Achieving Operational Excellence and Customer Intimacy: Enterprise Applications

Brandon Pearson

Enterprise Systems

The following applications are used in order to speed up operations and make analyzing big data more efficient. It is a necessary component that companies employ to some extent due to the positive effects it has on business performance. Implementing these applications all comes down to creating a better service or product for customers. While not all application targets the front-end experience that users directly interact with there are many backend benefits that make the user experience better.

Companies use these systems to create a better infrastructure to operate upon reducing the resources needed if they were to create it themselves.

Enterprise Resource Planning (ERP) Systems:

ERP systems are used in order to create a more efficient business process for various parts of a business. This is done by linking the data together in "a central database" in order to allow companies to analyze data effectively.

ERP links data and operations from many areas such as finance & accounting, human resources, sales & marketing, and manufacturing.

This helps link the day-to-day operations in order to ensure efficiency and integrity amongst the vast amount of data.

Information Technology involvement

In order for these systems to work it relies heavily on IT systems and operations. ERP is software that has to be managed by IT professionals and requires cybersecurity professionals to maintain its integrity and security. Without IT systems these processes wouldn't be able to take place and would cause the overall speed of gathering and analyzing data to slow down.

Business value

ERP systems offer tools that can be used as well as provide insight into the company.

Analytical tools can be used to help make decisions about the market and how the company is doing.

Customer Relationship Management (CRM):

CRM focuses on the customer's experience and getting repeat customers.

CRM focuses on the collection of user data and customer data that would help create a better user experience. This can be through generating targeted recommendations or by providing better customer service.

Types of CRM tools

1. Partner relationship management (P R M)
   a. Automation tools that aid in communication between companies' partners as well as distributors
2. Employee relationship management (E R M)
   a. Training for employees and creating an environment where employees strive to perform
3. Sales force automation (S F A)
   a. Helps sales force by taking care of tasks that can be automated in order to increase productivity

Information Technology involvement.

IT professionals are needed to manage the systems that contain the data that is collected. Working to maintain the security of the data that is being gathered. IT professionals are also needed to ensure that the process is maintained in a working condition and employees know how to use the tools provided.

Supply Chain Management (SCM):

Helps companies monitor and organize supply chain information. This can help companies understand complicated supply chains that spread across a wide range of suppliers.

Tools that come with SCM can reduce the Bullwhip effect that takes place in supply chains. Effectively making the supply chain more transparent and reducing the likelihood that misinformation is being spread as it goes along the supply chain.

Can create a more efficient supply chain by optimizing sourcing and transportation methods.

Information Technology involvement

IT systems are used in order to track what is going on within the supply chain. This can allow users to get more details about what is taking place at each place within the chain.

IT professionals have to maintain and monitor the management systems of the warehouses.

This required data analysis in order to interpret the information being provided by the systems.

Business value

Allows the company to match the supply and demand

Reduces spending and losses when it comes to having too much product.

Speeds up operations within the supply chain

Allows for auditing within the supply chain