

Enhancing Business Processes Using Enterprise Information Systems

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CORE BUSINESS PROCESSES AND ORGANIZATIONAL VALUE CHAINS



Traditionally, companies are organized around five distinct functional areas:



marketing and sales,



supply chain management



manufacturing and operations

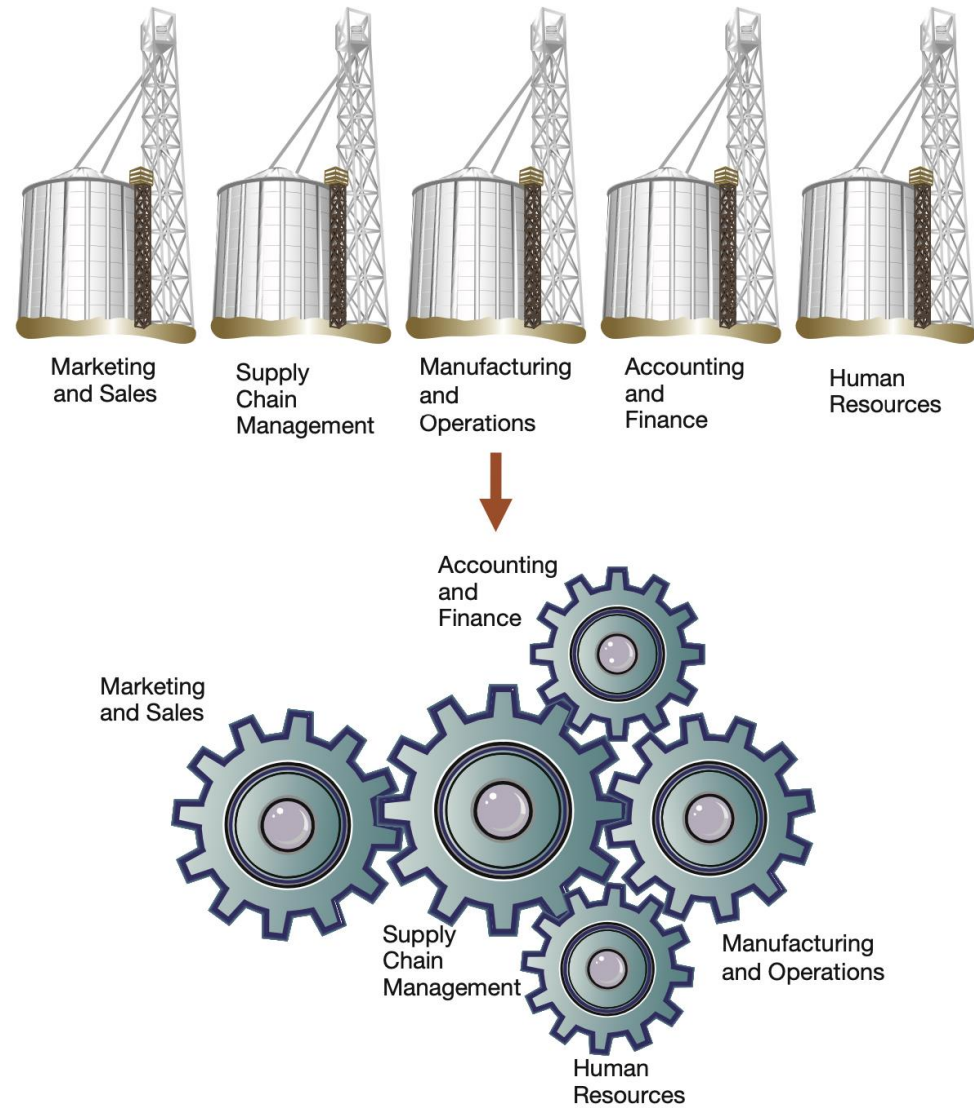


accounting and finance

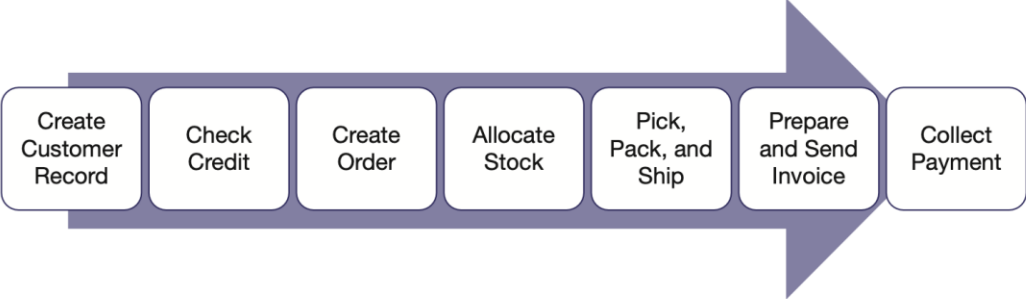


human resources.

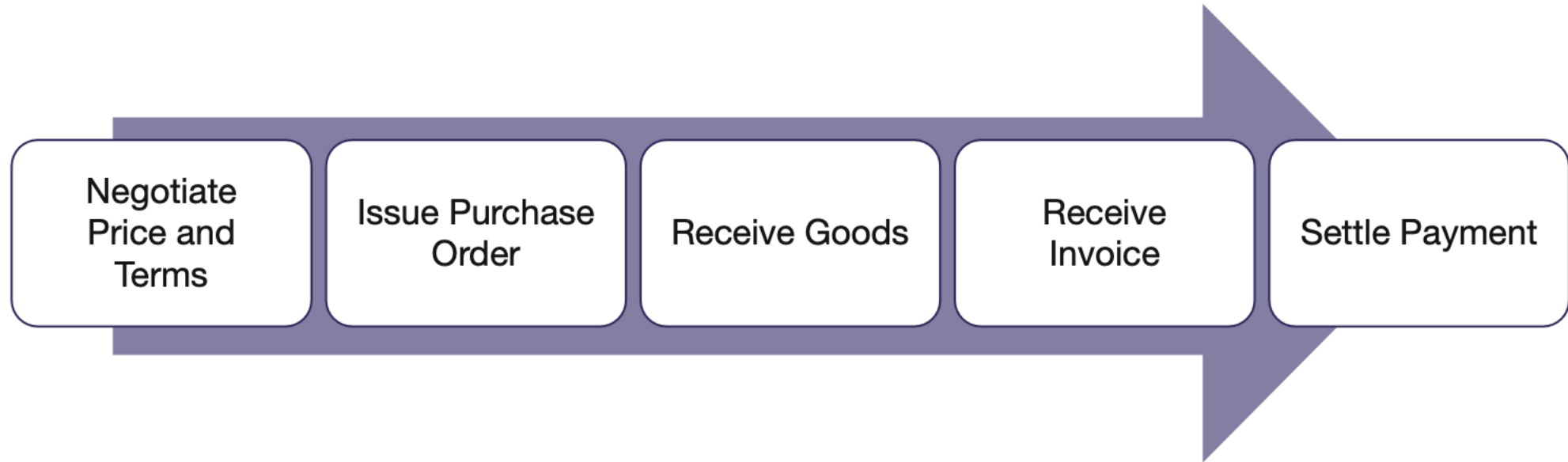
A company's functional areas should be interrelated.



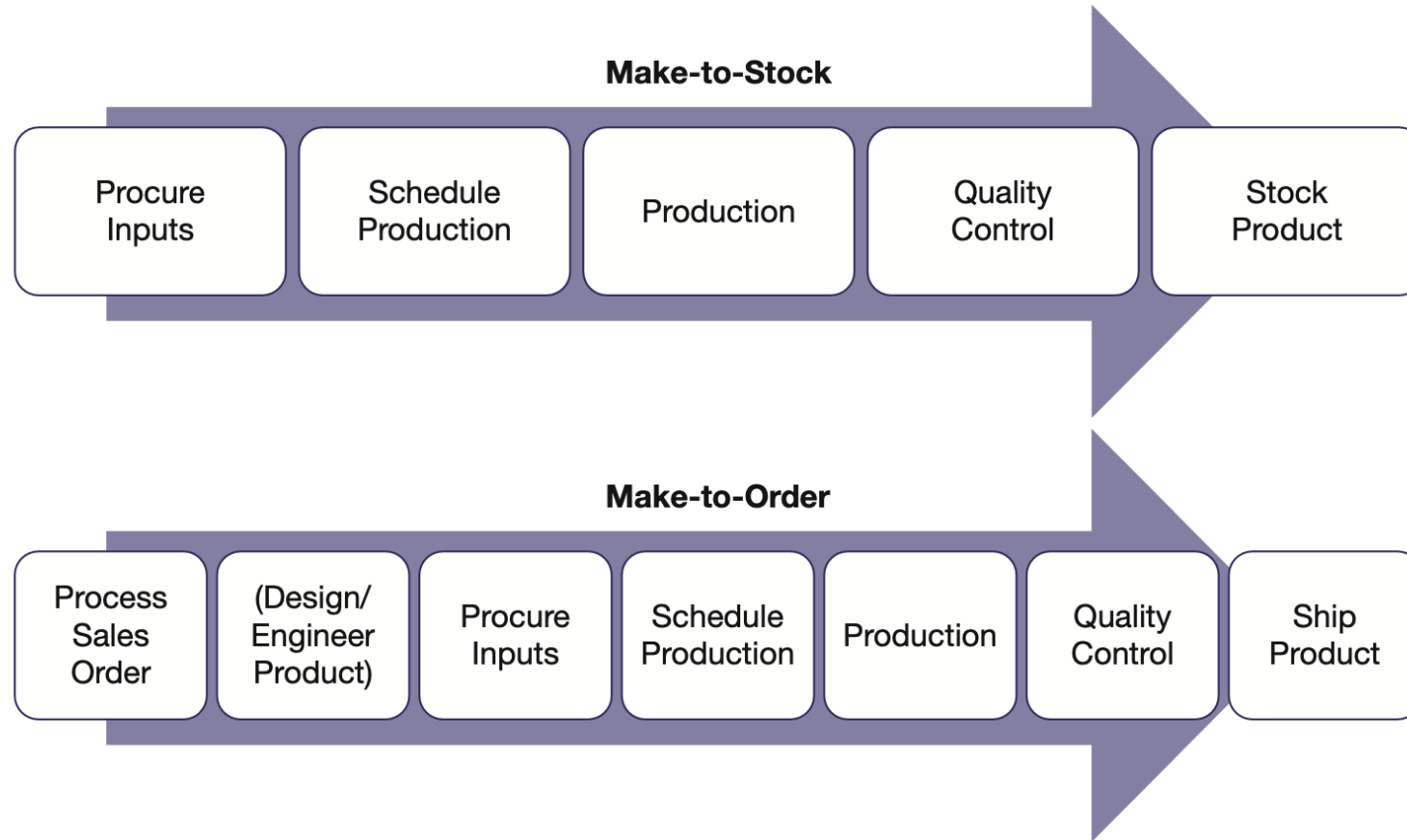
The order-to-cash process.



The procure-to-pay process.



The make-to-stock versus the make-to-order process.



Supply chain of a book

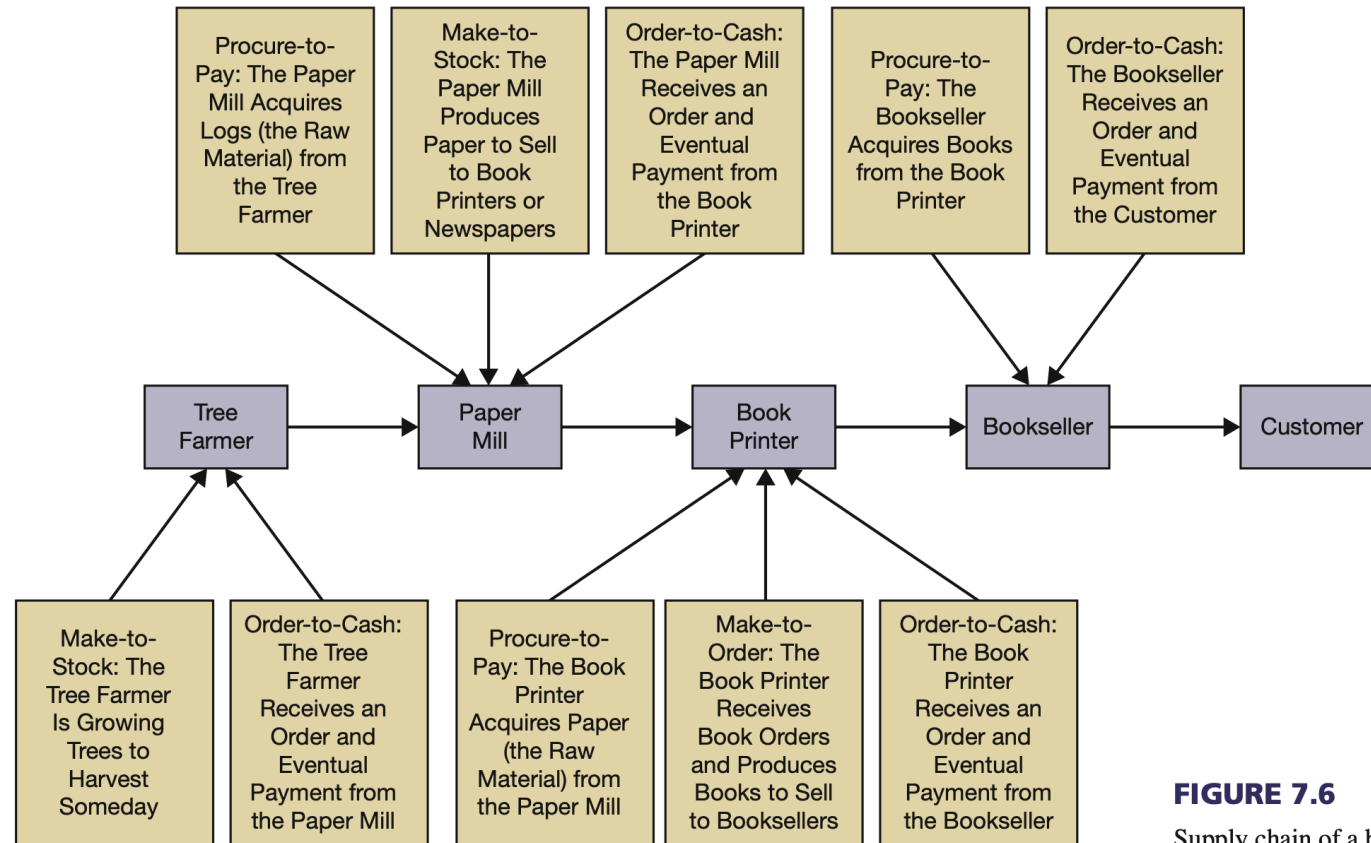
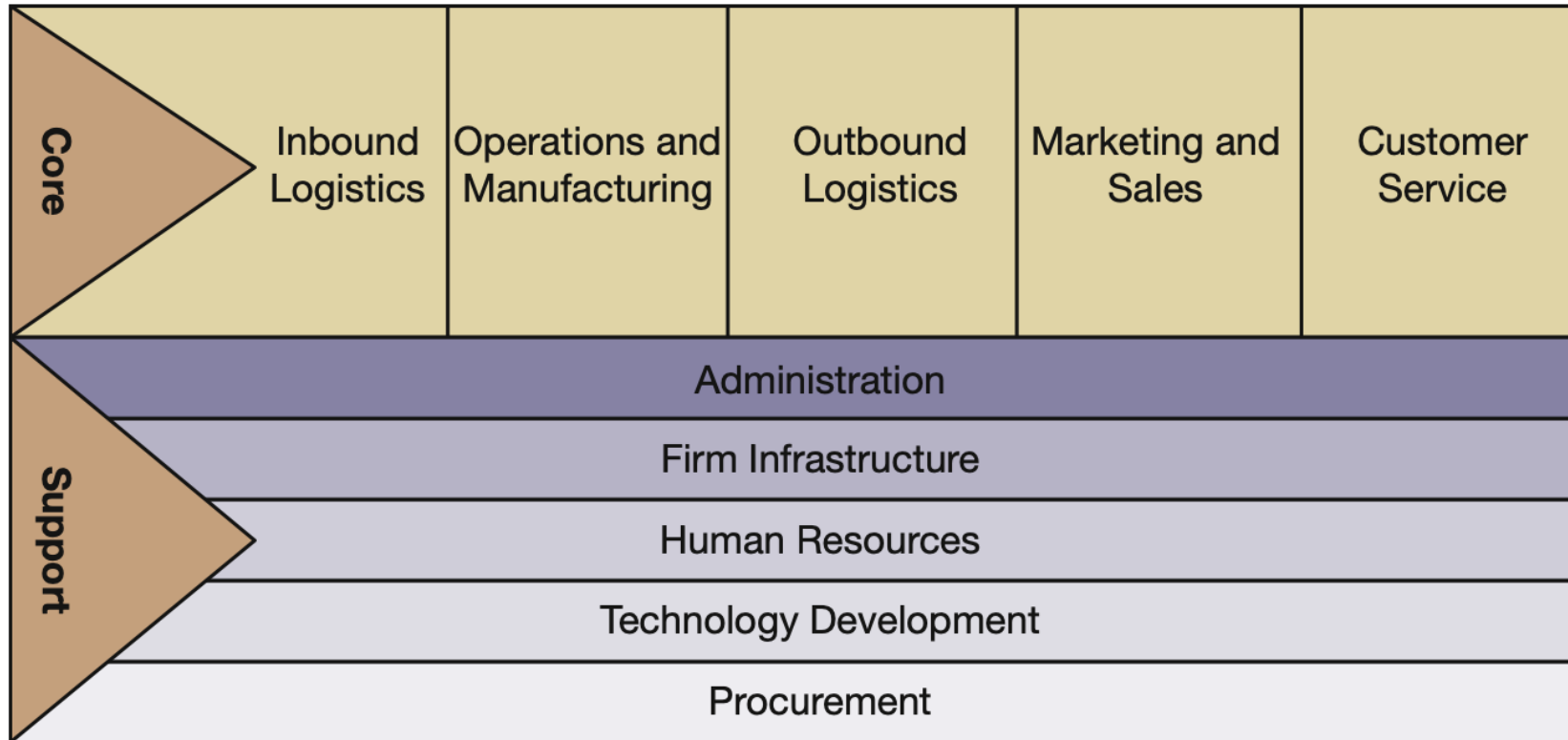


FIGURE 7.6
Supply chain of a book.

Value chain framework.

Source: Based on Porter and Millar (1985).



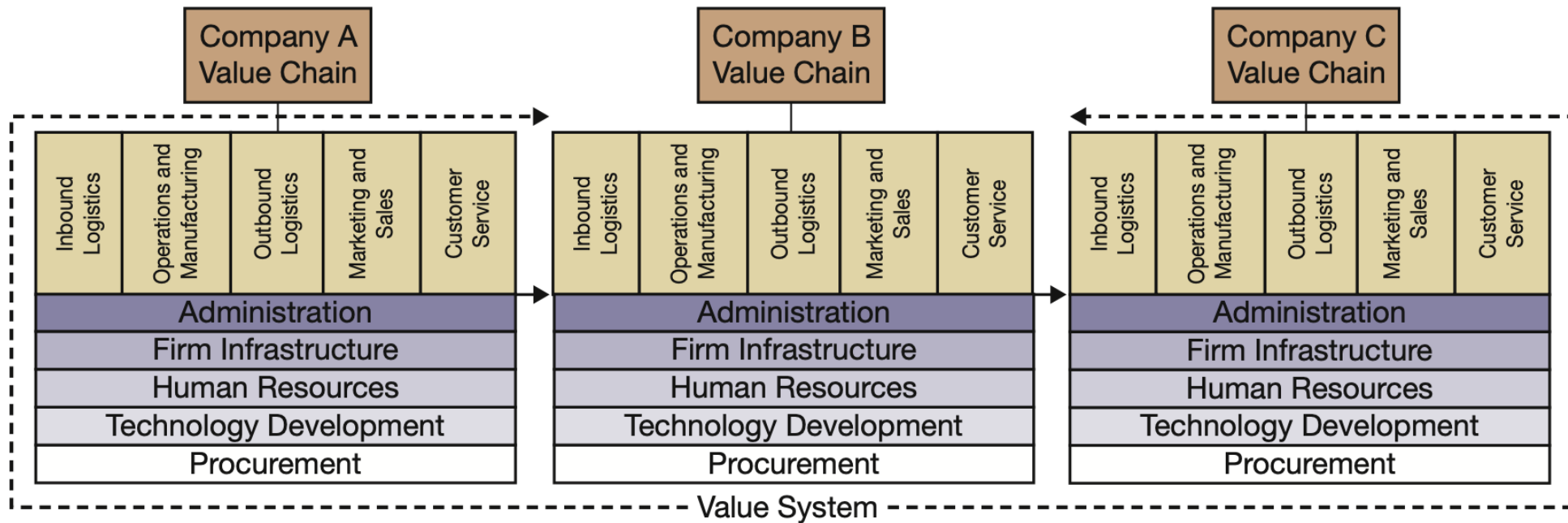


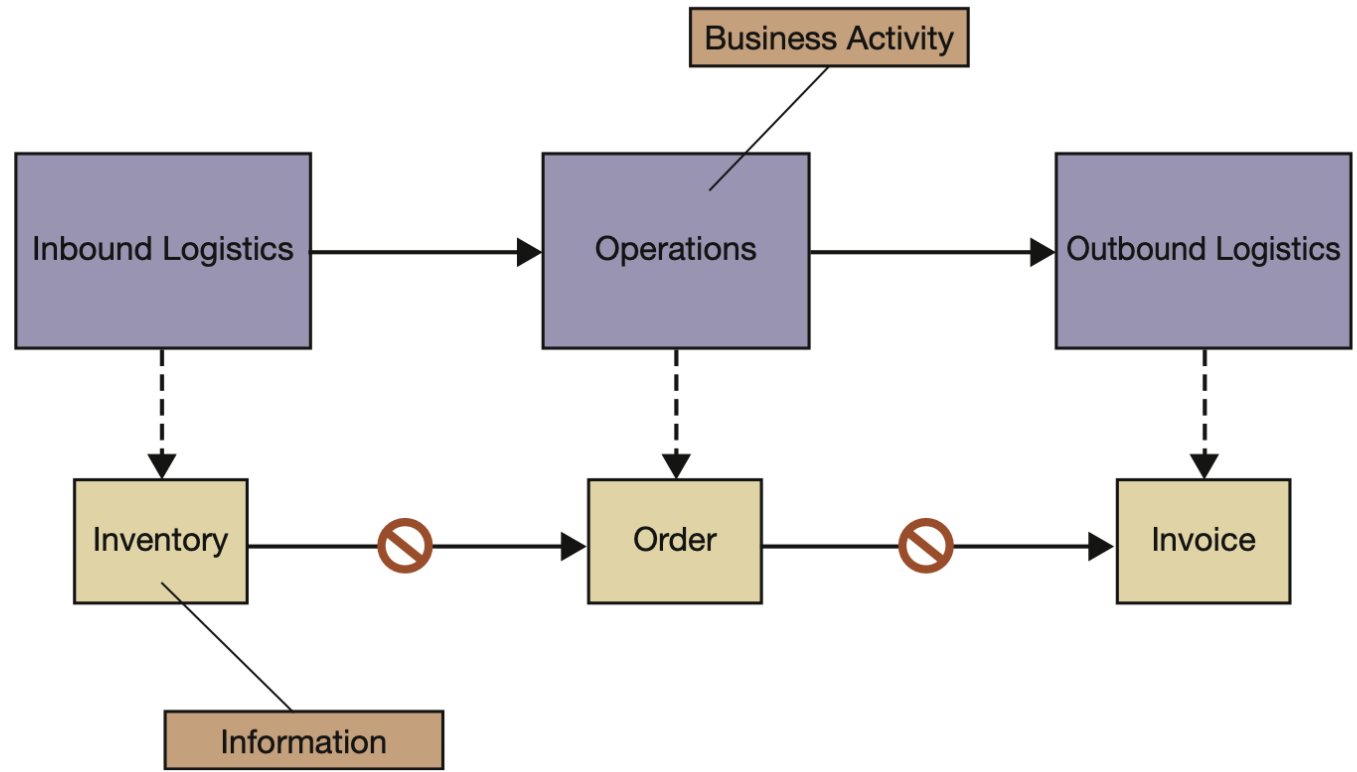
FIGURE 7.8

Three companies combine their value chains, forming a value system.

Source: Based on Porter and Millar (1985); Christensen (1997).

FIGURE 7.9

Information flows using standalone systems.



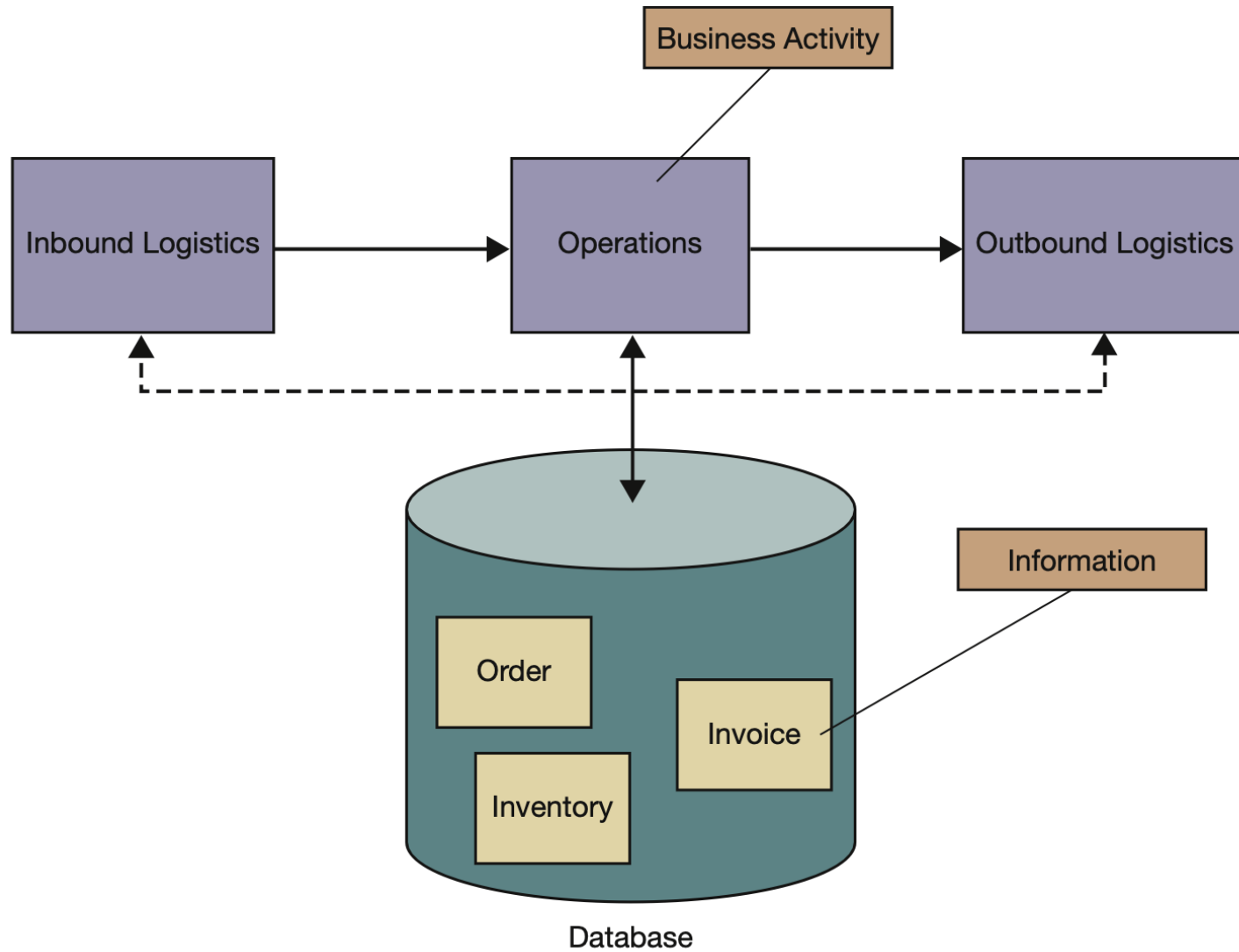
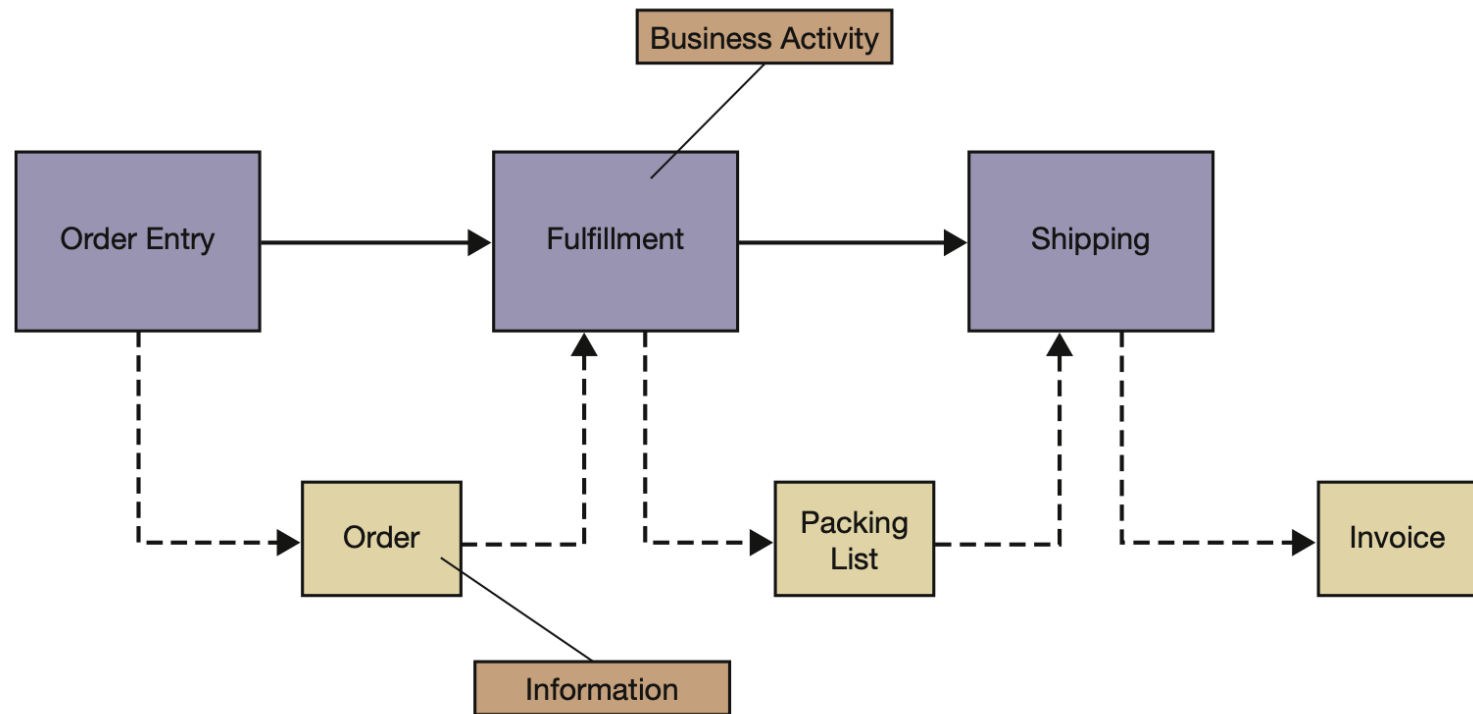


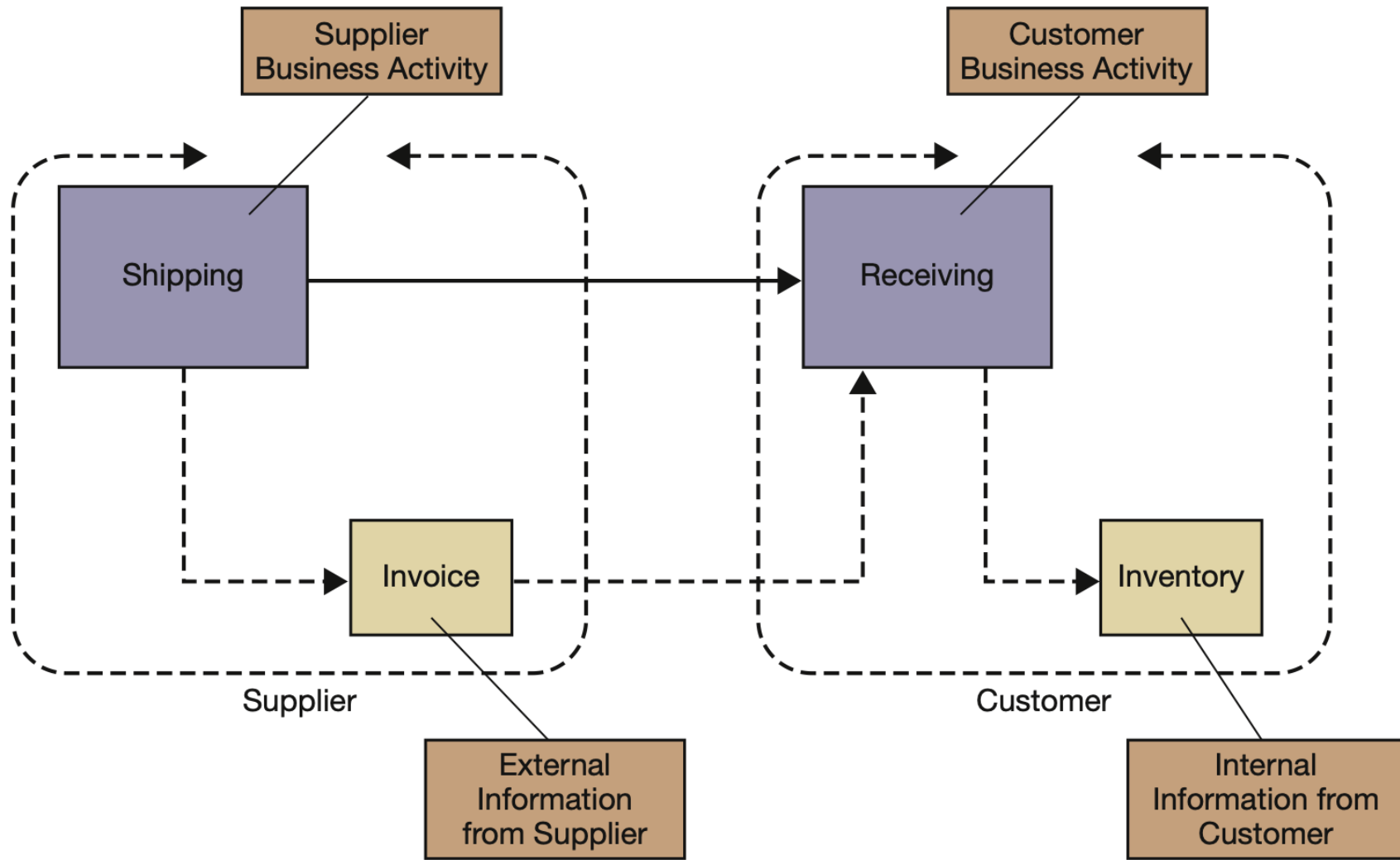
FIGURE 7.10

Enterprise systems allow companies to integrate information on a company-wide basis.

FIGURE 7.11

Information flow for a typical order.





Amazon Go



Terima Kasih