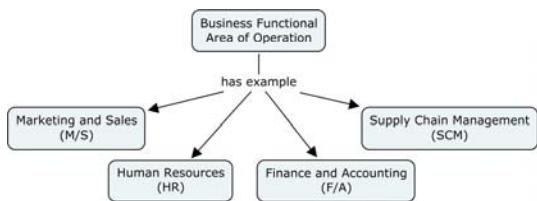


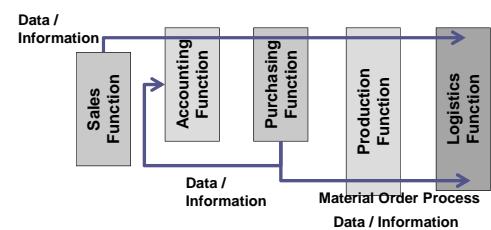
## Integrated Information Systems - Share the Data

By Susan L. Miertschin

### Functional Areas of Operation



### Business Process: Customer Order



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## Integration of Business Functions

- Sharing data efficiently and effectively within and between functional areas leads to more efficient business processes
- Information systems that share data between functional areas are called Integrated Information Systems

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## Information System

- Includes:
  - Computers
  - People
  - Procedures
  - Software
- Stores, organizes and delivers information
- Information systems are a critical tool for integrating business functions

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6

## Online Bakery

Functional areas, Business functions

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## Online Bakery - Marketing and Sales

- Develop products
  - Chocolate croissant
  - Cilantro bread
- Determine pricing
  - Chocolate croissant - \$1.65 each
  - Cilantro bread - \$3.57 per loaf
- Promote products
  - Facebook Friends campaign
- Take customer orders
  - Online order system
- Make sales forecast
  - Business analyst examine past sales over time
- Track repeat customers
  - offer email subscriptions
  - send email thank-you messages
  - Send new product coupons via email
- Manage credit

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## Online Bakery - Supply Chain Management

- Buy raw materials (purchasing)
- Bake croissants and loaves of bread
- Manage recipes
- Maintain manufacturing cost records

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## Online Bakery - Accounting and Finance

- Record raw transaction data
  - sales
  - raw material purchase
  - payroll
  - cash receipts
- Provide data for sales forecasting, credit management, cash management

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## Online Bakery - Human Resources

- Recruit, train, evaluate and compensate employees
- Develop personnel plans (staffing) based on sales
- Determine compensation—depends on labor market
- Determine functions to be outsourced

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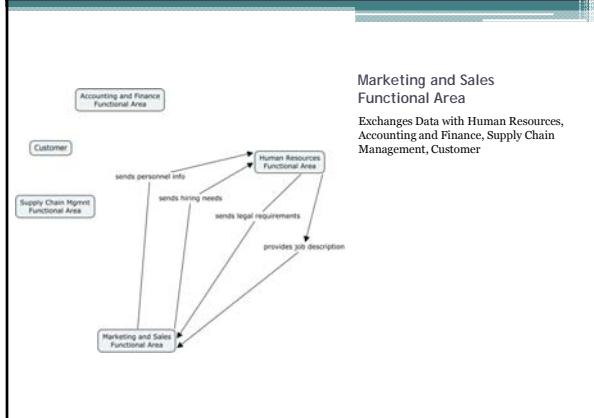
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## Marketing and Sales

- Inputs
  - Customer data
  - Order data
  - Sales trend data
  - Per-unit cost
- Outputs
  - Sales strategies
  - Product pricing
  - Order status
  - Sales forecast
  - Hiring needs

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## Human Resources

- Inputs
  - Personnel forecasts
  - Skills data
- Outputs
  - Regulation compliance
  - Employee training and certification
  - Skills database

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## Supply Chain Management

- Inputs
  - Product sales data
  - Production plans
  - Inventory levels
- Outputs
  - Raw material orders
  - Packaging orders
  - Resource expenditure data
  - Production and inventory reports

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## Accounting and Finance

- Inputs
  - Payments from customers
  - Accounts receivables data
  - Accounts payables data
  - Sales data
  - Production and inventory data
  - Payroll and expense data
- Outputs
  - Payments to suppliers
  - Financial reports
  - Customer credit data

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## Integrated Information Systems - Share the Data

By Susan L. Miertschin

