Assessment

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[Institutional Affiliation(s)]

Author Note

Three Questions (200+75+75 words)

 Assessment

**Question 1**

Choose one method by which enterprise systems add value to the business. Name the specific business processes and the functional areas affected. Explain your responses.

**Answer**

An enterprise system is a software that is used in offices to coordinate activities relating to the daily workings of inventory, human resources, accounting, sales, finance and manufacturing in a business (Giachetti, 2010). This is very helpful in the daily affairs of a company as it helps to check anomalies such as over-stocking, the condition of the inventory, problems with deliveries as it keeps real-time tracking of the situation. This also helps a company to restrict hiring unnecessary labor in a company. There are numerous advantages to the implementation of this system. One of these is the fact that it easily manages the whole process of the supply chain of a business. Using this software, the company can focus directly on the needs of its various departments simultaneously, Also, it can help to get discounts from purchasing materials in bulk as it is always up to date regarding the needs of the company. It can also help the company in the process of sorting out numerous suppliers had had the best track records regarding their various dealings with the business. In short, the implementation of the enterprise system helps a company to retain its focus on the core activates of a business rather than on various and diverse problems. *(209 Words)*

**Question 2**

What is social CRM? Why are some organizations hesitant to implement this advanced information system technology?

**Answer**

Social CRM, or customer relationship management, is the use of social media to engage a wide customer base for the sake of business. There are numerous reasons why many organizations are hesitant in the implementation of this advanced information system technology. Some of these reasons are lack of adequately trained employees in the use of social media for business purposes, more focus of the employees on the generated negative comments during business interactions, and compliance with third-party contracts with social media websites. *(82 words)*

**Question 3**

Recall the e-commerce Internet business model in the unit readings discussed in class. Identify three different businesses that use this model and their successful descriptions for solutions to information systems.

**Answer**

 Many businesses utilize the platform of E-commerce. One of the major ones is a content provider. He generates revenue through the creation of digital content, such as music and games. He uses the platform of YouTube, iTunes as well as numerous others that vary according to his needs. Another one such business is that of an E-tailer that uses the medium of Amazon to sell its products. Lastly, there is the business of community providers that is done by numerous companies like Facebook, Twitter, and Google, to name a few. *(90 words)*

# References

Giachetti, R. E. (2010). *Design of enterprise systems: Theory, architecture, and methods.* Boca Raton: Taylor & Francis Group. Retrieved from https://doc1.bibliothek.li/acb/FLMF037944.pdf