



## ENTERPRISE RESOURCE PLANNING CAN STREAMLINE THE BUSINESS OPERATIONS AND PLAY A ROLE AS A KEY OF SUCCESSFUL – A STUDY

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### Abstract

ERP system provides an integrated suite of information technology applications that supports operations of an organisation and not limited to planning functions only. The activities supported by ERP system include all core functions of an organisation, including financial management, human resource management and operations. Increasingly ERP vendors are offering bolt-on products that provide specialized functionality. The benefits of implementing an Enterprise Resource Planning system are endless. First and most important, all ERP systems are focused on the customer and end results. The benefits of implementing an Enterprise Resource Planning system are endless. First and most important, all ERP systems are focused on the customer and end results. By unifying systems, you will create cost-efficiency and improved business processes. At present SAP, ORACLE are using mostly by all companies, more than that, your organization can save money by eliminating the need for different users to be trained on different systems. All will be trained on one system, and there is cost and time savings associated with this. Further this paper is discussing about implementing the ERP system process, benefits along with the conclusion. Exclusively Secondary data collection method is used for this study.

**Keywords: ERP, Planning, Cost-Efficiency, Implementing SAP, Etc.**

Since 1984, Laura Brown has helped businesses and technical managers deliver systems solutions, and has worked as management consultant and senior technical advisor to Fortune 500 companies. She is President of System Innovations, a consulting firm specializing in enterprise application integration, data warehousing, and Internet design. ERP system provides an integrated suite of information technology applications that supports operations of an organisation and not limited to planning functions only. The activities supported by ERP system include all core functions of an organisation, including financial management, human resource management and operations. Increasingly ERP vendors are offering bolt-on products that provide specialized functionality.



ERP is providing complete visibility and one unified reporting system. Employees are more efficient, deliver in less time, no redundant tasks nor data duplication; Collaboration is better across the whole organization, operation is more controlled, cost is reduced.

ERP must be dynamic and scalable enough matching the business growth and will form a centralized system with standard best-business processes on which are based on industry best practices.

Please note that implementing an ERP solution is not a straight forward process and requires managing and considering many aspects and requirements. After having the system stable, the organization will start measuring the advantages and ROI (return on investments) related to the ERP. This depends on many success factors.

The benefits of implementing an Enterprise Resource Planning system are endless. First and most important, all ERP systems are focused on the customer and end results. This means better products and services produced and delivered quickly. ERP allows open communication among suppliers, vendors, customers and all other facets of the business. Second, ERP can put a company with a standard set of business practices across the whole organization. By doing this, it allows each department within the whole organization to operate in the same way. Each department despite its geographical location will hire the same, order the same and run the operation with a same style according to business needs. Various aspect of ERP implementation can be study academically intended to record the impact of ERP system and the challenges of the implementation project itself. The reason for implementation is based on the organizational inclinations and



regarding to change where the focus of implementing the ERP is mainly on the realization for the functions or importance in the ERP system.

Enterprise Resource Planning also can improve business performance of the organizations by implementing an efficient planning and control system that synchronizes planning of all processes through organizations. Solid information systems (IS) are required for competitive business that it will align with business processes. ERP system can give valuable information as well as enhance operating efficiency by changing the company strategies from developing in-house information system to purchasing application software.

Enterprise Resource Planning can streamline the business operations and play a role as a key of successful ingredient to gain competitive advantages within the organizations.

The systems also can help companies by integrating their business functions into a unified and integrated business process. It will create excellent if companies implement more enterprise based systems throughout their organizations.

In summary, ERP application can help organizations in various ways of business aspect. The common importance of ERP that can be concluded are, organization's operating cost can be reduced, it integrates all parts of an organization, increases the efficiency of operations as a result of the integration, integration on information systems which enables free flow connection of information across the organization and enables consolidation of different software within the organizations.

### Reviews

"We just implemented CMiC software in January 2006. It probably took the implementing team a year to prepare for the switchover and training sessions for nearly all employees. The system is improving for us.

#### Project Manager, J Construction

"ERP success requires the full engagement of the business... executive management, operations, corporate support departments, and IT department. If it is implemented and viewed primarily as an IT project it will fail. If it is viewed as only an accounting system it will fail. If it is viewed as a one-time implementation it will fail. The business must embrace the ERP and be willing to commit to its long term use and on-going development."

#### VP, Senior Operations Analyst, B Construction

Regarding to the incoming regional economic integration as ASEAN Economic Community (AEC) in 2015, many AEC countries, including Thailand, have made a big move and change. In addition, in terms of the AEC areas of cooperation, logistics capacity building towards the integrating industries across the region will be included in order to promote the regional sourcing with the free movement of products, services, investment, skilled labor, and freer flow of capital (ASEAN Secretariat, 2009).

As a result, this would lead to the increase in demand on logistics and transportation services to serve the cross-bordering businesses among these countries. Besides, the role of information technology (IT) also offered the useful tools of firms to respond effectively and efficiently to these changes, and in the IT-led business environment, firms were needed to keep up to date with the new technologies to remain competitive (Spathis&Constantinides, 2004).

Moreover, the capability of the ERP systems is to minimize redundant data registration, control data produced by different functional areas, and reduce errors, and since the interconnectivity of ERP systems is able to reduce the time to perform the different operational tasks, this would lead to the increase in firm's efficiency (Chung, 2007).

Shehab et al (2004) also argued that successful implementation of ERP systems were important to organizational performance and survival. Several studies attempted to examine the extent that ERP systems could help firms in achieving changes in business practices (Al-Mashari et al, 2003; Chung, 2007; Davenport, 1998; Peng&Nunes, 2009; Prokopiev et al, 2006; Spathis&Constantinides, 2004). This research focuses on the study of ERP system implementation assessment in the operational management based on the case study of one logistic trading firm in Thailand. There are 7 branches/sites located in the central, the eastern and the northern regions in Thailand, where the firm headquarter (HQ) is located in the central region. Although there was a crisis situation on the severe flood during the ERP system development, the project could be accomplished within 12 months during March 2011- February 2012 (except the flooding period during October – November 2011). The "go-live" system.



### Research Methodology

**Aim:** To know present - Enterprise Resource Planning can streamline the business operations and play a role as a key of successful – A study.

### Objective of the Study

1. Observe the key players and ERP implementing steps.
2. Giving suggestions to improve business results.
3. To know the better implementation steps.

### Sampling Method

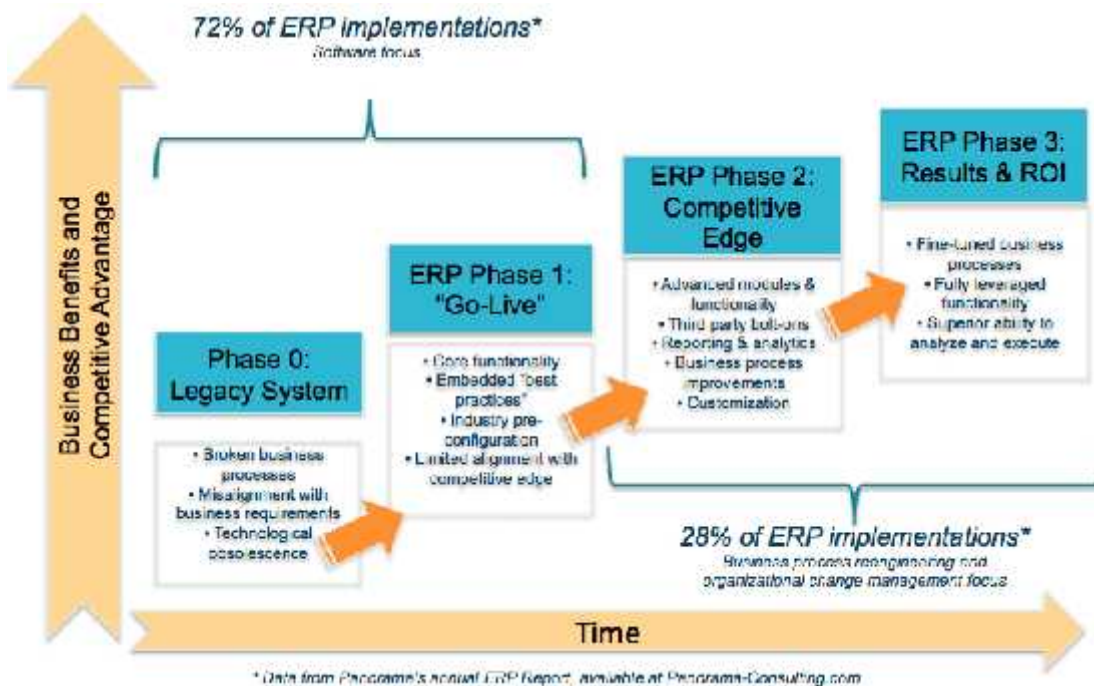
1. Convenience sampling methods has been used for this study as researcher's rights.
2. Details of data's are taken from social media samples.

### Data Collection Method

Conception frame work method is taken for this study. Purely secondary data collection methods used for this study.

### Limitations of the Study

1. Observation method only used for this study.
2. Time boundary is applicable for this study.

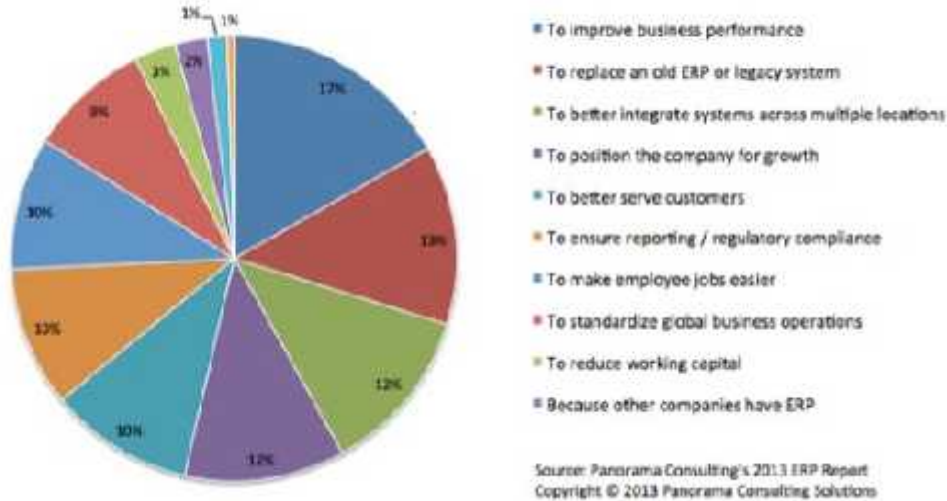


In recent years, SMEs are impacted by the rapidly changing marketplace and their own ability to respond to these changes. ERP systems provide the platform for SMEs to address the competitive demand for the rapidly changing market place and to be successful in terms of: “improved customer relations and management, improved cycle time, improved quality, increased sales volumes, improved margins, reduced product development time, reduced manpower for routine (IS) partnerships, enterprise resource planning (ERP) implementation has been an important activity for improving supply chain efficiency in SMEs. Increasing reliance on SMEs by large companies caused SMEs to become the target of ERP vendors. Even though ERP systems were initially thought to run on large scale enterprises, SMEs are increasingly motivated to introduce ERP implementation. As companies grow in size and improve performance, they are most likely to have invested in ERP system that will grow with them. As mid-size companies grow, they must learn to operate in a distributed environment and often experience proliferation of ERP and other enterprise applications. Many ERP vendors have been moving their attention toward SMEs by providing simpler and cheaper solutions from both the organizational and technological point of view and pre-configured systems based on best practices at a fraction of cost and time originally required for implementation.



Importance of an ERP. The benefits of implementing an Enterprise Resource Planning system are endless. First and most important, all ERP systems are focused on the customer and end results. ... Second, ERP can put a company with a standard set of business practices across the whole organization.

**Reasons for Implementing ERP**



### 7 Reasons Why ERP Systems are Important

October 16, 2015 Select Hub Enterprise Resource Planning

Business owners and management teams often must make tough decisions about how to manage operations in their organization, and one of the decisions that you may be debating right now is whether to do an ERP implementation. Enterprise resource planning (ERP) is a system that can be used with great benefits to your organization, but it also can take time, effort and financial resources to adopt and to use on a regular basis.



If you are wondering *why ERP systems can benefit your organization*, the bottom line is because their benefits far outweigh the initial cost and the time and effort associated with incorporating the software into your organization's efforts. By learning more about why ERP is the software solution you should be using, you may be ready to start exploring the options to find the right ERP solution for your business to use.

However, this is exactly what can happen. An ERP unifies many of the systems that may currently be fragmented in your organization, and this ranges from everything from product development and supply chain management to IT support, management and more.

By unifying systems, you will create cost-efficiency and improved business processes. More than that, your organization can save money by eliminating the need for different users to be trained on different systems. All will be trained on one system, and there is cost and time savings associated with this.

By unifying systems, you will create cost-efficiency and improved business processes. More than that, your organization can save money

### Improved Collaboration

The features of ERP applications can vary depending on the program that you are using, but all of these systems enable you to share and edit data as well as to improve security and access. There is no need to merge information across various systems or sources. Because all of the data is compiled, stored, shared and accessed through a single system, there is no concern about how accurate, complete or secure the data files are.

### Better Analytics

The right ERP can make it easier and faster for your team to generate various reports, and this may include everything from income and expense statements to customized reports based on metrics and trends. The ability to have access to these reports



quickly enables you and your team to make better decisions more quickly. You will not need to rely on your IT staff to generate the reports that you need.

### Improved Productivity

Without an ERP, you and your staff members may have redundancies in operations, or you may have to waste time completing repetitive tasks manually. This can ultimately have a negative impact on your bottom line. An ERP will eliminate this time waste, and this can ultimately have a positive affect on your organization’s productivity, efficiency and profitability.

### Happier Customers

An ERP is an internal system, so you may not think it has much to do with customer satisfaction. However, this is not the case. The right ERP software solution can be used in various marketing tasks, and this relates to processes that include lead generation and customer acquisition to late-phase customer service and customer retention. Ultimately, it can help you to better communicate with your customers and clients through all stages of the process.

### Simplified Regulatory Compliance

If your organization is like most, your team may spend a considerable amount of time trying to comply with regulations related to the Federal Information Security Management Act, the Sarbanes-Oxley Act and others. Successful execution of your ERP project can help you to gain and maintain compliance through the improved ability to manage and secure data and to generate suitable reports.

### Improved Inventory and Production Management

If your organization utilizes inventory and has a production process, you can also benefit from improved management in these areas. An ERP can be used to simplify the task of reducing overages, improving production and delivery schedules and more. It makes it simple and easy to optimize your efforts rather than to create an informed guess about volumes, processes and more.

The decision to use an ERP as well as the decision about which ERP to incorporate into your organization are not matters to take lightly. By defining your ERP requirements matched against the features and benefits of specific programs, you will be able to better determine which software solutions may be a best fit for you.

Whether you are looking for on-site or a web-based ERP, if you are ready to evaluate ERP vendors, take a look at our top ERP system recommendations to have a better understanding of the top solutions in the ERP market.

### See the top ERP systems for 2017

**TOP BENEFITS OF IMPLEMENTING ERP SOFTWARE**

- SECURITY & Regulatory Compliance:** Keep data safe and regulated with built-in protections.
- PRODUCTIVITY:** Eliminate redundant processes and tasks through automation.
- STREAMLINE Processes & Efficiency:** Automate all business operations cross-departmentally.
- FOSTERS GROWTH:** Automate all business operations cross-departmentally.
- Competition:** Stay on top of technology solutions ahead of your competition.
- Mobility and Flexibility:** Work from home, your office, or anywhere with a mobile-friendly solution.
- SAVE MONEY!**
- INTEGRATED INFORMATION:** All customer and financial data, housed in one location.
- Collaboration:** Centralized data will bolster interdepartmental collaboration.
- CUSTOMER SERVICE:** Faster, more accurate access to customers' information and history.
- Forecasting & Reporting:**

www.workwiseoftware.com

1. **Transparency:** Profitability is key for organizations of all sizes, but for medium sized companies a lack of profitability can prove to be fatal in a much shorter time span. This is why they very rapidly need to identify – throughout the organization – which products, departments and customers are profitable and which are not. Also, a proper cost allocation is key. A well-implemented, reliable ERP system is crucial in this strategy execution.



- Data reliability:** This second point is closely linked to the first one. To take the right decisions, you need data you can trust. “Tailor-made” systems, which have grown over many years through specific programming and interfacing with other applications. The consequences of a modification of one flow towards others within the system become very hard to predict. The system “tells that one product is not profitable anymore” while users can have a “gut-feeling” that this is untrue... This is fatal for the trust in the system. Once trust is broken, the ERP system loses its relevance.
- Integration of new technologies:** a lot of medium-sized companies need to move fast, innovate, stay ahead of competition, propose new products and services, in order to attract new clients and keep faithful ones. The implementation of a state-of-the-art ERP solution allows a fast deployment of innovating technologies (mobility, real-time Business Intelligence & multi-channel sales, etc.)
- Reduce Total Cost of Ownership (TCO):** if analyzed thoroughly, the maintenance cost of “tailor-made” legacy systems often reveals to be gigantic, offering no radical evolution perspectives. The TCO of an existing system is often considered low, as there is a limited license cost and many direct costs are already depreciated from an accounting point of view. But if you consider all the components of the cost, including the dedicated personnel which are needed to support the system (limited outsourcing possibilities), the missed opportunities regarding innovation, the cost of wrong business decisions due to misinformation; then a lot of medium-sized companies soon realize the potential savings and additional sources of revenue behind a powerful ERP system.



- Reduce operational risk:** the knowledge regarding “tailor-made” legacy systems often is contained in just a couple of “brains” in an organization. The potential discontinuation that could occur if something happens with these valuable “brains” is enormous. The advantage of an ERP system that can be implemented using standard available functionality is then double: any person that has experience with the implemented ERP solution can work on it (modify the configuration), the use of standard available functionality also guarantees smooth upgrades to new releases of the solution.
- Vestment.** While some manufacturers choose to stick to the tried and true methods of the past, others seek technology solutions. Manufacturers cannot afford to put off an ERP implementation while their competition invests in ERP and starts reaping the many benefits we’ll touch on below.
- Efficiency.** An ERP solution eliminates repetitive processes and greatly reduces the need to manually enter information. The system will also streamline business processes and make it easier and more efficient for companies to collect data, no matter what department they’re working in.
- Forecasting.** Enterprise resource planning software gives your users, and especially managers, the tools they need to create more accurate forecasts. Since the information within ERP is as accurate as possible, businesses can make realistic estimates and more effective forecasts.
- Collaboration.** Nobody wants to run a siloed business with each department functioning separate from the other. Collaboration between departments is a crucial and often necessary part of the business. With the data entered into ERP systems being centralized and consistent, there’s no reason why departments can’t work together. The software also touches on almost every aspect of a business, thus naturally encouraging collaborative, interdepartmental efforts.



10. **Scalability.** Did you know? Structured ERP systems allow the addition of new users and functions to grow the initially implemented solution over time. When your business is ready to grow or needs more resources, enterprise resource planning software should be able to facilitate that growth.
11. **Integrated Information.** No more issues with data spread across separate databases; all information will be housed in a single location. This means you can integrate platforms like your CRM software with the ERP system, keeping data consistent, accurate, and unique. Know your customer, their orders, and your inventory, all in one place.
12. **Cost Savings.** With one source of accurate, real-time information, ERP software reduces administrative and operations costs. It allows manufacturers to proactively manage operations, prevents disruptions and delays, breaks up information logjams and helps users make decisions more quickly. If you've chosen the right solution for your business, and the right vendor who meets your needs, you're bound to see a powerful ROI.
13. **Streamlined Processes.** As manufacturers grow, their operations become more and more complex. Manufacturing software automates business operations cross-departmentally, providing accurate, real-time information to everyone utilizing the solution. ERP increases efficiency and productivity by helping users navigate complex processes, preventing data re-entry, and improving functions such as production, order completion and delivery. Streamlined, efficient processes throughout.
14. **Mobility.** An advantage of ERP solutions like Work Wise ERP software is having access to a centralized database from anywhere you work. Home, office, wherever, through our mobile-friendly solution and application.
15. **Reporting.** ERP software helps make reporting easier and more customizable. With improved reporting capabilities, your company can respond to complex data requests more easily. Users can also run their own reports without relying on help from IT, saving your users time to use toward other projects.
16. **Productivity.** Save time and increase productivity levels. Sound too good to be true? It's not with ERP software. By having redundant processes automated, users have more time to work on other pressing projects and tasks. They'll also be able to work easier since the solution was designed for ease-of-use.
17. **Regulatory Compliance.** A benefit of ERP software which sometimes goes unnoticed is how it ties well into regulatory compliance in the manufacturing industry. Powerful ERP solutions will keep track of regulations within the industry and monitor changes in compliance.
18. **Flexibility.** Modern ERP software systems are robust, flexible, and configurable. They are not a one-size-fits-all proposition but can be tailored to the unique needs of a business. ERP systems also can adapt to the ever-changing needs of a growing business, ensuring you won't have to buy a new solution once your needs change or your business grows.
19. **Customer Service.** It's easier to provide high-quality customer service using an enterprise solution, especially when you're using one as well-equipped as WorkWise ERP. Sales and customer service people can interact with customers better and improve relationships with them through faster, more accurate access to customers' information and history. You'll also have access to marketing automation and contact center software, ensuring your customers are being interacted with consistently.
20. **Security.** Data security isn't a worry when you have an enterprise resource planning solution in place. A new system will improve the accuracy, consistency, and security of data, all through built-in resources and firewalls. Restrictions to data can also be enhanced by managers of the solution, so you can make your own software as secure as you'd like.

## Using IT to solve the problem

### The Problem

Most companies are discovering that a quantified business need is a prerequisite for a high level of satisfaction with enterprise resource planning initiatives. Many ERP initiatives are still system driven and these are more likely to fail than those that are business led. Often, management applies the technology as the solution to correct fundamental flaws in underlying business processes. Companies implementing an ERP package often view the new technology as a new core competency, but it should only be viewed as a means to achieve the competency through better business processes.

FoxMeyer Drug declared bankruptcy and cited a failed ERP implementation as the cause. They jumped on the ERP bandwagon early, when the software was designed specifically for manufacturing, not distribution, companies. The software was unable to handle processing demands.

### The Solution

New business processes must be established, thought through, and implemented before software tools are selected, purchased, and rolled out. Business evolution to ERP is about more than software tools. An organization's success will depend on redesigning the process and customizing the technology to fit that process – rather than the other way around.



Before committing to a specific ERP software package, companies need to take the time to evaluate their ERP needs. They need to define in advance:

1. How they want to run their business.
2. What problems need to be resolved?
3. What are the priorities?
4. The current process – what works and what doesn't.
5. An implementation plan – including timelines and deliverables.
6. What software will best resolve their problems, meet their goals and priorities.

### Major Vendors

SAP the first company which introduced a functional enterprise system was SAP AG, headquartered in Walldorf, Germany. Five software engineers at IBM in Germany had the idea for a cross-functional information system. However, the idea was rejected by IBM, so the engineers founded their own company in 1972. R/2, SAP's earliest integrated system, ran on mainframes. R/3, the next version of the system, was a client/server system introduced in 1992. My SAP ERP, the successor to SAP R/3, is the first service oriented business application on the market based on SAP Net Weaver, an open integration platform that allows new applications to be developed. In 2005, SAP had about 26,150 customers, 12 million users, 88,700 installations, more than 1,500 partners and a share of over 30 percent of the ERP market. SAP is the world's largest interenterprise software company and the world's third largest independent software supplier (Davenport 2000; SAP 2005). SAP's strength is the breadth and extensive capability of its software's functionality, even though it leads to complexity in the system and its implementation. SAP spends much more on R&D than any other competitor and is most likely to introduce new functionality as a result (Davenport 2000). In 2003, SAP Net Weaver became the first platform to allow seamless integration among various SAP and non-SAP solutions, reducing customization and solving the integration issue at the business level. The solution of SAP regarding the integration issue is the use of open standards that allow software applications to be 16 accessed as web services. With SAP Net Weaver, customers could pick and choose the specific SAP web services modules that met their own needs. It delivers much more valuable business functions, such as order management, with the flexibility of web services (SAP 2005).

2) Oracle Oracle Corporation was first founded by Larry Ellison in 1977 as a database company. Oracle technology can be found in nearly every industry around the world; its database offering is the most popular repository of ERP data. Oracle began to develop its own business applications in the late 1980s, the early version of the applications coming from co-development projects with customer companies. Its ERP package, named Oracle E-Business Suite, has almost 50 different modules in seven categories: Finance, Human Resources, Projects, Corporate Performance, Customer Relationship, Supply Chain, and Procurement. It also offers industry-specific solutions, most of which were acquired from companies that had developed them to a certain degree. Currently, Oracle has developed 100 percent internet-enabled enterprise systems across its entire product line: databases, business applications, and application development and decision support tools. Oracle is the world's leading supplier of software for information management, and the world's second largest independent software company overall (Davenport 2000; www.oracle.com 2005). In 2005, Oracle closed the gap with SAP in the ERP market by buying PeopleSoft Inc. for \$10.3 billion. Previously, PeopleSoft Inc. merged with J.D. Edwards, so Oracle now has three different product lines in enterprise solutions: Oracle's "E-Business Suite," PeopleSoft's "Enterprise," and J.D. Edwards's "EnterpriseOne" and "World." The new combined company plan is to incorporate the best features and usability characteristics from Oracle, PeopleSoft, and J.D. Edwards products in the new standards-based product set. The successor product, named Oracle Fusion, is expected to evolve over time and incorporate a modern architecture, including the use of web services in a service-oriented architecture. The outcome will be the best in exceptionally deep and flexible process automation, as well as high quality, real-time information (www.oracle.com 2007).

**Project Success** According to the regression analysis on project success, only a marginal difference exists in "Progress" and "Quality". "Internal Support" is the most important factor for "Progress" in both samples, but is more significant in the U.S. sample. "Function" is the most important factor for "Quality" of ERP system in both samples, and its significance does not differ between samples. Compared to the analysis of all responses, the main determinants of each group and their relationships related to project success are about the same.

Implications for Successful ERP Implementations the structured ERP success model is provided to identify and analyse the relationships between success factors and indicators in this research. The model has a hierarchical structure in which success factors impact indirectly on the final dependent variable, "ERP Benefits", by influencing intermediate success indicators. The main structure of their relationships is identified as follows: Success Factors – Perceived Usefulness – Intention to Use / Use – ERP Benefits; Function – Quality – ERP Benefits; Internal Support – Progress. The question arising from this result is "How can we interpret these relationships for the real world?" So now this section will suggest recommendations for ERP success based on the relationships identified through the extensive analysis in this research.





## Findings

An integrated and streamlined system will be more effective than various disparate ones and will ultimately save valuable time. ERP can do so much for your business that you miss out on by not having one. ERP systems are robust in capability and powerful in achieving manufacturing automation. An ERP system will allow you to improve data integration. An ERP system will allow you to improve your CRM database and ultimately the experience your customers have and your capability to reach them effectively. An ERP system doesn't have to be free from support. By choosing a consultant/vendor to walk through the selection, implementation, and use process with you, you will have the needed support to get all that you need out of your ERP software. In wanting to achieve manufacturing automation yet saving your business from too costly of a solution, you can consider manufacturing cloud ERP software. This is cost effective no matter the size of your business. ERP systems allow you to scale with growth and promote more of it because they are capable of handling the increasing complexity that growth can bring.

## Conclusion

Finally, an ERP implementation does not automatically mean the improvement of the integration of information systems. In certain cases and under some conditions this implementation could instead provoke a kind of disintegration. All stakeholders should be careful to avoid this undesired scenario which can lead to the disintegration of the information system instead of its integration. There are as many reasons for successful ERP implementations as there are for failed projects. However, success seems too often be measured by whether or not the project came in on time and under budget. Whereas, fully utilizing the system to achieve improved business practices appears to be ignored. Performance measures must be developed and standardized to give organizations a clearer picture of the benefits derived from Enterprise Resource Planning implementation. Much has been written about and learned from some well-publicized successes and failures in ERP implementations. Some of it has even been directly contradictory. However, most agree on some basic rules:

1. Establish the business processes prior to selecting the software.
2. Staff the project team with members of the user community in addition to IT staff.
3. Develop an implementation plan and stick to it.
4. Train the users thoroughly on the process changes and flow of information in addition to the actual software.
5. The project doesn't end with "go-live", but must be continually monitored.

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