



Digital Systems

5.1 Max Labs 2a|2b & 3a|3b Discussion

FOX
MIS

ROADMAP

START

Week 1:

Introduction & Systems Analysis

- Course Description
- Systems Thinking

Assignments #01 & 02

Week 2:

Digital Product Management & Introduction to Process Mapping

- Max Labs 1a & 1b
- Systems & Processes
- Swim Lane Diagrams

Assignment #03

Week 3:

Data Modeling with Entity Relationship Diagrams

- Swim Lane Diagrams
- ERD Diagrams

Assignment #04

Week 4:

Digital Systems – Learn IT! #1

- ERD Diagrams
- Learn IT Kickoff

Assignment #05

Week 5:

Exam #1, Max Labs & Information Systems: Part I & II

- CRM & ERP

*Exam: check course site

Assignment #06

Week 9:

Exam #2 & JavaScript Unit #1 - Part I & II

- Hello World, Variables

*Exam: check course site

Week 8:

Cybersecurity & AI – Part I & II

- Protection Protocols
- Artificial Intelligence

Assignment #08

Week 7:

Platforms & Digital Business Models: Part I & II

- Platforms & Digital Models
- APIs

Week 6:

Information Systems: Part III & IV

- Data Analytics
- SCM

Assignment #07

Week 10:

JavaScript Unit #2 Functions

- Operator types
- Strings

Assignment #9

Week 11:

JavaScript Unit #3 Logical Operators & Conditional Logic

- Logical Operators
- Conditional Types

Week 12:

JavaScript Unit #4 Loops

- Intro to Loops
- While and Do

Assignment #10

Week 13:

JavaScript Unit #4 Working with Loops

- Writing the code

Week 14:

HTML & CSS Unit

- HTML basics
- CSS basics
- Course Reflection

Assignments #11

FINISH



Digital Systems

5.2 Information Systems: Part I - ERP

FOX
MIS

What is ERP?

Enterprise Resource Planning

- Software or a System that:
 - Integrates functions
 - Streamlines processes
 - Manage core business

What problems could be solved by an ERP?

Are you familiar with Banner?



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

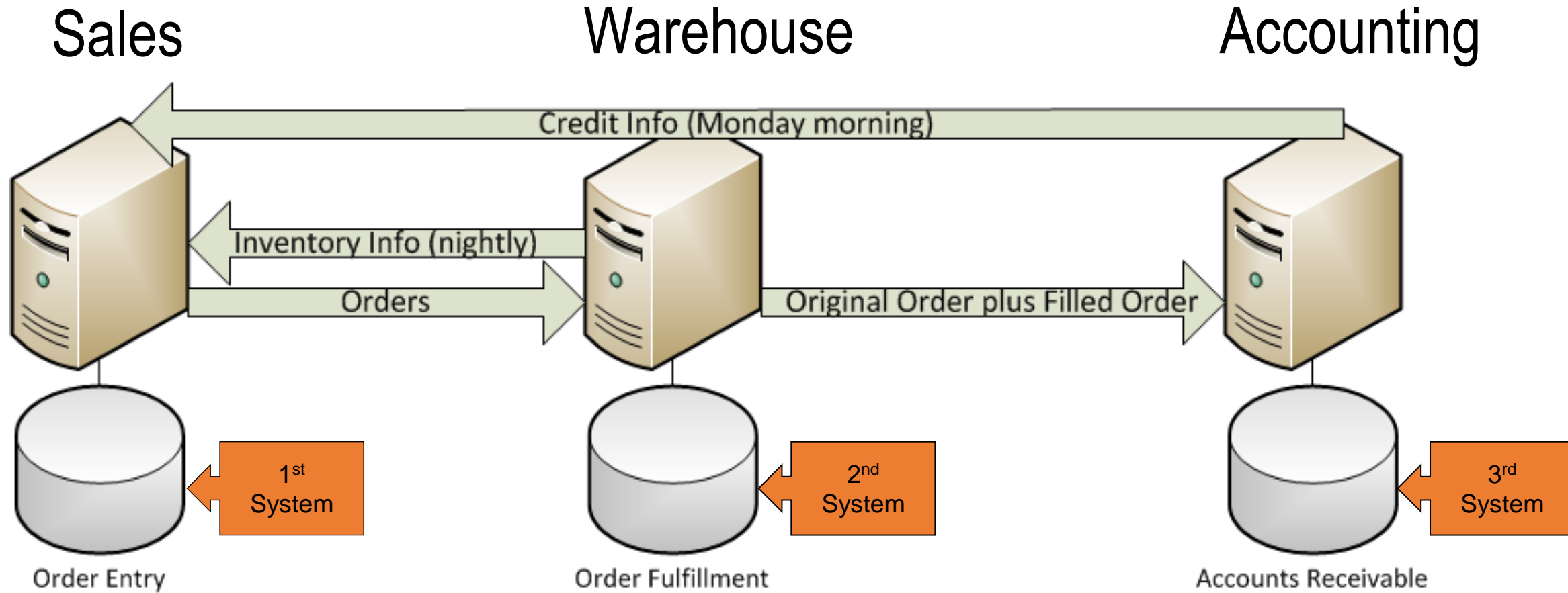
ERP - example

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 displays the Temple University Uportal system. At the top, a header bar includes weather forecasts for London (57°F), Rome (79°F), and Philadelphia (78°F), the TUportal logo, and the date/time (June 7, 2019 4:17 PM) with a Log Out button. Below the header is a navigation bar with tabs for PERSONAL INFORMATION, STUDENT, FACULTY SERVICES, and EMPLOYEE. On the right side of this bar are links for ACCESSIBILITY, SITE MAP, HELP, and EXIT. The main content area is titled 'Main Menu' and lists four user roles 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), and Employee (Review benefits and deductions, pay information, tax forms, leave activity, and enter a Leave of Absence request). At the bottom, it shows 'RELEASE: 8.8.3', copyright information for 2019 Ellucian Company L.P. and its affiliates, and the Temple University logo with a server status note: 'If asked by Client Services, this is server 6'.

Legacy Systems

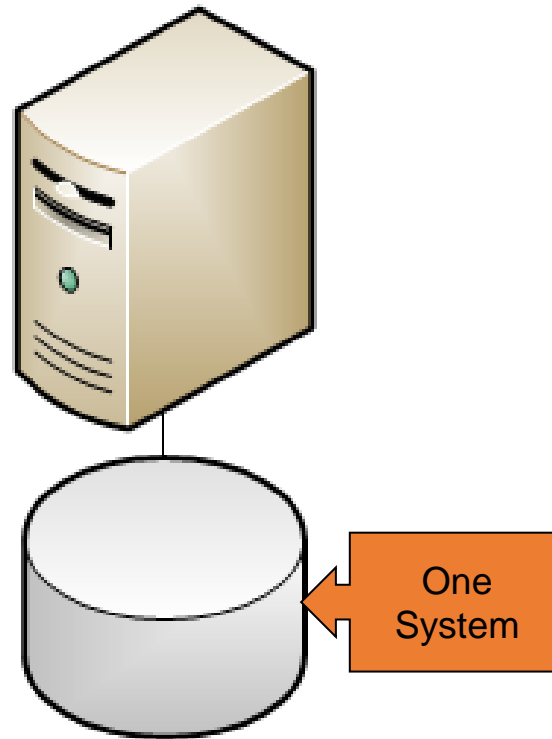


Enterprise Systems

Sales + Warehouse + Accounting

ERP analysis

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



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/>



Digital Systems

5.2 Information Systems: Part II CRM

The logo for FOX MIS, consisting of the word 'FOX' in white, bold, sans-serif font above the word 'MIS' in white, bold, sans-serif font, both set against a solid yellow rectangular background.

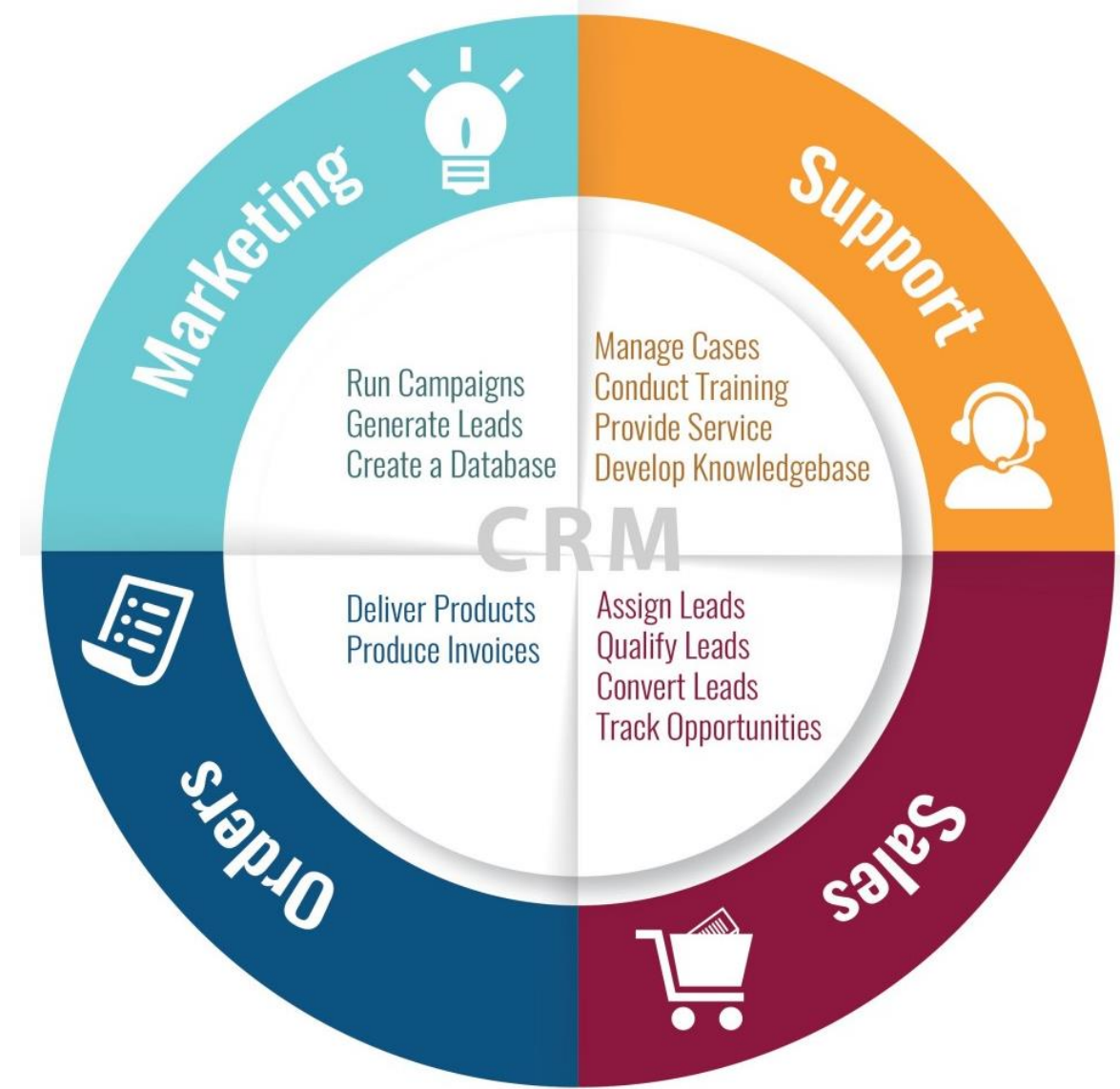
FOX
MIS

What is CRM?

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, navigation links include 'XFINITY', 'COMCAST BUSINESS', 'MY XFINITY', 'SHOP/UPGRADE', 'SUPPORT', and 'MY ACCOUNT'. On the right, there are icons for email (with a red '3' badge), a monitor, a house, Wi-Fi, a phone, a mobile phone, and a user profile 'STEVE'. The main header features the 'xfinity' logo and the text 'How can we help?'. Below this is a search bar with the placeholder text 'Search topics or keywords' and a magnifying glass icon. Under the search bar, it lists 'Popular searches: [Reset My Password](#), [Sign In](#), [Check Email](#)'. The main content area is divided into five columns, each representing a service category: 'INTERNET' (with a modem icon), 'TV' (with a TV icon), 'VOICE' (with a phone icon), 'HOME' (with a house icon), and 'MOBILE' (with a smartphone icon). Each column lists specific support topics and a 'Browse' link. For example, under 'INTERNET', topics include 'WiFi Name and Password', 'Restart Modem', 'Perform a Speed Test', and 'Browse Internet Support'. Below these columns is a section titled 'Common Solutions' with three cards: 'Accessibility' (with a gear icon), 'Account & Billing' (with a document icon), and 'Status Center' (with a signal tower icon). Each card provides a brief description and a 'View' link.

Category	Topics	Link
INTERNET	WiFi Name and Password Restart Modem Perform a Speed Test	Browse Internet Support
TV	X1 Remote Setup Troubleshoot Change My Plan	Browse TV Support
VOICE	Voice Welcome Guide No Dial Tone Error Voice Security PIN	Browse Voice Support
HOME	Arm/Disarm Your System Setting Up Rules Troubleshooting	Browse Home Support
MOBILE	Get support for your Xfinity Mobile service and devices	Browse Mobile Support

Solution	Description	Link
Accessibility	Learn about closed captioning, voice guidance, and other features for users with disabilities.	View Accessibility Support
Account & Billing	Learn about your bill, enrolling in automatic payments, and managing your services.	View Account & Billing Support
Status Center	View potential service outages and troubleshooting solutions.	View Status Center

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

CRM Case Study:

Amazon

- Data Collection
- Personal Storage
- Recommendations
- Support

The screenshot shows the Amazon Prime help page for a user named Steve. The header includes the Amazon Prime logo, a search bar, and navigation links for Prime Day deals, account, orders, and cart. The main content area is titled "Hi, Steve. What can we help you with?" and features six categories of help topics: 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 "Find more solutions" search bar. At the bottom, there is a "Browse Help Topics" section with a list of recommended topics and a "Need more help?" section with links to ask the digital and device community, contact support, and view help in Spanish.

amazon prime

Deliver to Steven Philadelphia 19146

Prime Day deals on July 15 & 16

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

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

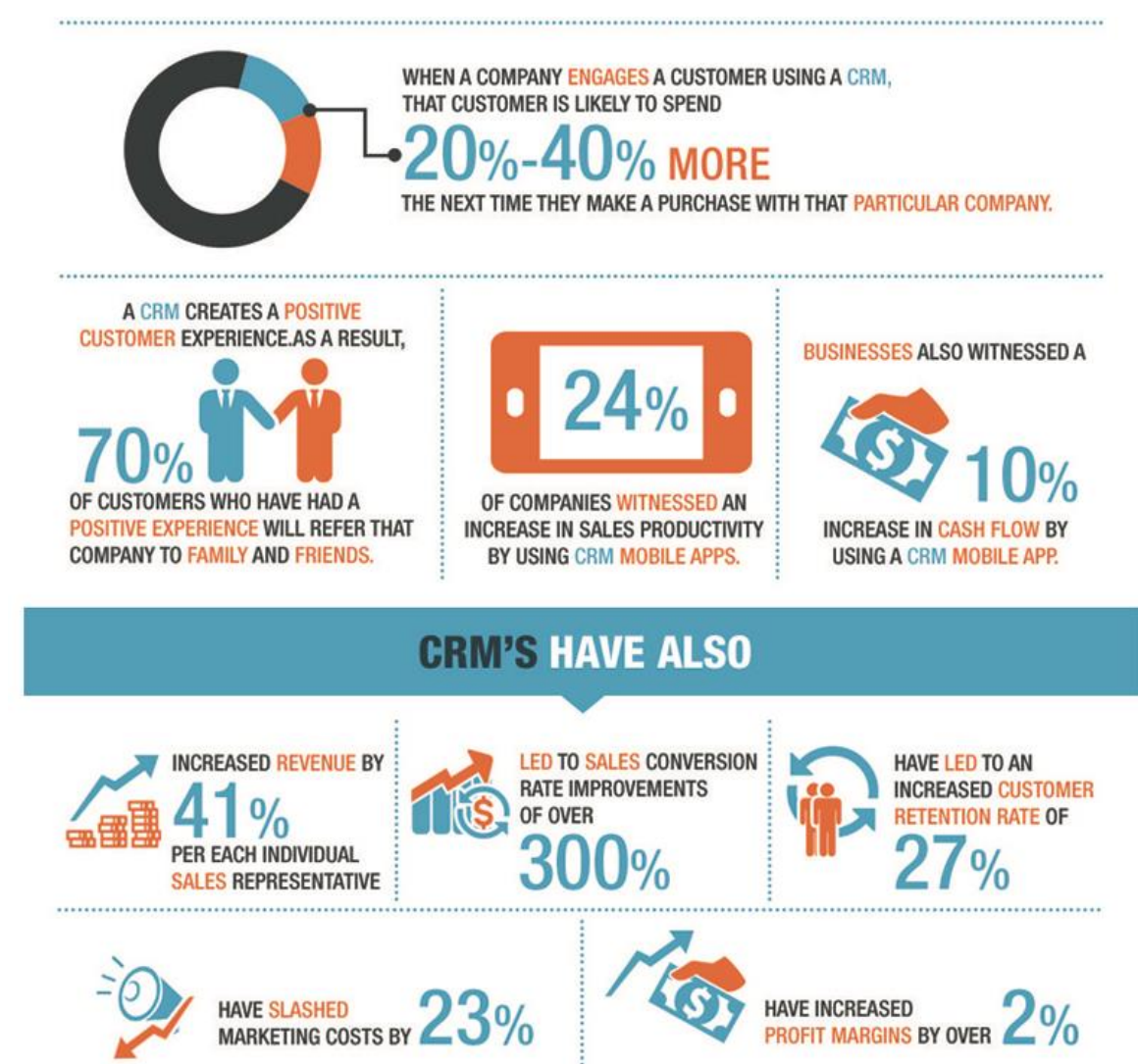
Need more help?

- 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

Why purchase CRM?

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



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

Why purchase CRM?

Customer Relationship Management

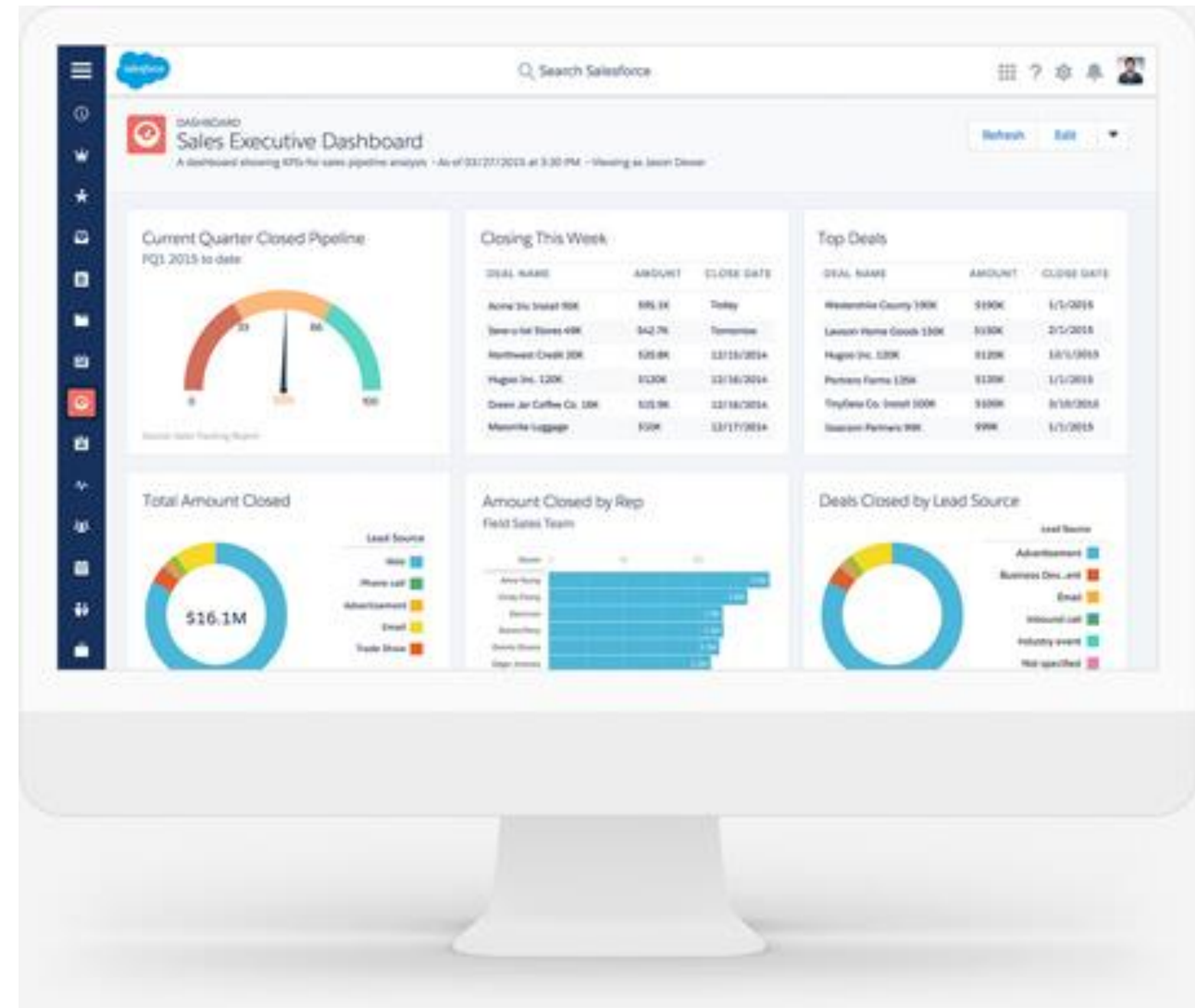
- CRM's track what kind of data?
- How do organizations use data?



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

CRM Dashboards

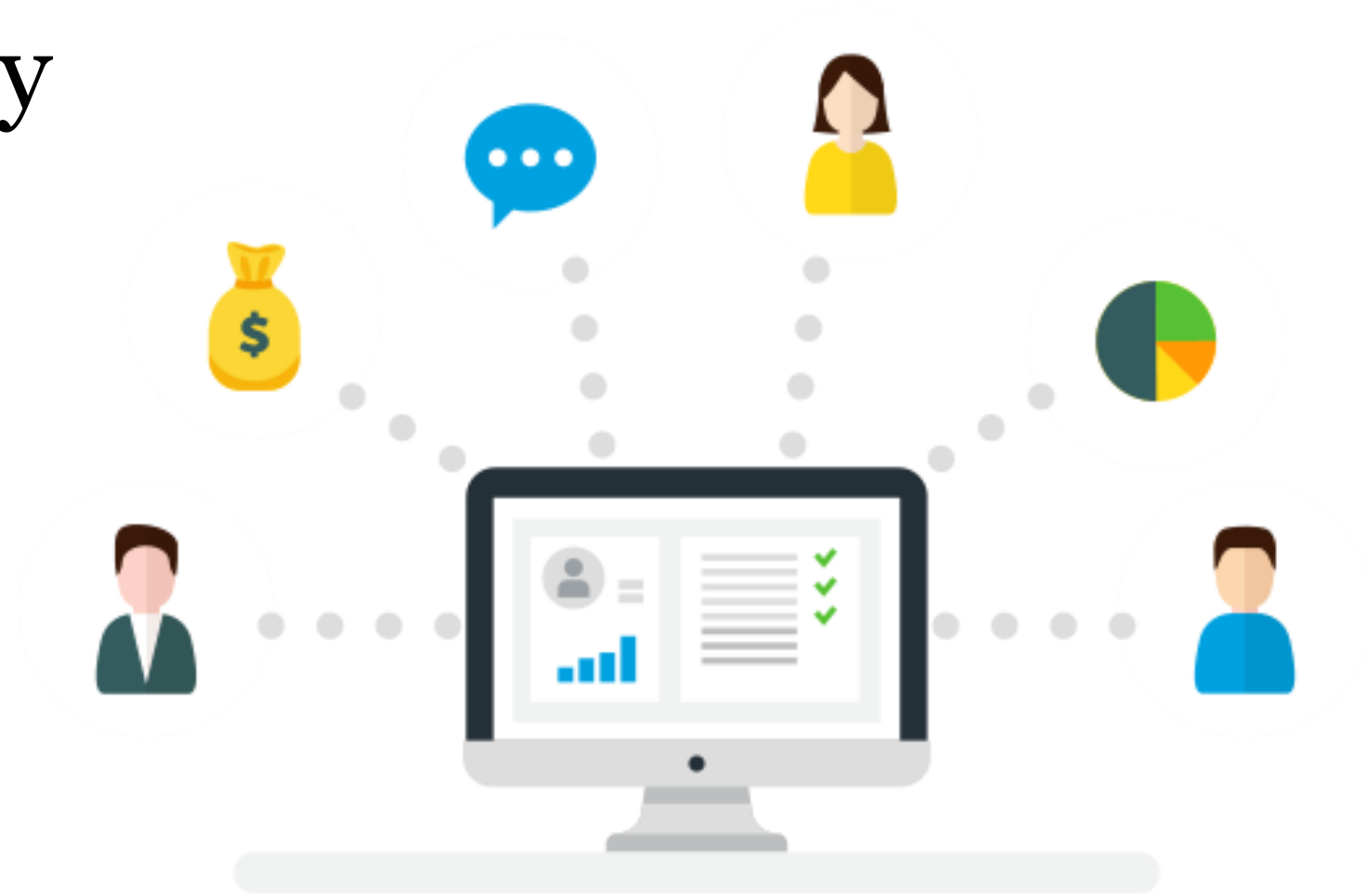
- What do they do?
- Who in the organization might want or need a CRM dashboard?
- Why are they important?



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

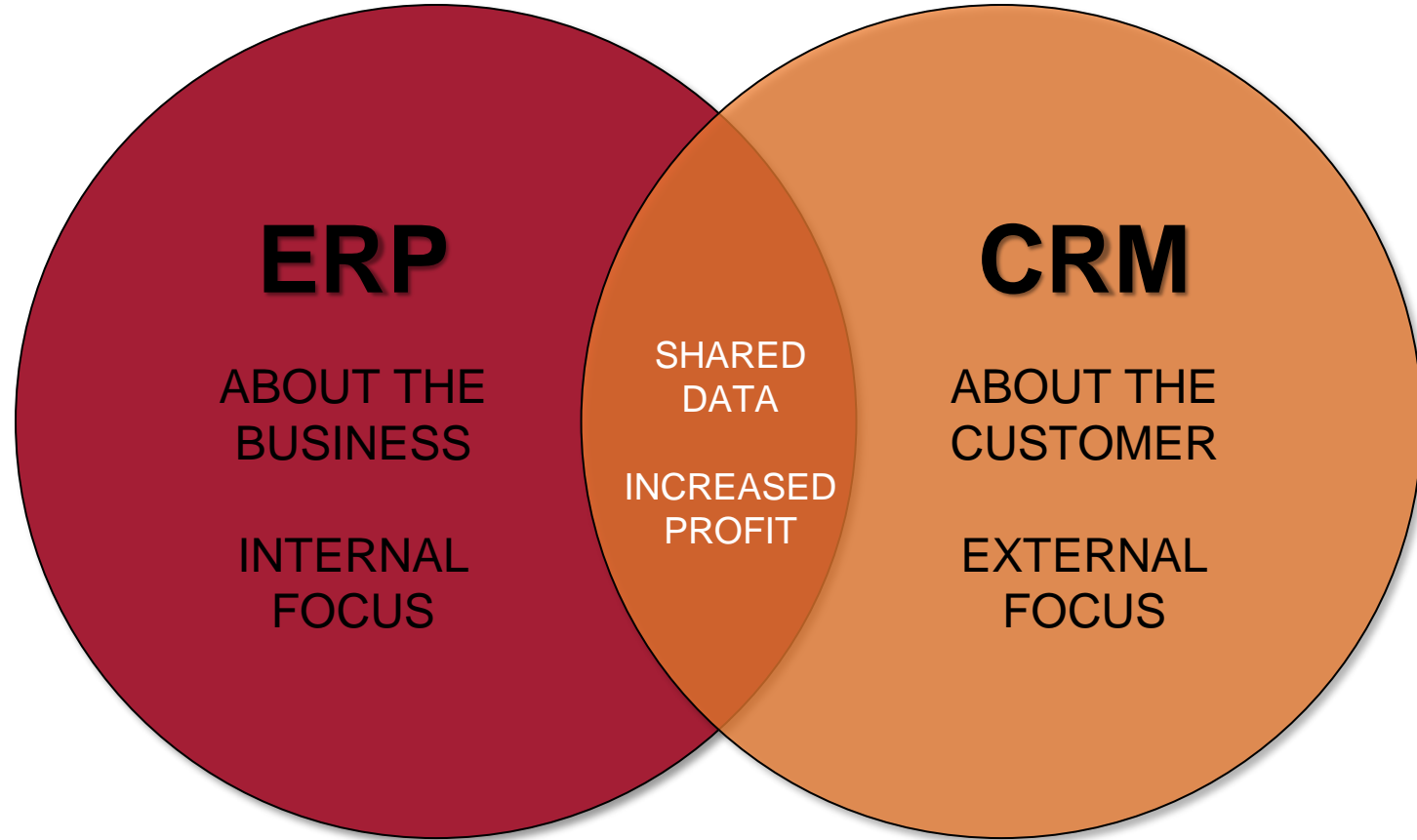
- **Maximize Profits**
- **Understand Your Customer (data)**
 - Analyze Buying Patterns
 - Problem Solve
- **Accountability**
- **Customer Communication**
- **What else?**



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!!!