The Role Of Management Information Systems In Achieving Excellent Operational Performance

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Abstract: This article discusses the role of management information systems in achieving prime operational performance by focusing on the role of the enterprise system, supply chain management systems and customer relationship management systems.Management Information System (MIS) is important in improving the performance of employess. Management Information System is a system of human/machine unified (integrated) to present information that supports the functions of the operation, management and decision making within an organization. Management Information System is a set of indispensable information tool by small scale industries/small entrepreneurs to overcome the problems encountered. The method used in this paper is descriptive analysis, where the author begins with theoretical studies from various sources about Management Information Systems, enterprise systems, supply chain management systems and customer relationship management systems. then analyzed into the role of management information systems in the organization.

Index Terms: Role, Management Information Systems, Excellent Operational Performance, Achieving.

1 INTRODUCTION

As a manager, you need to be required to achieve optimal work efficiency and provide good and perfect service for consumers. Creating good relationships with consumers through the services provided is one of the powerful aspects that can be used to increase sales and make names of well-known companies among consumers. This good performance system both on internal relations and external relations that are built can be a strong capital for the company to achieve efficiency in its performance and even have a tremendous impact in expanding the market. Every company runs its business based on information. Like companies that have ten large product lines different from the separate and incompatible parts of production, warehousing and distribution control systems. Overall in this case it will make it difficult to make decisions about how companies communicate with each other without the existence of databases and systems specifically for integrating information. throughout the world, corporate companies are increasingly connected, both internally and with other companies. If you do business, you want to be better by reacting quickly when serving large orders or when shipping from suppliers is late. You also want to know the impact of these events on each part of the business and how the business is done in every part of the time, especially if you are running a large company. The enterprise system (enterprise system) provides an integration to make it possible.

2 LITERATURE REVIEW

2.1 Corporate System

What is a Company System?
Every company runs its business based on information. Like companies that have ten large product lines different from the separate and incompatible parts of production, warehousing and distribution control systems. Overall in this case it will make it difficult to make decisions about how companies communicate with each other without the existence of databases and systems specifically for integrating information.

How the company system works
The database collects data from various divisions and departments within a company, and from a large number of important business processes in manufacturing and production, finance and accounting, sales and marketing, and human resources, makes data available for applications that support almost all business activities internal organization. When new information is entered by one process, that information

Company Software
It is based on thousands of business processes that have clearly reflected best practices (the most successful solutions and solutions to problems in an industry to achieve business goals consistently and effectively), which support companies about the way organizations conduct their business in obtaining maximum profit from performance system.

Business Value System of the Company
The Company's system integrates data on ordering, production and shipping. This can help companies quickly respond to customer requests for information or products by increasing operational efficiency widely.

2.2 Supply Chain Management System

For
Supply chain
Is an organizational network and business process for obtaining raw materials, converting this raw material into finished goods or finished goods and distributing finished goods to customers. Supply Chain Image: supplier factory distribution center retail shop customer

Information and Supply Chain Management
If producers have perfect information about the number of product units that customers want, when they want it and when it is produced, then a very efficient just in time strategy will be able to assist in the timeliness of product stocks to meet focused customer needs. The problem that often arises in the supply chain is the bullwhip effect (changes in information when passing an entity to the next entity along the supply chain), which can be reduced by reducing uncertainty about demand and supply.

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Supply Chain Management Application
1. Ability of the Supply Chain Planning System
   - Order planning
   - Better planning and production
   - Request planning
   - Distribution planning
   - Transportation planning
2. Supply Chain Implementation System Capabilities
   - Order commitment
   - Final production
   - filling
   - Distribution management
   - Reverse distribution

Supply Chain Management and the Internet
The internet integrates information from a variety of separate business processes within the company to manage the company's supply chain. Access to the internet can also be extended to suppliers, distributors, logistics services, and retailers from external supply chains. Some companies use intranets and extranets to adjust access that can meet the company's requests online by coordinating overseas source management, transportation, communication, finance, and compliance with customs regulations.

Business Value Supply Chain Management System
By implementing an integrated and network-connected supply chain management system, companies can reduce costs, in addition companies can balance supply and demand, reduce inventory levels, improve shipping services, speed up time to market products, and use assets more effectively.

2.3 Customer Relationship Management System

Competitive advantage based on innovative new goods or services often times is very short, the company realizes that the only competitive strength that can survive is the relationship with its customers.

What is Customer Relationship Management?
In recognizing customers, customer relationship management is needed, because this greatly helps the company's operations in integrating and operating metropolitan or even global scale. With a good customer relationship management (CRM) system, it provides a company-side view of the customer that is useful for increasing sales and customer service.

Customer Relationship Management Software
A more comprehensive CRM software package contains modules for partner relationship management (PRM) and employee relationship management (ERM). PRM uses most of the same data, devices, and systems as customer relationship management to enhance collaboration between companies and their sales partners.

2.4 Challenges for Company Applications

The company's applications require not only comprehensive technological change but also fundamental factors in the way business operates. Employees must accept new work functions and responsibilities, by understanding how the information they enter into the system can affect other parts of the company. In short, it takes a lot of effort to make enterprise applications work well to implement CRM, SCM and enterprise systems.

Expanding Company Software Coverage

Service platform
In enhancing the leverage of investment in enterprise applications, it is used to create a service platform for business processes that are basic or improved, which combines information from various functional fields. The aim is to bring together various applications from various business functions, business units, or business partners to deliver a seamless experience for customers, employees, managers, or business partners.

2.5 Management Information Systems

Management information system is a comprehensive and coordinated and rationally integrated sub-system of information systems capable of transforming data into information through a series of ways to increase productivity in accordance with the style and nature of managers on the basis of predetermined quality criteria. Management information system (SIM) is not an entire information system, because not all information in an organization can be entered completely into an automated system. The main aspect of information systems will always be outside the computer system. Development of sophisticated computer-based SIM requires a number of highly skilled and long-experienced people and requires participation from organizational managers. Many organizations fail to build SIMs because:

1. Lack of reasonable organization
2. Lack of adequate planning
3. Lack of reliable personnel
4. Lack of management participation in the form of participation of managers in designing systems, controlling efforts to develop systems and motivating all personnel involved**.**

3 CONCLUSION

Every company must be able to get closer to the customer and also improve the performance of the company. To achieve that, understanding is needed, the ways can be realized properly. In the present time the business orientation of a company is not only seen from the amount of goods sold or how much the amount of profit is obtained. Developments in the business world make entrepreneurs aware of their customers' needs more. Customer satisfaction is a very important orientation for the continuity of the company's products. From the satisfaction that is formed, there will be a high loyalty to the product. To know well what factors can increase customer satisfaction, the company must have a network of good relationships with customers. This need is the forerunner of the establishment of a system to understand customer needs, maintain customer loyalty, and provide added value for customers in conducting business or transactions with companies. Applying the Customer Relationship Management (CRM) program to win existing competition. The purpose of CRM in general is to create and maintain a good relationship with customers and reduce the possibility of customers moving to competing products. With a good understanding of CRM, it will bring the company to maintain customer loyalty, especially customers who generally take products in large quantities.

ACKNOWLEDGMENT

The authors wish to thank to Binus University, Jakarta, Indonesia.

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