

MODERNISING BUSINESS INFORMATION SYSTEMS FOR BUSINESS GROWTH

Improving Efficiency, Decision-Making and Customer Experience

Title: Group Presentation C1

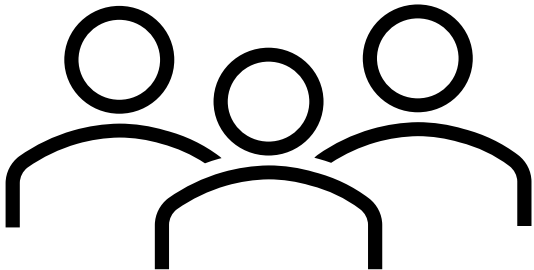
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✚ GROUP 2 ✚

INTRODUCTION TO INFORMATION SYSTEMS

What is an Information System?

People + processes + technology + data

Collects, processes and stores information

Supports business operations

Enables informed decision-making

Contributes to competitive advantage

Why are IS Important?

- ☐ Improve efficiency
- ☐ Reduce information silos
- ☐ Enhance customer experience
- ☐ Support data-driven decisions

(Laudon and Laudon, 2024)

TYPES OF INFORMATION SYSTEMS & BUSINESS PROCESSES

SYSTEMS	MAIN PURPOSE
TPS	Daily transactions
MIS	Management reporting
ERP	Business integration
CRM	Customer relationship
DSS	Decision support

BUSINESS PROCESS

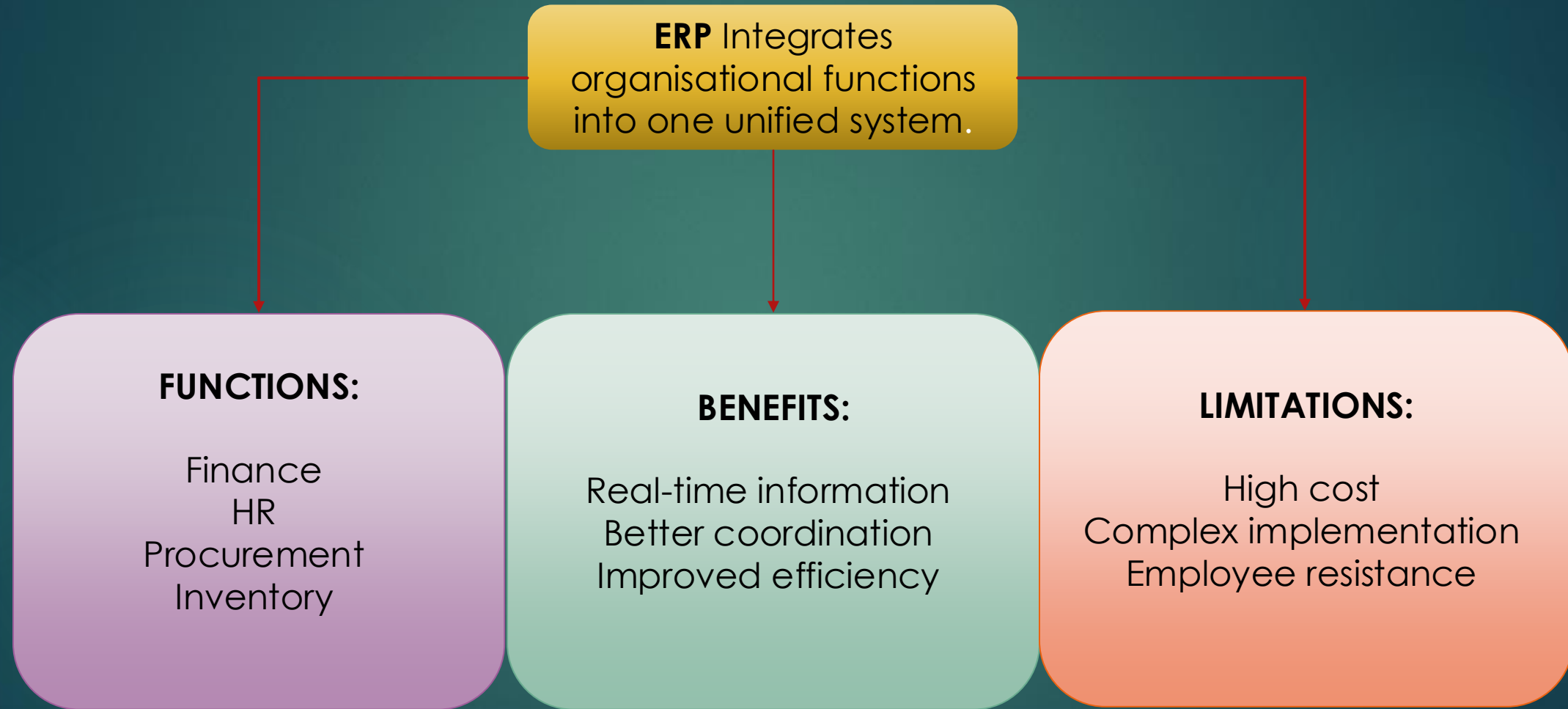
Finance & HR → ERP

Marketing & Customer Service → CRM

Strategic Planning → DSS

(O'Brien and Marakas, 2020; Stair and Reynolds, 2021)

ENTERPRISE RESOURCE PLANNING (ERP)



(Laudon and Laudon, 2024; Davis, 1989)

A blurred background image of a business meeting. Two people are visible: a man in a dark suit and a woman in a dark blazer. They are sitting at a table with a laptop, a smartphone, and a white coffee cup. The woman is gesturing with her hand near her face. The overall scene is professional and collaborative.

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

CRM manages customer interaction and data.

BENEFITS:

- ❖ Better customer insights
- ❖ Personalised marketing
- ❖ Improved retention
- ❖ Increased sales opportunities

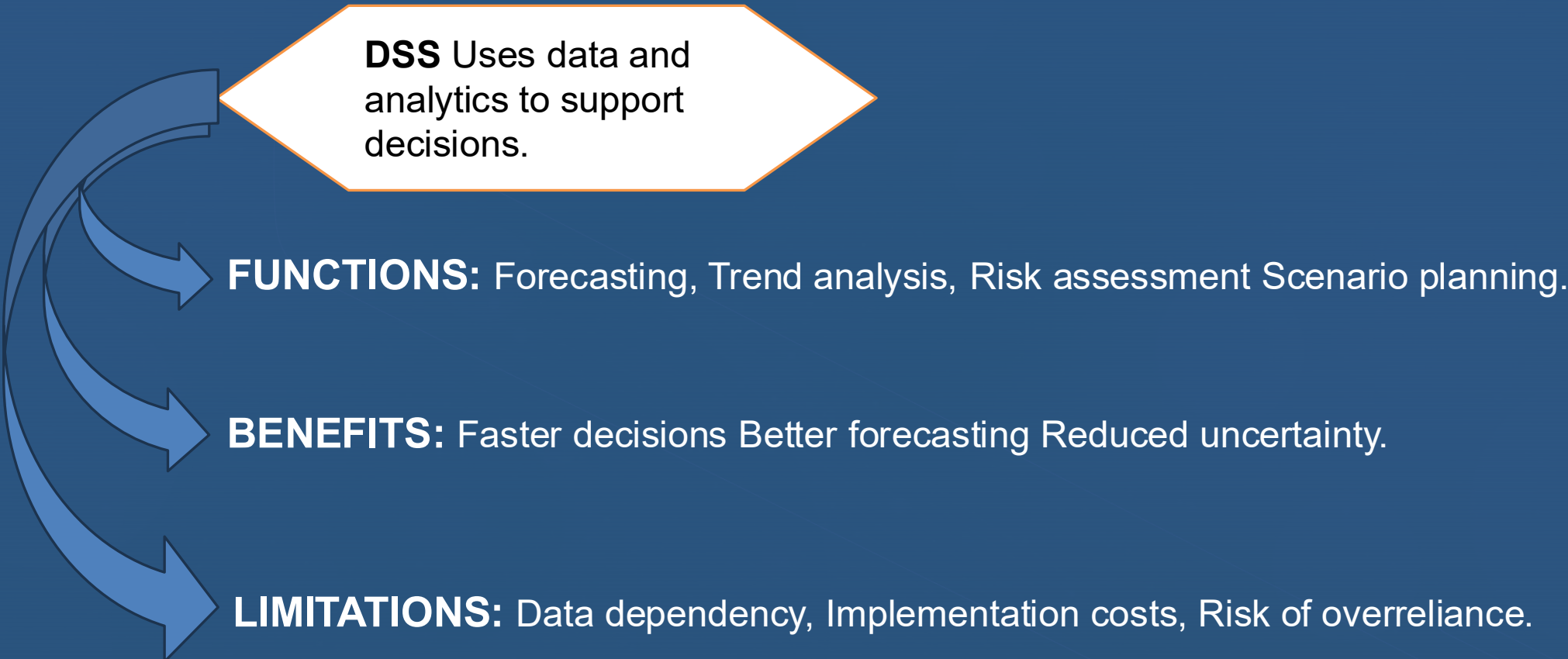
LIMITATIONS:

- ❖ Data quality problems
- ❖ Privacy concerns
- ❖ User adoption challenges

Evaluation Customer value depends on accurate and responsible data use.

(Laudon and Laudon, 2024)

DECISION SUPPORT SYSTEMS (DSS)



DSS Uses data and analytics to support decisions.

The diagram features a central white hexagonal box with an orange border containing the definition of DSS. To the left of this box, three large, curved blue arrows point downwards towards the 'FUNCTIONS', 'BENEFITS', and 'LIMITATIONS' sections. The background is a solid dark blue, and the text is in white for high contrast.

FUNCTIONS: Forecasting, Trend analysis, Risk assessment Scenario planning.

BENEFITS: Faster decisions Better forecasting Reduced uncertainty.

LIMITATIONS: Data dependency, Implementation costs, Risk of overreliance.

(O'Brien and Marakas, 2020)

COMPARISON OF ERP, CRM & DSS

	ERP	CRM	DSS
Focus	Operations	Customers	Decisions
Users	Organisation-wide	Sales/Marketing	Managers
Benefit	Integration	Customer value	Analysis
Limitation	Cost	Privacy	Data dependency

(Stair and Reynolds, 2021)



Critical Analysis:

ERP → operational integration
CRM → customer relationships
DSS → strategic decisions
Integrated systems provide complementary value

INFORMATION SYSTEMS THEORIES

Technology Acceptance Model (TAM) (*Davis, 1989*)

- Perceived usefulness
- Perceived ease of use

User acceptance **Application:** ERP & CRM adoption

DeLone & McLean IS Success Model (*DeLone and McLean, 1992; 2003*)

- System quality
- Information quality
- User satisfaction

Net benefits **Application:** ERP, CRM & DSS success

ETHICAL ISSUES & RISK MANAGEMENT

ETHICAL CONCERNS

- ❖ **Data Privacy:** Personal information, GDPR
- ❖ **Cybersecurity:** Breaches, cyber threats
- ❖ **AI & Bias:** Unfair outcomes, lack of transparency
- ❖ **Employee Monitoring:** Privacy, workplace trust

RISK MITIGATION

- ❖ Security controls
- ❖ Employee training
- ❖ AI governance
- ❖ Regular audits

(European Commission, 2025)

REAL-WORLD CASE STUDIES



AMAZON

- **Challenge:** Large-scale operations
- **Systems:** ERP + CRM + AI analytics
- **Impact:** Efficiency + customer experience
- **Ethics:** Employee monitoring + data privacy

TESCO CLUBCARD

- **Challenge:** Understanding customer behaviour
- **Systems:** CRM + analytics + DSS
- **Impact:** Loyalty + personalised promotions
- **Ethics:** Responsible customer data use

(Amazon, 2025; Tesco PLC, 2025)

RECOMMENDATIONS & CONCLUSION

Recommendations:

- ERP – Integrate core processes
- CRM – Strengthen customer relationships
- DSS – Support data-driven decisions
- Cybersecurity – Protect information
- Governance – Responsible AI and data use



Conclusion: Effective information systems combine technology, people, processes and responsible governance.

(Laudon and Laudon, 2024; DeLone and McLean, 2003)

GROUP CONTRIBUTION LOG

Team Members	Contribution
Sadia Nadeem	Introduction & IS types ERP & CRM
Amandeep kaur	DSS & comparison
Nirosan chandrasekaran	Theory & ethics Case studies & conclusion

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