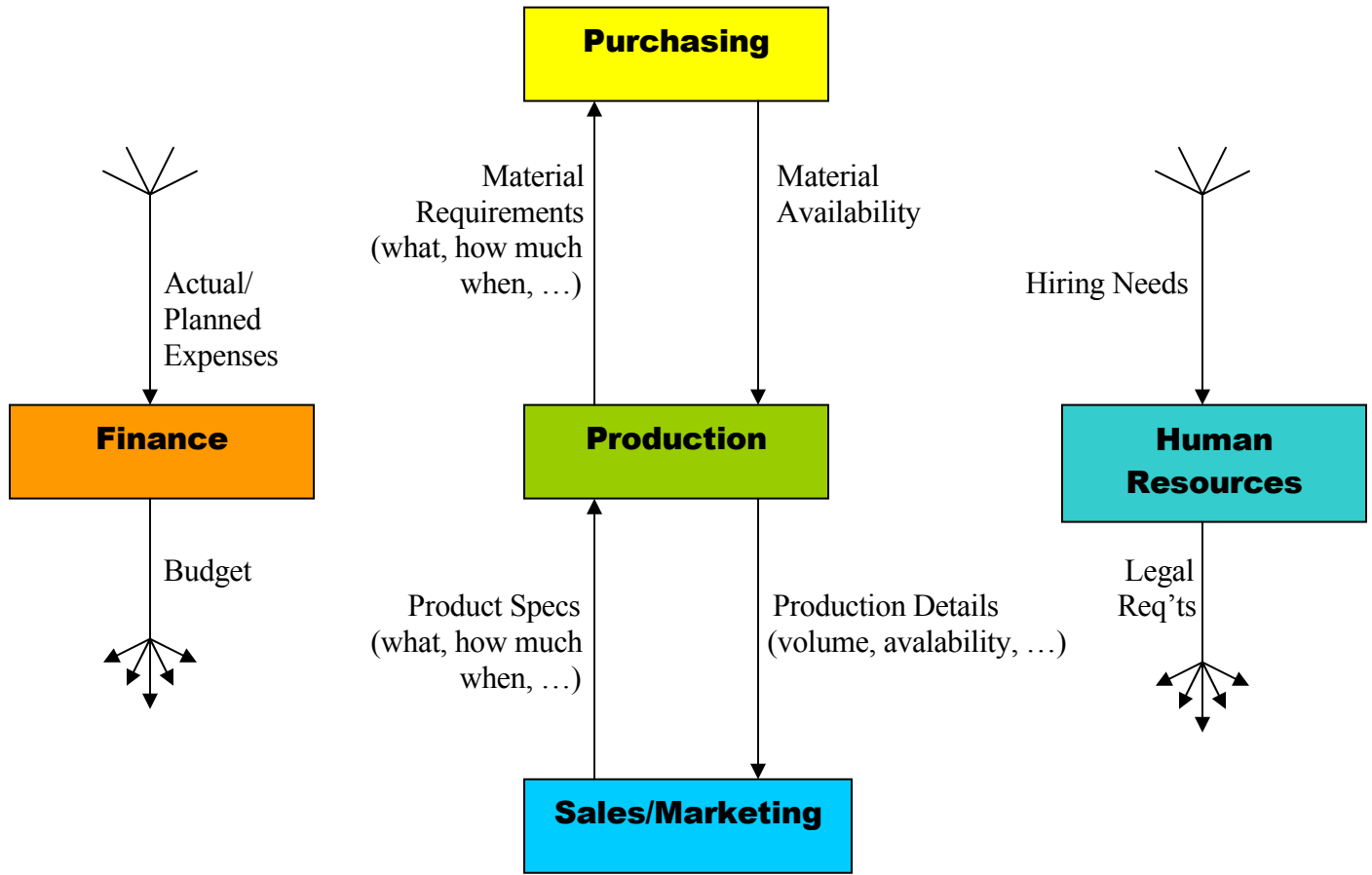


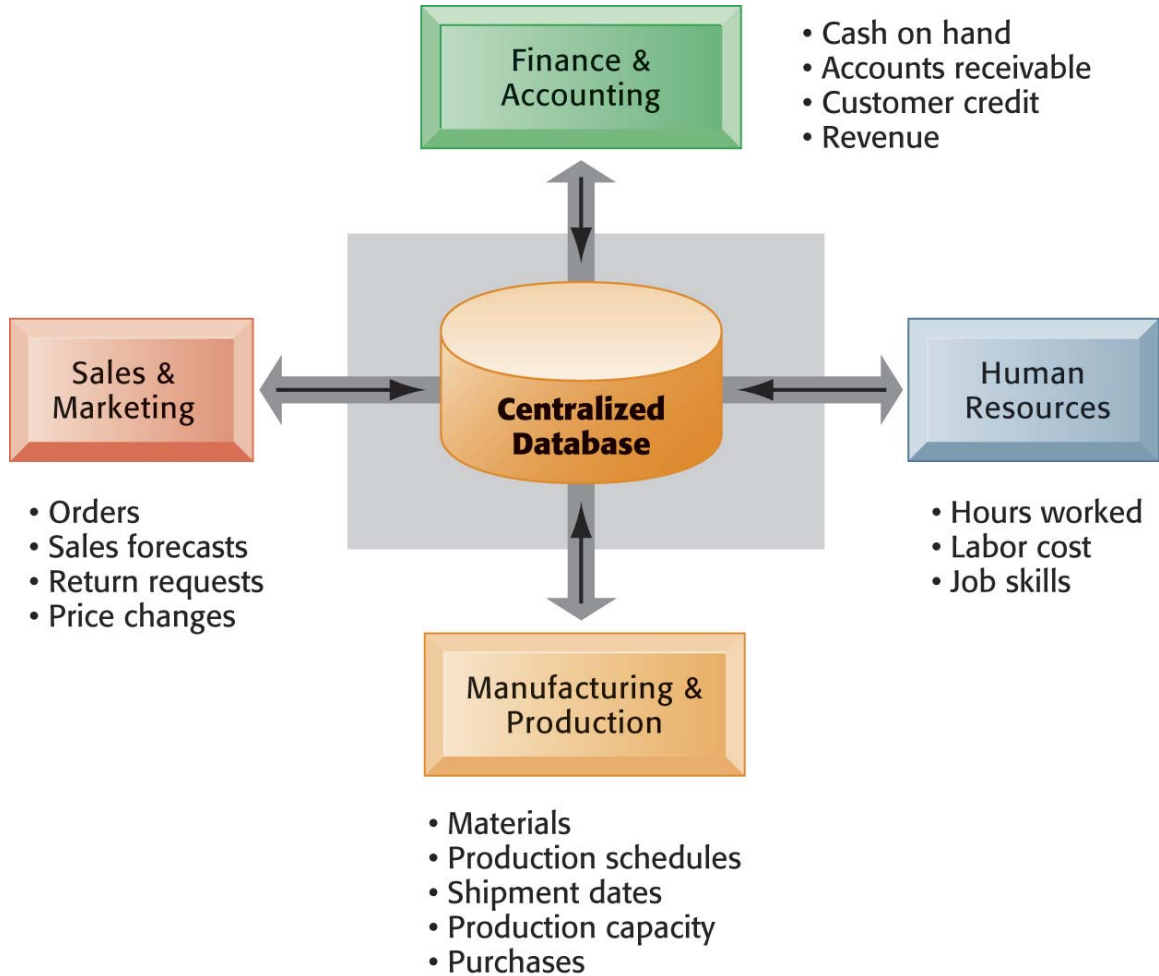
Enterprise Resource Planning



Organizations: Systems of Information Flows



The Role of *Central Repository* in ERP



Varieties of Enterprise Systems

ERP (Enterprise Resource Planning)

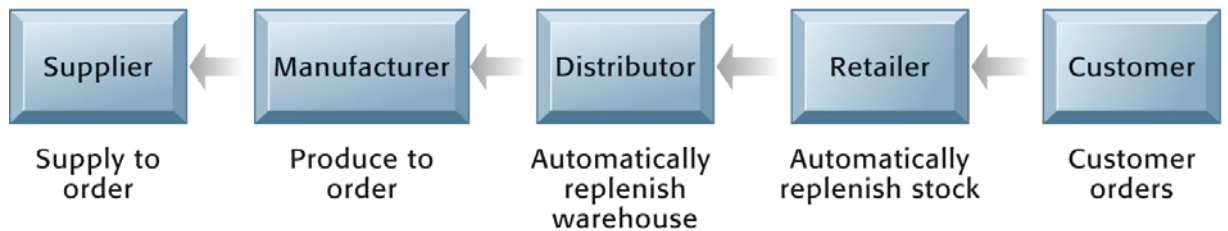
SCM (Supply Chain Management)

- Push-based → Supply-Driven → Build-to-stock
- Pull-based → Demand-Driven → Build-to-order

Push-Based Model



Pull-Based Model



CRM (Customer Relationship Management)

Operational CRM	Analytical CRM
Selling	Analyzing Sales
Customer Support	Analyzing Customer Support Patterns
.....

The Bullwhip Effect in Supply Chains

