

UNIVERSITAS KOMPUTER INDONESIA





Enterprise System

[Laudon] Chap 11

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Business Process in Enterprise

Marketing

Reuses designs for sales product web, and training material, speeding time to market, customer satisfaction by make quality product and competitive rate.

Product Designer/Tool Engineering

Gathercustomer, securety shares 2D modes with extended team. Raceives feedback data of QMS system changes susily.

Customers

Enaily visualize designs, semole, review quote and communicate. Feedback in the content of the product and project.

Mechanical and Quality engineer

Make revisions easily overlaying requested changes in the design and cuality testingmethod, data system QNE report.

Annlyst

Immediately shares finite stement analysis (FEA) results with extended team or OMS report and discover feedback.

Sales

Quicky compiles all the product information is one place to speed collaboration between the customer and product designer.

Production Plansor

Eeginsearlierplanning with shap floor, speeding communication above product and assembly processes with QMS data.

Director of engineer

Assures quality and speeds processes with at manufacturing reviews and approval QMS system.

Manufacturing Engineer

Communicates designinformation early in the process to help assure that the right are built.



Manufacturing Manager Communicates engineering change orders, speeding processes.

Quality Engineer Review product early improving milease requirement planning.

imely ordering of needed suppliers.

Shop floor personnel

QMS access assembly instruction, measure, pullapart and section, assembly to see design detail, withfinal inspection and dispeton.

Purchasing

Reviews product and accesses BOM data early in the process, he ping to assure a

Suppliers

Collaborate efficiently reviewing product and providing quote digitally.

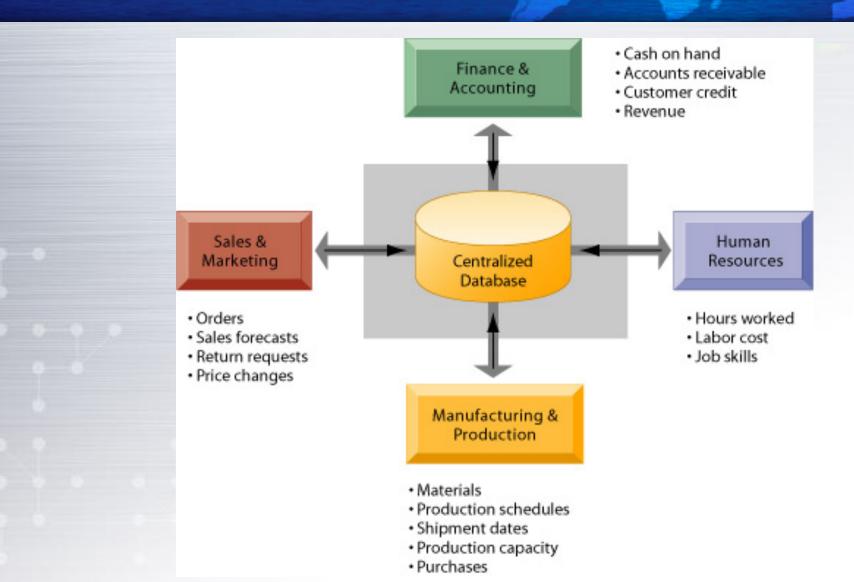


Enterprise System [Laudon]

- System with integrated software modules and a common central database
- The database collects data from and feeds the data into numerous applications that can support nearly all of an organization's internal business activities.
- When new information is entered by one process, the information is made immediately available to other business processes

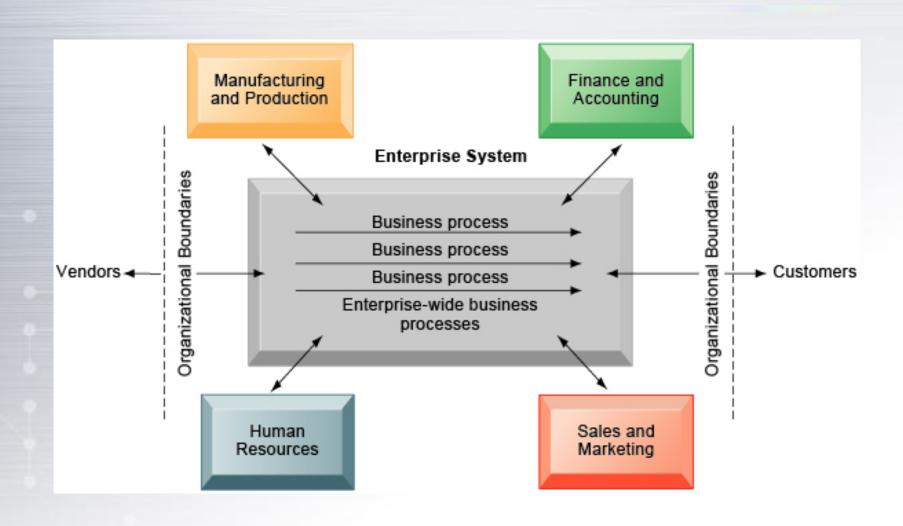


Enterprise System Architecture



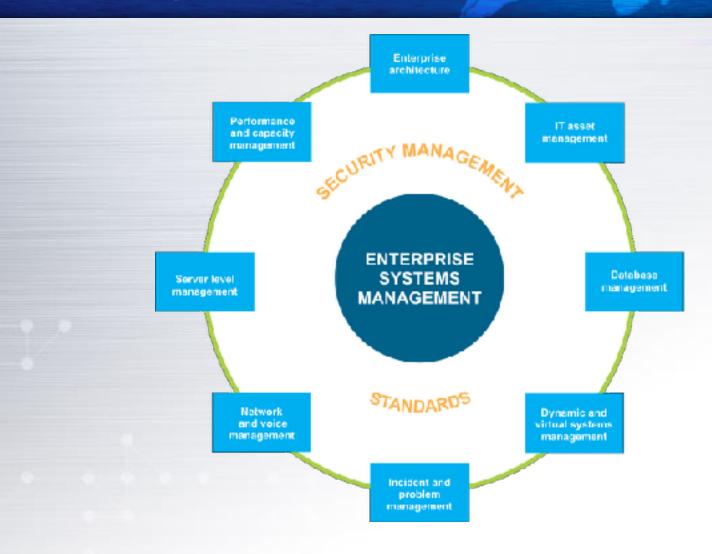


Enterprise System Architecture (2)





Enterprise System Not about selling



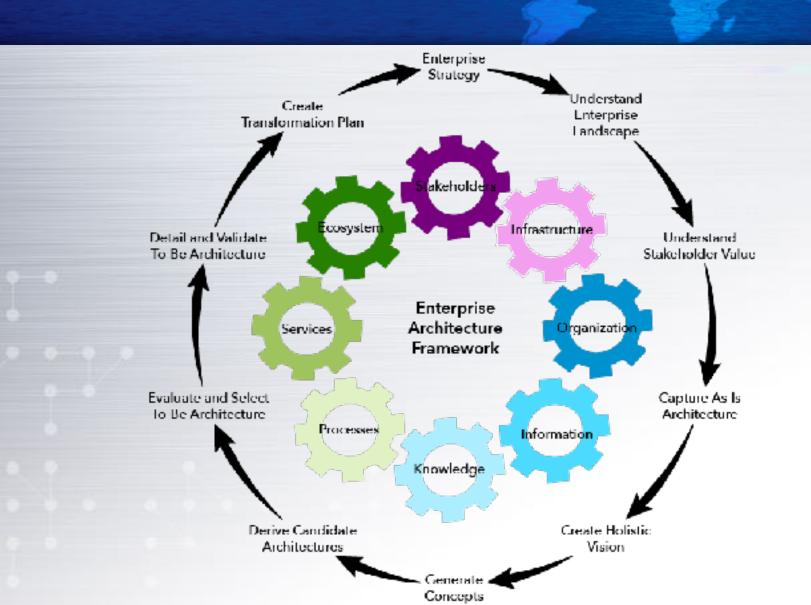


Enterprise Resource Planning System

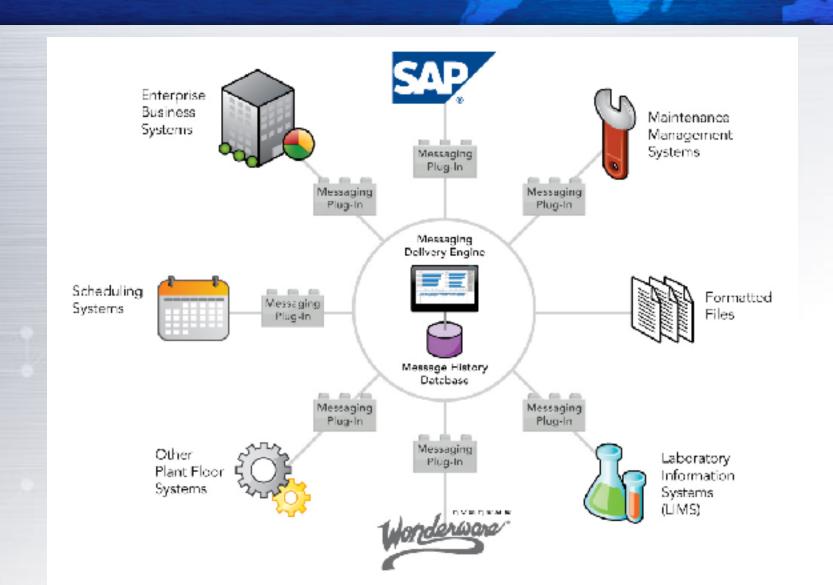














Procurement of New Equipment

This C-Business Map illustrates the procurement process for a new piece of equipment. Through the high measure of integration between Plant Naintenance, Materials Management, and Asset Accounting, all process steps run with optimal system support and are largely automated. This guarantees a smooth process flow, as well as bigitime savings.

| Value Potentials | Business Benefits |
|--|---|
| Up to 50% improvement in control over costs | Integration of cost-bearing department through inte- grated approval process |
| Up to 75% more effective workflows | Comprehensive worlflow connections for optimization of process flows |
| Up to 60% decrease in maintenance expenditure | High degree of automation for data maintenance |
| Up to 50% reduction in bad purchases | Direct selection of material required in maintenance order through integration with Materials Management |

| system support and are lar | gely automated. This gu | strantees a (mooth proce |
|---|---|--|
| Maintenance Engineer | Material Manager | Asset Accountant |
| Inspect and pr requirement mad | Ification | |
| Select materia create o'd | | |
| | Create purchase order | |
| _ | Enter asset number in purchase order | |
| | Automat | tic asset archiving |
| | Receive goods: serialization end equipment created | |
| Withdiaw god serialized equi | | nization betweer mert and asset |
| Irstall and ma equipmen | | |
| Source: "Discussions wit "he value potentials sho selected SAP customers hereir. However, there is can be realized in any pr processes, and SAP does disclaims any liability as value potentials for any Convints sistan AG 200 | own in this table have borindependent third particular customer-special rotter and representation to the appropriateness specific dustomer situal | earties as referenced hivalue potentials lific ousiness ntations and s of the referenced |

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| Business Benefits | Value Potentials |
|--|--|
| Automatic data comparison between assets and equipment through serialization | Up to 100% reduction in work oad |
| Linking of material and equipment data through serialization | Up to 100% higher transparency |
| Depreciation of assets right from goods receipt | Up to 100% prompter postings |
| Automatic distribution of relevant data to al involved | Up to 64% time savings |

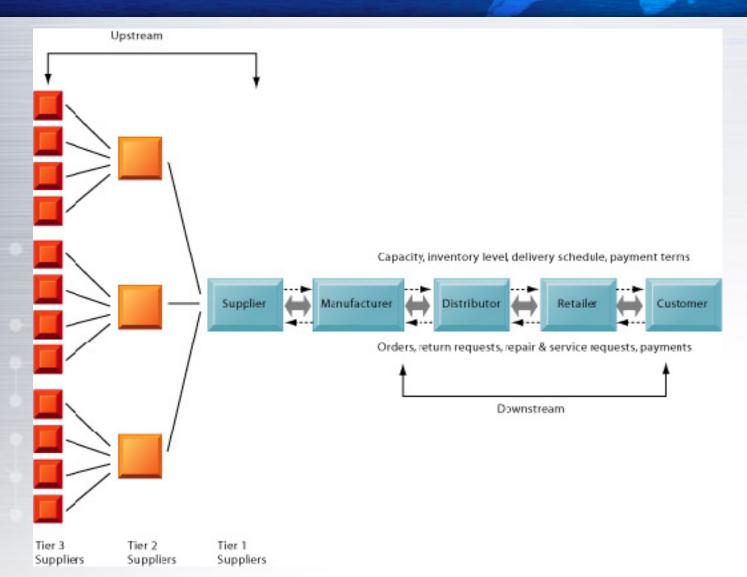


Business Value of Enterprise Systems

- **A MORE UNIFORM ORGANIZATION**
- MORE EFFICIENT OPERATIONS AND CUSTOMER-DRIVEN BUSINESS PROCESSES
- **❖ FIRMWIDE INFORMATION FOR IMPROVED DECISION MAKING**



supply chain





Key Supply Chain Management Process

Plan

- Balance resources with requirements
- Align supply chain plan with business financial plan.

Source

- Identify suppliers
- Schedule deliveries
- · Manage inventory

Make

- Schedule production
- Evaluate quality & performance
- Manage work in process

Deliver

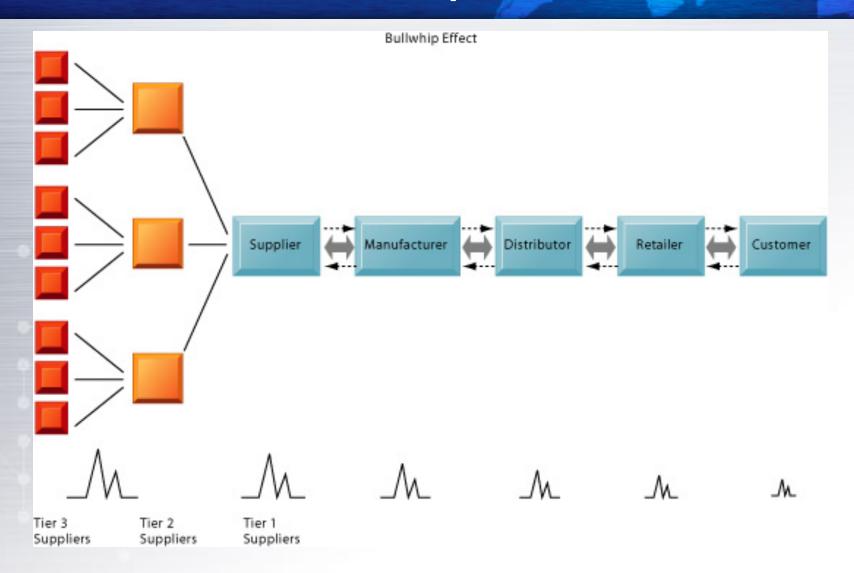
- · Select carriers
- Route shipments
- Manage warehouses
- Invoice customers

Return

- Authorize returns
- Schedule returns
- · Receive returns
- Issue return credit



Bullwhip Effect





Supply Chain Planning & Executive System

Capabilities of Supply Chain Planning System

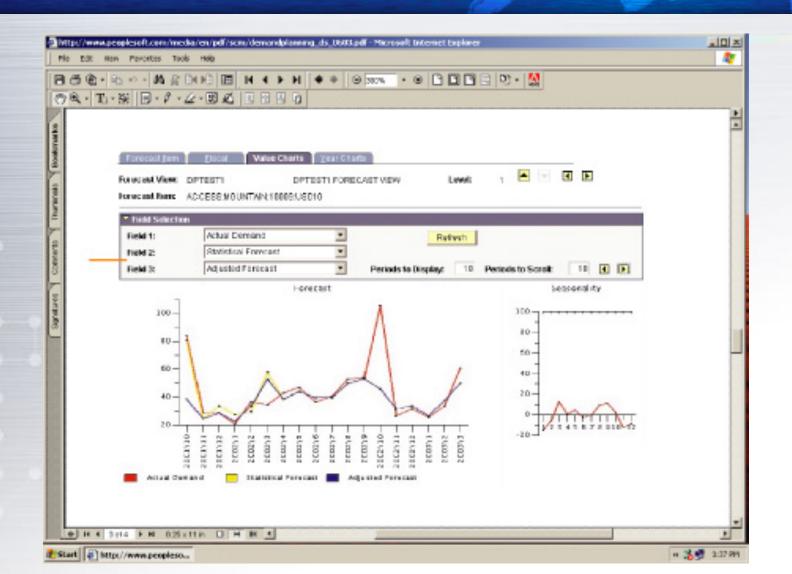
- Order Planning
- Advanced Scheduling and manufacturing planning
- Demand Planning
- Distribution Planning
- Transportation Planning

Capabilities of Supply Chain Execution System

- Order Commitments
- Final Production
- Replenishment
- Distribution Management
- Reverse Distribution

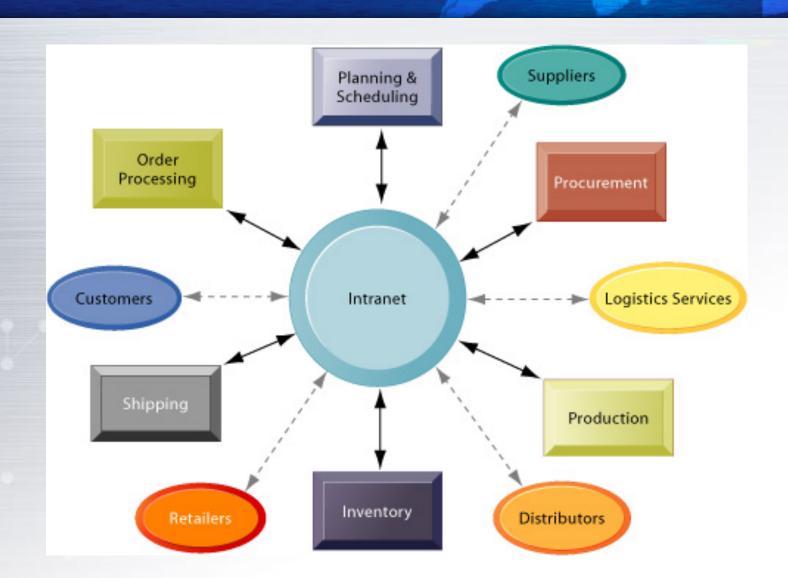


SCM and Internet

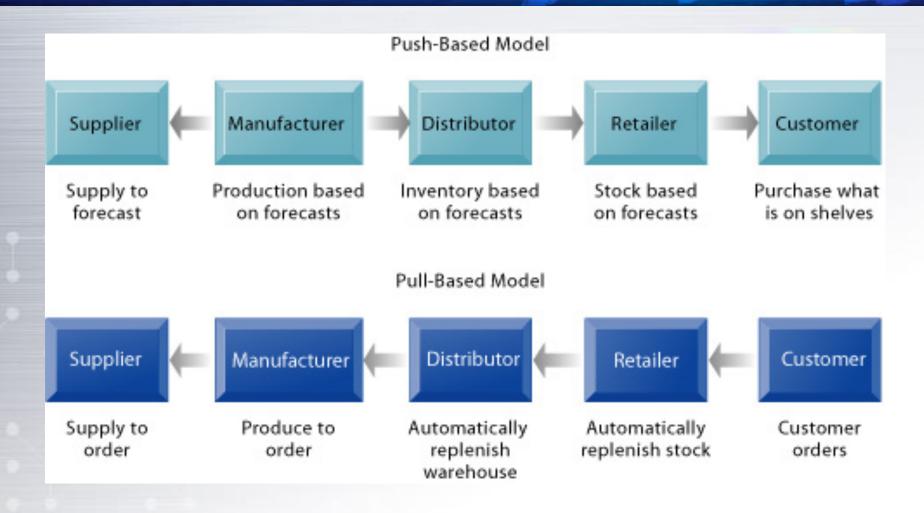




SCM Intranet and Extranet



DEMAND-DRIVEN SUPPLY CHAINS: FROM PUSH TO PULL MANUFACTURING AND EFFICIENT CUSTOMER RESPONSE



The future Internet-driven supply chain





Business Value of Supply Chain Management Systems

- **❖** *Improved customer service and responsiveness.*
- ***** Cost reduction.
- **&** Cash utilization.

CUSTOMER RELATIONSHIP MANAGEMENT SYSTEMS

- * Customer relationship management extends to a firm's business partners who are responsible for selling to customers. Partner relationship management (PRM) uses many of the same data, tools, and systems as customer relationship management to enhance collaboration between a company and its selling partners. If a company does not sell directly to customers but rather works through distributors or retailers,
- * PRM helps these channels sell to customers directly. It provides a company and its selling partners with the ability to trade information and distribute leads and data about customers, integrating lead generation, pricing, promotions, order configurations, and availability. It also provides an firm with tools to assess its partners' performance so it can make sure its best partners receive the support they need to close more business.

Customer Relationship Management (CRM)





- **Sales force automation (SFA).**
- **Customer service.**
- Marketing

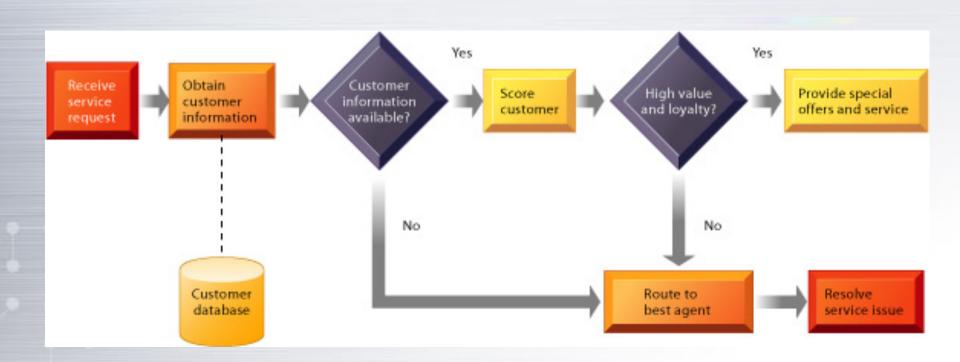


CRM software capabilities





Customer loyalty management process map





Examples of Best Practice Business Processes in the Siebel CRM System

- Priority based lead qualification and distribution
- Integrated customer order management
- Real time offer optimization
- Value-based customer segmentation
- Contact strategy-based targeting
- Rules-based service order fulfillment
- Value-based service coverage



Operational Versus Analytical CRM

Operational CRM

- Campaign management
- E-marketing
- Account and contact management
- Lead management
- Telemarketing
- Teleselling
- E-selling
- Field sales
- Field service dispatch
- Customer care and help desk
 - Contract management

Analytical CRM

- Develop customer segmentation strategies
- Develop customer profiles
- Analyze customer profitability
- Analyze product profitability
- Identify cross-selling and up-selling opportunities
- Select the best marketing service, and sales channels for each customer group
- Identify trends in sales cycle length win, win rate, and average deal size
- Analyze service resolution times, service levels based on communication channel and service activity by product line and account
- Analyze leads generated and conversion rates
- Analyze sales representative and customer service representative productivity
- Identify chain problems



Analytical CRM data warehouse

