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Enhancing Enterprise Intelligence: Leveraging ERP, CRM, SCM, PLM, BPM, and BI

Vivek Kale

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Enhancing Enterprise Intelligence: Leveraging ERP, CRM, SCM, PLM, BPM, and BI takes a fresh look at the benefits of enterprise systems (ES), focusing on the fact that ES collectively contribute to enhancing the intelligence quotient of an enterprise. The book provides an overview of the characteristic domains (i.e., business functions, processes, and activities) addressed by the various categories of ES, namely, ERP, CRM, SCM, PLM, BPM, and BI.

The book begins with an overview of agile enterprises and dimensions of intelligent enterprises. The middle chapters detail CRM’s decisive concept of customer centricity, SCM's differentiating concept of customer responsiveness, and PLM's stupendous transformative potential for renewing the enterprise along with the establishment of a collaborative enterprise with BPM and enterprise BPM methodology.

The latter chapters deal with the realization of an informed enterprise with BI coupled with the novel concept of *decision patterns*. The author highlights the fact that any end-user application’s effectiveness and performance can be enhanced by transforming it from a *bare* transaction to one *clothed* by a surrounding context formed from an aggregate of all relevant past decision patterns. The final chapter examines various aspects relating to a successful ES implementation project, and the appendix provides an overview of the SAP Business Suite to give you a practical context to the discussions presented in the book.

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