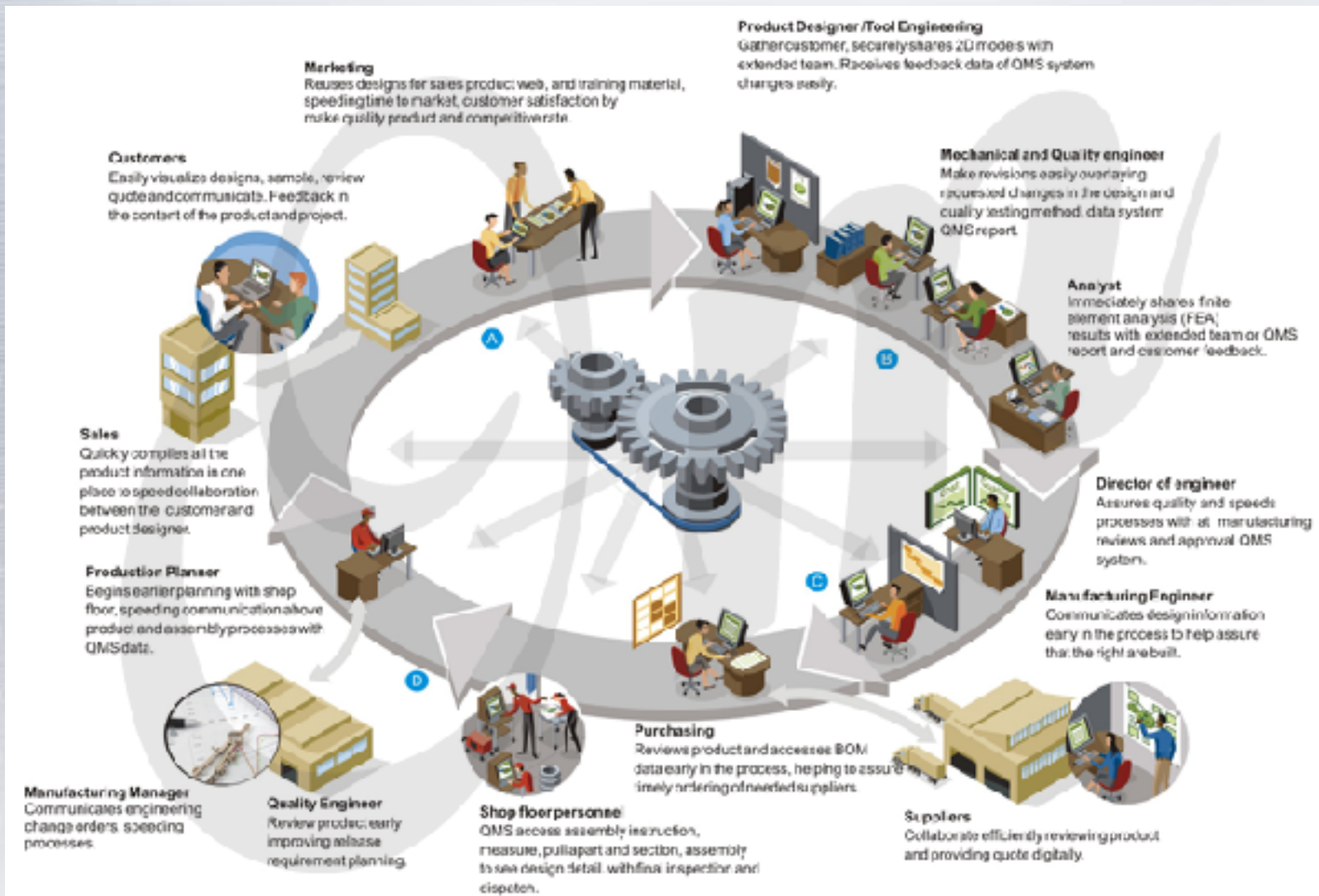# Enterprise System

[Laudon] Chap 11

Dr. Ir. Yeffry Handoko Putra, M.T

Business Process in Enterprise

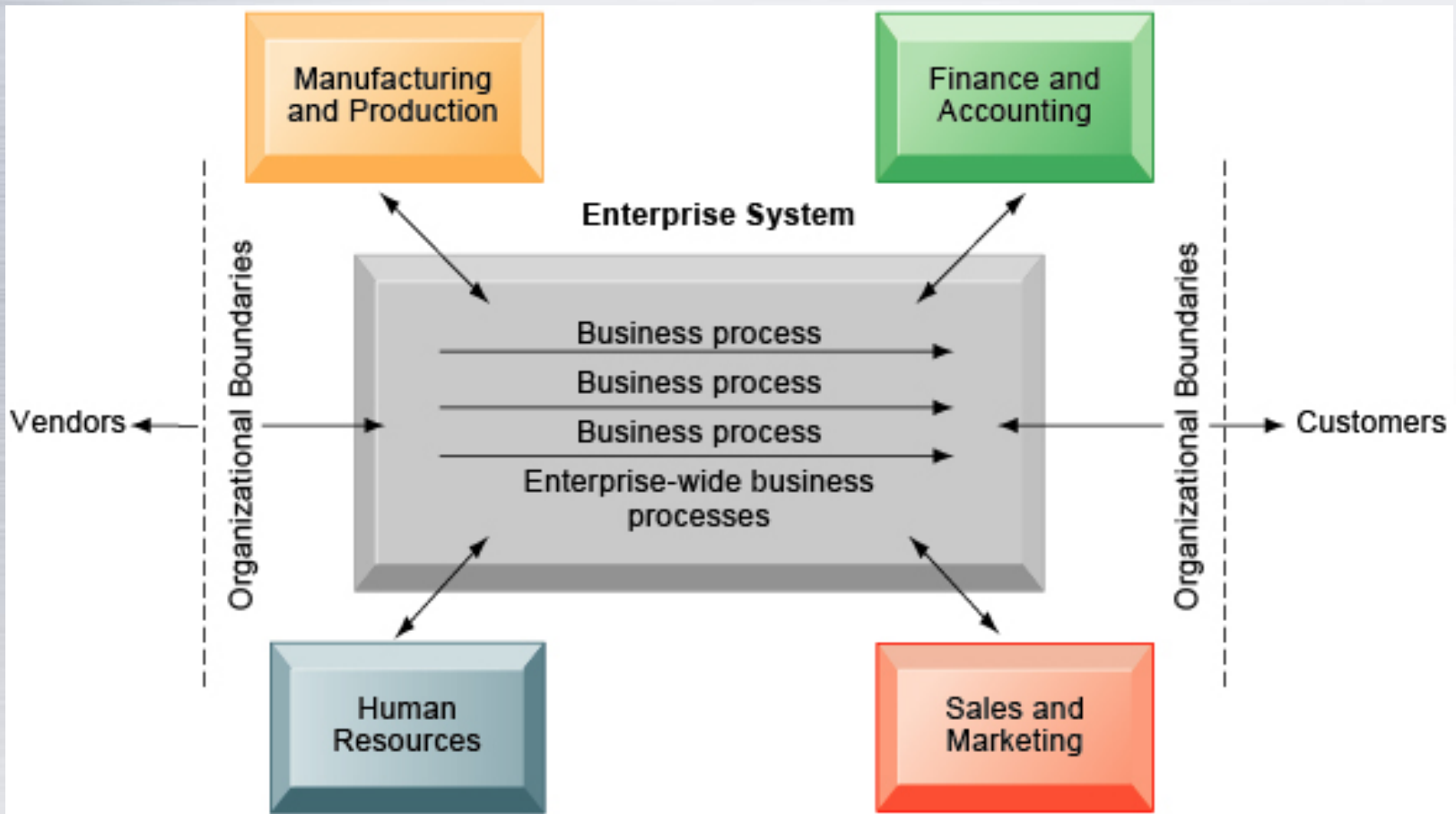# Enterprise System [Laudon]

❖ 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
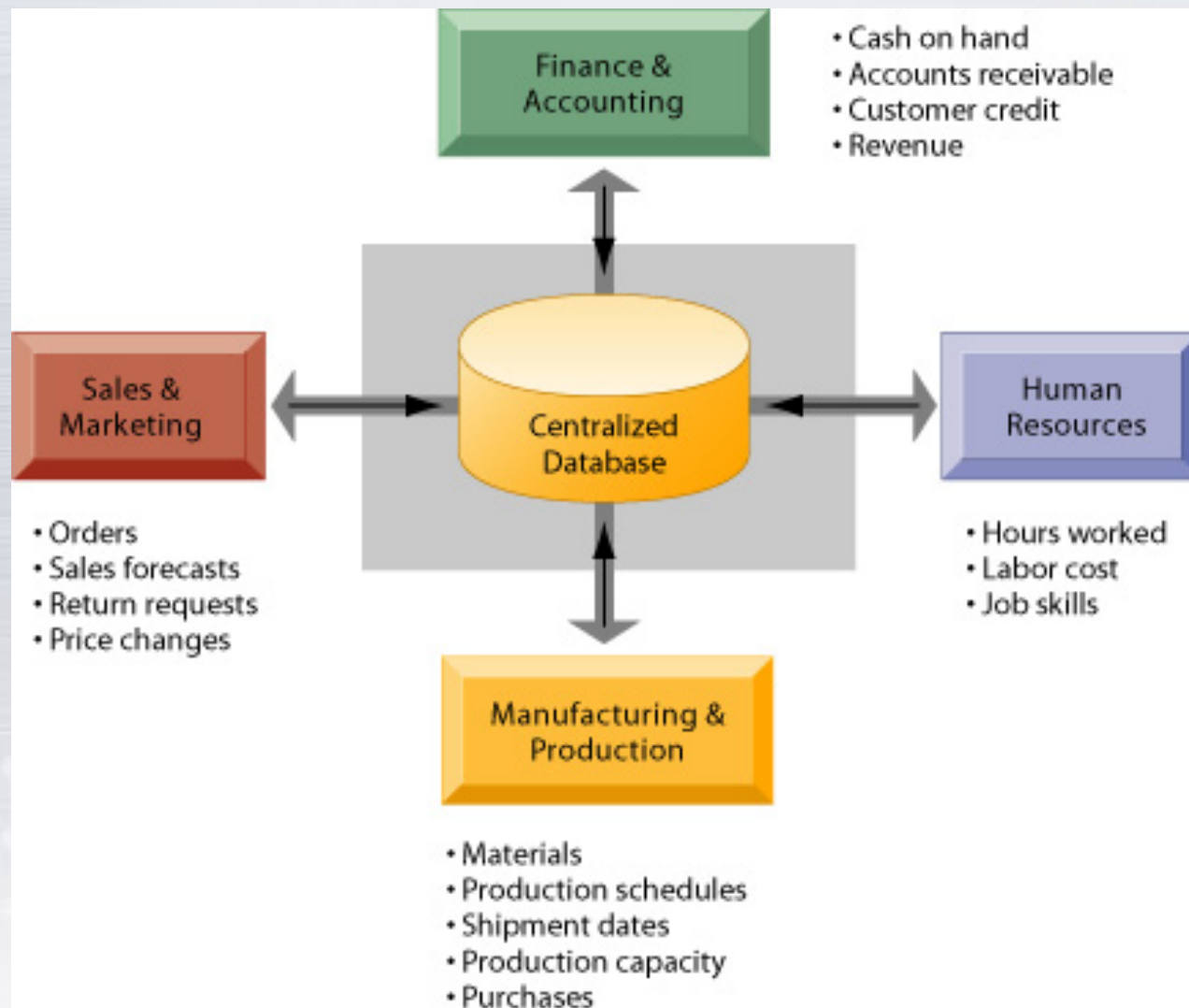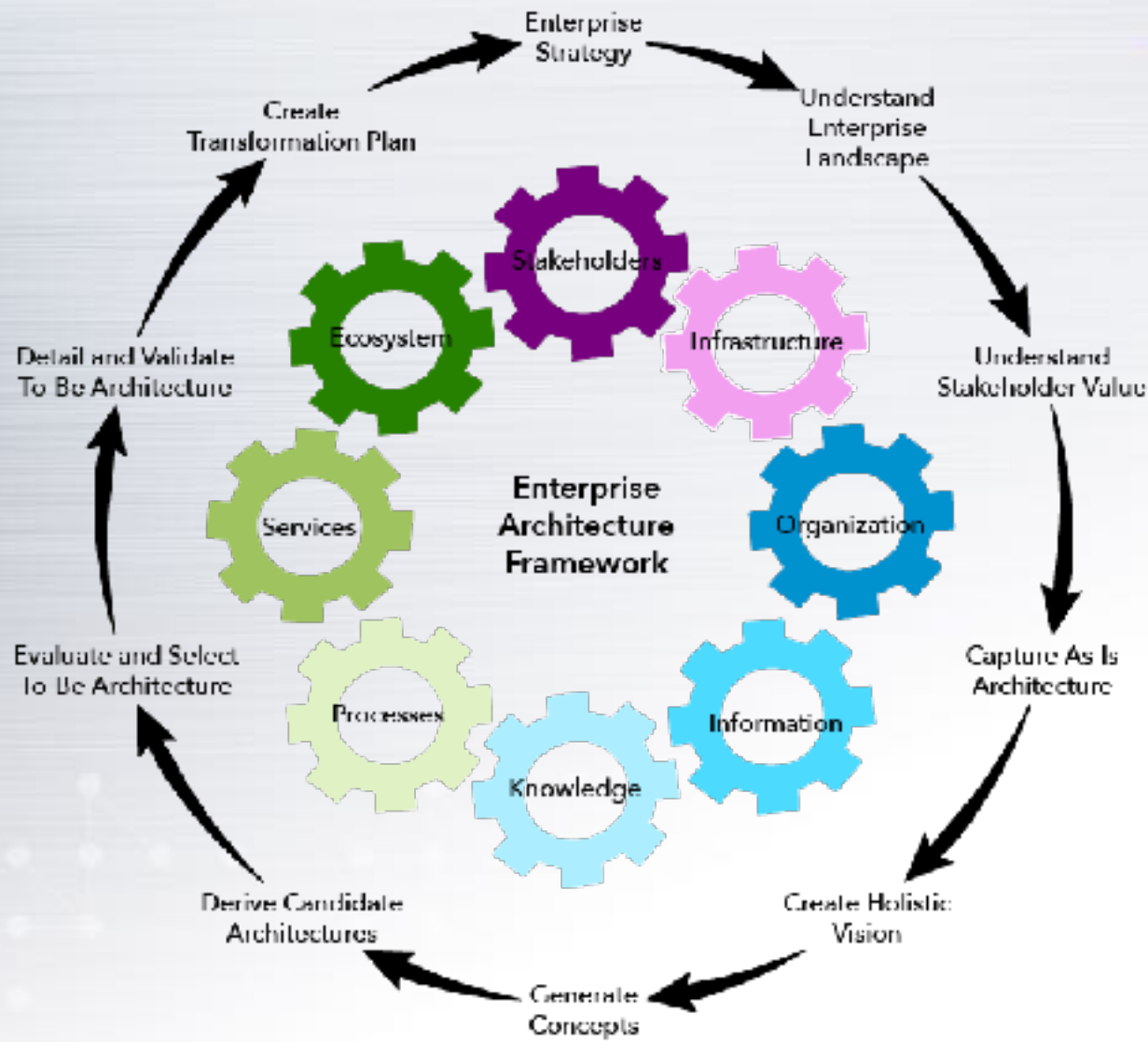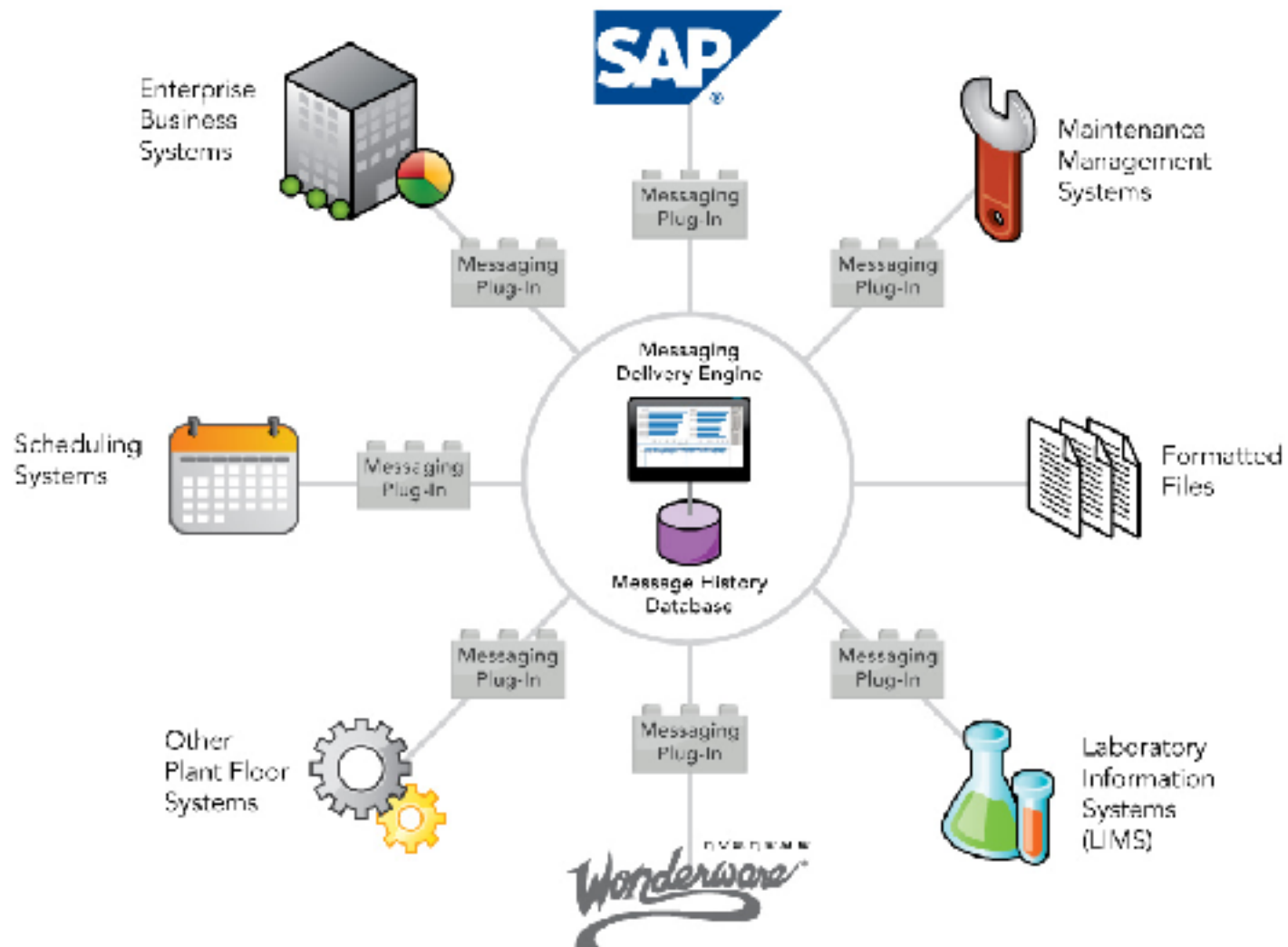
Enterprise System Architecture (2)

Enterprise System Not about selling

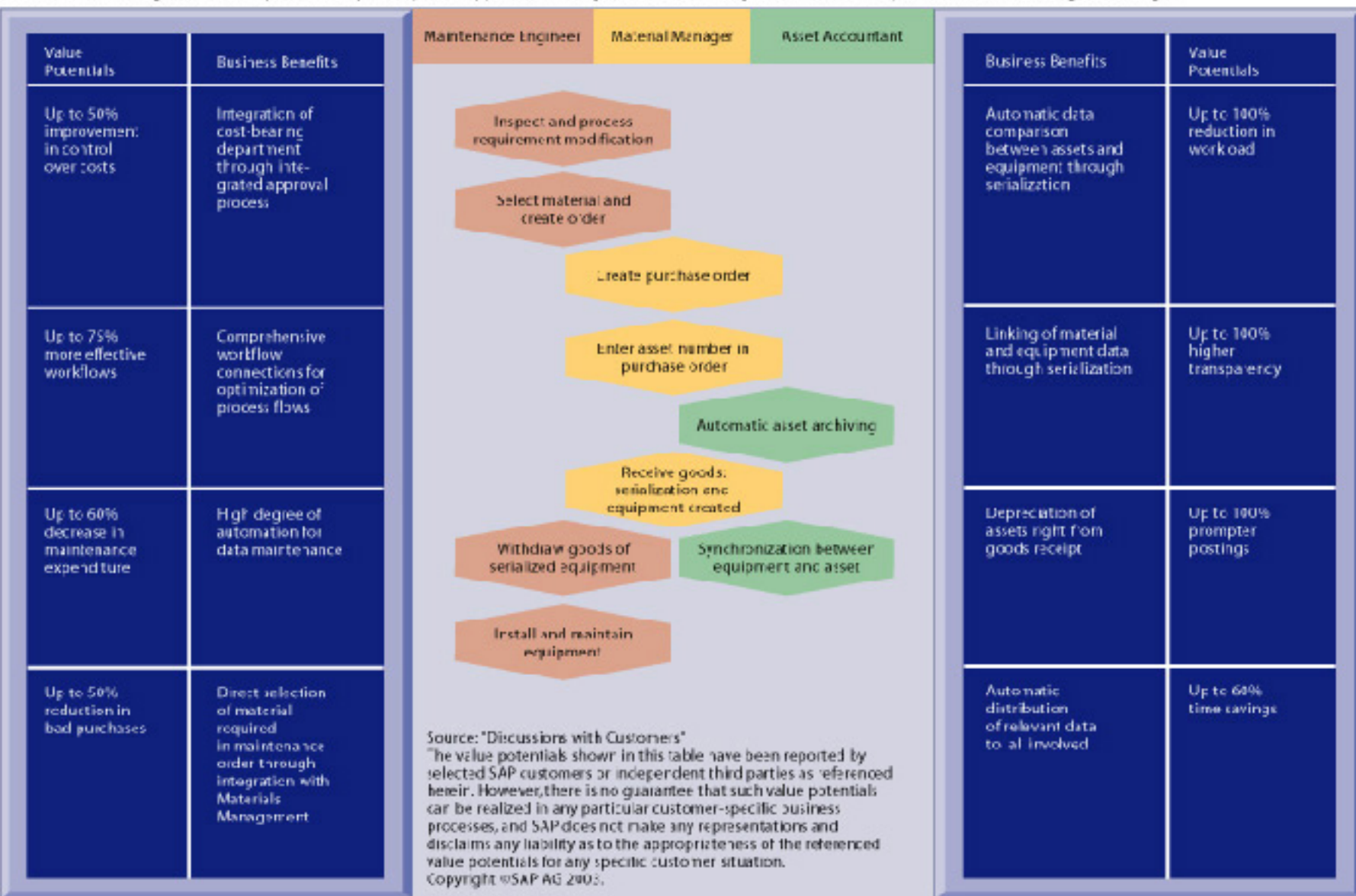# Enterprise Resource Planning System
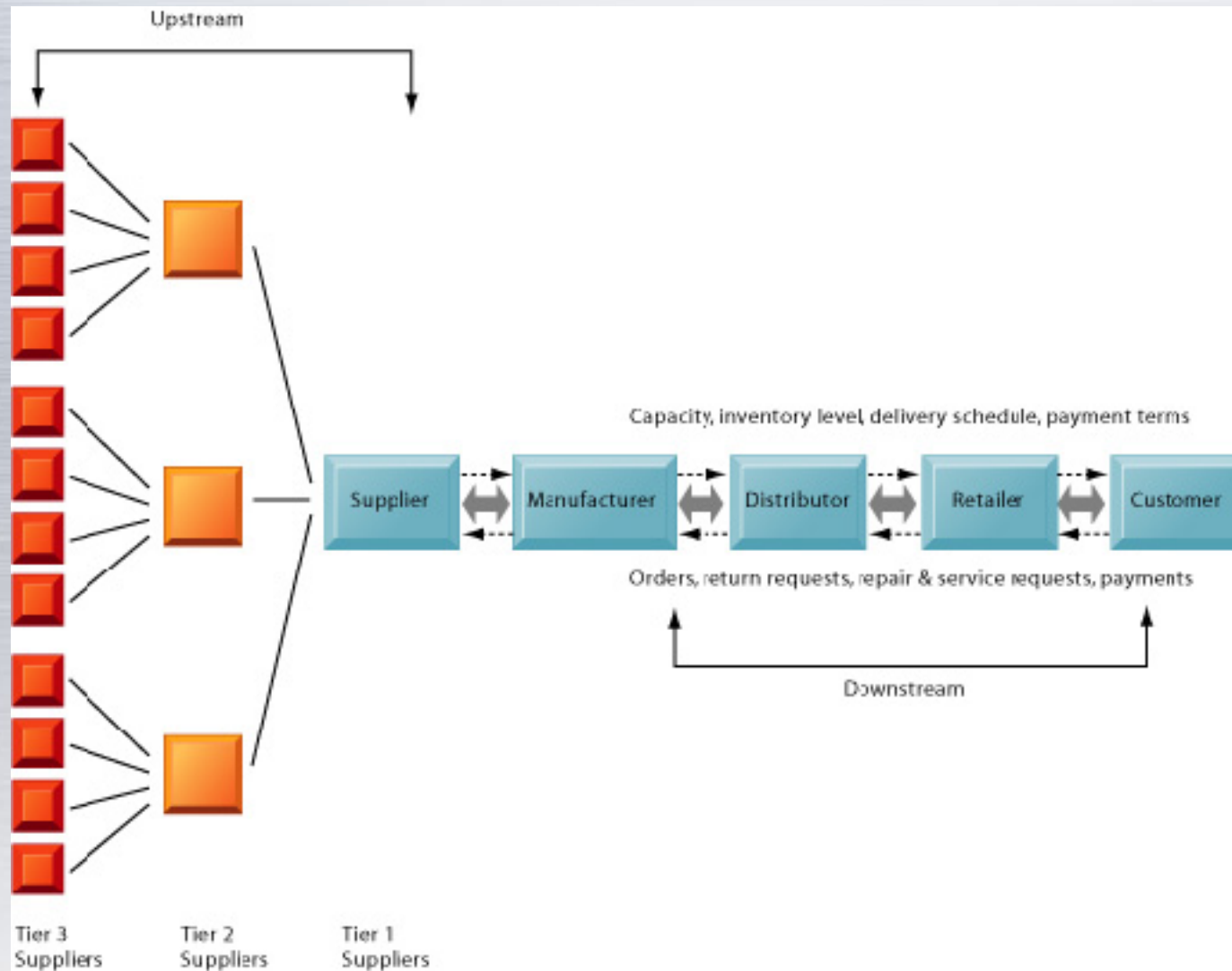
Procurement of New Equipment

This C-Business Map illustrates the procurement process for a new piece of equipment. Through the high measure of integration between Plant Maintenance, 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 big time savings.

Value Potentials	Business Benefits
Up to 50% improvement in control over costs	Integration of cost-bearing department through integrated approval process
Up to 75% more effective workflows	Comprehensive workflow 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

Maintenance Engineer | Material Manager | Asset Accountant

- Inspect and process requirement modification
- Select material and create order
- Create purchase order
- Enter asset number in purchase order
- Automatic asset archiving
- Receive goods, serialization and equipment created
- Withdraw goods of serialized equipment
- Synchronization between equipment and asset
- Install and maintain equipment

Source: "Discussions with Customers"
The value potentials shown in this table have been reported by selected SAP customers or independent third parties as referenced herein. However, there is no guarantee that such value potentials can be realized in any particular customer-specific business processes, and SAP does not make any representations and disclaims any liability as to the appropriateness of the referenced value potentials for any specific customer situation.
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Business Benefits	Value Potentials
Automatic data comparison between assets and equipment through serialization	Up to 100% reduction in workload
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 all involved	Up to 60% 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

# Bullwhip Effect
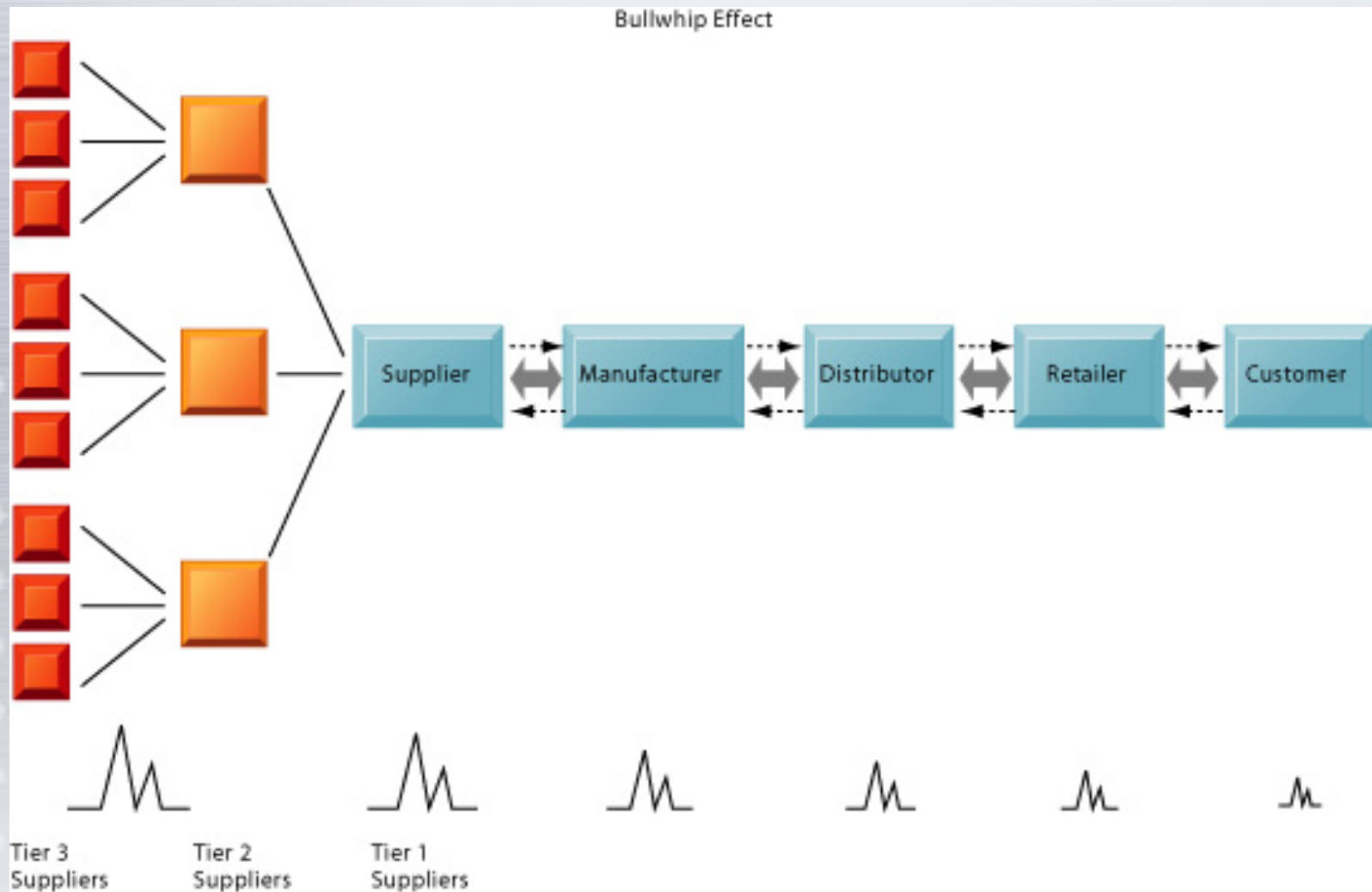
Supply Chain Planning & Executive System

Capabilities of Supply Chain Planning System

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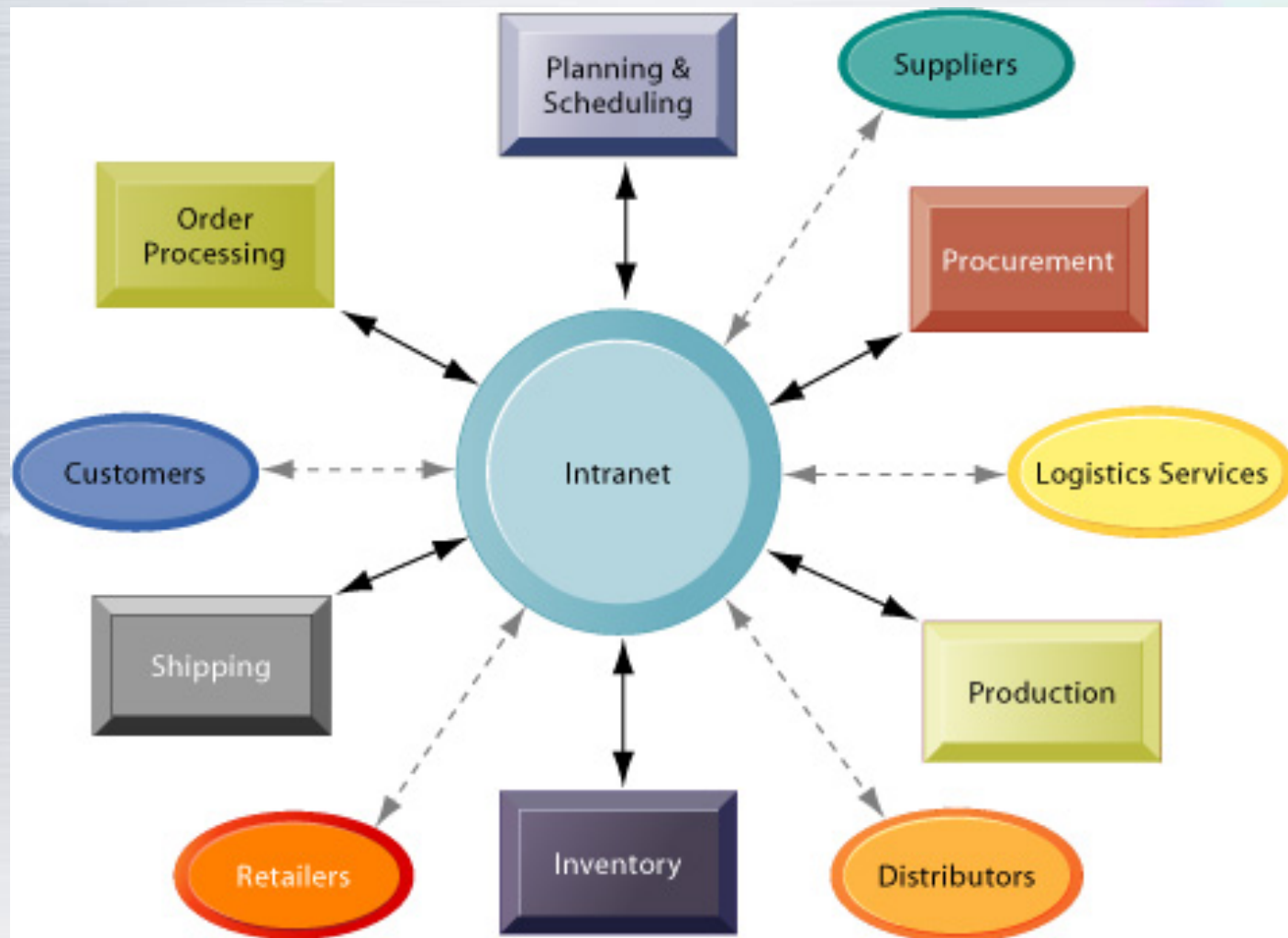- Distribution Planning
- Transportation Planning

Capabilities of Supply Chain Execution System

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

SCM and Internet
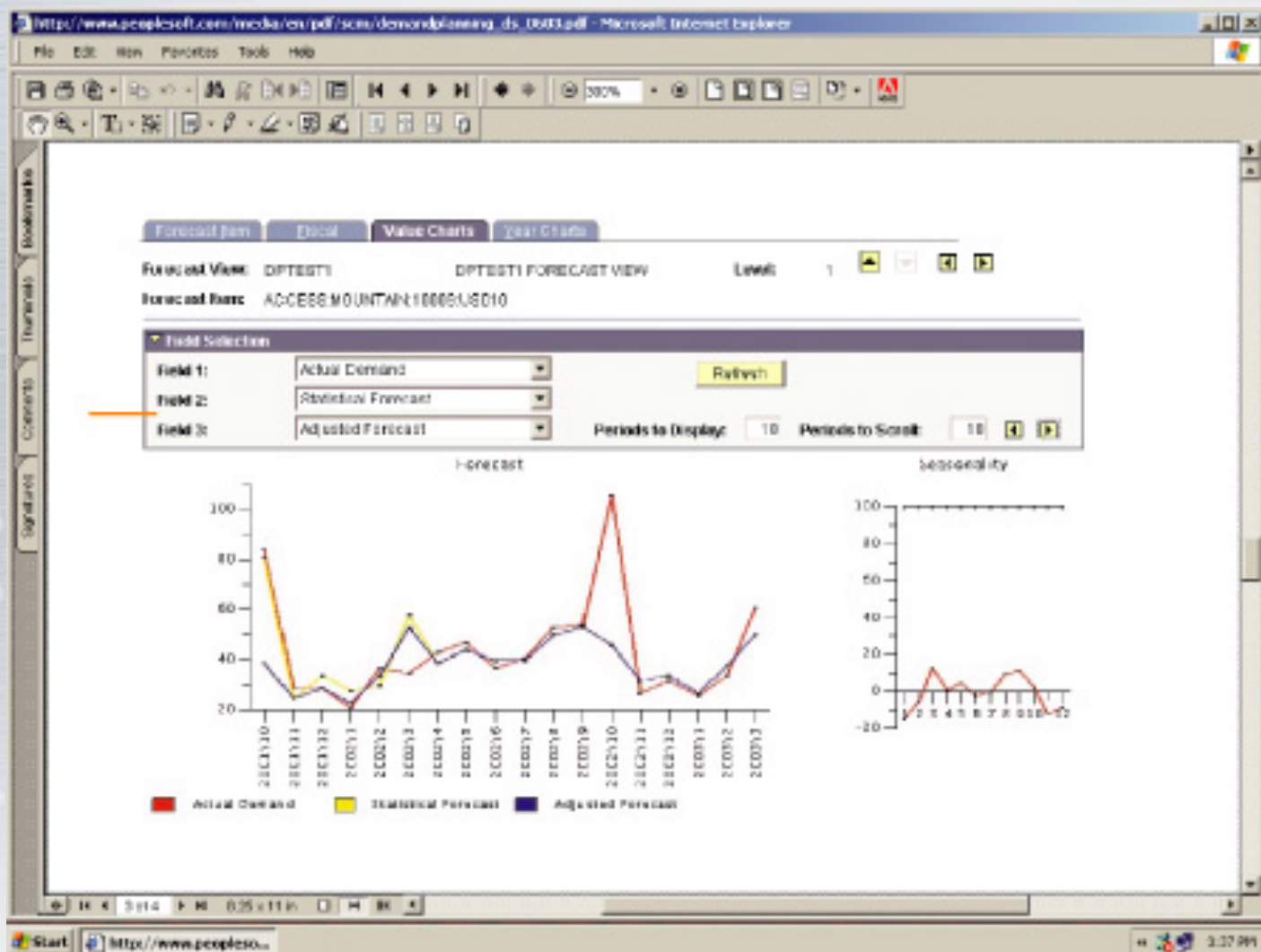
SCM Intranet and Extranet
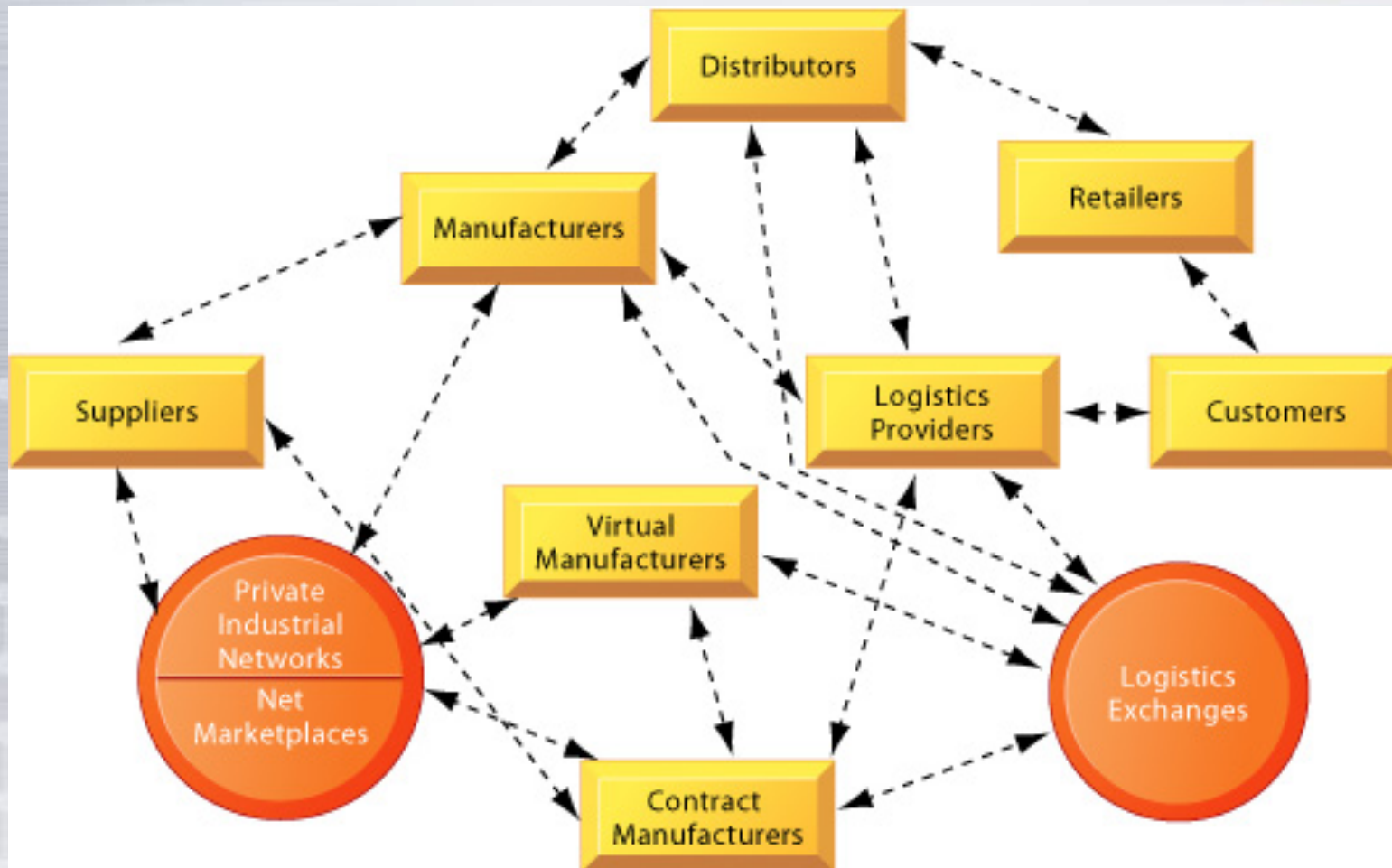
The future Internet-driven supply chain

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.
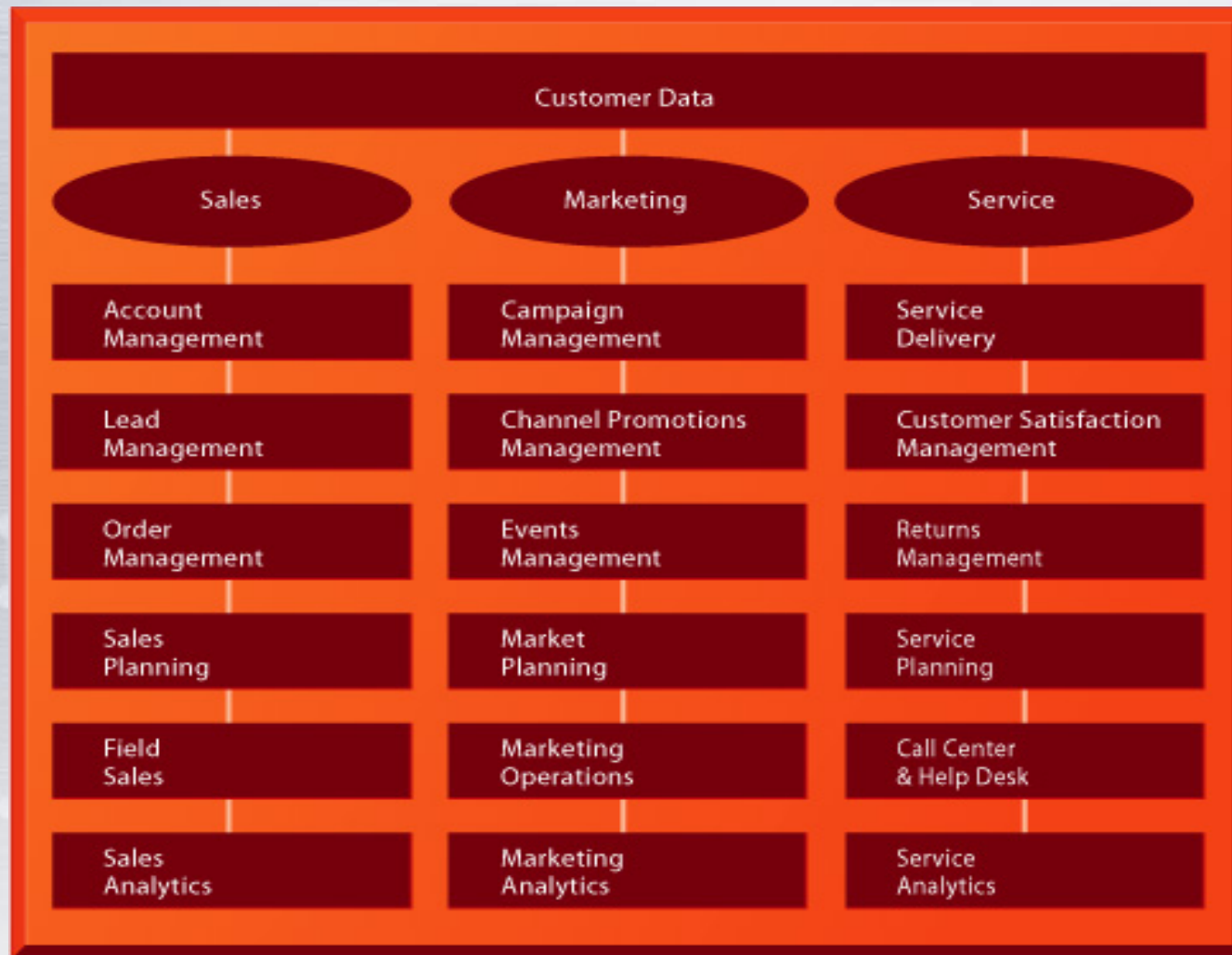
Customer Relationship Management (CRM)
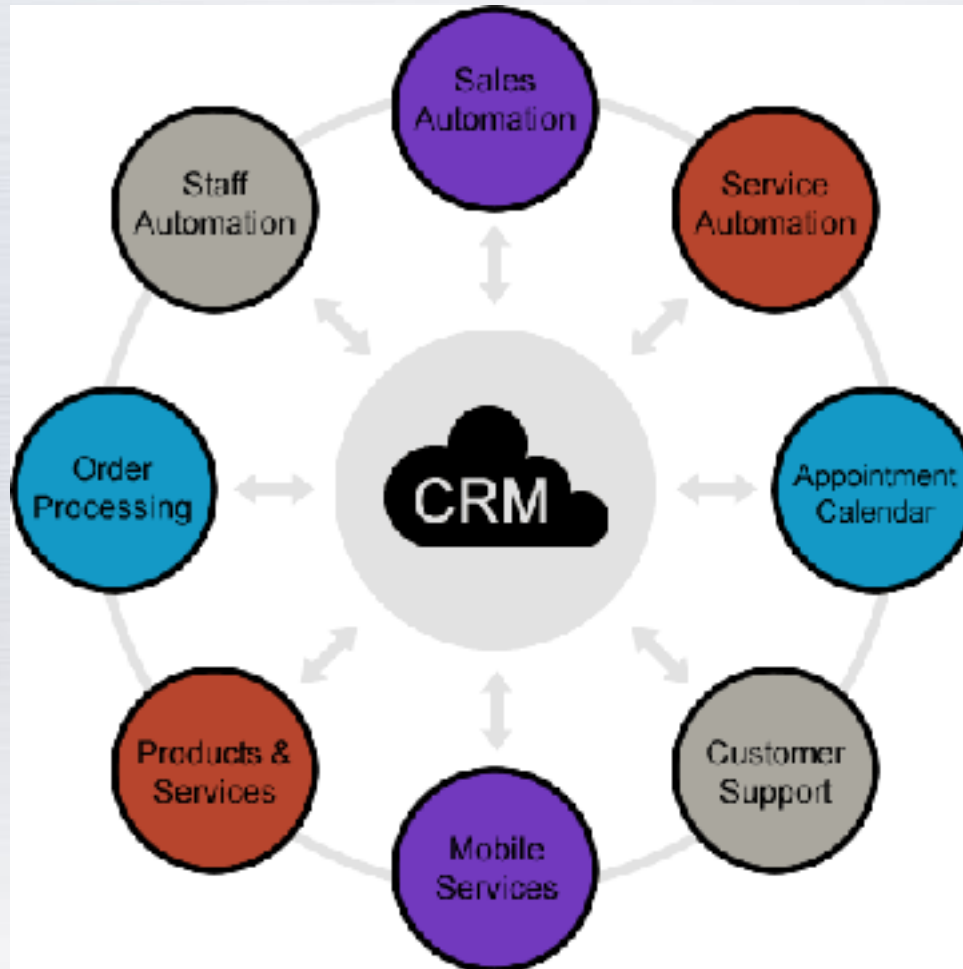
Customer relationship management systems typically provide software and online tools for sales, customer service, and marketing.

❖ **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