



Digital Systems

5.2 Information Systems: Part I - ERP

FOX
MIS

What is ERP?

- ❖ ERP stand for **E**nterprise **R**esource **P**lanning.
- ❖ ERP refers to a type of software that organizations use to manage day-to-day business activities such as accounting, procurement, project management, risk management and compliance, and supply chain operations.



Source: <https://erpinnews.com/5-enterprise-resource-planning-erp-trends-to-watch-in-2019>

What is ERP?

❖ Imagine your departments are like disconnected islands

- Would this be desirable?
- Solution?



<https://www.vistage.com/research-center/business-growth-strategy/im-already-a-customer-disconnected-strategies-and-data/>

What is ERP?

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Source: <https://erpinnews.com/5-enterprise-resource-planning-erp-trends-to-watch-in-2019>

What is ERP?

- ❖ ERP is a Software that:
 - Integrates functions
 - Streamlines processes
 - Manage core business
- ❖ What problems could be solved by an ERP?



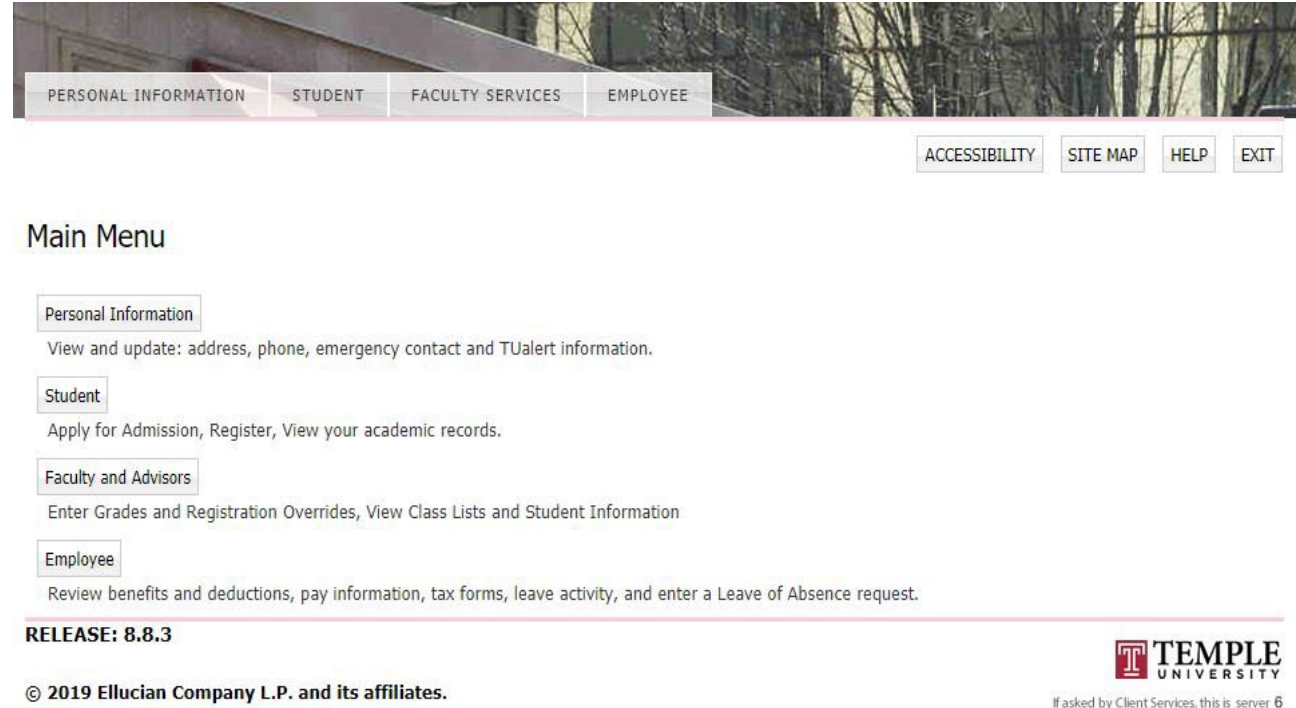
Source: <https://erpinnews.com/5-enterprise-resource-planning-erp-trends-to-watch-in-2019>

ERP-Example

Temple University Banner

❖ Database with a holistic vision!

- Who else uses banner?
- What functions does banner serve for each user?
- What are the benefits to the University?



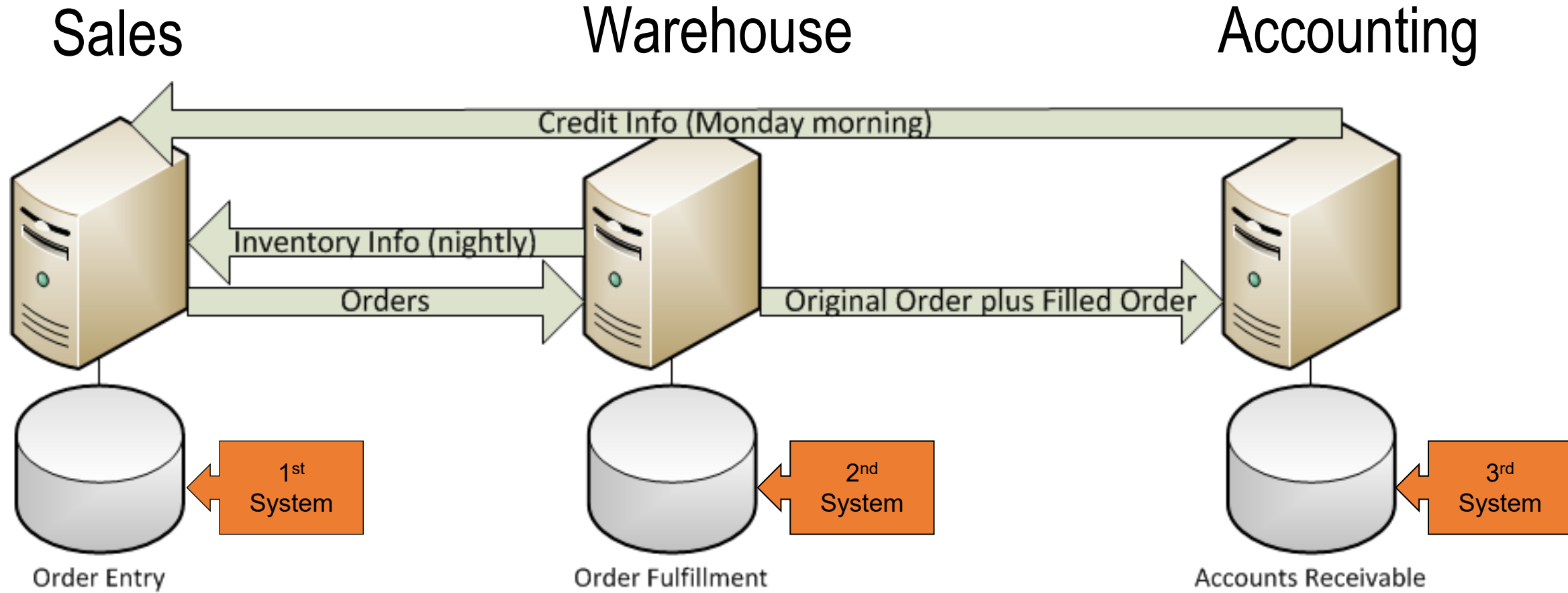
The screenshot shows the Banner system interface. At the top, there is a navigation bar with tabs for PERSONAL INFORMATION, STUDENT, FACULTY SERVICES, and EMPLOYEE. Below this, there are links for ACCESSIBILITY, SITE MAP, HELP, and EXIT. The main content area is titled "Main Menu" and lists four user categories with their respective functions:

- Personal Information**: View and update: address, phone, emergency contact and TUALert information.
- Student**: Apply for Admission, Register, View your academic records.
- Faculty and Advisors**: Enter Grades and Registration Overrides, View Class Lists and Student Information
- Employee**: Review benefits and deductions, pay information, tax forms, leave activity, and enter a Leave of Absence request.

At the bottom of the page, it says "RELEASE: 8.8.3" and "© 2019 Ellucian Company L.P. and its affiliates." The Temple University logo is in the bottom right corner, along with the text "If asked by Client Services, this is server 6".

ERP-Example

Legacy Systems

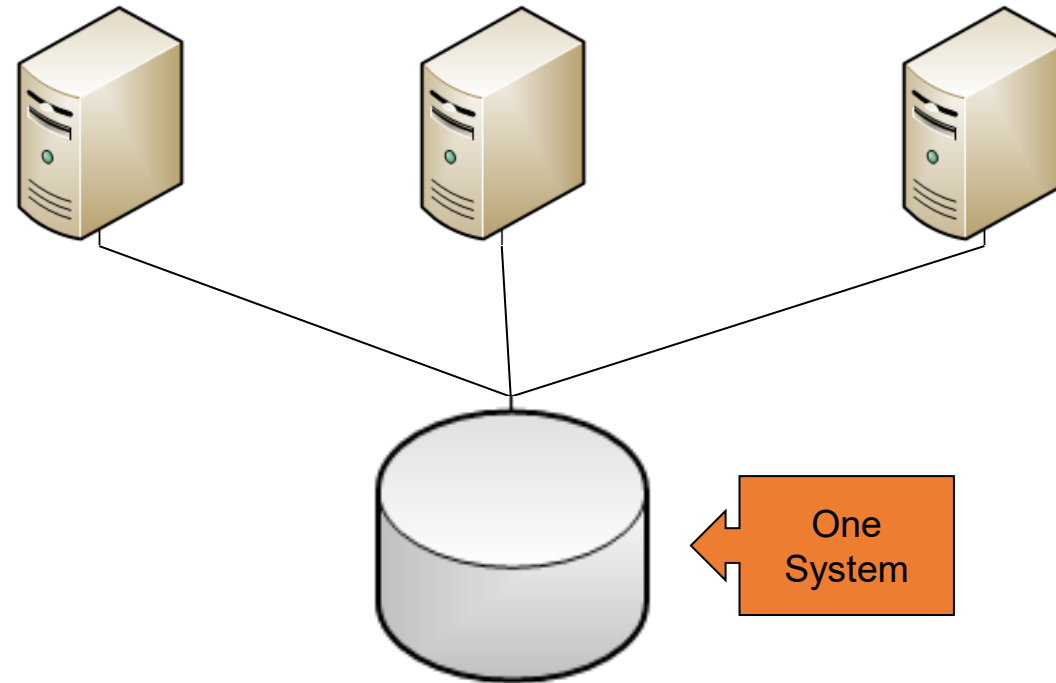


Enterprise Systems

Sales + Warehouse + Accounting

ERP analysis

- How many copies of data?
- What about decision making?
- What is eliminated?
- Client impact?



The Silo Effect

- ❖ Isolation between different functional departments: Workers may perform their tasks in their functional “silos” without fully understanding the other components of the process
 - Focusing narrowly on specific tasks, one may lose sight of the big picture of the larger process

<http://www.youtube.com/watch?v=5yRLmH1ge6k>



- ❖ Solution: communication and coordination between functional departments which requires exchanging information efficiently and effectively.

ERP – Key Takeaways

How does ERP create value?

- ❖ Integrated Database
 - One copy of data
- ❖ Collaboration
 - Improves decision making
- ❖ Flexibility & Mobility
 - Access anywhere/anytime
- ❖ Lowers costs



Source: <http://blog.pragtech.co.in/erp-business-success/>

ERP – Value Proposition

❖ **Automates core business operations**

➤ Why is this important for...

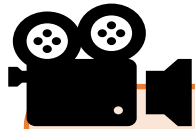
- Risk Management?
- Marketing majors?
- HR & Accounting?
- Finance & Strategy?
- Anyone else?



Source: <https://www.strategic.com/blog/2017/3-reasons-erp-training-important/>

Largest ERP Providers

- ❖ SAP
- ❖ Oracle
- ❖ Microsoft



See how Oracle ERP works

https://www.youtube.com/watch?v=jjyn0QMl0Fc&ab_channel=Oracle



Digital Systems

5.2 Information Systems: Part II CRM

FOX
MIS

What is CRM?

❖ CRM stands for Customer Relationship Management†

❖ Who Uses CRM?

- Sales
- Marketing
- HR
- Accounting
- Strategy



Source: <https://collectiveinnovation.com/the-art-of-customer-relationship-management/>

What is CRM?

Customer Service:

Have you experienced this? Why?

- Transferred 2 or more times
- Repeat Story
- Disconnected
- Hold time approximately...
 - Fantastic music



Source: <http://donthatethegeek.com/cellular-carriers-screwing-phones/>

CRM Case Study:

Xfinity

The screenshot displays the Xfinity support website interface. At the top, there are navigation links for 'XFINITY' and 'COMCAST BUSINESS', and a user profile for 'STEVE'. Below this is a main navigation bar with 'MY XFINITY', 'SHOP/UPGRADE', 'SUPPORT', and 'MY ACCOUNT'. A search bar is prominently featured with the text 'How can we help?' and a search icon. Below the search bar, it lists popular searches: 'Reset My Password', 'Sign In', and 'Check Email'. The main content area is divided into five columns representing different service categories: INTERNET, TV, VOICE, HOME, and MOBILE. Each column lists specific support topics and provides a 'Browse' link. For example, the INTERNET category includes 'WiFi Name and Password', 'Restart Modem', and 'Perform a Speed Test'. Below this grid is a 'Common Solutions' section with three cards: 'Accessibility', 'Account & Billing', and 'Status Center', each with a brief description and a 'View' link.

Source: <https://www.xfinity.com/support/?CMP=ILC:MA:BAU:SUB:COM:HLP:INT55e0877fe16f7/>

CRM Case Study:

Amazon

The screenshot shows the Amazon help page for a user named Steve in Philadelphia. The page features a navigation bar with the Amazon Prime logo, a search bar, and links for account and order management. The main content area is titled "Hi, Steve. What can we help you with?" and includes six categories of help: Your Orders, Returns & Refunds, Digital Services and Device Support, Manage Prime, Payments & Gift Cards, and Account Settings. Each category has a list of specific help topics. Below these categories is a search bar for "Find more solutions" and a "Browse Help Topics" section with a list of recommended topics and a "Need more help?" section with links to the digital and device community, contact us, and Spanish help.

amazon prime

EN Hello, Steve Account & Lists Returns & Orders Prime Cart

Deliver to Steven Philadelphia 19146

Browsing History Today's Deals Steve's Amazon.com Buy Again Gift Cards

Hi, Steve. What can we help you with?

Your Orders

- Track packages
- Edit or cancel orders

Returns & Refunds

- Return or exchange items
- Print return mailing labels

Digital Services and Device Support

- Find device help & support
- Troubleshoot device issues

prime Manage Prime

- Learn about Prime benefits
- Cancel Prime membership

Payments & Gift Cards

- Add or edit payment methods
- View, reload gift card balance

Account Settings

- Change email or password
- Update login information

Find more solutions

Browse Help Topics

Recommended Topics

- Where's My Stuff?
- Managing Your Orders
- Account Settings & Payment Methods
- Returns & Refunds
- Shipping Policies
- Amazon Devices

Need more help?

- Ask the Digital and Device Community
- Contact Us
- Ayuda en Español

Source: https://www.amazon.com/gp/help/customer/display.html?nodeId=508510&ref=_nav_cs_help

CRM Case Study:

Amazon

- Data Collection
- Personal Storage
- Recommendations
- Support

The screenshot shows the Amazon customer help page for a user named Steve. The page features a navigation bar with the Amazon Prime logo, a search bar, and links for account and order management. The main content area is titled "Hi, Steve. What can we help you with?" and contains six service tiles: "Your Orders" (Track packages, Edit or cancel orders), "Returns & Refunds" (Return or exchange items, Print return mailing labels), "Digital Services and Device Support" (Find device help & support, Troubleshoot device issues), "Manage Prime" (Learn about Prime benefits, Cancel Prime membership), "Payments & Gift Cards" (Add or edit payment methods, View, reload gift card balance), and "Account Settings" (Change email or password, Update login information). Below these tiles is a "Find more solutions" search bar and a "Browse Help Topics" section with a list of recommended topics and a "Need more help?" section with links to the Digital and Device Community, Contact Us, and Ayuda en Español.

Source: https://www.amazon.com/gp/help/customer/display.html?nodeId=508510&ref=_nav_cs_help

Why purchase CRM?

- ❖ Do companies really need CRM?
- ❖ Why?
- ❖ What businesses would benefit?



WHEN A COMPANY ENGAGES A CUSTOMER USING A CRM, THAT CUSTOMER IS LIKELY TO SPEND **20%-40% MORE** THE NEXT TIME THEY MAKE A PURCHASE WITH THAT PARTICULAR COMPANY.

A CRM CREATES A POSITIVE CUSTOMER EXPERIENCE. AS A RESULT,



70% OF CUSTOMERS WHO HAVE HAD A POSITIVE EXPERIENCE WILL REFER THAT COMPANY TO FAMILY AND FRIENDS.



24% OF COMPANIES WITNESSED AN INCREASE IN SALES PRODUCTIVITY BY USING CRM MOBILE APPS.

BUSINESSES ALSO WITNESSED A



10% INCREASE IN CASH FLOW BY USING A CRM MOBILE APP.

CRM'S HAVE ALSO



41% INCREASED REVENUE BY PER EACH INDIVIDUAL SALES REPRESENTATIVE



300% LED TO SALES CONVERSION RATE IMPROVEMENTS OF OVER



27% HAVE LED TO AN INCREASED CUSTOMER RETENTION RATE OF



23% HAVE SLASHED MARKETING COSTS BY

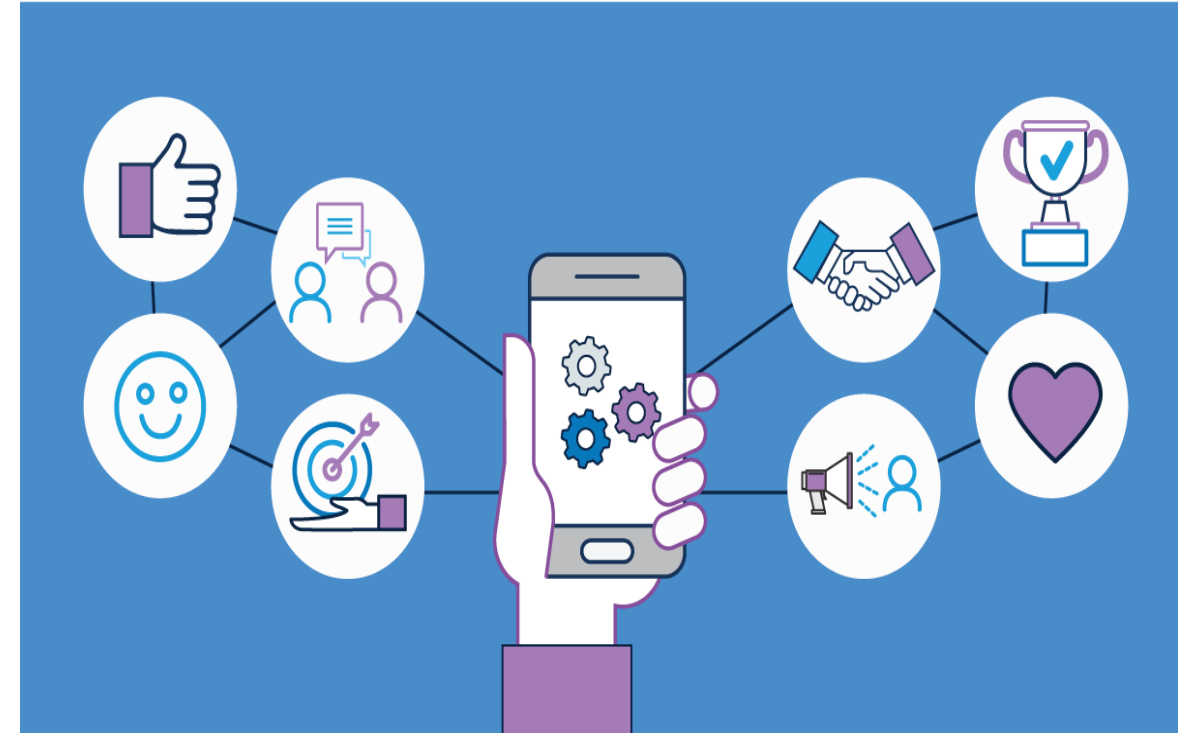


2% HAVE INCREASED PROFIT MARGINS BY OVER

Source: <https://devftw.com/top-15-crm-software-for-retailers/>

Why purchase CRM?

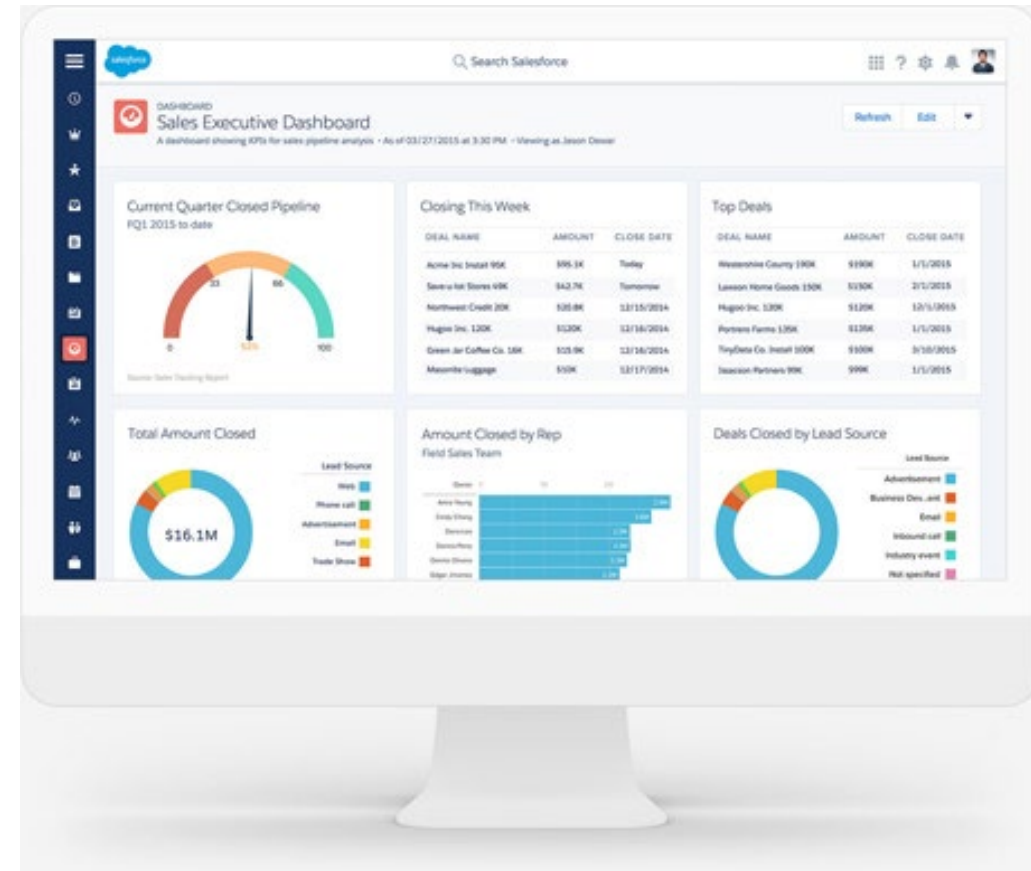
- ❖ CRM's track what kind of data?
- ❖ How do organizations use data?



Source: <https://www.salesforce.com/hub/service/customer-service-examples/>

CRM Dashboards

- ❖ What do they do?
- ❖ Who in the organization might want or need a CRM dashboard?
- ❖ Why are they important?



Source: <https://www.salesforce.com/eu/learning-centre/crm/what-is-crm/>

CRM Accountability

- ❖ What does this mean?
- ❖ Where is the data?
- ❖ Why is this important?



Source: <https://www.workwisellc.com/crm-software/what-is-crm/>

CRM Benefits

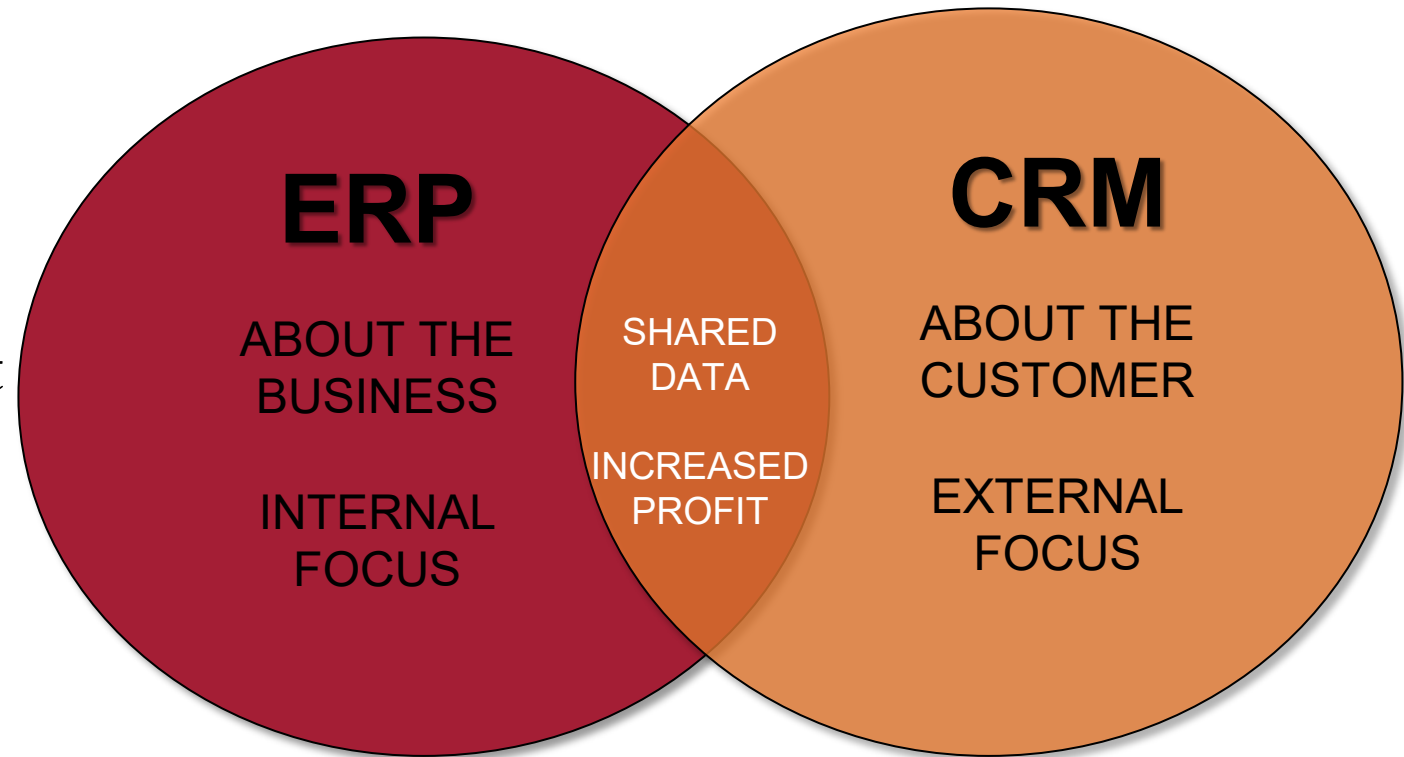
- ❖ Maximize Profits
- ❖ Understand Your Customer (data)
 - Analyze Buying Patterns
 - Problem Solve
- ❖ Accountability
- ❖ Customer Communication



Source: <https://strategiesgroup.com/blog/benefits-of-crm/>

ERP & CRM

- ❖ What's the Difference?
- ❖ Which is a better first investment for a business?
- ❖ Why?



More to Come

Prepare with Readings & Videos before our next class!!!