

E- SUPPLY CHAIN MANAGEMENT

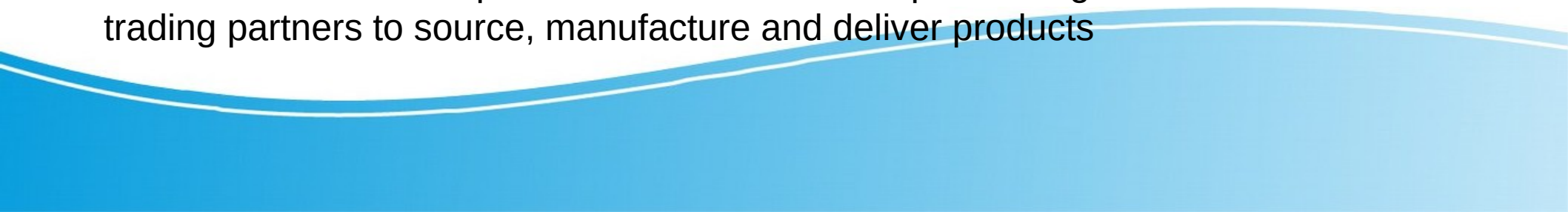


What is Supply Chain

- The flow of material, information, money, and services from raw material suppliers through factories and warehouse to end customer




E-Supply chain management

- E-SCM may be described as the integrated management approach for planning and controlling the flow of materials from suppliers to end users using Internet technologies
 - E-SCM refers the complex network of relationships that organizations maintain with trading partners to source, manufacture and deliver products
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E-Supply chain management

- E-SCM is an enterprise software to manage and integrate a network of customers, suppliers, business partners, distributors into organization's internal supply network involved in the ultimate provision of product and service packages required by end customers.
- E-SCM system keeps track of inventory and value of material throughout the chain and provides information to SC manager to act.
- Electronic supply chain management is most commonly referred to as e-supply chain management.
- It combines the concepts of electronic business (e-business) and supply chain management (SCM), and depicts how trade channel members are working together to optimize resources and opportunities

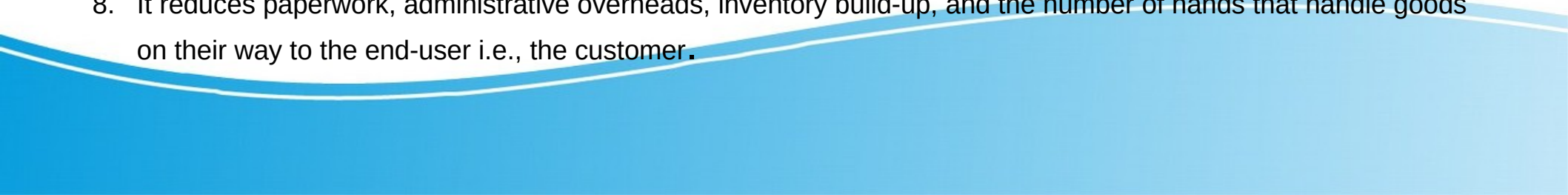
SUPPLY CHAIN MANAGEMENT

- Supply chain is the system by which organizations source, make and deliver their products or services according to market demand.
 - Supply chain management operations and decisions are ultimately triggered by demand signals at the ultimate consumer level.
 - Supply chain as defined by experienced practitioners extends from suppliers' suppliers to customers' customers.
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Scm: real time benefits

- Global trading capabilities
 - Global knowledge exchange
 - Global communities
 - Collaborative workflow
 - Industry specific marketplaces
 - Enterprise to enterprise connectivity
 - E-marketplace to e-marketplace connectivity
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Benefits of E-Supply Chain Management

1. It improves efficiency
 2. It reduces inventory
 3. It reduces cost
 4. It helps to take competitive advantage over competitors.
 5. It increases ability to implement just-in-time delivery, increases on-time deliveries, which enhances customer satisfaction.
 6. It reduces cycle time, increases revenue, by providing improved customer service.
 7. It improves order fulfillment, order management, decision making, forecasting, demand planning, and warehouse/distribution activities.
 8. It reduces paperwork, administrative overheads, inventory build-up, and the number of hands that handle goods on their way to the end-user i.e., the customer.
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Companies managing supply chain through Internet

- • AMUL-Taste of India
 - • ICICI Bank
 - • TELCO
 - • HINDUSTAN LEVER
 - • CRISIL
 - • DELL
 - • ASIAN PAINTS
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E-Supply chain Components

- **Advanced Scheduling and Manufacturing Planning Programme:** Detailed Coordination of all manufacturing and supply efforts based on individual customer orders
- **Demand Forecasting Programme:** This module supports a range of statistical tools and business forecasting techniques
- **Transportation Logistics :** facilitates resource allocation and execution to ensure that materials and goods are delivered at right time and right place at minimal cost.
- **Distribution Planning Programme:** Integrated with demand forecasting, manufacturing schedules and transportation logistics to reach the customer.
- **Order Commitment:** Order Commitment is linked to all other modules so that accurate delivery of goods and services can be guaranteed.



The Taste of India

AMUL – Taste Of India

- ▶ Formed in the year 1946 Amul is the leading food brand in India
- ▶ Has been accredited with ISO 9001 and HACCP Certification by QAS Australia-the first company in Asia to receive HACCP Certification.
- ▶ Amul initiated the dairy co-operative movement in India and formed an apex co-operative organization called Gujarat co-operative Milk Marketing Federation (GCMMF) and today 70,000 villages and 200 districts in India are part of it.
- ▶ GCMMF markets its products through 50 sales offices throughout India and distribution is done through a network of 4,000 stockists who in turn supply 500,000 retail outlets.

GCMMF: An Overview

Members	12 district co-operative milk producers union
No of producing members	2.79 million
No of village societies	13,328
Milk collection(2008-2009)	3.05 billion liters
Milk collection (Daily average)	8.4 million liters
Milk Drying capacity	626 metric tonnes daily per day
Sales Turnover(2008-2009)	Rs 29658 million

➤ GCMMF is an apex co-operative organization that comprises of affiliated member dairies/district milk unions each having it's own manufacturing unit. These member dairies collect milk from members who supply milk twice a day.

How AMCUS work

- ▶ Amul has installed over 3000 Automatic milk collection system units(AMCUS) at village societies to capture member information, milk fat content, volume collected and amount payable to each member.
- ▶ Each farmer is given a plastic card for identification
- ▶ Computer calculates amount due to farmer on the basis of fat content
- ▶ The value of the milk is then printed out on slip & handed over to the farmer, who collects the payment from adjacent window
- ▶ With the help of IT farmers receive their payment within minutes

Supply management through internet

- ▶ Amul makes over 10 million payment transactions daily. On the logistics more than 5000 trucks move milk from the villages to 200 dairy processing plants twice a day according to a carefully planned schedule.
- ▶ It's ERP software named as Enterprise Wide Integrated Application System(EIAS) covers the operations like market planning advertising and promotion, distribution network planning. Each of amul offices are connected via internet and all of them send daily reports on sales and inventory to the main system at Anand.
- ▶ Has also connected all zonal, regional & member dairies through VSAT

Supply & distribution

- ▶ At the supply end a computerized database has been setup of all suppliers & their cattle.
- ▶ Computer equipment measures & records qualities & quantities collected.
- ▶ At the distribution end stockists have been provided with basic computer skills. Amul experts assist them in building promotional web pages.
- ▶ Amul Cyber stores have been setup in India, USA, Singapore and Dubai

Amul

The Taste of India

Amul Cyber store

http://www.amul.com/cyberstore.php

Welcome to Amul - The Taste of India



Amul

Amul Cyber Store

As a first step towards ECommerce in India, Amul is delighted to offer you the cyber shopping experience with a wide range of Amul dairy products in all major cities of India.

You can order your favourite Amul Icecreams at the new [Amul Icecream Cyberstore](#).

The "Taste of India" is now a few clicks away from your doorstep...

Note: Please "Select" the item you wish to order, then enter the quantity (No. of Units required). The total price for the item will be automatically calculated. Once you are done, you can click on the "Calculate Total" button. Then, enter the order information, and click on the "Place Order" button. Detailed Terms and Conditions are given below (at the end).

For Amul products in other countries, please check our [Exports Page](#). Amul products are available in US, Gulf Countries and Singapore.

Applicable Prices

Sr No.	Select	Product	Pack Size	Max. Retail Price	No. of packs Required	Total Price Rs.
1	<input type="checkbox"/>	Amul Butter	100g Pack	Rs. 25.00		
2	<input type="checkbox"/>	Amul Butter	500g Pack	Rs. 122.00		
3	<input type="checkbox"/>	Delicious Table Margarine	100g Pack	Rs. 13.00		
4	<input type="checkbox"/>	Delicious Table Margarine	500g Pack	Rs. 60.00		
5	<input type="checkbox"/>	Amul Lite Lowfat Breadsrad	200g Tub	Rs. 32.00		
6	<input type="checkbox"/>	Amul Cheese	400g Tin (EOE)	Rs. 105.00		

AMUL TOPICALS STORY

OUR PRODUCTS

THE ORGANISATION

EXPORTS

AMUL HITS

CONTESTS

HOT LINKS

RECIPES

ENTERTAINMENT

AWARDS

AMUL PARLOURS

ACTION @ AMUL

TALK TO US

Strong initiatives in e-commerce


- ▶ Amul has linked distributors to the network & also incorporated web pages of top retailers on their website
- ▶ Distributors can place their order on website amulb2b.com
- ▶ Automated supply & delivery chain
- ▶ Practices just in time supply chain management with six sigma accuracy

Accolades


- ▶ CIO 100 AWARD recognizes organizations around the world that excel in positive business performance through internet & IT management
- ▶ GCMMF also won the prestigious Ramkrishna Bajaj National Quality award in 2003 for adopting noteworthy quality management practices for logistics and procurement

Legal and Ethical Issues

Cyberstalking:

- Cyberstalking is the use of the Internet or other electronic means to stalk or harass an individual, group, or organization.
 - Stalking in the traditional means to engage in repeated harassing and threatening behavior such as following a person, making harassing on telephone etc.
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Forms of Cyberstalking

- Harassing the victim
 - Embarrassing and humiliating the victim
 - Exerting financial control by emptying the victim's bank accounts, or by ruining his credit
 - Isolating the victim by harassing his family, friends, and employer
 - Frightening the victim by using scare tactics and threats
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Identifying Cyberstalking


Key factors to identifying cyberstalking cases include:

- 1. False accusations.** A cyberstalker often tries to damage the reputation of his victim by posting false information on social media websites or blogs. A perpetrator may even create fictitious websites or other accounts for the purpose of spreading false rumors and allegations about the victim.
- 2. Gathering information about the victim.** A cyberstalker may try to gather as much information as possible about the victim by interacting with the victim's friends, family, and colleagues. In serious cases, a cyberstalker may hire a private investigator.
- 3. Monitoring victim's activities.** A cyberstalker may attempt to trace his victim's IP address, or hack into the victim's social media accounts and emails to learn about his online activities.
- 4. Encouraging others to harass the victim.** The offender may encourage the involvement of third parties to harass the victim.
- 5. False victimization.** It is not uncommon for a cyberstalker to claim the victim is harassing him, taking the position of victim in his own mind.


Cookies

An HTTP cookie (also called web cookie, Internet cookie, browser cookie, or simply cookie) is a small piece of data sent from a website and stored on the user's computer by the user's web browser while the user is browsing.


A cookie is information stored on your computer by a website you visit. In some browsers, each cookie is a small file, but in Firefox, all cookies are stored in a single file, located in the Firefox profile folder. Cookies often store your settings for a website, such as your preferred language or location.

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Advantages to Cookies

- They remember your preferences, so you'll only typically see ads that are relevant to you
 - They save your passwords and usernames so there's no need for you to remember these details when you log onto different websites
 - Once you know where to find them, they're easy to delete and control - more on that below
 - Cookies remember your browsing behavior, so you'll often see search results that are most relevant to you when you're using Google or other search engines.
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Disadvantages to Cookies


- It's sometimes possible for third parties to access information stored by cookies, which raises obvious privacy concerns
 - You may feel like someone is watching you as you're browsing the internet, which understandably makes some feel uncomfortable
 - If you don't know where to look, it can be difficult to find cookies and delete them
 - Some viruses may be disguised as cookies, and in other cases, cookies recreate themselves after they've been deleted - these are colloquially known as "zombie" cookies
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Copyrights

- Copyright is a form of intellectual property protection provided by the laws of the United States.
 - Copyright protection is available for original works of authorship that are fixed in a tangible form, whether published or unpublished.
 - The categories of works that can be protected by copyright laws include paintings, literary works, live performances, photographs, movies, and software.
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Copyrights

The primary goal of copyright law is to protect the time, effort, and creativity of the work's creator. As such, the Copyright Act gives the copyright owner certain exclusive rights, including the right to:


- Reproduce the work
 - Prepare "derivative works" (other works based on the original work)
 - Distribute copies of the work by sale, lease, or other transfer of ownership
 - Perform the work publicly
 - Display the work publicly
- 

Phishing

- Phishing is the attempt to obtain sensitive information such as usernames, passwords, and credit card details (and, indirectly, money), often for malicious reasons, by disguising as a trustworthy entity in an electronic communication.

Phishing happens when a victim replies to a fraudulent email that demands urgent action.

Examples of requested actions in a phishing email include:

- Clicking an attachment
 - Enabling macros in Word document
 - Updating a password
 - Responding to a social media connection request
 - Using a new wi-fi hot spot.
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Customer Relationship Management (CRM)

- Customer Relationship Management (CRM) is a way to identify, acquire, and retain customers – a business' greatest asset.
- By providing the means to manage and coordinate customer interactions, CRM helps companies maximise the value of every customer interaction and in turn improve corporate performance.

E-CRM

- E-CRM This concept is derived from E-commerce.
- It also uses net environment i.e., intranet, extranet and internet
- **Definition of E-CRM:** Electronic CRM concerns all forms of managing relationships with customers making use of Information Technology (IT).
- The goal is to drive consistency within all channels relative to sales, customer service and marketing initiatives to achieve a flawless customer experience and maximize customer satisfaction, customer loyalty and revenue.

- E-CRM expands the traditional CRM techniques by integrating new electronic channels, such as Web, wireless, and voice technologies and combines it with e-business applications into the overall enterprise CRM strategy.
- Therefore ,it is just an expanded, integrated version of CRM . Thus,
Old CRM + Internet = e-CRM
- eCRM processes include data collection, data aggregation, and customer interaction. Compared to traditional CRM, the integrated information for eCRM intraorganizational collaboration can be more efficient to communicate with customers.

Differences between CRM and E-CRM

The main difference between CRM and e-CRM is that the first does not acknowledge the use of technology, where the latter uses information technology (IT) in implementing RM strategies

Major differences between CRM and eCRM:

Customer contacts

CRM – Contact with customer made through the retail store, phone, and fax.

eCRM – All of the traditional methods are used in addition to Internet, email, wireless, and PDA technologies.

System interface

CRM – Implements the use of ERP systems, emphasis is on the back-end.

eCRM – Geared more toward front end, which interacts with the back-end through use of ERP systems, data warehouses, and data marts.

System overhead (client computers)

CRM – The client must download various applications to view the web-enabled applications. They would have to be rewritten for different platform.

eCRM – Does not have these requirements because the client uses the browser.

Customization and personalization of information

CRM – Views differ based on the audience, and personalized views are not available. Individual personalization requires program changes.

eCRM – Personalized individual views based on purchase history and preferences. Individual has ability to customize view.

System focus

CRM – System (created for internal use) designed based on job function and products. Web applications designed for a single department or business unit.

eCRM – System (created for external use) designed based on customer needs. Web application designed for enterprise-wide use.

System maintenance and modification

CRM – More time involved in implementation and maintenance is more expensive because the system exists at different locations and on various servers.

eCRM – Reduction in time and cost. Implementation and maintenance can take place at one location and on one server.

TYPES OF eCRM

There are four basic types of CRM systems –

- Strategic CRM
- Operational CRM
- Analytical CRM
- Collaborative CRM

Type	Characteristic
Strategic CRM	Customer-centric, based on acquiring and maintaining profitable customers.
Operational CRM	Based on customer-oriented processes such as selling, marketing, and customer service.
Analytical CRM	Based on the intelligent mining of the customer data and using it tactically for future strategies.
Collaborative CRM	Based on application of technology across organization boundaries with a view to optimize the organization and customers.

Strategic CRM :

Strategic CRM is a type of CRM in which the business puts the customers first. It collects, segregates, and applies information about customers and market trends to come up with better value proposition for the customer.

Operational CRM

Operational CRM is oriented towards customer-centric business processes such as marketing, selling, and services. It includes the following automations: Sales Force Automation, Marketing Automation, and Service Automation.

Salesforce is the best suitable CRM for large established businesses and **Zoho** is the best CRM for growing or small-scale businesses.

Analytical CRM

Analytical CRM is based on capturing, interpreting, segregating, storing, modifying, processing, and reporting customer-related data. It also contains internal business-wide data such as Sales Data (products, volume, purchasing history), Finance Data (purchase history, credit score) and Marketing Data (response to campaign figures, customer loyalty schemes data).

Base CRM is an example of analytical CRM. It provides detailed analytics and customized reports.

Collaborative CRM

Collaborative CRM enables smooth communication and transactions among businesses. Though traditional ways such as air mail, telephone, and fax are used in communication, collaborative CRM employs new communication systems such as chat rooms, web forums, Voice over Internet Protocol (VoIP), and Electronic Data Interchange (EDI)

SugarCRM is a popular collaborative CRM.

Empowered customers are those having the control to buy goods or services from a business when and where they want it, by selecting from a vast range of available choice. Empowered customers access the Internet and collect information about products, dealers, and prices. They take advice from friends or at times from strangers too, before making a buying decision.

When a business fulfills most of the expectations, the empowered customers can be loyal to them.