## Lecture 9 of MIS

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### Objectives

1. Assess how enterprise systems provide value for businesses and describe how they work.
2. Assess how supply chain management systems provide value for businesses and describe how they work.

### Chapter Outline

10.1. Enterprise Systems
- What Are Enterprise Systems?
- How Enterprise Systems Work
- Business Value of Enterprise Systems

10.2. Supply Chain Management Systems
- The Supply Chain
- Information and Supply Chain Management
- Supply Chain Management Applications
- Supply Chain Management and the Internet
- Business Value of Supply Chain Management Systems

### Key Terms

- Analytical CRM, Business process management, Enterprise software
- Bullwhip effect, Just-in-time, Logistics, Operational CRM
- Partner-relationship management (PRM), Supply chain
- Supply chain execution systems, Supply chain management
- Supply chain planning systems, Pull-based model, Push-based model

### Section 10.1: Enterprise Systems

This section introduces enterprise systems and explains the benefits and disadvantages of installing them. There have been success stories as well as horror stories about companies who have used enterprise systems.

1. **What Are Enterprise Systems?**

   ![Enterprise Systems Diagram](image)

   (2) Enterprise Resource Planning
   ERP (企业资源计划), Interdependent software modules that support basic internal business processes for finance and accounting, human resources, manufacturing and production, and sales and marketing
   Enables data to be used by multiple functions and business processes for precise organizational coordination and control.

2. **Business Value of Enterprise Systems**
A more uniform organization; More efficient operations and customer-driven business processes; Firm wide information for improved decision making

(4) ERP Systems Software:
- PeopleSoft
- SAP
- SAP 供应链管理
- SAP Overview
- Total ERP software
- 富友服装 ERP

Section 10.2: Supply Chain Management Systems.
Section 10.2 goes into great depth about supply chain processes and managing the supply chain. The growth of global markets and global sourcing have stretched supply chains over intercontinental distance, and such lengthy supply chains must be managed effectively and efficiently. The value chains of so many businesses are linked together such that competitive advantages is no longer based on individual firms but on entire supply chains.

Supply chain management today is not limited to order fulfillment but is tied to such strategic issues as the ability to create and deliver new products or to create and implement new business models.

(1) Supply chain: Network of organizations and business processes for procuring raw materials, transforming into products, and distributing them to customers

(2) Supply chain management: Coordination of business processes to speed information, product, and fund flows up and down a supply chain to reduce time, redundant effort, and inventory costs

(3) Supply Chain Processes

- Plan: Processes that balance aggregate demand and supply to develop a course of action to meet sourcing, production, and delivery requirements.
- Source: Processes that procure goods and services needed to create a specific product or service
- Make: Processes that transform a product into a finished state to meet planned or actual demand
- Deliver: Processes that provide finished goods and services to meet actual or planned demand
- Return: Processes associated with returning products or receiving returned products
- Logistics: Planning and control of all factors that have an impact on the supply chain

(4) Just-in-time strategy: 准时生产, Scheduling system for minimizing inventory by having components arrive exactly at the moment they are needed and finished goods shipped as soon as they leave the assembly line

(5) Bullwhip Effect: 牛鞭效应, Distortion of information about demand for a product as it passes from one entity to the next across the supply chain

(6) SCM Applications:
- Supply chain planning systems, 供应链规划系统, Generate demand forecasts for a product (demand planning) and help develop sourcing and manufacturing plans for that product.
- Supply chain execution systems, 供应链执行系统, Manage the flow of products through distribution centers and warehouses to ensure that products are delivered to the right locations in the most efficient manner.

(7) Push vs. Pull Based Supply Chain
- Push-based model: Production master schedules based on forecasts of demand for products, and products are “pushed” to customers.
- Pull-based model: Supply chain driven by actual customer orders or purchases.

(8) Supply Chain Management Benefits:
- SCM systems can provide the firm with more accurate information and efficient processes for reducing inventory levels, improving delivery schedules, and matching supply to demand. By implementing a networked and integrated SCM system, companies can reduce costs, increase revenues, improve service, speed their products’ time to market, and use their assets more effectively.

| 重点 | 企业资源计划（ERP）、供应链管理的思想 |
| 难点 | 牛鞭效应 |
| 案例分析 | Case Study: Enterprise Integration: The Pepsi Challenge (in Text) |
| 习题 | Exercise - chapter 10 |
| 课后阅读材料 | Wal-Mart gets tough on RFID, [http://www.informationweek.com/showArticle.jhtml;articleID=205900561](http://www.informationweek.com/showArticle.jhtml;articleID=205900561) |