

Cultivating Enterprise Functions:

AN ANALYSIS OF UTILISING SOFTWARE IN EIS

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Introduction

EIS improves business processes through integration, enhancing an organization's capacity to adapt to market changes and increase profitability.

Impact

EIS simplifies processes, improves communication, and speeds up decision-making by centralizing data management and enabling better business intelligence.

Importance

EIS raises customer service standards, enables proactive business adjustments, and facilitates strategic decision-making.

Aim of Presentation

Analyze the utilization of software in EIS, focusing on ERP Systems, SCM Systems, CRM Systems, BI & Analytics, and ECM Systems.

Software in EIS

01

Enterprise Resource
Planning (ERP) System

02

Supply Chain
Management (SCM)
System

03

Customer Relationship
Management (CRM)
System

04

Business Intelligence
(BI) & Analytics

05

Enterprise Content
Management (ECM)
System

Enterprise Resource Planning System



- ERP Systems integrate and automate workflows, processes, and tasks within an organization
- Features and benefits:
 - Automation of business processes
 - Integration of business applications
 - Single database for data storage and access
 - Real-time reporting and analytics capabilities
 - Scalability to accommodate organizational growth
- Example: SAP ERP



Supply Change Management System

- SCM Systems encompass cross-functional strategies that control the flow of raw materials, internal processing, and finished goods within a business and towards the final customer
- Features and benefits:
 - Enhanced effectiveness.
 - Improved inventory management and demand forecasting.
 - Efficient sourcing, production, storage, and distribution processes.
 - Enhanced customer satisfaction.
 - Integration with partners and suppliers.
- Example: SAP IBP, Oracle OCM Cloud

Customer Relationship Management System



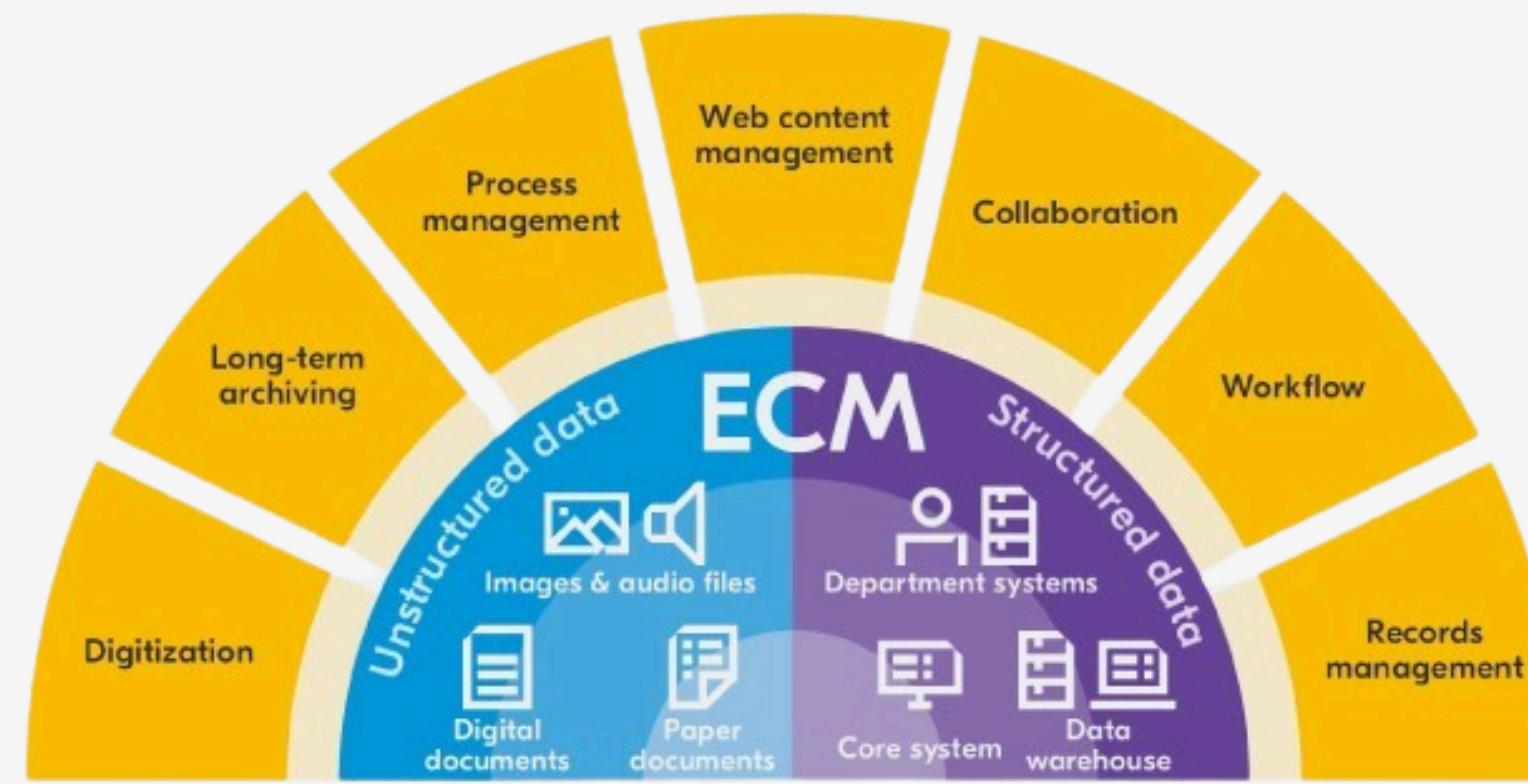
- CRM Systems are tools and methods used by companies to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving customer relationships, retention, and sales growth.
- Features and benefits:
 - Centralized customer database.
 - Tracking of customer interactions and communication across multiple channels.
 - Lead management and opportunity tracking to streamline sales processes.
 - Marketing automation tools.
 - Customer service and support functionalities.
- Example: Microsoft Dynamic 365, HubSpot CRM, Oracle CRX Cloud



Business Intelligence & Analytics

- Business Intelligence (BI) and Analytics refer to the processes, tools, and technologies that businesses use to gather, analyze, and interpret data in order to gain insights and make informed business decisions.
- Features and benefits:
 - Data Modeling
 - Data Collection
 - Data Visualization
 - Data Interpretation
- Example: Tableau, Power BI

Enterprise Content Management System



- Enterprise Content Management (ECM) Systems are software platforms designed to securely manage and organize an organization's information and content throughout its lifecycle, from creation to disposal.
- Features and benefits:
 - Document Management
 - Workflow Automation
 - Version Control
 - Metadata Tagging
 - Security and Compliance
- Example: Microsoft SharePoint, Nuxeo

CONCLUSION



ERP SYSTEMS

ERP systems streamline business processes, integrate workflows, and provide real-time insights to optimize resource utilization and enhance operational efficiency.

SCM SYSTEMS

SCM systems improve inventory visibility, enhance partner collaboration, and optimize supply chain operations to ensure timely delivery and customer satisfaction.

CRM SYSTEMS

CRM systems centralize customer data, facilitate personalized interactions, and streamline sales and marketing processes to foster stronger customer relationships and drive revenue growth.

BI & ANALYTICS

BI and Analytics tools enable organizations to transform raw data into actionable insights, empowering informed decision-making, performance benchmarking, and market trend identification for sustained competitive advantage.

ECM SYSTEM

ECM systems securely manage and organize organizational content, automate workflows, and ensure regulatory compliance, facilitating efficient information sharing and collaboration across the enterprise.

THANK YOU

Questions and Answers