

Essay on hand on mis project

[Business](#), [Company](#)



The implementation of CRM and PRM in a company like Mercedes is beneficial in that it tracks and manages customer and client interaction with the company. PRM helps vendors and OEMs track partner qualification, progress and success in marketing efforts. The company may leverage information systems to aid in the streamlining and management of its operations. These include customer relation and management systems, supply chain management. CRM is used to manage the interaction of the company with current and future customers. It integrates multiple channels such as social media, telephone, email and search to organize, automate, and synchronize sales, customer service, technical support and marketing. PRM integrates a number of features such as value chain planning and execution, product lifecycle management, manufacturing, and order orchestration

Inventory management involves the processes of tight coordination of operations to reduce the amount of inventory and work in progress. Office depot employ tight inventory controls to ensure real-time, accurate and detailed inventory levels for capacity management and production balancing. As such it sells its products at low prices and still makes profits. Inventory is tightly managed to volume and balance between demand and supply.

Other inventory management tools that the company can use include RFID tracking, multiple inventory processes, cross docking and postponement strategies.

UPS Logistics employ the most efficient methods of supply chain for outsourcing, manufacturing transportation and order fulfillment to

businesses. The company offers web-based CRM services, online storefronts, search advertising among others. The company uses digital technology to advance its offline business scenario. Using CSM the company has streamlined technologies such as RFID tags to deliver inventory and track its movement between the client store shelves and supplier warehouses.

Schneider Logistics, on the other hand, streamlines the logistical network and supply chain processes through structured diagnostic processes through logistical networking, order management, transportation management and supply chain management. Schneider has over 1400 clients that it manages its supply chains. Its multinational firm management techniques and knowledge has made it successful globally. Their SUMIT systems handle much of logistical parameters for shippers and carriers with over \$5 billion worth of transportation shipments.

Customers can access the two companies' websites and access services. Their supply chain management system integrates rich e-commerce technology. From their company websites, Schneider and UPS Logistics acknowledges the fact that customer desire better and individualized customer service and product delivery specifications and delivered in short lead-times. In order to keep up with this trend, it has adopted a comprehensive IT infrastructure and information system that oversees efficient order execution and integrated manufacturing and information flow. PRM helps vendors and OEMs track partner qualification, progress and success in marketing efforts. The company may leverage information systems to aid in the streamlining and management of its operations. These include customer relation and management systems, supply chain

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In my opinion, I would choose UPS Logistics to provide supply chain services to my company. UPS has a wide and extensive business presence in the US and beyond. It refines and tunes the logistical network and parameters of its clients to meet individual needs as well as maximize efficiency, customer service and customer satisfaction than Schneider does. It also integrates a wide range of technologies including CRM, SCM, Web Analytics to measure productivity and progress.