

Information systems supporting business processes

[Business](#), [Strategic Management](#)



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. Identifying
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 performed 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.