

UNIT – 5

Section - A

1. Computer Aided Planning (CAP) tools.

The planning process can be quite difficult and time consuming. That's what gives organisations the "we don't have time to plan" excuse for using a formal planning process. So vendors have developed CAP tools to help ease the burden of planning.

This process results in an enterprise model of the business. An enterprise model defines the structures and relationship of business processes and data elements as well as other planning structures. Developing an enterprise model for a business is a starting point for the strategic data planning process. Data administration personnel use enterprise modelling to help them develop a variety of data models for the organisation.

2. Benefits of strategic IS planning.

The process of strategic information systems planning can help an organisation achieve significant advantages. Business firms have found that strategic planning helps achieve benefits such as the following:

- Pinpoints ways to achieve competitive advantage by using information systems as a strategic weapon.
- Stimulates the creative use of information systems technology and encourages innovation in applying it to the needs of the organisation.
- Redeploys financial and human resources to the most important and strategic information systems projects for the business.
- Establishes priority and timeframes for the development of information systems in the future.

3. Cross Functional Enterprise system.

Integration of the enterprise has emerged as critical issues for organisations in all business sectors striving to maintain competitive advantage. Integration is the key to success. it is the key to unlocking information and making it available to any user, anywhere, anytime.

4. Enterprise Resource Planning (ERP).

Operating system, the equivalent of the windows operating systems for back office operations. ERP is a cross functional enterprise system that serves as a framework to integrated and automate many of the business processes that must be accomplished within the manufacturing, logistics, distribution, accounting finance and human resources functions of a business. Companies are finding major business values in installing ERP software in two ways:

- ERP creates a framework for integration and improving their back office systems that result in major improvements in customer service, production and distribution efficiency.
- ERP provides vital cross functional information quickly on business performance to managers to significantly improve their ability to make better decisions across the enterprise.

5. Information Resource Management (IRM).

IRM has become a popular way to emphasize a major change in the management and mission of the information systems function in many organisations. managing the information system resources of an organisation is a vital concepts in today's business environment, because of three major developments that are affecting how corporate management views the information systems function.

Section-B

1. Dimensions of the information resource management (IRM).

IRM has become a popular way to emphasize a major change in the management and mission of the information systems function in many organisations. Managing the information system resources of an organisation is a vital concept in today's business environment, because of three major developments that are affecting how corporate management views the information systems function.

Five dimensions of IRM:

IRM is a response to these pressures.

- Resource management

- Technology management
- Distributed management
- Functional management
- Strategic management.

Resource management:

IRM views data, information, and computer hardware, software and personnel as valuable resources that should be effectively and efficiently managed for the benefit of the entire organisation. If plant and equipment, money, and people are considered valuable organisational resources so should its data, information, and other information system resources.

Technology management:

IRM emphasizes that all technologies that process and deliver data and information must be managed as an integrated system of organisational resources. Such technology includes telecommunications and office system as well as computer based information processing. These “island of technology” are bridged by IRM and become a primary responsibility of the executive in charge of all information services, sometimes called the chief information officer (CIO) of the organisation.

Functional management:

The IRM concept stresses that the management of an organisation must apply common managerial functions and techniques to the management of information resources. Managers must be managerial techniques just as they do with other major resources and activities of the business.

Strategic management:

Finally the IRM concepts stresses that the information services function in the firm must be more than a provider of computer services. It must also make major contributes to the profitability and strategic objectives of the firm. Information resources management focuses on developing and managing information system that significantly improve operational efficiency promote innovative products and services and build a strategic information resources base that can enhance the competitiveness of the organisation.

2. Customer Relationship Management (CRM).

Meaning:

The concept of customer relationship management as a cooperative and collaborative process has tended to be more common. Its purpose is mutual value creation on the part of the marketer and customer.

Definition:

According to white whale, customer relationship management which is sometimes referred to as relationship or marketing or one to one marketing is defined by as: the integration is a process, culture and systems to recognize, differentiate, service and develop an organisations most valuable customers.

Processes in CRM:

The key processes under CRM are as follows:

- **Marketing:** this process involves decision regarding which customers to target, how to target customers, and what products to offer, how to price products and how to manage the actual campaigns targeting customers.
- **Sell:** it focus on making an actual sale to a customer. The sell process includes providing the sale force the information they need to make a sale and then executing the actual sale.
- **Order management:** the process of managing customer orders as they flow through an enterprise is important for the customer to track his order and for the enterprise to plan and executives order fulfilment.
- **Call/services center:** it is often the primary point of contact between a company and its customer. Is center helps customer place orders, suggest products, solves problems, and provides information on order status.

Advantages of CRM:

- Provide better customer service
- Increase customer revenue
- Discover new customer
- Help sales staff close deals faster

- Simplify marketing and sales processes

Disadvantages of CRM:

- Record loss
- Overhead
- Training

4. E-governance.

E-governance is a form of e-business in governance comprising of processes and structures involved in deliverance of electronic services to the public, viz, citizens.

Objectives of e-governance:

- Build services around citizens choice
- Make government more accessible
- facilitate social inclusion
- provide information responsibly
- reduce government spending
- deliver online services

Domains of e-governance:

- improving government processes
 - cutting process costs
 - managing process performance
 - making strategic connection in government
 - creating empowerment
- connecting citizens
 - talking to citizens
 - listening to citizens
 - improving public services
- building external interactions with and within civil society
 - working better with business
 - developing communities
 - building partnerships