

Analyzing and Integrating Enterprise and E-Business Systems

Objective:

This assignment requires a detailed analysis of the integration between enterprise systems and e-business strategies, directly applying the concepts discussed in the lectures on Enterprise Systems and E-Business Systems. You will use a case study approach to explore how these systems can be harmonized to enhance operational efficiency, improve data management, and achieve strategic business objectives.

Instructions:

1. Case Study Selection:

Select one of the following business scenarios as your case study:

- A retail company looking to expand its online sales channels.
- A manufacturing firm aiming to streamline its supply chain management through EDI.
- A service provider seeking to improve customer service through CRM and e-mail marketing integration.

Provide a brief description of the chosen scenario, including its business model and main challenges.

2. Enterprise System Analysis:

Based on the selected scenario, identify the key enterprise systems (ERP, CRM, SCM) that are currently in place or required.

Discuss how these systems support the organization's business processes, referring specifically to concepts like ERP modules, SCM software, or CRM applications as covered in the lectures.

3. E-Business Strategy Assessment:

Evaluate the current or proposed e-business strategies within the scenario, including the use of EDI, internet commerce, EDM, and any other relevant e-business methods.

Highlight how these strategies can improve or are improving the organization's value chain, customer engagement, and market reach.

4. Integration Plan:

Propose a plan for integrating the identified enterprise systems with e-business strategies to address the scenario's challenges.

Discuss specific integration points, such as data analytics for customer behavior analysis, AI for personalized marketing, or cloud-based ERP for scalability and flexibility.

5. Expected Benefits and Implementation Challenges:

Analyze the expected benefits of this integration, including enhanced data accuracy, improved operational efficiency, and stronger customer relationships.

Identify potential implementation challenges, such as data security concerns, system compatibility issues, or change management needs, and suggest practical solutions.

6. Conclusion and Strategic Implications:

Summarize the strategic importance of integrating enterprise systems with e-business strategies for the selected scenario.

Reflect on the broader implications for businesses in similar industries or with similar challenges.

Deliverables:

- A comprehensive report covering all the above sections, not exceeding 2500 words.
- Include diagrams or flowcharts where necessary to illustrate the integration strategies and expected outcomes.

Evaluation Criteria:

Depth and relevance of the enterprise system and e-business strategy analysis (40%)

Clarity and feasibility of the integration plan (30%)

Comprehensive identification of benefits and practical solutions to challenges (30%)

Submission Guidelines:

Submit the report in PDF format through Nexus

Ensure that your report is clearly structured, with a coherent argument and properly cited references to lecture materials.