

MAY 2017 / 01.06.2017



Q.P. Code : 793101

(3 Hours)

[Total Marks : 80

- N.B. :** (1) Question 1 (one) is compulsory.
 (2) **Attempt** any three questions out of remaining.
 (3) **Figures** to the **right** indicate **full** marks.

1. a. Explain Electronic Data Interchange and bring out its benefits. 5
 b. How will you achieve agility in SCM? 5
 c. How can we improve the power of ERP using business intelligence? 5
 d. Explain how BPR adds value to an organization? 5
2. a. Describe configure-to-order concept. 10
 b. What do you mean by bill of material? Explain with an example. 10
3. a. Explain distribution requirement planning. 10
 b. What is data warehousing? Explain how data warehousing and data mining are an integrated part of a successful ERP package? 10
4. a. Explain material management system (in brief). 10
 b. What are the uses of ERP? Discuss how ERP helps in better decision-making? 10
5. a. What is the impact of internet and www on the ERP products? 10
 b. What is customer retention? Explain briefly why it is necessary. How to evaluate a retention analysis? 10

6. **CASE STUDY :** Select Comfort finds Comfort in ERP

Select comfort is the bed that invented the "sleep number" system, which provides a range of mattress firmness setting to accommodate sleeping preferences. Founded in 1987, the Minneapolis, Minnesota-based company delivered net sales of \$691 million in 2005. The company has 32 U.S.-issued or pending patents and was ranked by Furniture/Today as the top bedding retailer in the nation for the sixth consecutive year. Needless to say, a company of this size depends on enterprise-wide software systems to provide access to valuable information throughout the organization. A few years ago, Select Comfort began moving away from its hard-to-maintain legacy systems to integrated enterprise resource

[TURN OVER]

planning (ERP) software. The e-Business Suite from Oracle provides ERP services through a convenient Web-based interface. The suite helps Select Comfort coordinate its sophisticated made-to-order manufacturing operations in South Carolina and Utah, and keep mattress orders flowing smoothly from the store to the factory to the consumer's home. Select Comfort adopted several e-Business Suite modules to assist in varying parts of its business: an order management module to fulfill the hundreds of mattress orders it receives daily, a customer relationship management (CRM) module for keeping track of customer interaction, and modules that handle typical business needs such as assets management, general ledger, payables, purchasing and receivables. The ERP system ensures that all these modules and services are synchronized and centralized so they can provide up-to-date information. Seeking to make use of the latest technologies, Select Comfort adopted business intelligence (BI) software from Siebel Systems, Inc. BI software allows a business to combine its databases and extract useful information to apply to business strategies. The BI software from Siebel caught the interest of Select Comfort because of its power and ease of use. Select Comfort plans to deploy Siebel Business Analytics to 2,500 users company-wide by 2008. The software will deliver alerts and dashboard capabilities to show how the company's 400 stores are performing in real time. Select comfort had concerns about using enterprise-wide software from two vendors, Oracle and Siebel. When companies adopt new software, the software must be able to integrate with existing systems. Select Comfort resigned itself to the fact that it would have to work with Siebel on integration issues. Shortly after Select Comfort purchased the Siebel software, Oracle announced that it was purchasing Siebel. The partnership means that the Siebel BI software will eventually be integrated with oracle's database and ERP software. David Dobrin, an analyst at B2B Analysts, Inc., in Cambridge, Massachusetts, said Select Comfort will likely have to wait for a strong link between the products. Integration "will take years and years, and probably Oracle will have to do a major revision to data systems," he said.

Questions

1. What benefits does Select Comfort's ERP system provide that individual software solutions from a variety of vendors could not? 10
2. What risk did Select Comfort assume when it chose software from a different vendor? 10