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-Lesson 7 Questions-

Throughout the nation, businesses of different sizes and specializations can be found. Small mom and pop shops are scattered in various locations in a small suburban town. Selling goods only the populous of the region will only know, and perhaps engage in friendly competition between each other. Compared to the major corporations and organizations which dominate major cities; offering both local and foreign good to their customers. Occupying analysts to ensure that they are ahead of the competition and projection what will be the next big thing. While both of these classes of organization operate differently they have a few commonalities: information and data, interaction with customers, and systems which support the organization's data and consumer information. Specifically when it comes to larger sized organizations there are immense amounts of valuable and important information that flows through it. In order to properly manage this information for the company's benefit and making operations flow easier, enterprise resource planning, customer relations management, and enterprise application integration must be present in the organization. Looking at the organization at large, enterprise resource planning(E.R.P.) helps in organizing and optimizing the macro systems of the company. For example, a business that consists of 5 stores will use E.R.P. to break down the cost of the supplies needed to make a product, which in turn can unlock ways of either using better materials or lowering the manufacturing price of the product. Using E.R.P. a company can compare inventory and market trends to get a better insight of what products the organization should have and how to best market said products. Inventory, manufacturing, human relations, customer support, and more are among what enterprise resource planning has to offer any organization and business entity. Along with ERP, Customer Relations Management(C.R.M.) offers more concentrated benefits and services concerning an organization and their interactions with customers. This system will gather the data throughout the customer life cycle. Since customers are essentially the life support of any organization, it is important to

have systems that are customer-centric. What is the medium price our customers are willing to pay for? What are the demographics of the customer basis?, and what advertisements do customers respond to the most? are a few of many questions C.R.M. answers. Moreover, in this technology based society, organizations will use cookies and other data to build both personalized and generalized information to better a customer's interaction with the company's e-commerce. What essentially weaves E.R.M., C.R.M., and other systems together is Enterprise Application Integration(E.A.I.). With E.A.I. communication amongst different departments and divisions are possible--being able to interact properly and share important information, which ultimately connects the different systems to the E.A.I. server and the metabase as a whole. This sort of structure will be able to support, supply, and best optimize the organization to operate with enterprise systems.

Once an enterprise system is established in the organization, operations will be able to flow better and everyday work that would have been difficult to do would be easier and done more effectively. Repeated data, information with limited access, differing department objectives, and other problems found when using information silos are solved using E.S. The "open concept" and fluidity of this system eases any tension or weight the company had with information silos. Different departments and different systems are able to access the company's database with ease. Though E.S. maybe be expensive for any company, it is truly a long-term investment and benefit to have operating.