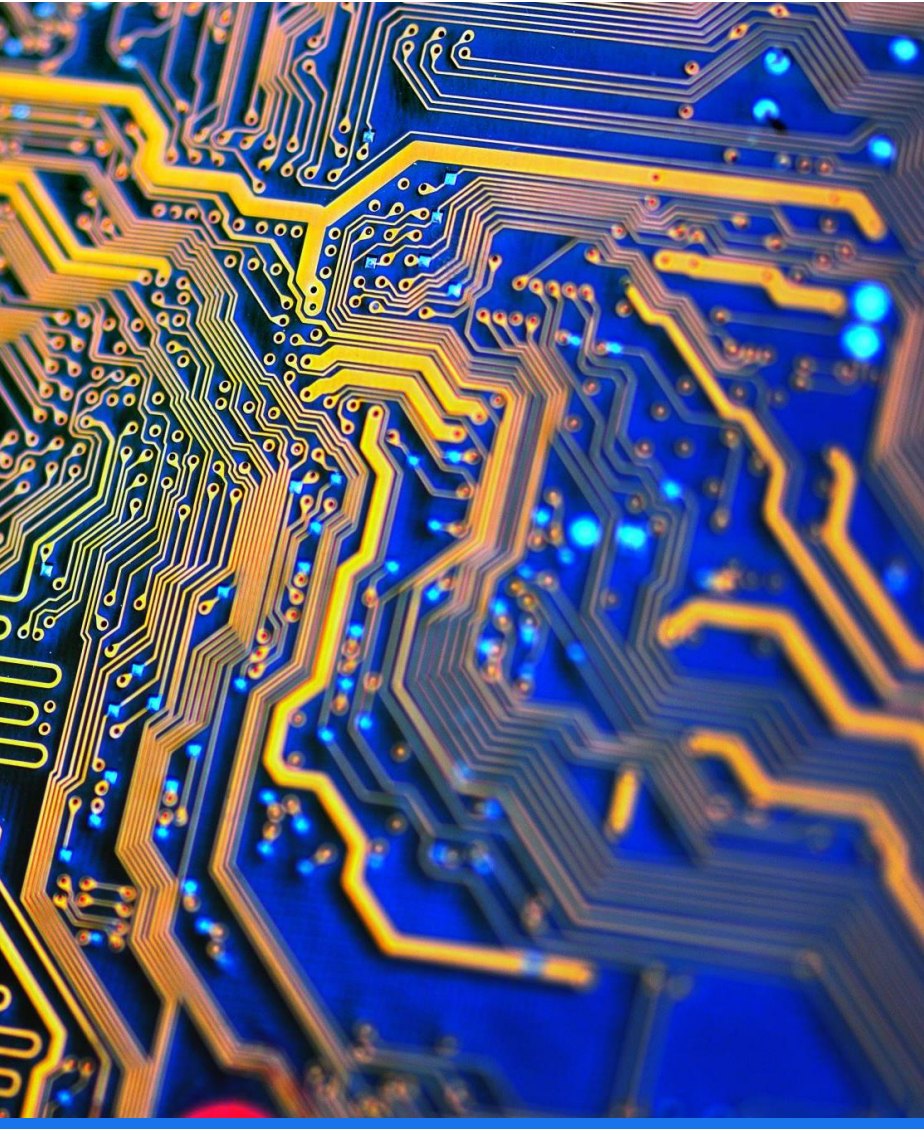




Modernizing Information Systems

- STRATEGIC IMPLEMENTATION FOR GROWING BUSINESS SUCCESS
- GROUP PRESENTATION:
- MARIA ALEXANDRA CIOTOI 2425301
- FLORIN EDUARD MATEI 2425303



What are information systems?

- Information Systems (IS) are integrated sets of components for collecting, storing, and processing data into actionable information.
- Efficiency: Automating routine tasks.
- Accuracy: Reducing human errors.
- Agility: Fast response to market changes.
- Role in Modern Business
Modern IS acts as the "nervous system" of an organization, connecting every department from HR to Logistics, ensuring data flows where it is needed most.

Driving Competitive Advantage



In 2024, Information Systems provide a crucial edge by:



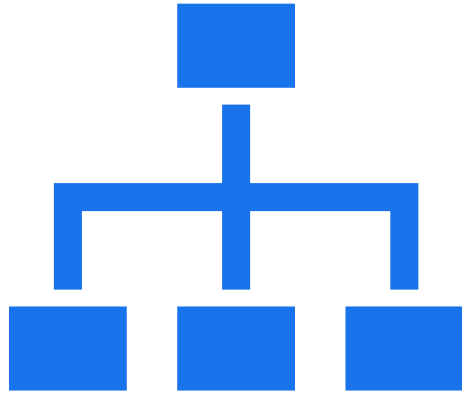
Strategic Insight: Real-time analytics for better decision-making.



Customer Loyalty: Personalized experiences driven by data.



Cost Leadership: Optimizing supply chains to lower operational overhead.



Evaluating Core Systems

To modernize effectively, we must understand the three pillars of business software:

- ERP (Enterprise Resource Planning):
 - Goal: Integrates all internal business processes (Finance, HR, Supply Chain).
 - Strategic Benefit: Acts as the single "Source of Truth" for the entire company.
 - Challenge: Complex to implement and requires significant training.
- CRM (Customer Relationship Management):
 - Goal: Manages every interaction with current and future customers.
 - Strategic Benefit: Increases sales velocity and improves customer retention.
 - Challenge: Success depends on the team using it consistently.
- BI (Business Intelligence):
 - Goal: Analysis data to provide predictive insights and trends.
 - Strategic Benefit: Allows leaders to make decisions based on facts, not guesses.
 - Challenge: Its value depends entirely on the quality of the data entered.

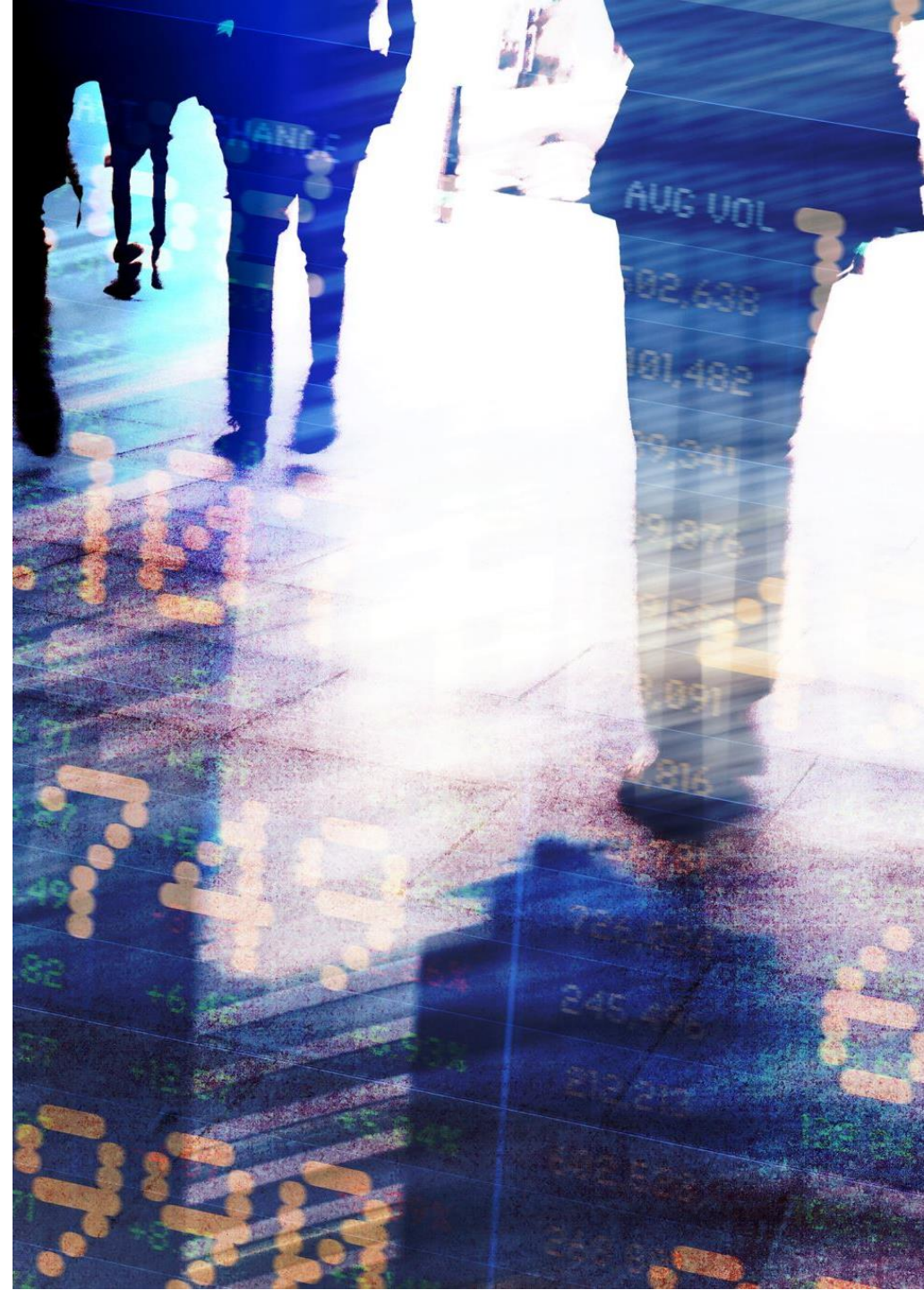


Strategic Priorities

- What are companies focusing on right now? Data from the industry shows three principal areas of investment:
- 1. Generative AI & BI Integration (90% Priority):
- Businesses are moving from just "storing data" to "asking data questions." AI is being used to find patterns that humans would miss.
- 2. Cloud-Native ERP (75% Priority):
- Old, on-site systems are being replaced by Cloud solutions. This allows teams to access information from anywhere, at any time.
- 3. Omni-channel CRM (65% Priority):
- Customers now interact with brands via social media, email, and websites. Companies are investing in systems that centralize these interactions into one profile.

Ethical Modernization

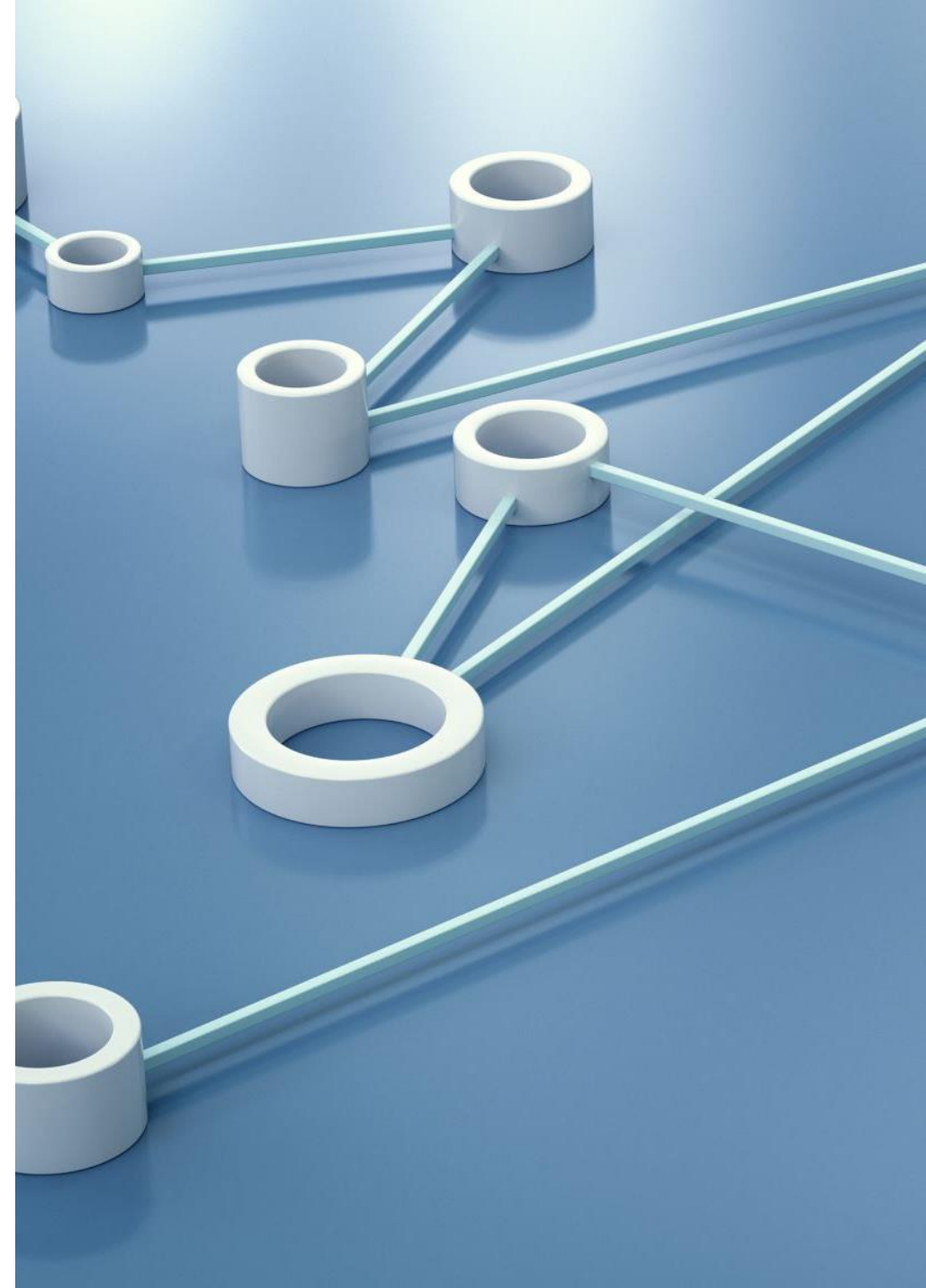
- Data Privacy: Ensuring compliance with GDPR and protecting user consent in every automated process.
- Algorithmic Bias: Auditing AI systems to prevent unfair decisions based on race, gender, or demographics.
- Trust & Safety: Balancing monitoring with employee trust to maintain a healthy work culture.



Mitigating Strategic Risks

To ensure a safe modernization, we recommend three key strategies:

- Security-by-Design: Protection built into the root system.
- Transparency: Clear communication with all stakeholders.
- Ethical Audits: Quarterly checks on automated decision models.



Case Study: Amazon Success



Outcome: By integrating AI and robotics into their IS, Amazon cut fulfillment cycle times by 75%.



Key Lesson: Information systems must connect directly to physical operations to provide real-time value and efficiency.



Case Study: DHL Digitalization

Strategy 2025: DHL is currently investing 2 billion dollars in digitalization to improve global logistics.

- IoT for real-time shipment tracking.
- Smart Warehouses with robotic assistance.
- Predictive analytics to optimize delivery routes.
- Result: Increased speed and total transparency for customers.

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- Thank you for listening!

