

John P. Healy
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Susan Buki

Enterprise-Level Business System

An enterprise business system is an old concept corporations have wanted for a long time but the technology was not available. The idea of being able to link everything from human resources, customer care, inventory control, sales and any other process is a dream large corporations have dreamed about for many years. The idea of being able to link Manufacturing Resource Planning (MRP), Enterprise Resource Planning (ERP), and Customer Relationship Management (CRM) into one software package is one piece of software that is quit large and well developed. I will compare and contract the three parts of this software and give a expiation on why it is not feasible to use such a piece of software in a large world corporation.

The first part of the software must link MRP, ERP and CRM. To do this one must have a complete understanding of the three processes and have intimate knowledge of the process involved in the three processes. Take for an example the first part MRP, “The ultimate goal of implementing MRPII is to reduce inventory, improve customer service level, and raise productivity (ling X. Li; Sohail S. Chaudhry; Peggy E. Chaudhry; Yunfeng Wang)”. What this piece of software is trying to accomplish is a simple but complex task. The idea of linking inventory, customer care, and to raise productivity is a fare-reaching goal and a very complex process. The second part of the software is ERP,

Is an information system that manages, through integration all aspects of a business including production planning, purchasing, manufacturing, sales, distribution, accounting and customer service...Different functions are linked by the system to one another and to the database...ERP streamlines data flow throughout the entire organization and allows manages direct access to real-time operations. Throughout

data integration, ERP eliminates counter-production processes and cross-functional coordination problems that hinder the integration of the organization. (Cheen Sheu; Hsiuju Rebecca Yen; Dennis W. Krumwiede).

What the above excerpt means is part of the process takes a database and all information for the program comes from a single large database. This allows for the information to be in one place and live so the different business process all access the same data and allowing for a faster and more reliable set of data because this process does not allow shadow databases to be present. The third part of the program is CRM, “ ‘relationship marketing’ and just what it means and how we can reach the ultimate summit in marketing—the perfect relationship with ‘customers of life’ (Richard Batteredly)”. This excerpt means the ultimate goal of CRM is to make a single person believe a business sole responsibility is to make the one person satisfied with the business.

Now we have an understanding of the three parts of this program I can now explain how the three parts will work together. What a person must understand is two parts are really subset of one of them. The parts CRM and MRP are a subset of ERP. In order for ERP to be feasible the two subsets CRM and MRP must be included in the program. This is because the ERP is the overall idea behind the one massive program whose sole responsibility is to be all-inclusive in all parts of a corporation’s process from a point of sale to the board of directors’ decision to move a processing plant overseas in order to cut the bottom line on investment. Because of the size and complexity of the program and human nature when it comes to programmers and project managers a program of this scope is next to impossible to create a single program whose sole job is to be marketed to all corporations as a fix all and a way to link everything together. There are way too many cultural differences in so many countries to make a single program that includes how all corporations work without taking into consideration the cultural differences of each worker. One cannot make a black box whose sole responsibility is to make everything work for every situation accruing in a

corporation who does business on the world market. Now if a corporation was only doing business in one country then a program can be written and is written for the ERP because the basic business idea in one county does not change much from one business to another business. But because corporations are moving parts of the corporation business overseas to third world countries the same software that worked in one country will not work in the third world countries because of the cultural differences of the people in the third world country.

No universal ERP system can be implemented in different countries successfully without resolving misfits resulting from national differences, as an example, the business models, including the operating processes underlying most ERP software packages, reflect European and US industry practices. Such operating processes are likely to be different in Asian countries, having evolved in a different cultural, economic, and regulatory environment. Multinational ERP implementation involving international facilities must first resolve national differences (Cheen Sheu; Hsiuju Rebecca Yen; Dennis W. Krumwiede).

This excerpt is just one example of people giving reasons why ERP does not work when a corporation tries to move the ERP software to include all of the countries the corporation does business in.

There is a good side to ERP software. The good side is that the global corporations who use the ERP software are paying companies to create a piece of software whose sole responsibility is to have a single business process in a program code and have to work in all the countries in the world. Even though the software is not created yet at least there are corporations paying for the development of such a program. One day there may be such a program but in today's global market place no such program exists because of the complexities involved in such a piece of software. When a software company does create the mother of all software programs the ERP software that

encompasses all business practices anywhere in the world and does this correctly and can make the price of the software reasonable the software company will have every world corporation buying the software and they would have created the mother of all programs.

Work cited

Chwen Sheu; Hsiuji Rebecca Yen; Dennis W. Krumwiede. The effect of national differences on multinational ERP implementation: an exploratory study. Total Quality Management & business Excellence. August 2003 v14 i6 p641(17). 9/23/2003.

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