

A+ - Excellent

Types of Information Systems used by managers

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Introduction

Due to the rise of globalization and technology, managers these days are highly reliant on information systems in order to properly manage the company. As a manager there are a wide variety of systems that can help at all the different levels of management (Executives, Middle managers, and Operational management and in general these can be classified in two ways:

- From a functional perspective
 - Sales and marketing systems – Typical functions performed include: Order processing, Pricing Analysis Sales trend forecasting etc.
 - Manufacturing and Production systems – Typical functions performed include: Machine control, Production planning, Facilities location etc.
 - Finance and Accounting systems – Typical functions performed include: Accounts receivable, Budgeting, Profit planning
 - Human Resource systems – Typical functions performed include: Training and development, Compensation analysis, Human Resource planning
- From a constituency perspective
 - Transactions processing systems (TPS) – These systems record transactions and pass the information along to a database.
 - Management Information systems (MIS) – These systems provide managers with the adequate information as and when required.
 - Decision support systems (DSS) – These systems compile data into information and display the information in order to help managers make decisions.
 - Executive support systems (ESS) – These systems provide highly summarized information regarding the organization which the executives can use as they look to come up with a long-term strategy for the company.

For this paper we analyze systems from a functional perspective, in addition we also list out examples of ERP, CRM and SCM.

Different kinds of Systems currently being used

Sales and Marketing Information Systems

SAP

Sales	•Focused sales execution – with support for everything from sales planning to sales analytics.
Sales Analysis for Retail	•Real-time point-of-sale (POS) data is used to make informed decisions that can drive profitable growth and enhance the performance in retail
Sales Interaction Center	•This is used as a strategic delivery channel for sales – and helps to drive more qualified leads into the pipeline.
Sales OnDemand	•Provides real time data to help work better
Sales solution for small and medium enterprises	•Acquire, grow, and retain profitable relationships more easily
Sales Order management	•Manage the entire sales order management cycle.

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¹ <http://www.sap.com/canada/solutions/a-z-solutions/index.epx>

² <http://www.sap.com/canada/solutions/a-z-solutions/index.epx>

Marketing	• Plan, execute, and analyze your marketing programs – with support for everything from campaign management to loyalty marketing and analytics
Marketing for Small and Medium Enterprises	• Streamlines your processes and helps you target better.
Marketing interaction center	• Tactical delivery centre to help push out marketing strategy to the marketing agents.

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Oracle

Siebel Sales application	• Maximizes sales effectiveness in real time by accelerating the quote-to-cash process, aligning sales channels, increasing pipeline and win rates, and raising average transaction values.
CRM On Demand Sales	• Increases sales productivity by providing a wide range of tools to optimize the sales process
JD Edwards One Sales Force Automation	• Automates and streamlines the sales processes and connects to the CRM to help the sales team target better.

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² <http://www.sap.com/canada/solutions/a-z-solutions/index.epx>

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<http://www.oracle.com/us/products/applications/crmondemand/sales/index.html>

⁴ <http://www.oracle.com/us/products/applications/siebel/sales/index.html>

CRM Systems (Customer Relationship Management)

SAP

SAP CRM

- Manage all customer related data and contacts

Aspelec

Service ticket application

- Provides customer service by tracking and maintaining support tickets

Microsoft

Dynamics CRM

- Used to attract prospects, amplify sales and delight customers

Oracle

Siebel CRM

- Transactional, analytical, and engagement features for customer facing processes

Infor

Aspelec

Aspelec ERP

- One stop solution to help manage enterprise wide processes.

Microsoft

Dynamics ERP

- Microsoft has come up with this ERP solution which is considered the toughest competitor for SAP

Oracle

e-business Suite

- Oracle E-Business Suite is the most comprehensive suite of integrated, global business applications that enable organizations to make better decisions

Infor

Infor ERP

- Infor like SAP is considered to be one of the leading vendors for the ERP solution

Best Option

In our opinion the best option in this case is to go with SAP considering the fact that they have been in the ERP business for more than 50 years. We would also like to look at Aspelec due to low costs and greater customization.

Manufacturing and Production Systems

SAP

SAP Manufacturing	• A comprehensive system that helps to improve operations and increase efficiency
Manufacturing Collaboration	• Helps in effective collaboration with the supply chain.
Manufacturing Execution	• Connects the enterprise activities with the shop floor.
Manufacturing for small and medium enterprises	• Maximize control over your manufacturing operations, automate your business processes, and optimize your supply chain
SAP Manufacturing Integration and Intelligence	• Helps to provide real-time data you need to become an adaptive manufacturer who can replenish supply profitably while responding quickly to customer demand.
Manufacturing Performance Management	• Tracks the performance of the manufacturing unit within a firm

Oracle

Industrial Manufacturing Suite

- Includes a large set of solutions catered towards the manufacturing sector

JD Edwards World Manufacturing Management

- This is a global solution which helps in automating processes and dataflow across the globe.

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Aspelec

ERP for Manufacturing

- Complete automation of the entire system from procurement till payment

Best Option

Again we would go with Aspelec technologies as it costs much lesser than the other solutions and provides a comprehensive solution. If our focus were more

⁶ <http://www.oracle.com/us/industries/industrial-manufacturing/overview/index.html>

⁷ <http://www.oracle.com/us/products/applications/jd-edwards-world/manufacturing-management/index.html>

on how to control global operations then the best option would be the JD Edwards World Manufacturing Management solution even though it costs a lot.

Financial and Accounting Systems

SAP

Finance for small and medium enterprises

- Automate your financial processes, manage cash flow, and gain greater insight into your business with finance solutions for small and midsize companies.

Financial Accounting

- Helps the company comply with evolving international accounting standards – while producing accurate quarterly and annual financial reports.

Financial Consolidation

- Helps in closing the financial statements for the year

Financial Information Management

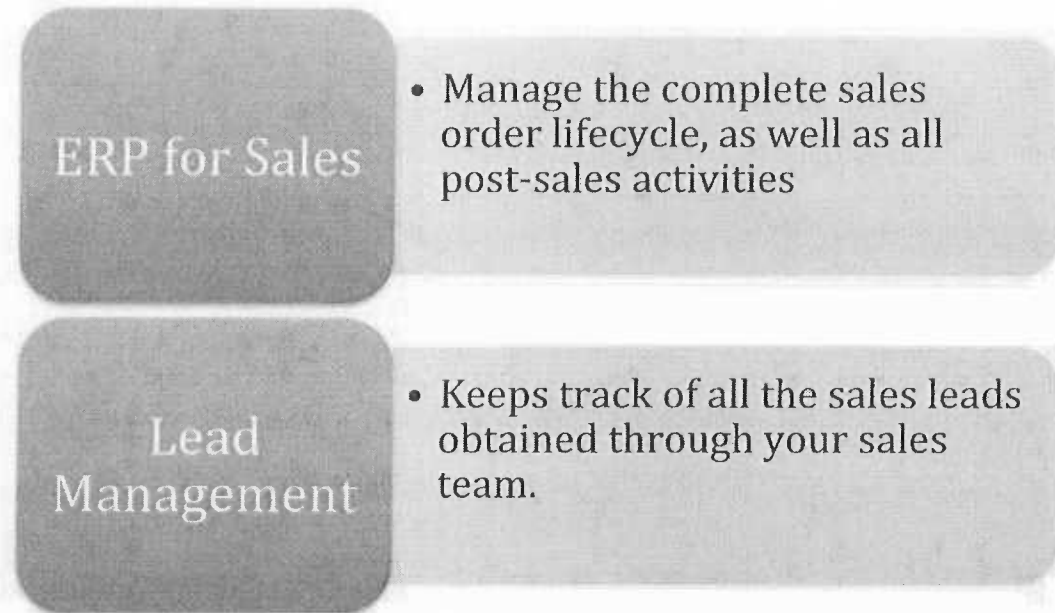
- Provides financial information from a variety of sources

Oracle

Financial Management

- This solution caters to all the financial aspects required within a firm

Aspelec



Best option

In our opinion the best option out of these would be to go for the Aspelec ERP for sales as it is inexpensive and boasts a wide array of functions. Aspelec Technologies is a young Indian firm based out of Bangalore. The other systems do have the advantage of having been in the field longer but the cost for those systems are very high at the same time.

Aspelec

Financial Management

- Like the oracle solution this provides information about all the financial aspects within a firm

Best Option

Due to the fact that the solutions that SAP provides aren't as comprehensive as Oracle and Aspelec, we would have to go with either one of these. Aspelec is much cheaper than Oracle and hence is our choice.

Human Resource Systems

SAP

Human Capital Management

- This solution helps executives, human resources (HR) professionals, and line of business (LOB) leaders source, hire, and develop the best talent.

HR and Payroll

- Solution that supports a full range of workforce management processes – from employee administration to legal reporting.

HR Service Delivery

- Give your employees ready access to the data, applications, and analytical tools they need to do their jobs efficiently and effectively – anytime and anywhere.

HR Solutions for SME

- Solutions related to HR for SMEs

Infor CRM

- Make the most of customer interactions using this software.

Sugar

Sugar CRM

- Online simple, easy to use CRM which is inexpensive compare to the other solutions.

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Best Option

We would go with Sugar CRM as it is very cheap and seems cutting edge (as low as \$30 a month) as compared to the others which could cost up to \$1000(one time fee) if not more.

SCM Systems (Supply Chain Management)

SAP

SAP SCM

- Helps deliver the perfect order, improve responsiveness, and control costs

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Oracle

⁹ <http://www.sugarcrm.com>

¹⁰ <http://www.sap.com/lines-of-business/scm/index.epx>

Oracle SCM

- Oracle supply chain management is comprised of: value chain planning, value chain execution, product lifecycle management, advanced procurement, asset lifecycle management, order orchestration and fulfillment, and manufacturing

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Infor

Infor SCM

- Infor Supply Chain Management solutions are specialized applications dedicated to supply chain excellence.

Epicor

Epicor SCM

- Supply chain management software is provided as part of the end-to-end ERP solutions

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Conclusion

We have listed and analyzed a few solutions to help us understand how these can be used in the future to help us better manage our resources. The list provided is very limited, as it possibly covers only 5% of the solutions that are available.

These are however the best vendors for these solutions based on their reputation and customer reviews.

¹¹ <http://www.oracle.com/us/solutions/scm/index.html>

¹² <http://www.epicor.com/solutions/pages/supply-chain-management.aspx>

Oracle

Human Capital Management Suite

- Includes all the processes related to HR from hiring to firing. This suite features many applications from leading firms as Peoplesoft, JD Edwards, Fusion, Taleo etc.

Aspelec

Enterprise HRMS and Payroll

- All aspects of the human resource functional silo are captured through this solution along with payroll

Best Option

In our opinion the best option in this case would be to go for the Oracle Human Capital Management Suite as there we get a wide range of options to choose from, hence making it more attractive though it might cost higher than the other software.

ERP Systems (Enterprise Resource Planning)

SAP

SAP ERP

- Gives you the complete picture of how the organization is performing. They were the pioneers of this technology.