Enterprise applications move to the cloud

1. What types of companies are most likely to adopt cloud-based ERP and CRM software services? Why? What companies might not be well-suited for this type of software?

   The traditional enterprise software vendors like Oracle are using their well-established position to grab a share of the cloud-based application market; newcomers like Right Now, Compiere, and Sugar CRM have found success using some different tactics. Because most companies that are interested in cloud computing are small or midsize and lack the know-how or financial resources to successfully build and maintain ERP and CRM applications in-house. However, the large companies have made the switch to cloud. Company officials were hoping to eliminate maintenance and administrative costs, but not at the expense of a storage system that meets their requirements, were never out of service, and worked perfectly.

2. What are the advantages and disadvantages of using cloud-based enterprise applications?

   The cloud-based advantages as it attempted to merge information from different sources, and many smaller companies have taken advantage of a new type of cloud computing. For example, cloud-based applications can merge customer data from 25 disparate sources and applications into a single system. Disadvantage is that company officials
were hoping to eliminate maintenance and administrative costs, but not at the expense of a storage system that met their requirements, was never out of service, and worked perfectly and they will cost a lot of money from enterprise.

3. What management, organization, and technology issues should be addressed in deciding whether to use a conventional ERP or CRM system versus a cloud-based version?

Nikon found that not only Right Now had the capability to implement that system, but also it had an array of other useful services. When Nikon discovered that it could combine outbound e-mail, contact management, and customer records into a single system in Right Now’s cloud, it made the move, expecting to receive a solid return on the investment. However, more customers found the information they needed on the Web, call response times dropped by 50 percent, and incoming e-mail dropped by 70 percent. While Nikon still hosts its SAP ERP system internally due to its complexity, Nikon switched its entire CRM system to Right Now. Companies that manage their CRM apps with a cloud infrastructure have no guarantees that their data will be available at all times, or even that the provider will still exist in the future.

4. What kinds of open source offerings does the company have, if any? Describe some of the features.

The OSP had long outgrown its existing ERP system and was held back by inefficient, outdated processes in accounting, inventory, manufacturing, and e-commerce. Compiere used a model-driven platform
that stores business logic in an application dictionary rather than being hard-coded into software programs. In contrast to traditional ERP systems that encourage subscribers to modify their business processes to conform to the software, Compiere encourages its subscribers to customize its system to match their unique business needs. The fact that the compiere software is open source also makes it easier for users to modify. For example; OSP was attracted to this feature, along with the robust functionality, scalability, and low cost of the Compiere ERP Cloud Edition. However open source cloud computing provides companies that flexibility.

5. Toward what types of companies is the company marketing its services?

Some established CRM companies like Oracle have moved into SaaS. Bryant& Stratton College, a pioneer in career education, used Oracle CRM on Demand to create more successful marketing campaigns, such as products, solutions, services, customers, events, and resources in the sales force.com. However, the products include sales cloud, data, service cloud, chatter. Actually the solutions include social Enterprise, communication, financial services, and Healthcare& life sciences. At the same time, the customers include customer support and partner support. The customer relationship management software provides a single point for users to manage and evaluate marking campaigns across multiple channels, including e-mail, direct Mail, telephone, the Web, and Wireless massagers.
6. What other services does the company offer?

For netsuite.com they have different services, including your business, partners, and company. Nevertheless, for your business include your industry; you current software and your company size. The partners include overview. The last of company include management; board of directors; careers; contact us; New & Events; corporate citizenship.

http://www.netsuite.com/portal/home.shtml
http://www.salesforce.com/