COMP 321 CASE STUDY TERM PROJECT – GROUP WORK F 2015

TWO-PART PROJECT – A & B

PART A (15%) – Due Mid\_Term PART B (15%) : Due End-of-Term

Written and Oral Presentations for Both Parts A & B.

General Concept Model: Enterprise Systems Integration

 “Enterprise resource planning (ERP) systems integrate internal and external management information across an entire organization. ERP systems automate this activity with an integrated software applications. Their purpose is to facilitate the flow of information between all business functions inside the boundaries of the organization and manage the connections to outside stakeholders."



**PART A**: Select a modern company known and research its Information Communication Technology implementation (ICT) and its Systems Integration – See CIO Video Clips to get some ideas - Select ONE company.

http://datab.us/Search/Popular%2BChief%2BTechnology%2BOfficer%2Band%2BChief%2BInformation%2BOfficer%2Bvideos%2BPlayListIDPL3DqlY85OsMIUhs\_-pZhFls3xtMm0ojRb

The outcomes of this study include:

1. Write a synopsis of the company that you have chosen
2. Briefly describe why a business must manage information and therefore seek to implement Enterprise Resource Planning strategy.
3. Specify the details with Workflows, Use Case Models and Design Implementation diagram of the ERP solution for one of the following
   1. Supply Chain Management ( SCM)
   2. Customer Relations Management ( CRM)
   3. Human Resource Management ( HRM)
   4. Business Intelligence ( BI)
   5. Enterprise Application Integration ( EAI)
   6. Other
4. Illustrate with a diagram a systems integration architecture and its enterprise applications and tools that provide an ERP solution for the company XXX
5. Provide a sample run of an ERP application with details of its operations and the benefits to the organization.

**Group Discussion Questions to be written up under the following headings**:

PART A of the project should include the following:

1. **Analysis**: ( Outcomes 1-3)
   * Background –
   * IT planning strategy & e-business model ( slides & Research)
   * ERP specific users/systems requirements – Workflows with Use Case Models that outline the functionalities of an ERP solution ( SCM, CRM, HRM or BI). Employ a Cluster or Package technique to illustrate the use cases
2. **Architecture, Applications & Tools**: ( Outcome 4)
   * Identify architecture, application & tools
   * Use model shown above as a guide

1. **Issues around Integration & Tools :**
2. **Other issues**
   * Difficulties and constraints
3. **Presentation slides**

* 15-20 mins presentation ( PowerPoint)

**This will constitute Mid-Term Oral Presentation material .**

**On-line/Real-Life Research**: Gather all relevant research material in one file to support your documentation write-up

Visit company’s website ( eg. [www.boeing.com/satellite](http://www.boeing.com/satellite)) for information. See what the company says about their e-Business and ERP strategy.

1. Carefully select material that will be put in the Appendix of your submission document at the end of the Term.
2. Reference only these selected material in your Bibilography
3. Make sure to include
   1. a cover sheet with group members names
   2. TOC
   3. Your own writing or summary not copied off the webpage
   4. Documentation write-up – 15-20 pages ( Word)

***Hand-in edited version of answers to all questions. Include appropriate charts & diagrams. Names ( last & first names) of group members should appear on the cover page with the course name & title, date and the professor’s name***. ***Include a Table of Contents with specific page references. Place a copy of the case in the appendix of the document.***

**PART B:** To be defined – will involve the use of an ERP tool –

1. Select one ERP-CRM tool per group: Examples: Salesforce. Microsoft Dynamics, Zoho etc
2. Show an architecture of the CRM application. Industry preference.

3) Identify the Modules/Subsystems –illustrate each module with BPMN or Activity Diagram. For example – what are the workflows for Sales, Marketing and Customer Service – each of these will require a separate diagram

4) Select a module and illustrate its functionalities by drawing a Use Case Model. For example, take Sales, who are the typical users and what tasks do they perform.

5) Demonstrate the main transactions of the CRM

For example - Input the process of a marketing scenario, a sale and a customer service.

1. Discuss the Capabilities and Benefits of the CRM – two lists in point form
2. Discuss Customization and ERP integration of your CRM. What technical issues can arise from implementation ?
3. Briefly describe FIVE additional CRM applications that are popular in the industry.