

Enterprise systems are an essential part of businesses to success. The book brings up scenarios that are simply not efficient in any way. For example, imagine if a company had hundreds of databases and they cannot communicate with each other. The results of that would include far more unnecessary computations for the database. The definition of an enterprise system is a suite of integrated software modules and a common central database. Then it collects data from all divisions of a firm for use in nearly all the firm's internal activities. So, it allows for the combination of modules for increased productivity. Enterprise software is something that firms need to develop to have operational enterprise systems. Enterprise software is described as software that is built around thousands of predefined business processes that reflect best practices. When a firm or business incorporates enterprise systems it will see an increase in operational efficiency. Then is it also said to improve decision-making because it provides firm-wide information.

There are three types of supply chains but the principles are still the same. They are a network of organizations and processes for procuring materials, transforming materials into products, and distributing the products. To put it simply it is how a business creates items for customers from the earliest stages of creation. From the raw material to the final product. Supply chain management software is then broken up into two separate categories supply chain planning systems and supply chain execution systems. Supply chain planning is defined as five separate things that make up the planning which are modeling the existing supply chain, enabling demand planning optimizing sourcing, manufacturing plans, establishing inventory levels, and identifying transportation modes. All of these things make up supply chain planning systems which are half of supply chain management software. Then we have the supply chain execution systems and they manage the flow of products through distribution centers and warehouses. Manufacturing in supply chains is split up into push and pull-based models. The pushed-based model is an estimate of guesses of demand so a predetermined amount will be sent regardless. One thing that is common with pushed-based models is to use it or lose it saying because if everything is not used less will be sent in the future. Pull-based models are demand driven so the opposite of pushed-based. On request of a customer, orders start the events in a supply chain to just fill the demand created.

Customer Relationship Management is more important than ever. With the power of social media, customers have nearly the same influence as celebrities so what they say or act can mean a lot to a company. In very large companies it might be more difficult to track how customer relationships are going so they implement CRM systems. They capture and integrate customer data from all parts of the organization. Then they consolidate and analyze customer data, then distribute that information to various systems and customer points across the organization. Finally, with all the analysis and review the organization will have a general idea of how customers feel about their business or products. There are subcategories of customer relationship management software and they are PRM partner relationship management and ERM which is employee relationship management. PRM is integrating lead generation, pricing promotions, order configuration, and availability. They are tools to assess partners' performances. ERM is setting objectives, employee performance management, performance-based compensation, and

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employee training. These packages are related to CRM because they evaluate similar things but to different groups of people.

I think that the use of CRM is necessary for a business like mine. A pc repair business without CRM would not be the smartest idea. Simply because if they are unsatisfied with the creation or the repair of their pc, it is something that I or one of my employees did. To make sure there is an understanding between us and the customer. We would suggest a very short survey to collect data about their experience and the finished product. This way if there are any suggestions or complaints, we can act fast to resolve them as quickly as possible.