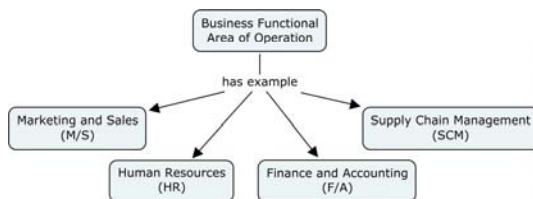


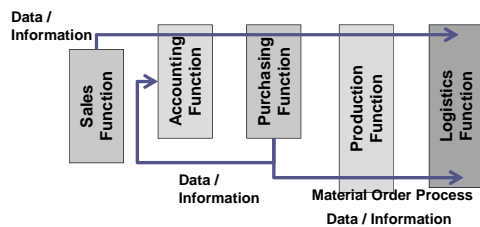
Integrated Information Systems - Share the Data

By Susan L. Miertschin

Functional Areas of Operation



Business Process: Customer Order



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

Information System

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

Online Bakery

Functional areas, Business functions

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**

Online Bakery - Supply Chain Management

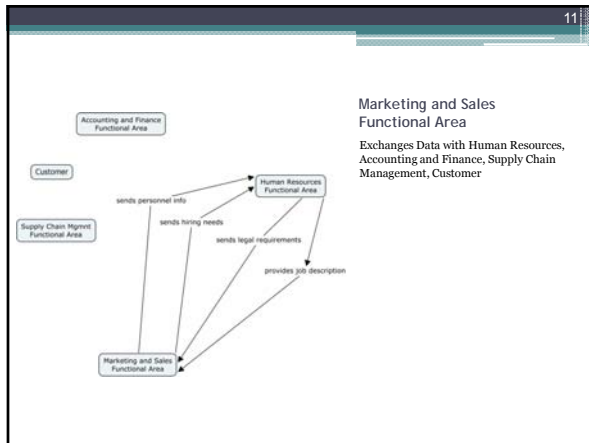
- Buy raw materials (purchasing)
- Bake croissants and loaves of bread
- Manage recipes
- Maintain manufacturing cost records

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

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



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

13

Human Resources

- Inputs
 - Personnel forecasts
 - Skills data

- Outputs
 - Regulation compliance
 - Employee training and certification
 - Skills database

14

Supply Chain Management

- Inputs
 - Product sales data
 - Production plans
 - Inventory levels

- Outputs
 - Raw material orders
 - Packaging orders
 - Resource expenditure data
 - Production and inventory reports

15

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

Integrated Information Systems - Share the Data

By Susan L. Miertschin
