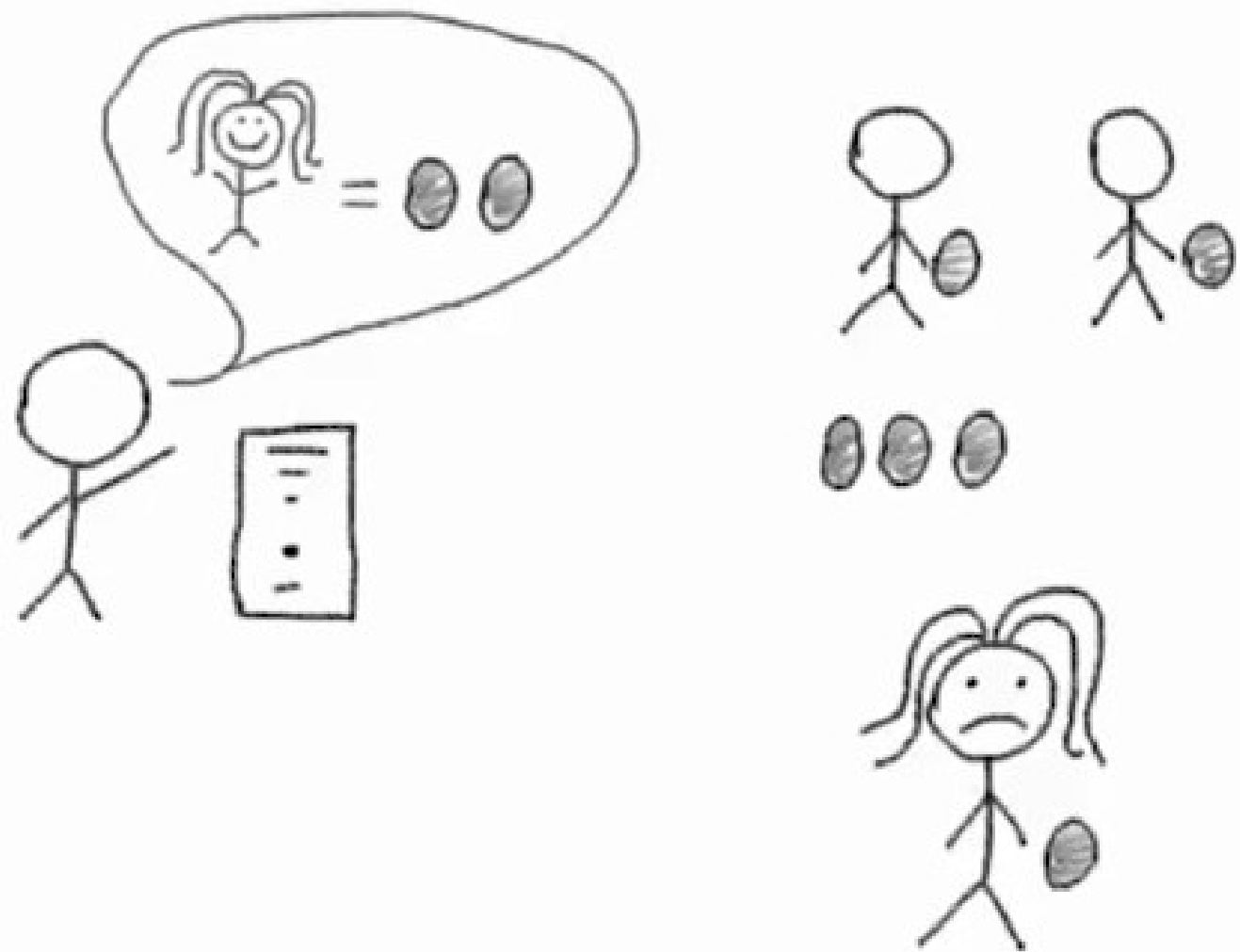
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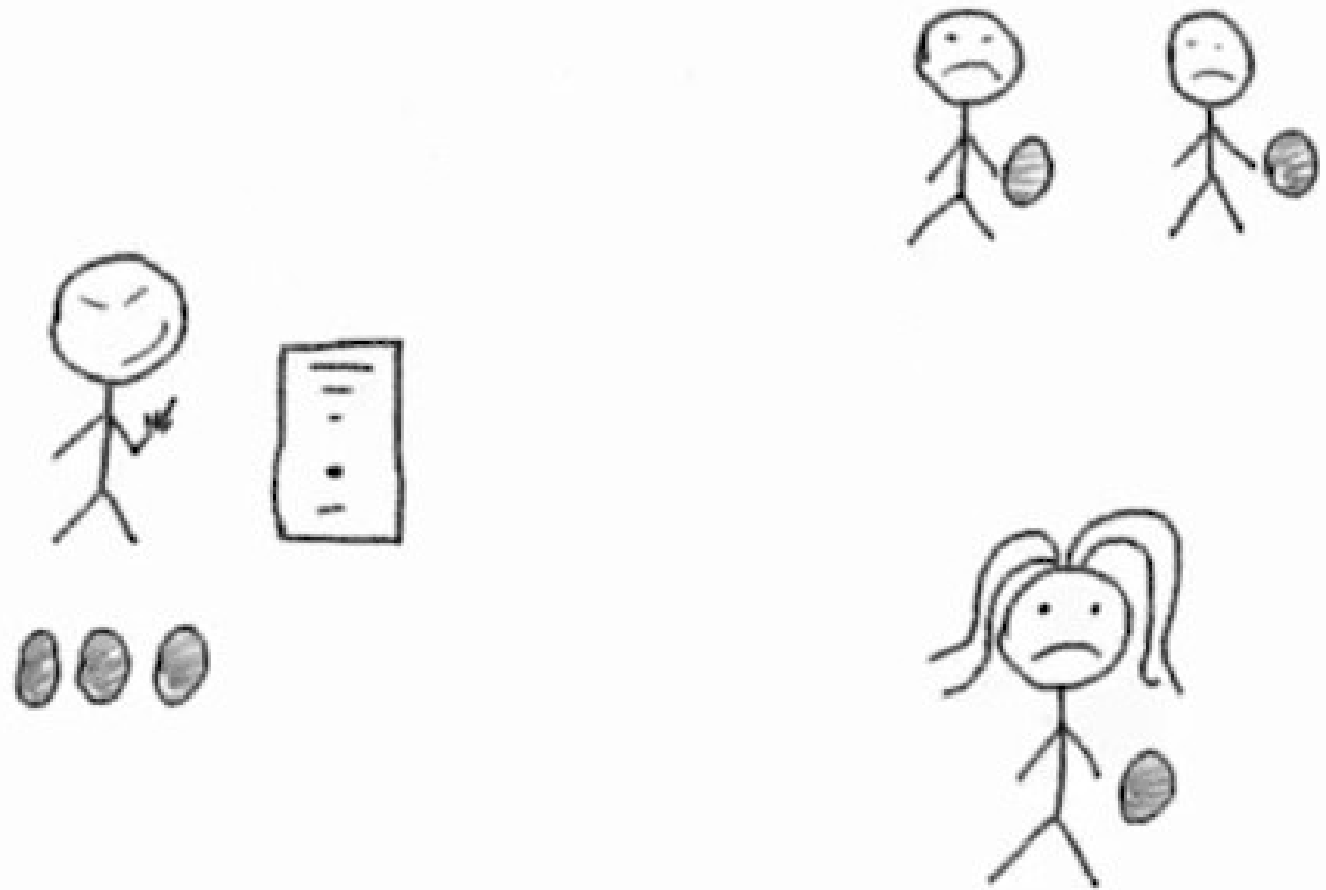
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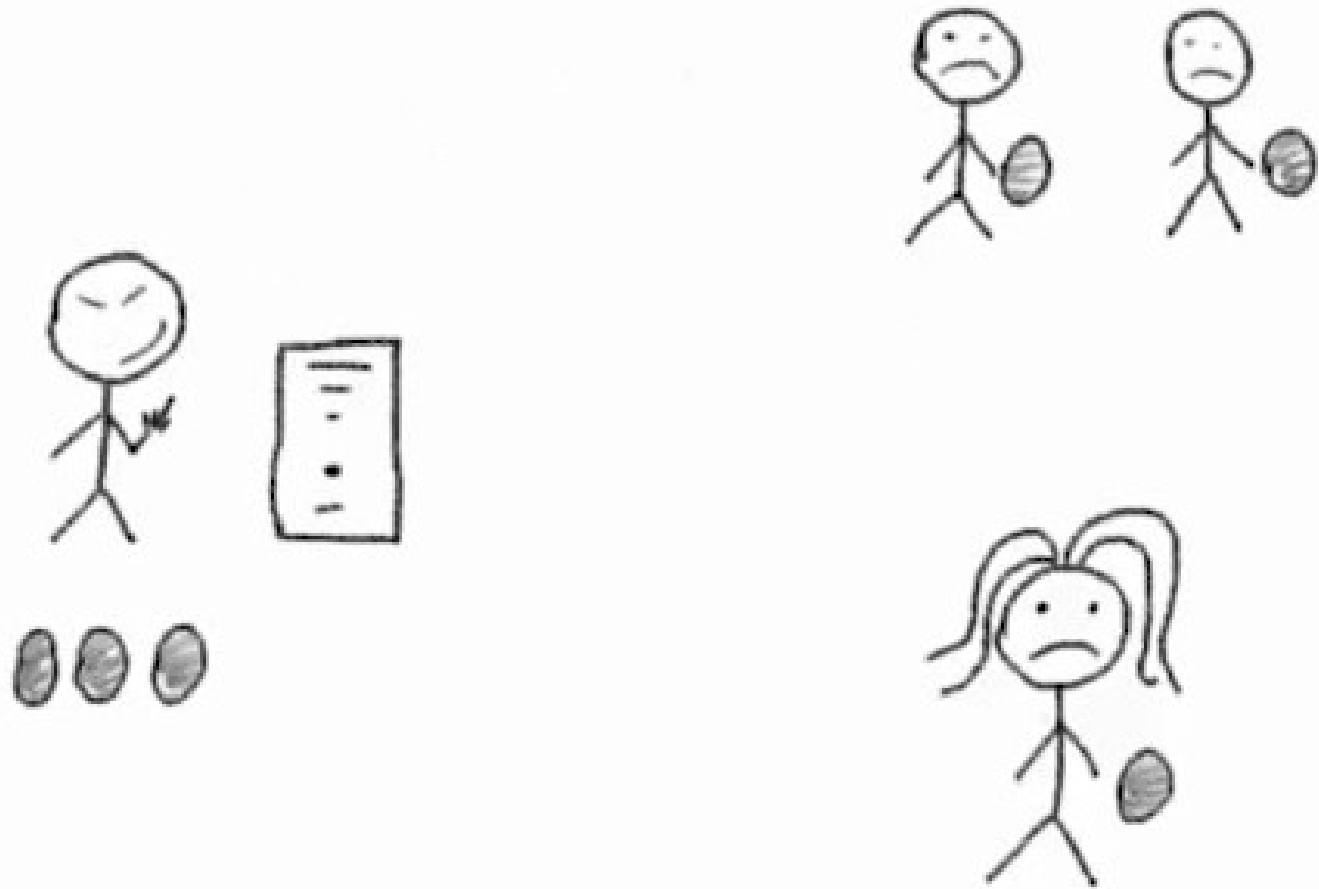
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It is necessary to pass report!

# Every 4<sup>th</sup> fails!!!

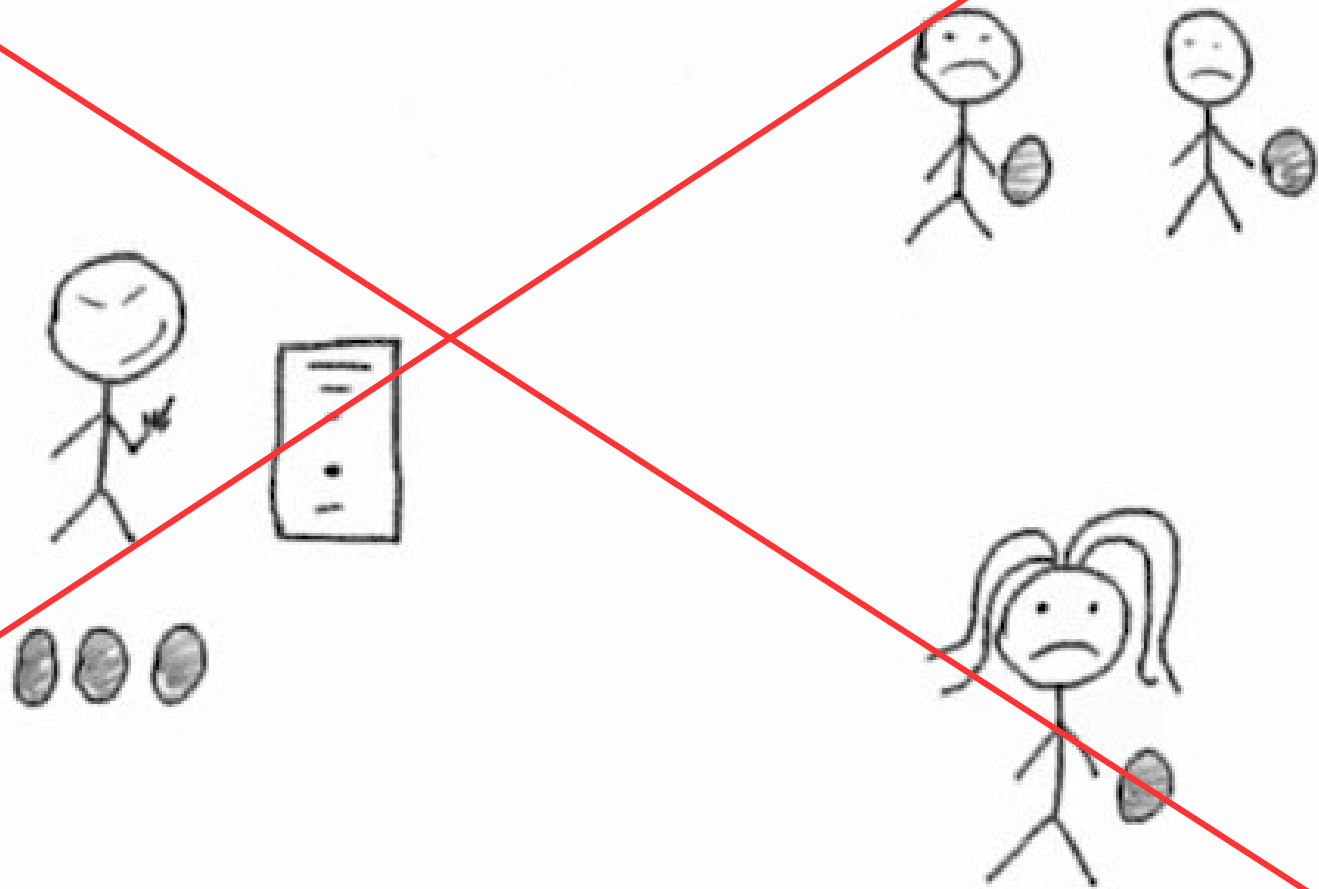
(\* CHAOS report)



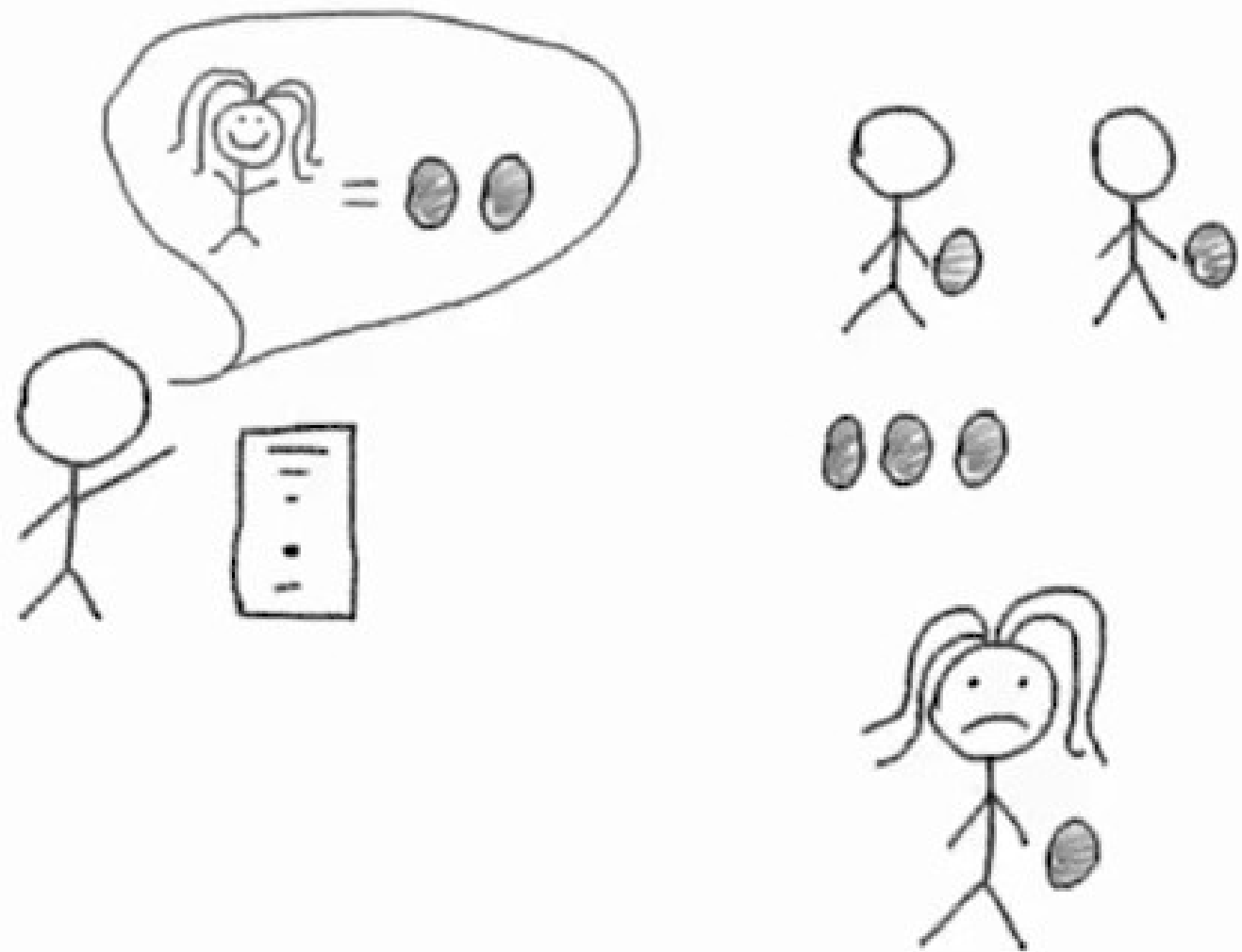
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# Every 4<sup>th</sup> fails!!!

(\* CHAOS report)

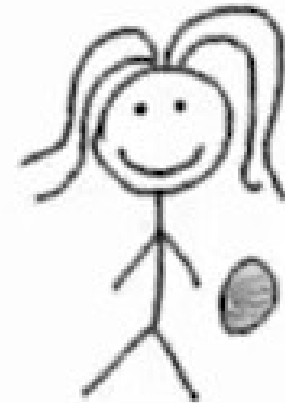
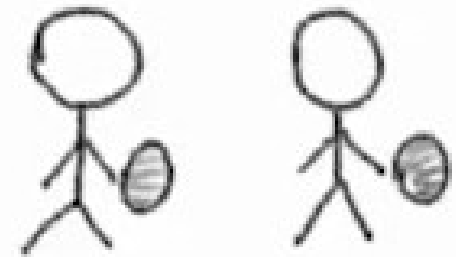
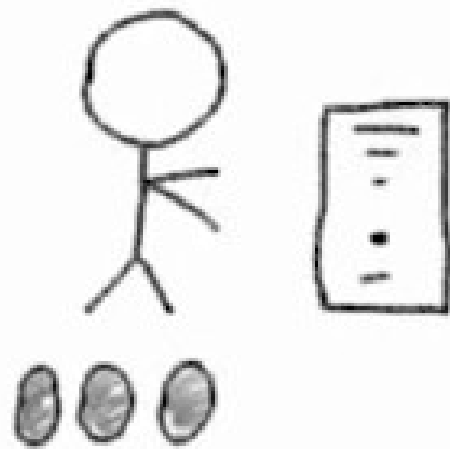


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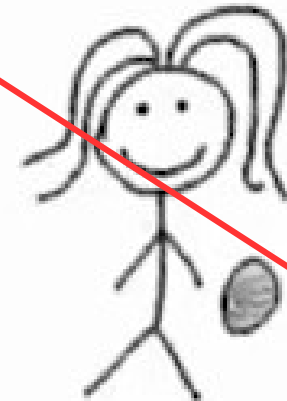
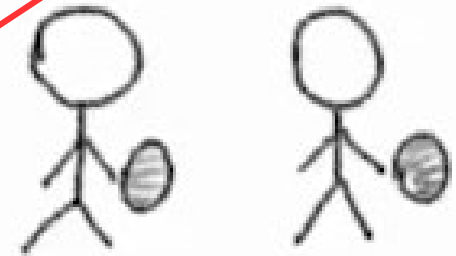
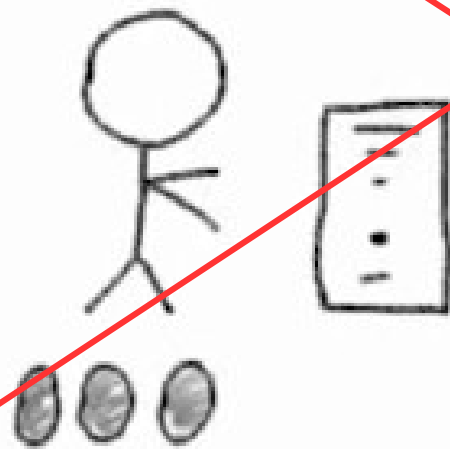


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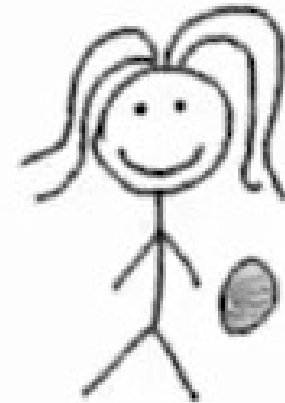
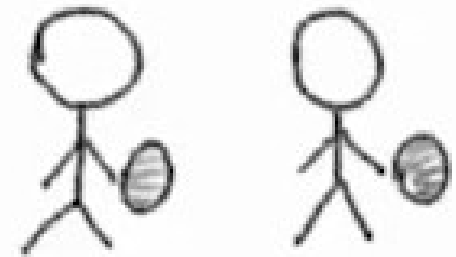
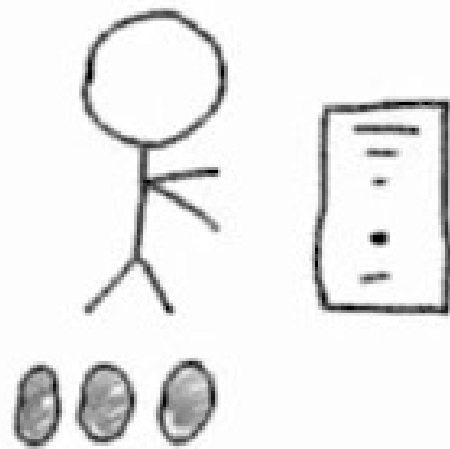




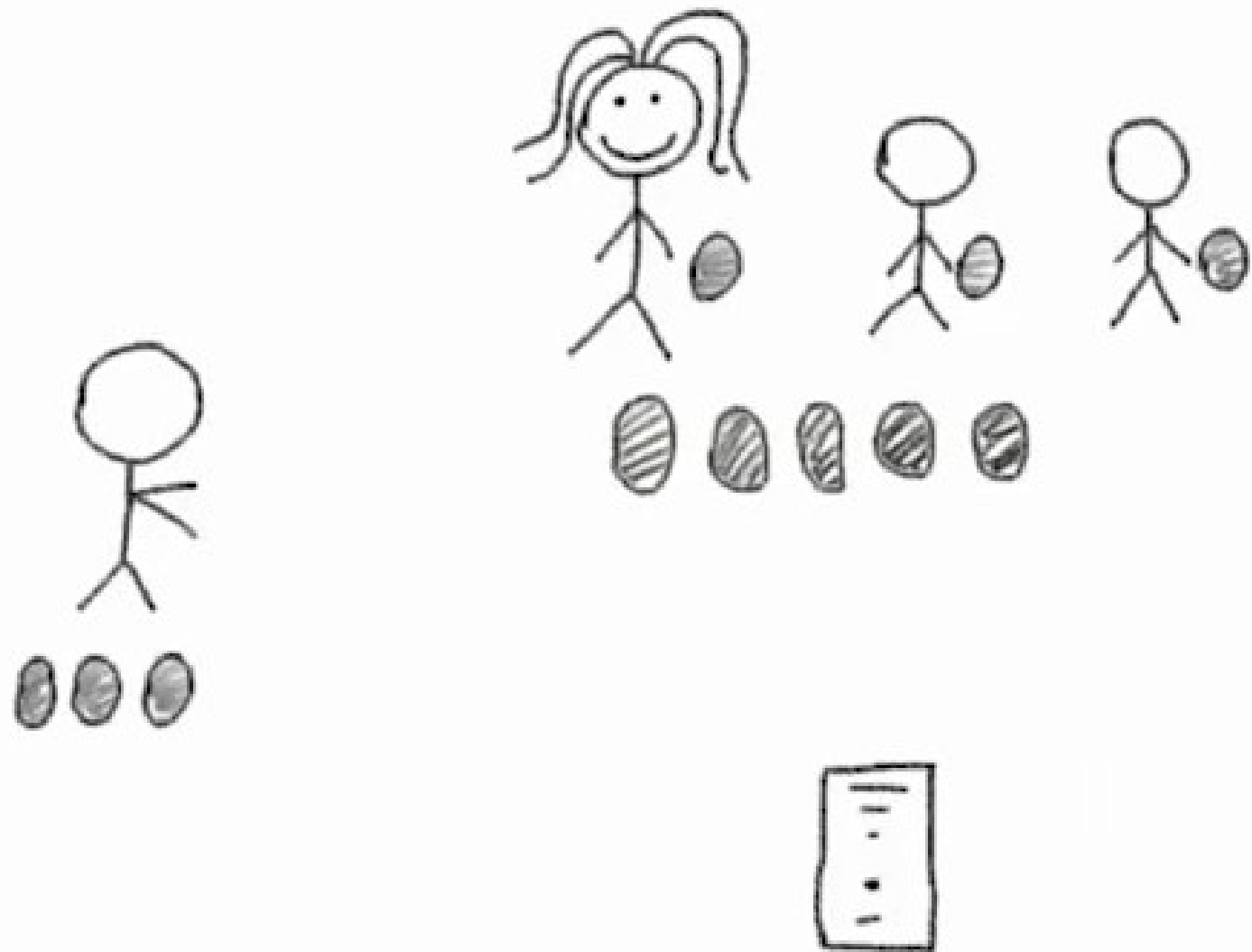
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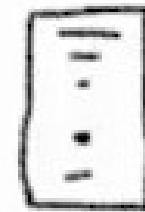
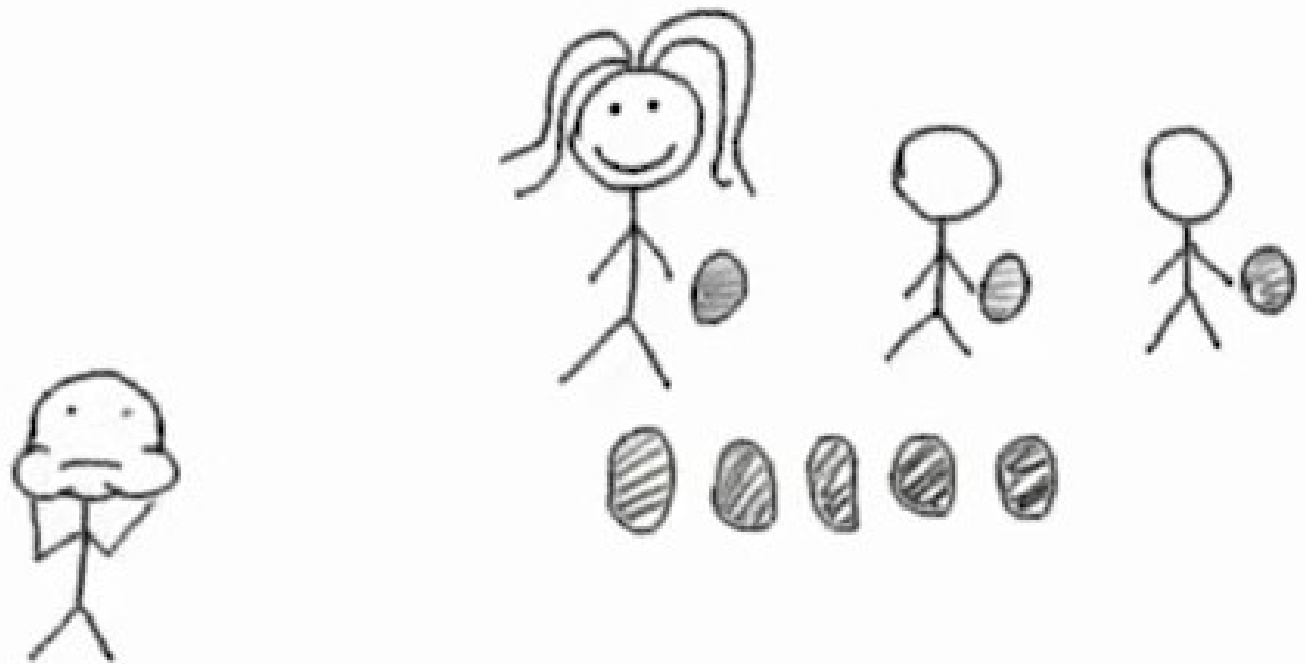
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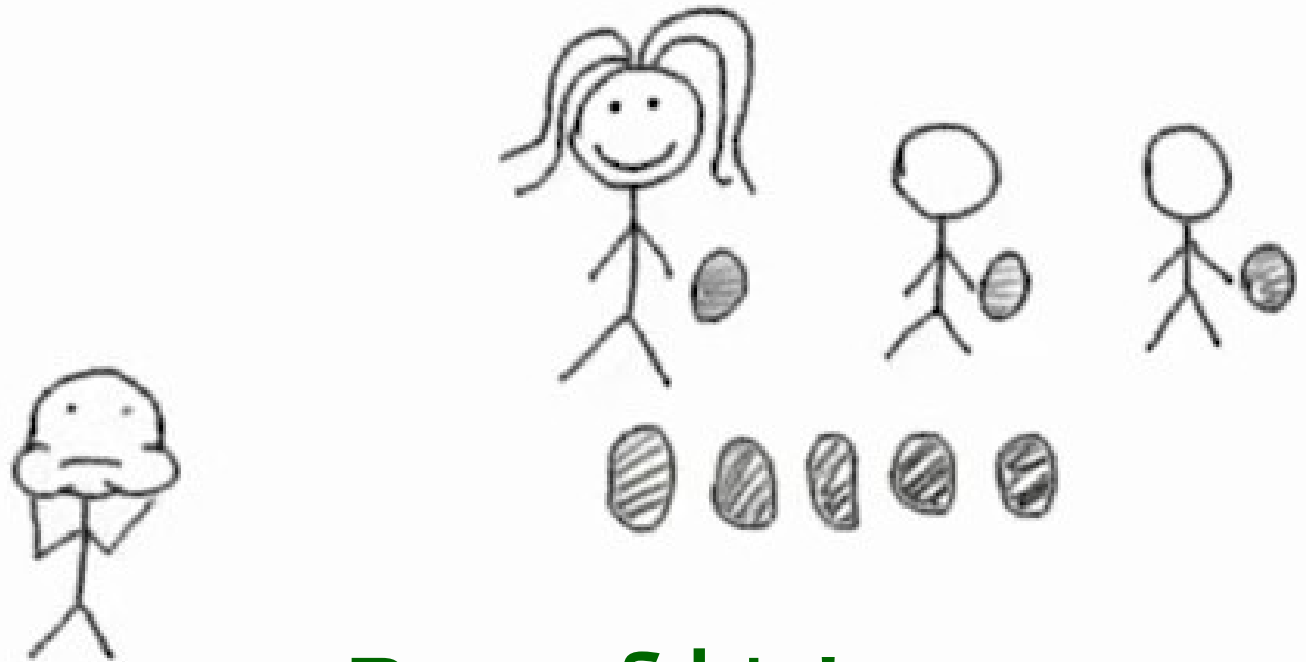
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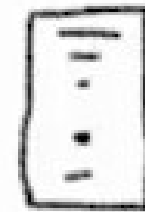
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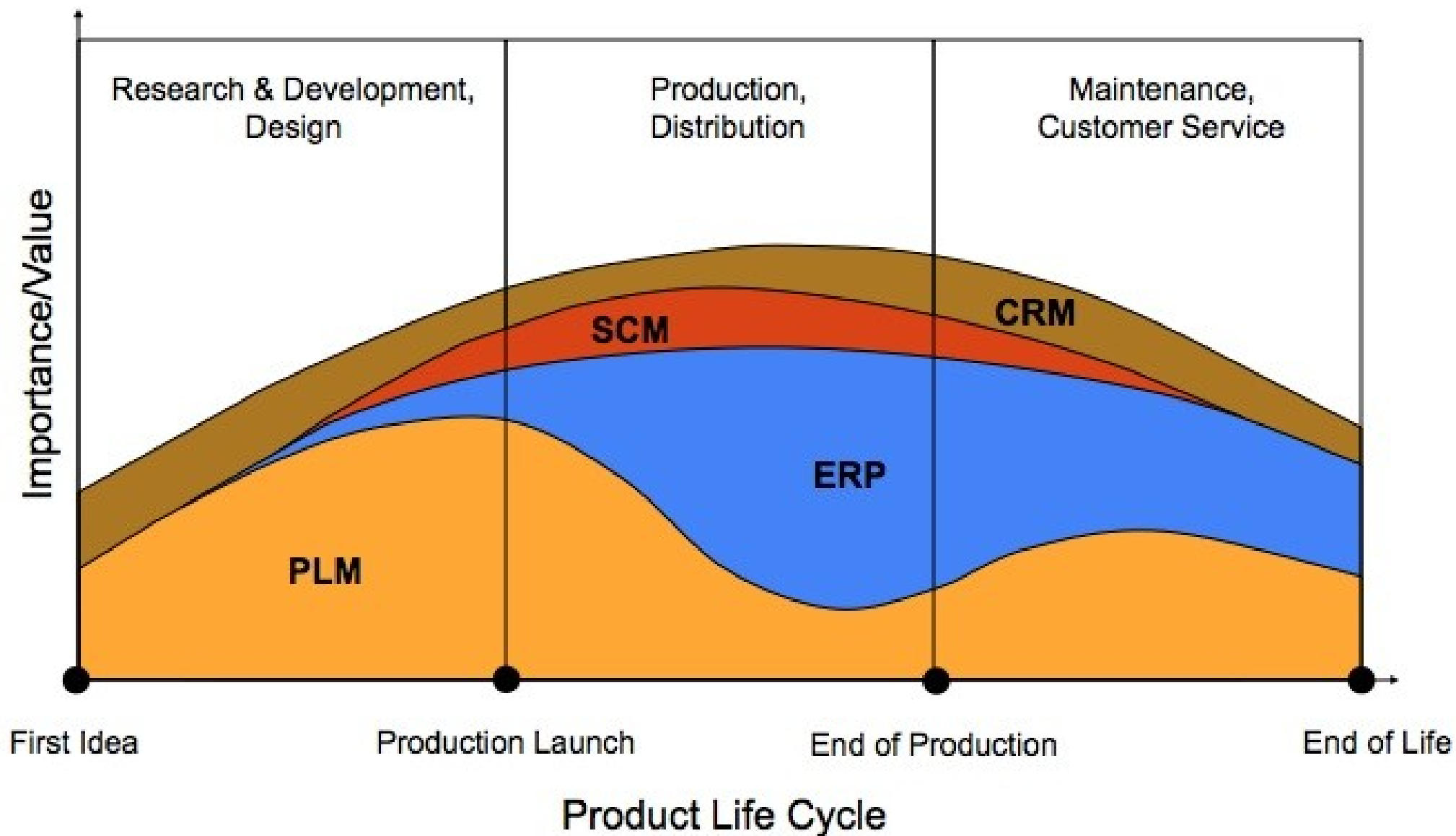
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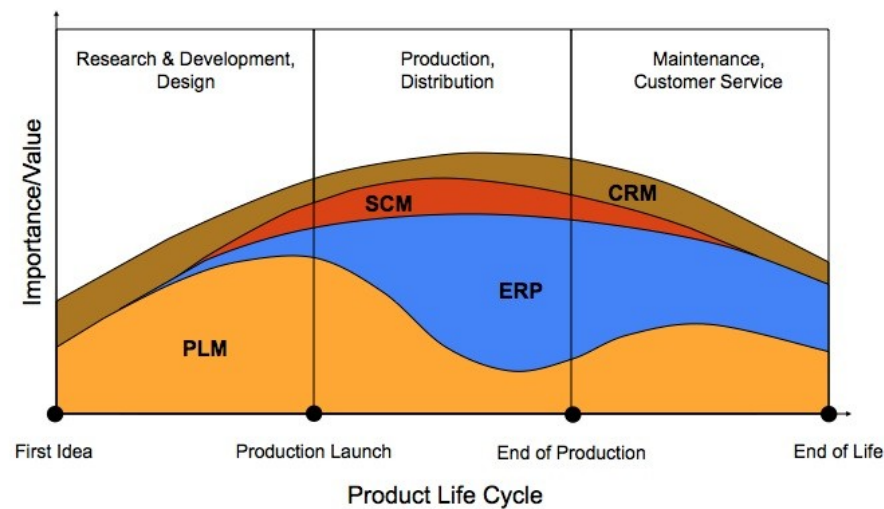


**Benefit!**



It is necessary to pass report!





**CRM - Customer relationship Management** - is an approach to manage a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth.

**SCM - Supply Chain Management** - the management of the flow of goods and services, involves the movement and storage of raw materials, of work-in-process inventory, and of finished goods from point of origin to point of consumption.

**ERP - Enterprise Resource Planning** - track business resources—cash, raw materials, production capacity—and the status of business commitments: orders, purchase orders, and payroll.

**PLM - Product Lifecycle Management** - is the process of managing the entire lifecycle of a product from inception, through engineering design and manufacture, to service and disposal of manufactured products. PLM integrates people, data, processes and business systems and provides a product information backbone for companies and their extended enterprise.



# CRM vendors and software, examples



ERPNext

Opensource

# ERP vendors and software, examples



ORACLE® + NETSUITE



ERPNext

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# ECM (enterprise content management) vendors and software, examples



Opensource

# PLM vendors and software, examples

