


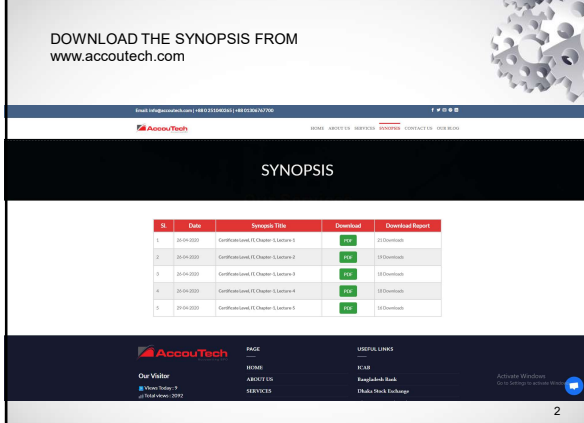
Information Technology, Certificate Level, ICAB

Chapter 3 Lecture-1 Electronic Business Systems

Nazmul H Siddique FCA



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Learning Objectives

- Identify the following cross-functional enterprise systems, and give examples of how they can provide significant business value to a company
 - Enterprise application integration
 - Transaction processing systems
 - Enterprise collaboration systems
- Give examples of how Internet and other information technologies support business processes within the business functions of Accounting, Finance, Human resource management, Marketing, Production, and Operations management

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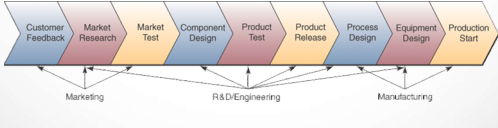
Enterprise Business Systems

- E-business means using the Internet, other networks, and IT to support
 - Electronic commerce
 - Enterprise communications and collaboration
 - Web-enabled business processes
- E-commerce is the buying, selling, and marketing of products, services, and information over the Internet and other networks

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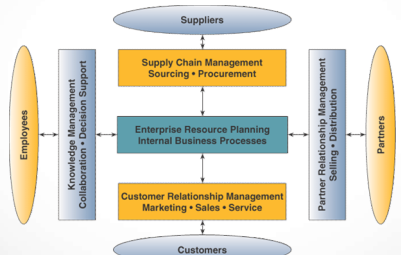
Cross-Functional Systems

- Cross the boundaries of traditional business functions
 - Used to reengineer and improve vital business processes all across the enterprise



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Enterprise Application Architecture



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Enterprise Application Architecture

- Provides a conceptual framework
 - Helps visualize the basic components, processes, and interfaces of major e-business applications
- Focuses on accomplishing fundamental business processes in concern with
 - Customers
 - Suppliers
 - Partners
 - Employees

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Enterprise Application Architecture

- Enterprise Resource Planning (ERP)
 - Concentrates on the efficiency of internal production, distribution, and financial processes
- Customer Relationship Management (CRM)
 - Focuses on acquiring and retaining profitable customers via marketing, sales, and services
- Partner Relationship Management (PRM)
 - Aims at acquiring and retaining partners who can enhance the selling and distribution of products and services

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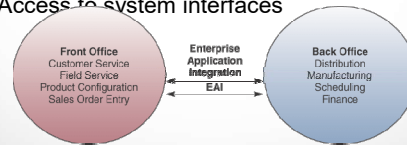
Enterprise Application Architecture

- Supply Chain Management (SCM)
 - Focuses on developing the most efficient and effective sourcing and procurement processes
- Knowledge Management (KM)
 - Focuses on facilitating internal group collaboration and decision support

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Enterprise Application Integration

- EAI software connects cross-functional systems
- Serves as middleware to provide
 - Data conversion
 - Communication between systems
 - Access to system interfaces

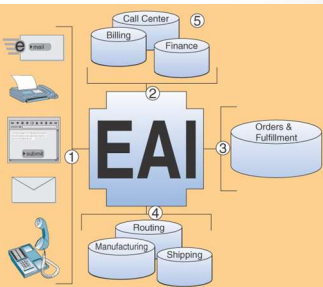


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How EAI Works

How EAI works:

- 1 An order comes in via the call center, mail, e-mail, the Web, or fax.
- 2 Customer information captured in the order process is sent to a 'new customer' process, which distributes the new customer information to multiple applications and databases.
- 3 Once the order is validated (customer, credit, items), relevant details are sent to order fulfillment—which may pick the requested items from inventory, schedule them for manufacture, or simply forward them.
- 4 Fulfillment returns status and shipment info to the order-entry system...
- 5 ...and to the call center, which needs to know about outstanding orders.



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END OF LECTURE -1 CHAPTER-3

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