

1. What is EDI (Electronic Data Interchange)?

As implied in the word electronic – Electronic Data Interchange is a method that cooperating companies use to exchange documents and other information by computer or other digital electronic devices.

a. What are some of the benefits companies realize when implementing EDI?

Some notable benefits of using EDI are: faster exchange of information, paperless, more reliable, updated.

All of these factors contribute in cost savings for a business. EDI can also benefit a company by generating revenue. Because some of the interfaces for an EDI system are web based, a company can reach a bigger audience and also perform work 24/7.

b. Compare a paper-based common business process with the same process using EDI. Identify the process and list the steps for the paper-based process and the EDI process.

Paper base (Renting)	EDI Process
Fill out a paper based application (day 1)	Fill out an online application – online application extracts information fro credit check, and extract deposit from bank account once approved. Email notification sent to tenant to give status and other important information . (less than a day)
Deliver it to the property manager (day 1)	
Property manager runs credit check (day 2)	
Once Approved give deposit (day 3)	

c. What are the alternatives to EDI? Why is EDI better/worse?

Companies can always use fax machines, email, and regular mail to exchange documents. Electronic Data Interchange makes the transmission and processing of documents much faster, accurate, and safer. EDI also allows businesses to integrate other business functions like accounting and tracking. EDI can improve a business and make it function better.

d. What does a customer relationship manager do? Who could use a CRM?

A customer relationship manager develops and implements strategies for providing excellent customer services. Any company that interacts heavily with customers, for example retail stores, could use an Customer Relationship Manger.

e. What are some of the qualifications needed for this position?

According to glassdoor.com , Bachelors degree in Management or similar degree and at least 2 years experience in a leadership role.

Project Management Skills

f. What are some of the job responsibilities for this position?

The same job description list the following job responsibilities.

Develop a Customer and Supply Chain Strategic Plan

Manage the customer service supply team

Create a positive and productive team environment

Continuous Process Improvement

2. Explain supply chain management. a. What is the digital supply chain?

Supply chain management involves optimizing the flow of products from the source to the customer.

Digital supply chain is the process of the delivery of digital media, be it music or video, by electronic means, from the point of origin (content provider) to destination (consumer). ¹

3. Go to the Oracle website, view information about their cloud-based Supply Chain Management (SCM) solutions. a. Select a client case study/story and briefly discuss what problem(s) or challenge(s) the company was experiencing, what solution(s) were made available by Oracle's product, and what benefits/results were realized. ²

The client that I have selected is Guangdong Cheng Jia Technology. Some of their business challenges as outlined on the website were: ³

- Enhance the collaboration of business functions — such as financial, logistics, and supply chain management — to improve overall project management efficiency
- Enable executives to make better and more timely decisions by leveraging real-time reporting and analytics
- Gain deeper insight into the inventory and purchasing of home décor materials to boost competitive advantage

Oracle Solutions used were:

by deploying Oracle Enterprise Resource Planning Cloud, Enterprise Performance Management Cloud and Oracle Supply chain Management Cloud the company met the demands of their business and supported high revenue growth.

Some results the company achieved were:

- Streamlined all key end-to-end business processes, enabling all employees across 35 cities to securely and easily access a single source of business information—including information on finance, supply chain, procurement, planning, and budgeting.
- Improved operating efficiency and profitability by enabling executives to easily view and track the financial information of specific home décor projects throughout their lifecycle
- Ensured material supplies for thousands of decoration projects.

1 https://en.wikipedia.org/wiki/Digital_supply_chain

2 <https://www.oracle.com/applications/supply-chain-management/>

3 <https://www.oracle.com/customers/cheng-jia-5-pbcs.html>

4. Go to the Oracle Netsuite website. Read about Enterprise Resource Planning (ERP), what it is, it's history and it's business value.

Enterprise Resource Planning systems serves as a multi-functional enterprisewide backbone that integrates and automates many internal business processes and information systems within the manufacturing, logistics, distribution, accounting, finance, and human resource functions of a company.⁴

a. Click on the Customers link in the top menu for Customer Testimonials and Success Stories. Select a story from an industry you select. Identify the industry and the client and briefly discuss what problem(s) or challenge(s) the company was experiencing, what solution(s) were made available by NetSuite, and what benefits/results were realized.

The company that I chose is Docusign. Docusign decided to move to the cloud and was experiencing problems integrating and managing its global subsidiaries and processing internationally currency transactions. . NetSuite OneWorld was used solve Docusign's problems. Docusign's software enables people to electronically sign documents. It is used in many industries. One is the financial industry. Banks use the software to process loan documents.⁵

5. Go to the Salesforce website. This company is the #1 leader in Customer Relationship Management (CRM) solutions.

a. On the website, go to the Customers link and click on Small Business. Select a "trailblazer" story and briefly discuss how Salesforce made a difference in that business's approach to CRM. In what area of the business do they use Salesforce solutions?

One of the trailblazers listed on Salesforce website is Adidas a sports retailer. Adidas is transforming from physical stores to digital stores and Salesforce software is helping in their digital transformation.⁶

b. Then go back and click on Enterprise to view the "trailblazer" stories for larger companies and discuss the same content. (3 points)

Amazon decided to use Salesforce as its' CRM software platform rather than build their own. Amazon has 14 billion in revenue and grew the business using Salesforce to as a flexible platform that it is now using in the cloud.⁷

4 Information Systems Course Textbook, pp. 337

5 <http://us-approval.netsuite.com/portal/customer-testimonials/docusign-software.shtml>

6 <https://www.salesforce.com/customer-success-stories/adidas/>

7 <https://www.salesforce.com/customer-success-stories/aws/>

6. The ability to accurately forecast demand is a major issue for an enterprise. Go online and research which technologies companies are employing today to improve this aspect of their supply chains. Use the search term “supply chain forecasting software” or “demand forecasting supply chain”. List 3 technologies - give the vendor/developer name, the technology/application name and its type/function.

Vendor/Developer Name	Technology/Application	Type/Function
Stock IQ Technologies	Stock IQ	Technologies is an intelligent supply chain planning software solution for Demand management, Replenishment planning, Supplier planning, Promotion Planning and monitoring, Inventory planning and Performance monitoring. ⁸
FutureMargin	FutureMargin	provides statistical demand forecasts for e-commerce stores to optimise inventory stock levels. Demand predictions are computed with cutting edge machine learning algorithms using historical store data. ⁹
Halo	Halo	Data warehousing tool that simplifies data integration and data quality, providing a complete supply chain intelligence solution. ¹⁰

8 http://unbouncepages.com/stockiq-supply-chain-management-gdm/?directory=demand_planning&utm_source=capterra
<https://www.capterra.com/demand-planning-software/>

9 <https://www.capterra.com/demand-planning-software/>

10 <https://www.capterra.com/p/148802/Halo/>
<https://www.capterra.com/demand-planning-software/>