

Introduction to Information Systems
Essentials for the Internetworked E-Business Enterprise

Eleventh Edition
James A. O'Brien

Chapter 7

Electronic Business Systems

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Chapter Objectives

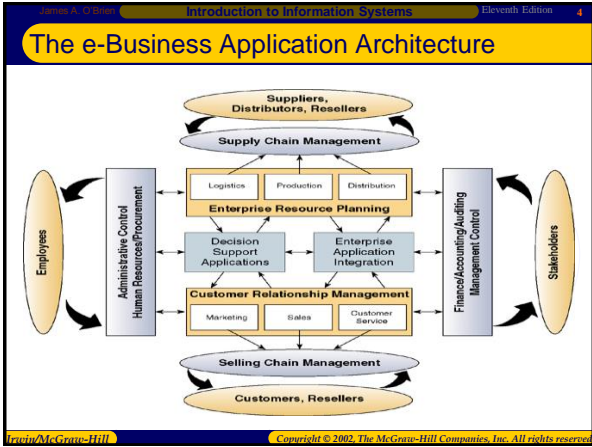
- Identify each of the following cross-functional e-business systems and give examples of how they can provide significant business value to a company and its customers and business partners.
 - Enterprise resource planning
 - Customer relationship management
 - Enterprise application integration
 - Supply chain management
 - Online transaction processing
 - Enterprise collaboration

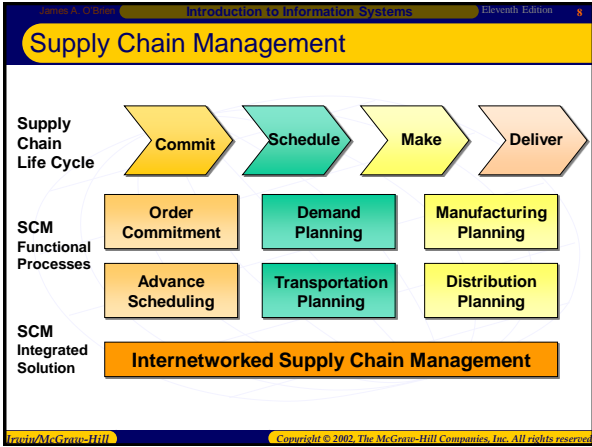
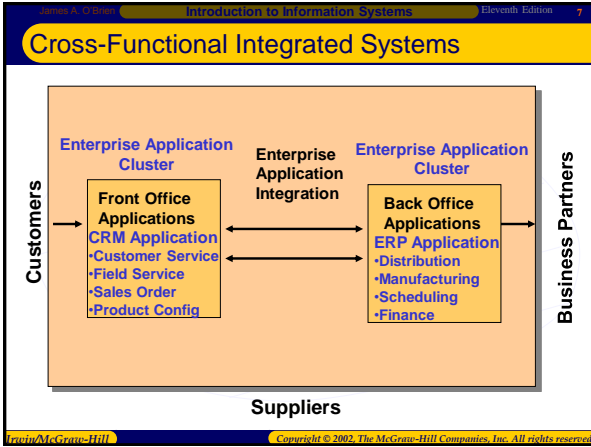
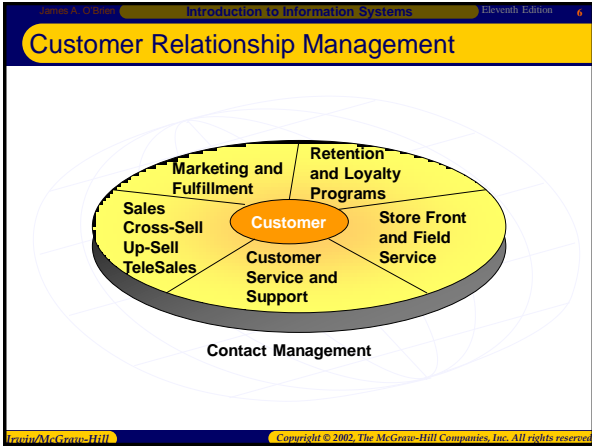
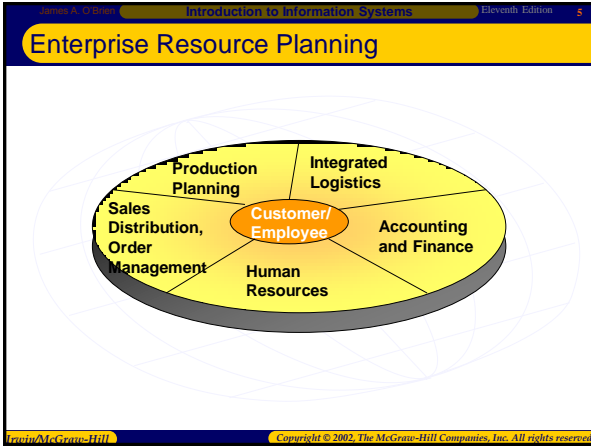
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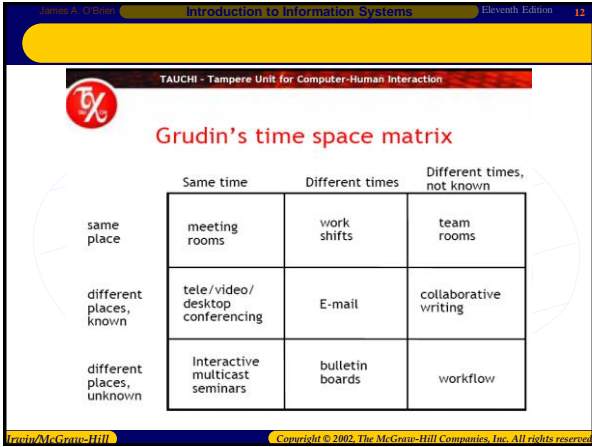
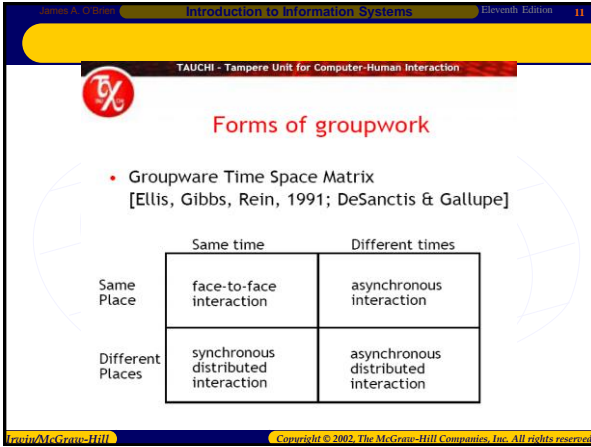
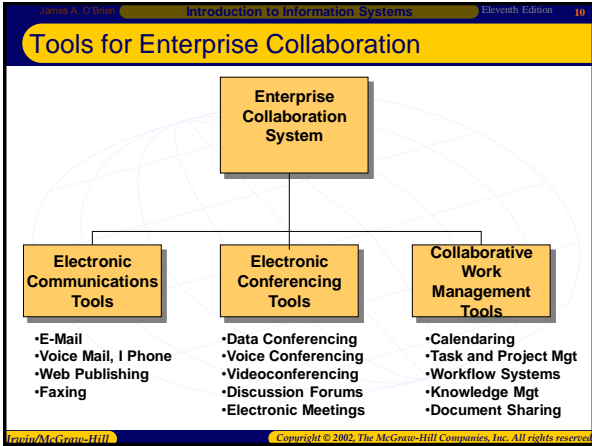
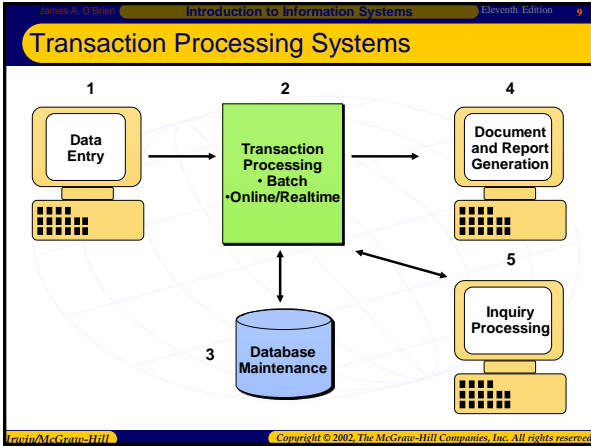
Chapter Objectives

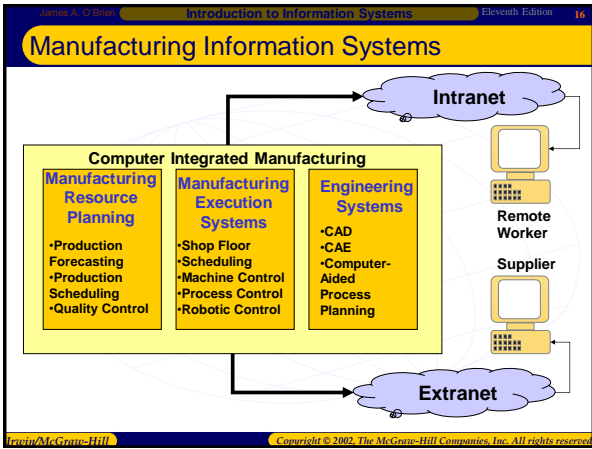
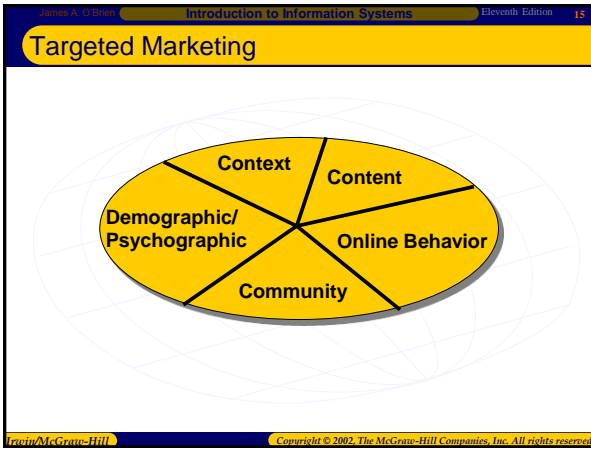
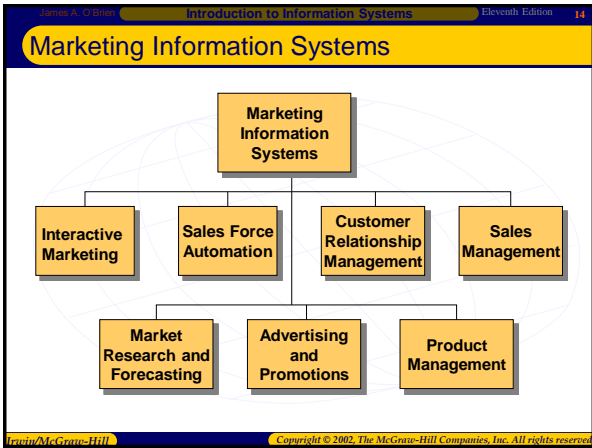
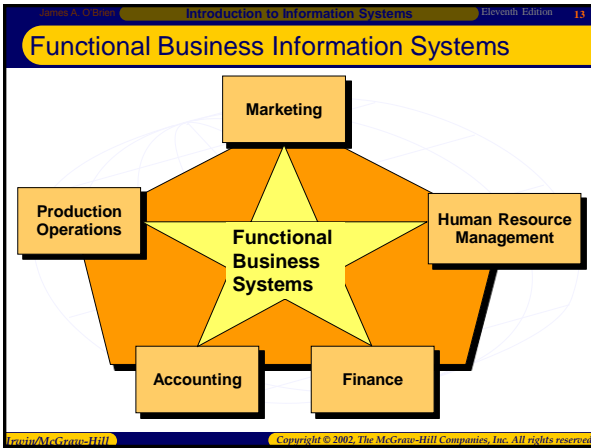
- Give examples of how Internet and other information technologies support business processes within the business functions of accounting, finance, human resource management, marketing, and production and operations management.

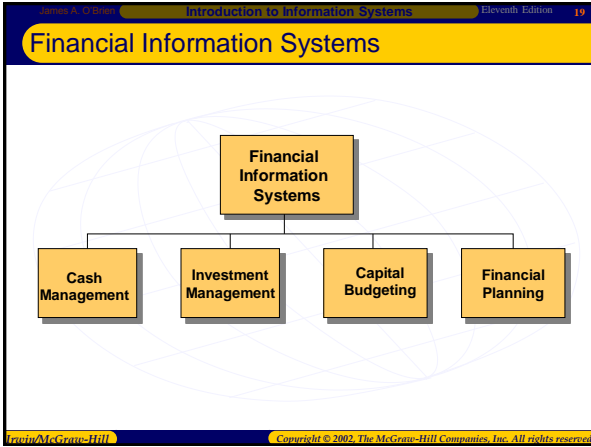
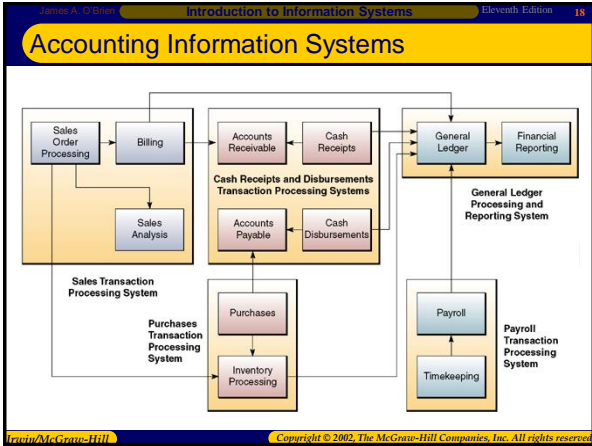
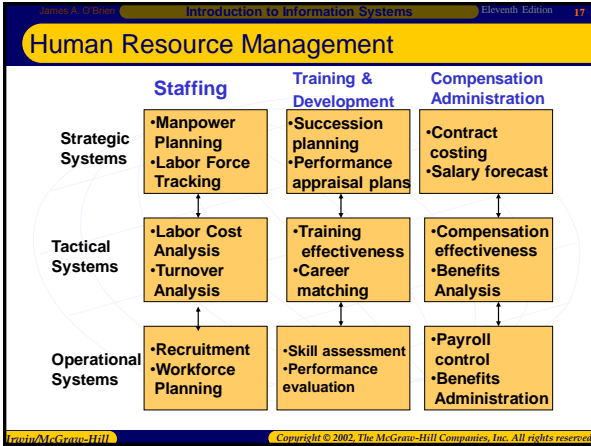
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- ### Chapter Summary
- The e-Business Application Architecture reflects the key e-business applications and their interrelationships.
 - Cross-functional enterprise applications cross the boundaries of traditional business functions. These systems focus on supporting integrated clusters of business processes.
 - Supply Chain Management relies on information technology and management practices to optimize information and product flows among the processes and business partners within the supply chain.
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Chapter Summary (cont)

- A transaction processing system is an information system that processes data resulting from the occurrence of business transactions.
- Traditional functional business systems support specific business functions including marketing, accounting, finance, production/operations, and human resource management.
- Marketing information systems support traditional and e-commerce processes and management of the marketing function.

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Chapter Summary (cont)

- Computer-based manufacturing systems help a company simplify, automate, and integrate many of the activities needed to quickly produce high-quality products to meet changing customer demands.
- Human resource information systems support human resource management in organizations.
- Several different types of electronic payment systems are used to support e-commerce transactions.

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Chapter Summary (cont)

- Because the Internet is not a secure network special security measures must be undertaken to protect sensitive customer information.

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