

# [Information systems supporting business processes](https://assignbuster.com/information-systems-supporting-business-processes/)

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Information Systems Supporting Business Processes University of Phoenix CIS/205 October 18, 2010 Information Systems Supporting Business Processes Information systems are essential for sustaining the functions in a business organization. How well a company chooses suitable information systems can make the distinction between a mediocrity and superiority. This paper will identify information systems, describe how they support business organizations, and discuss their strengths and weaknesses. Indentifying Information Systems

Information systems are put into operation within organizations with the intention of improving the effectiveness and competency of that organization. Capabilities of the information system and characteristics of the organization, people, and implementation methodologies collectively establish the magnitude to which that idea is achieved. A long-standing ambition for information systems is to automate any area of the enterprise or economy where a task may be accomplished by a computer system as well as by a person.

When such automation cannot be attained, information systems nonetheless are utilized to support personnel and executives in making effective decisions about the business. An example of the components that may comprise an information system is presented in Figure 1 below. Figure 1 Information System Support For a local business-to-business (B2B), high-end telemarketing firm, as in any business organization, data is the most important thing.

The critical goal of data is to present useful, precise information in support of knowledge. The objective for the B2B telemarketing firm is to unite one business (the client with a service, product or solution) to another business (the prospect with a pain or a need). The telemarketing firm developed a web-based proprietary application similar to a common Customer Relationship Management (CRM) application. The proprietary application acts as an interface (GUI) between a database and the telemarketing agent making the calls.

Due to the unique nature of the B2B telemarketing business, the proprietary application is highly sophisticated with countless features and functions. Built within the application is the ability to import, filter, call, schedule, reschedule, manage, create and modify data just to name a few. All of which, plus scores more, are necessary processes preformed to collect, update and nurture data that will be utilized for effective lead generation.

The quality of the leads is dependent upon the accuracy of the stored data. The proprietary application automates these processes with little human effort. Strengths and Weaknesses At first thought it seems advantageous to develop a web-based proprietary application in-house to fulfill the needs of an organization. Developing the application in-house minimizes outsourcing or open-sourcing costs. There is no limit to the amount of customization that can be performed.

The application can be modified at any given time to meet ever-changing needs. There are virtually no boundaries to what can and cannot be done. With a few changes to the code integration with any type of information system component is achievable. Possibilities are endless. The motivation to develop the proprietary application is precisely the explanation for it becoming the never-ending IT project. The room for improvement lies within the completion of development, or in the termination of the project.