

ACS-1803

Introduction to Information Systems

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Functional Area Systems – Marketing Information Systems

Lecture Outline 5, Part 3

System Examples: Functional Area Info Systems

Functional Area	Information System	Examples of Typical Systems
Accounting and Finance	Systems used for managing, controlling, and auditing the financial resources of the organization	<ul style="list-style-type: none">■ Inventory management■ Accounts payable■ Expense accounts■ Cash management■ Payroll processing
Human Resources	Systems used for managing, controlling, and auditing the human resources of the organization	<ul style="list-style-type: none">■ Recruiting and hiring■ Education and training■ Benefits management■ Employee termination■ Workforce planning
Marketing	Systems used for managing new product development, distribution, pricing, promotional effectiveness, and sales forecasting of the products and services offered by the organization	<ul style="list-style-type: none">■ Market research and analysis■ New product development■ Promotion and advertising■ Pricing and sales analysis■ Product location analysis
Production and Operations	Systems used for managing, controlling, and auditing the production and operations resources of the organization	<ul style="list-style-type: none">■ Inventory management■ Cost and quality tracking■ Materials and resource planning■ Customer service tracking■ Customer problem tracking■ Job costing■ Resource utilization

Functional Area Information Systems

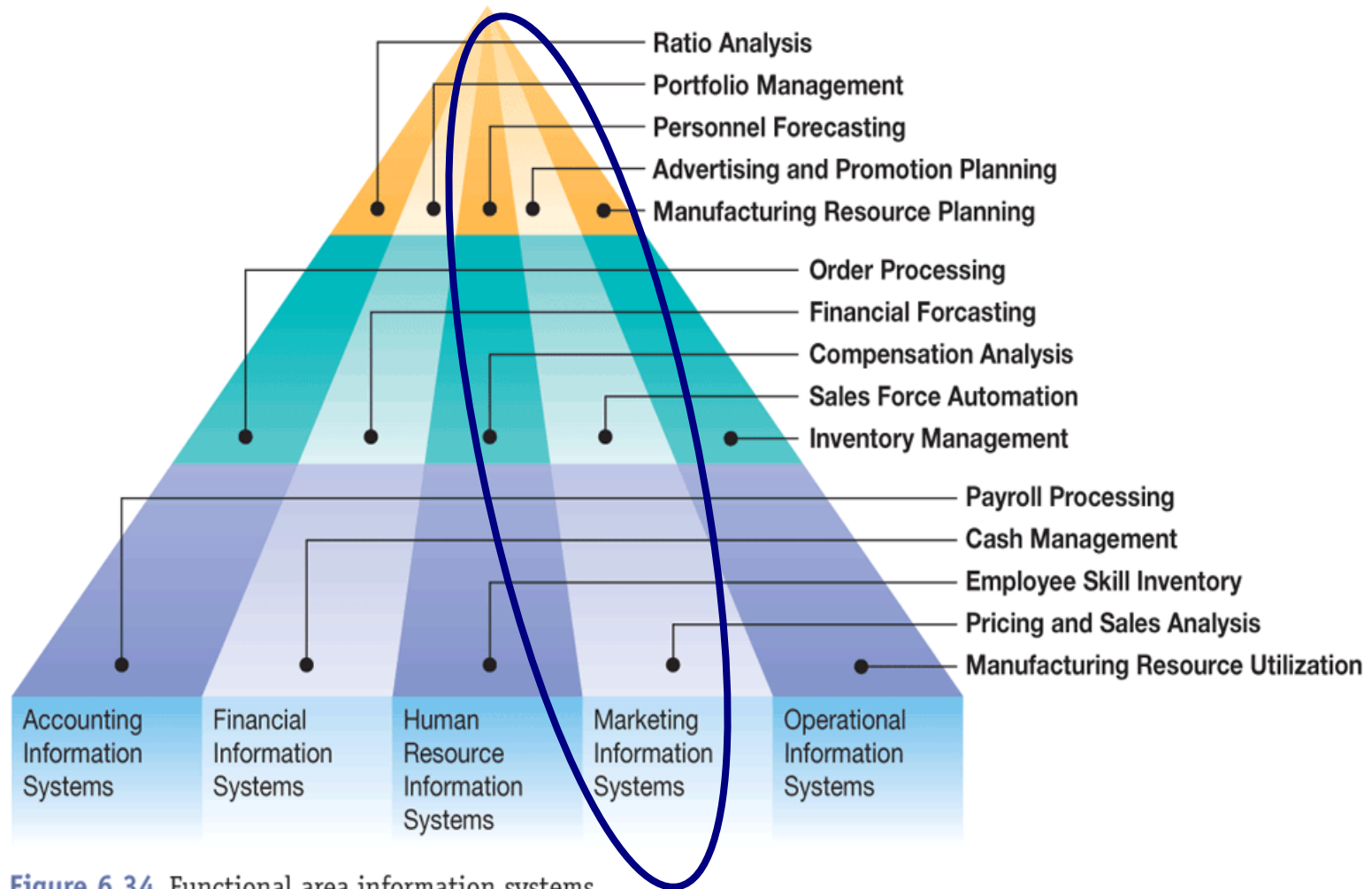


Figure 6.34 Functional area information systems.



The Marketing Function

- ▶ Marketing can be defined as “the process of planning and executing the **conception, pricing, promotion, sales and distribution** of ideas, goods and / or services to create exchanges that satisfy individual (customer) and organizational (business) goals.”



System Co-ordination Needed

- ▶ To be successful, marketing systems must be coordinated with other organizational systems, e.g.,
 - ▶ Order Entry
 - ▶ Manufacturing
 - ▶ Inventory
 - ▶ Credit management





Operational Systems in Marketing

▶ **Customer Contact Management Systems**

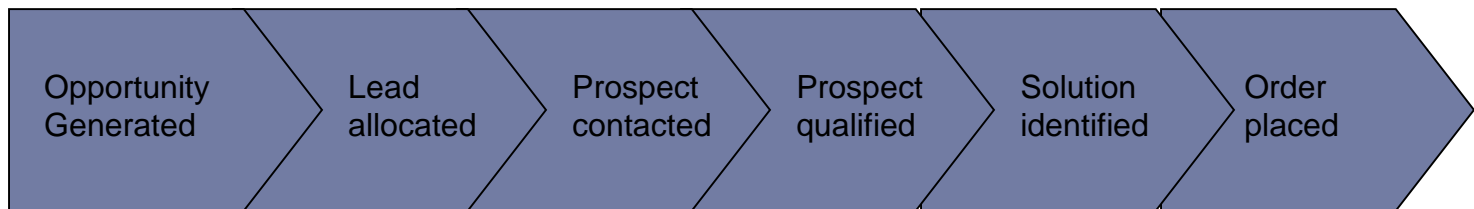
- ▶ Provide information on past contacts with specific customers
- ▶ Output: *call report*:
 - ▶ No. of sales calls made by a salesperson
 - ▶ No. and dollar amount of sales made by this person

Operational Systems in Marketing

▶ **Sales Force Automation (SFA) Systems**

- ▶ Sales Process/Activity Management
 - ▶ Include a sequence of sales activities
 - ▶ Guide sales reps through each discrete step in the sales process
 - ▶ Helps increase productivity by focusing sales efforts on most profitable customers

Sales
process



Sales
activity



Operational Systems in Marketing

▶ **Telemarketing systems**

- ▶ Identify customers and automatically call them
- ▶ Use electronic phone directories
- ▶ Can make notes about calls
- ▶ In a LAN-based system, 200 telemarketers can use the same system at the same time

▶ **Direct mail advertising systems**

- ▶ Create mailing labels

▶ **Delivery tracking and routing systems**

- ▶ Help plan optimal delivery routes



Tactical Systems in Marketing

- ▶ **Objective of tactical marketing managers:**
 - ▶ To reach the sales goals set by top marketing executives
 - ▶ They must make tactical decisions such as:
 - ▶ How sales territories should be shaped
 - ▶ How to allocate salespersons to territories
 - ▶ What products should be offered to what customers

Strategic Systems in Marketing

- ▶ May contain both strategic and tactical elements
- ▶ **Sales forecasting systems**
 - ▶ Forecast sales for entire industry
 - ▶ For entire organization
 - ▶ For each product
 - ▶ For market segments for a product
 - ▶ Employ sophisticated statistical models and may produce considerable graphic output



Strategic Systems in Marketing

▶ **Market research systems**

- ▶ Process results of surveys and interviews
- ▶ Provide analyses of statistical significance
- ▶ Use considerable data from outside the company



A Related Area

▶ **Customer Relationship Management**

- ▶ CRM systems examine customers from a multifaceted perspective.
- ▶ These systems use a set of integrated applications to address all aspects of the customer relationship, including customer service, sales, and marketing.
- ▶ Will be covered as part of Enterprise Resource Planning (ERP) Systems