

Customer relationship management and business intelligence

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



In the context of ERP, business intelligence technologies are useful in providing, historical, current, and predictive views of business operations specifically “ online analytical processing, analytics, data mining, business performance management, benchmarking, text mining, and predictive analytics (Wikimedia Foundations, Inc.).

Through business intelligence, companies would be able to determine trends and conditions of customer behavior so that it can plan well on logistics, production, and distribution. For example, BI technologies enable a company to note the preferences of the customer as to distribution channels. Through this, the former can make the best decision in reaching its current and potential customers. Most importantly, business intelligence allows companies to take note of any change in the behavior and preferences of customers and enables them to adjust accordingly.

2. Business Intelligence & Enterprise Systems Integration Solutions: Fill in the following:

3.

BI Software & Vendor

List FIVE descriptive points taken from the research

Business Solution

- Industry & Client Type

1. SAS Company

(example of SAS software: SAS® Telecommunications Intelligence Solutions

1. SAS is the first company to call when you need to solve complex business problems, achieve key objectives, and more effectively manage your information assets.

Source: <http://www.sas.com/software/>

2. Program Performance Management - SAS solutions help program managers manage their complex contracts more effectively by monitoring key performance indicators

3. The SAS® for Spare Parts Optimization solution helps aerospace and defense companies optimize their supply chain and maintenance operations so they reduce costs while sustaining a high level of service

Source: <http://www.sas.com/industry/aerospace/index.html>

4. SAS for banking - A proven path to better risk management, stronger customer relationships, clear competitive differentiation, and greater profit margins'

Source: <http://www.sas.com/industry/banking/index.html>

5. SAS® Telecommunications Intelligence Solutions give you the insight you need to effectively implement business strategies, retain and nurture customer relationships, and maximize profits. This family of flexible, extensible solutions includes prebuilt, telecommunications-specific data and analytical models, as well as streamlined processes and techniques that speed up both implementation and results, giving you a fast track to significant ROI.

Source: <http://www.sas.com/industry/telco/index.html>

Banking - Visa, Agata

Capital Markets - Hua Nan Financial Holding Company

Communications - Vodafone

Education - Bryant University

Government - Korean Customer Service

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Health Care - Excellus BlueCross BlueShield

Insurance - Standard Life

Life Sciences - Livzon Pharmaceutical Group

Manufacturing - GE Consumer & Industrial

Retail - Brooks Brothers

Services - ChinaHR. com

Utilities - ODEC

Source: <http://www.sas.com/success/>

4. Reduce costs and increase efficiency by creating a self-service reporting platform that reduces the demand on IT while enabling insurers to make more timely decisions on claims, quickly analyze sales agent performance and serve customers more efficiently

5. Make planning easier by augmenting or replacing cumbersome spreadsheet-based systems with flexible, connected planning software that reduces consolidation, close and reporting cycles by days or weeks

Banking

Chemicals and Petroleum

Consumer Products

Defense

Education

Government

Healthcare

Hospitality and entertainment

Insurance

Manufacturing

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Pharmaceuticals and life sciences

Retail

Supply chain

2. 2. SAP

(example of software: SAP BusinessObjects business intelligence solutions

1. Leverage SAP BusinessObjects business intelligence (BI) solutions that can empower your users to make effective, informed decisions based on solid data and analysis.

2. SAP BusinessObjects BI OnDemand – Explore, report, and share data with the SAP BusinessObjects BI OnDemand solution. Its a comprehensive business intelligence solution in a software-as-a-service (SaaS) model that helps users get up and running in minutes.

3. SAP BusinessObjects BI OnDemand for Salesforce. com – Leverage your data in Salesforce for faster, more robust sales reporting – transforming customer relationship management (CRM) data into a strategic asset.

4. SAP BusinessObjects information management (IM) solutions that can help you deliver integrated, accurate, and timely data – both structured and unstructured – across your enterprise

5. SAP BusinessObjects enterprise performance management solutions – Capitalize on the value of your corporate data, enabling your organization to become more agile and competitive by providing organizational alignment, visibility, and greater confidence.

Source: Source: [http://www. sap.](http://www.sap.com/solutions/sapbusinessobjects/ondemand/index.epx)

[com/solutions/sapbusinessobjects/ondemand/index. epx](http://www.sap.com/solutions/sapbusinessobjects/ondemand/index.epx)

Transportation

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Healthcare

Banks and Other financial services

Government

Retailing

Hospitals

Security and Defense

CRM Software & Vendor

1. Oracle

(software: Siebel Customer Relationship Management (CRM) Applications

1. Oracles Siebel CRM helps organizations differentiate their businesses to achieve maximum top-and bottom-line growth

2. Comprehensive on-premise and on-demand CRM solutions

3. Tailored industry solutions

4. Role-based customer intelligence and pre-built integration

5. Enhance productivity by uncovering hidden demand and focusing on more of the right leads

Source: <http://www.oracle.com/us/products/applications/siebel/index.htm>

Aerospace and Defense

Automotive

OEM

Telewest

Source: <http://www.amdocs.com/About/Pages/Customer-List.aspx>

3. HP (PeopleSoft)

1. With HP, you have an IT partner committed to providing innovative and proven solutions that provide measurable, bottom-line improvements.

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2. Consolidate disparate business processes, applications, and IT platforms to improve agility, boost responsiveness and accelerate time to market
3. Reduce costs to maintain EBITDA (earnings before interest, taxes, depreciation, and amortization)
4. Implement solutions grounded in the business case and gain a realistic view of the consumer
5. Deploy a cost-effective, scalable, and reliable IT environment

Source: <http://h10134.www1.hp.com/industries/government/>

Communications, Media & Entertainment

Consumer Industries & Retail