

1. Record Nr.	UNINA9910254819703321
Autore	Gronwald Klaus-Dieter
Titolo	Integrated Business Information Systems : A Holistic View of the Linked Business Process Chain ERP-SCM-CRM-BI-Big Data // by Klaus-Dieter Gronwald
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2017
ISBN	3-662-53291-3
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (XXIII, 200 p. 115 illus.)
Disciplina	658.70285
Soggetti	Application software Data mining Business logistics Management information systems Information Systems Applications (incl. Internet) Data Mining and Knowledge Discovery Supply Chain Management Business Information Systems
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Introduction -- Role Based Business Simulation -- Preparation and initiation -- Development and implementation of an ERP strategy -- Game Round 1 - Supply Chain not optimized -- Development and implementation of a SCM strategy -- Game Round 2 -- Development and implementation of a CRM strategy -- Game Round 3 – CRM-SCM integration -- Business Intelligence and Big Data Analytics -- Game Round 4 – CRM-Big Data integration -- Part II - Theoretical Background -- ERP – Enterprise Resource Planning -- SCM – Supply Chain Management -- CRM – Customer Relationship Management -- BI – Business Intelligence -- Big Data Analytics -- Part III – Simulation Information Material -- Post-Merger Initial Situation – Alpha Beer -- Post-Merger Initial Situation – Green Beer -- Post-Merger Initial Situation – Royal Beer -- Post-Merger Initial Situation – Wild Horse Beer -- Freight and Distribution Logistics -- kdibis.com -- Part IV -

---

Sommario/riassunto

Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Customer Relationship Management (CRM), Business Intelligence (BI) and Big Data Analytics (BDA) are business related tasks and processes, which are supported by standardized software solutions. The book explains that this requires business oriented thinking and acting from IT specialists and data scientists. It is a good idea to let students experience this directly from the business perspective, for example as executives of a virtual company. The course simulates the stepwise integration of the linked business process chain ERP-SCM-CRM-BI-Big Data of four competing groups of companies. The course participants become board members with full P&L responsibility for business units of one of four beer brewery groups managing supply chains from production to retailer.

---