Chapter 4 Summary

Electronic Business Systems

Cross functional E-Business Systems

- **E-business**: the use of the Internet and other networks and information technologies to support electronic commerce, enterprise communications and collaboration, and Web-enabled business processes both within a internetworked enterprise, and with it’s customers and business partners.

E-business applications working with E-business enterprise

Enterprise Resource Planning

- **ERP**: a cross-functional enterprise system that serves as a framework to integrate and automate many of the business processes that must be accomplished within the manufacturing, logistics, distribution, accounting, finance, and human resources functions of a business.

ERP (continued)

- ERP creates a framework for integrating and improving their back-office systems that result in major improvements in customer service, production, and distribution efficiency.
- ERP provides vital cost-functional information quickly on business performance to managers to significantly improve their ability to make better business decisions across the enterprise.

Customer Relationship Management

- **CRM**: uses technology to create a cross-functional enterprise system that integrates and automates many of the customer serving processes in sales, marketing, and product services that interact with a company’s customers.
CRM programs typically include…

• Sales
  – Software tracks customer contacts (i.e. a CRM alerting a bank sales rep to call customers who make large deposits, to try to sell them credit programs

• Direct Marketing and Fulfillment
  – Software can automate tasks such as managing responses and providing info to prospects.

• Customer Service and Support
  – Helps customer service managers quickly create, assign, and manage service requests

Supply Management Chain

• SCM: “What the customer wants, when and where it’s wanted, at the lowest possible cost.”

• Supply Chain: the interrelationships with other businesses needed to build and sell a product make up of network of business relationships.

Online Transaction Processing

• Transaction processing systems (TPS): cross-functional information systems that process data resulting from the occurrence of business transactions.

Functional E-Business Systems

• A variety of types of Information systems that supports the business functions of accounting, finance, marketing, operations management, and human resource management

Human Resource Systems

• Goal: effective and efficient use of the human resources of a company

• Human resource information systems:
  – 1. Need to meet the personnel needs of the business
  – 2. Develop employees to their full potential
  – 3. Control of all personnel programs
Financial Management Systems

- They support financial managers in decisions concerning (1) the financing of a business and (2) the allocation and control of financial resources within a business.