Cross Functional Systems

Cross-Functional Enterprise Systems

2+2= 5

Return on Investment

- Dell - $40 - $50 an order. Errors reduced from 200 per million to 10 per million
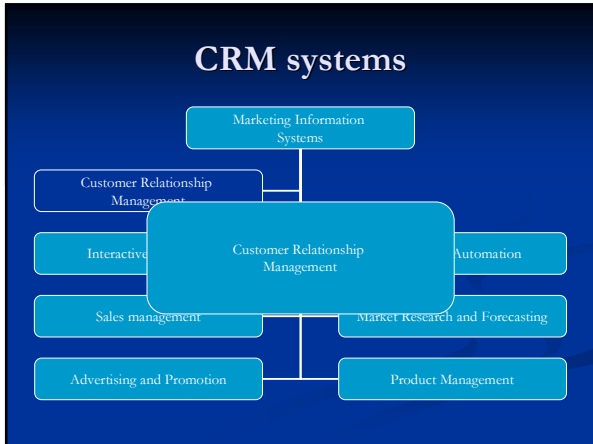- JCI reduced costs by $20 million

In groups work out what the costs of a mistake in data entry might be for Dell.

Enterprise collaboration

- Communicate – Share information with each other
- Coordinate – individual work & resources
- Collaborate – working together cooperatively on joint projects and assignments
- Reduce telephony & travel costs

## Enterprise collaboration Tools

- **Electronic Communication tools**
E-mail, Voice mail, Faxing, Web publishing, phone etc
- **Electronic Conferencing Tools**
Data, voice & video conferencing, chat systems, discussion forums, Electronic meeting systems
- **Collaborative work management tools**
Calendaring and scheduling, Task and project management, workflow systems, Document sharing, knowledge management

CRM systems

Marketing Information Systems

Customer Relationship Management

Interactive

Automation

Customer Relationship Management

Sales management

Market Research and Forecasting

Advertising and Promotion

Product Management

Types of CRM

- Operational CRM – Provides for the day to day needs of customers
- Analytical CRM – Allows analysis of customer behaviour
- Collaborative CRM – Allows interaction between customer and company. Used a lot in B2B businesses.
- Portal-based CRM – Brings all systems together so that employees can view all systems as needed
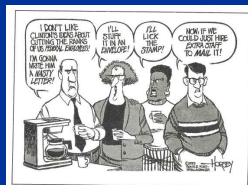
Enterprise Resource Planning
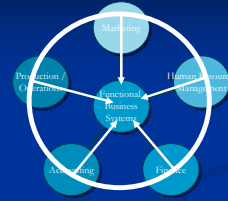
Brings information in from all systems for the purposes of planning…
The problem is that different systems and people don't talk to each other…

Supply Chain Management

Supply chains can be very bureaucratic and supply Chain management automates many of these processes…

Stages in the use of Supply Chain Management

- Information sharing
- Product/Sales data
- Sourcing help
- Logistics
- Order Fulfilment

Friends

- Order management
- Inventory management
- Resource Allocation
- Systems Use and Integration

Good Friends

- Collaborative Marketing
- Sales and Service
- SCM Optimization
- Collaborative Design
- and Delivery

Best Friends

E-Commerce
What made them popular?

- Amazon.com – The groundbreaking store
- lastminute.com – Transformed the travel industry
- ebay.com – Made auctions popular
- iTunes – Brought legal music to the web http://www.apple.com/itunes/

E-Commerce
What made them popular?

- Amazon.com – Wonderful UI, sat themselves next to the publisher and included all of their catalogues online. 1st to market.
- Lastminute.com – Tapped into the Travel agents last minute databases and cut out their margins…Selling branded products… Also spent a lot of money on advertising to get market penetration.
- Ebay.com – Made auctions convenient for everybody with a wonderful UI
- iTunes – Had the technical skills to make an ipod and an easy to use computer interface.

Success Factors

- Selection and value – cheaper / different / more
- Performance and service
- Look and Feel
- Advertising and incentives
- Personal attention
- Community Relationships
- Security and Reliability

Why isn't e-shopping popular in Malaysia?

- Not everybody has Internet access
- People like shopping as a leisure activity

- Credit cards are not easily available and don't have online fraud protection
- Can't trust the postal service
- Banks don't provide convenient e-commerce facilities

Revenue Models

- Additive channel – sell more traditional lines to new markets
- New offer channel – New products for existing customers
- Keep existing customers
- Subscription – charge for content
- Advertising – sell advertising
- Sponsorship – Apply branding to content
- Licensing – Restrict your content to paying carriers
- Portaling – Charge for sending customers to their sites
- Commission

Decision Support Systems

Basic systems
- Select, compile and format internal information
- Systems can also apply statistical analysis
- Systems may have access to external databases and material

Search Engines

- Can be used internally and externally
- Can automatically generate updated information via portals
- Can provide competitor information
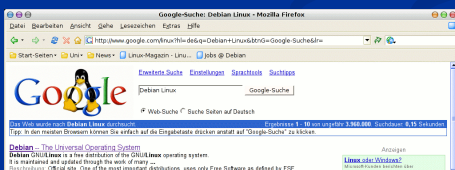
Scenario based intelligence

- Neural networks (can learn)
- Fuzzy logic (includes impreciseness & mistakes)
- Genetic algorithms (Specialist type of statistics)
- Virtual Reality
- Expert Systems (Generally used for smaller decisions)