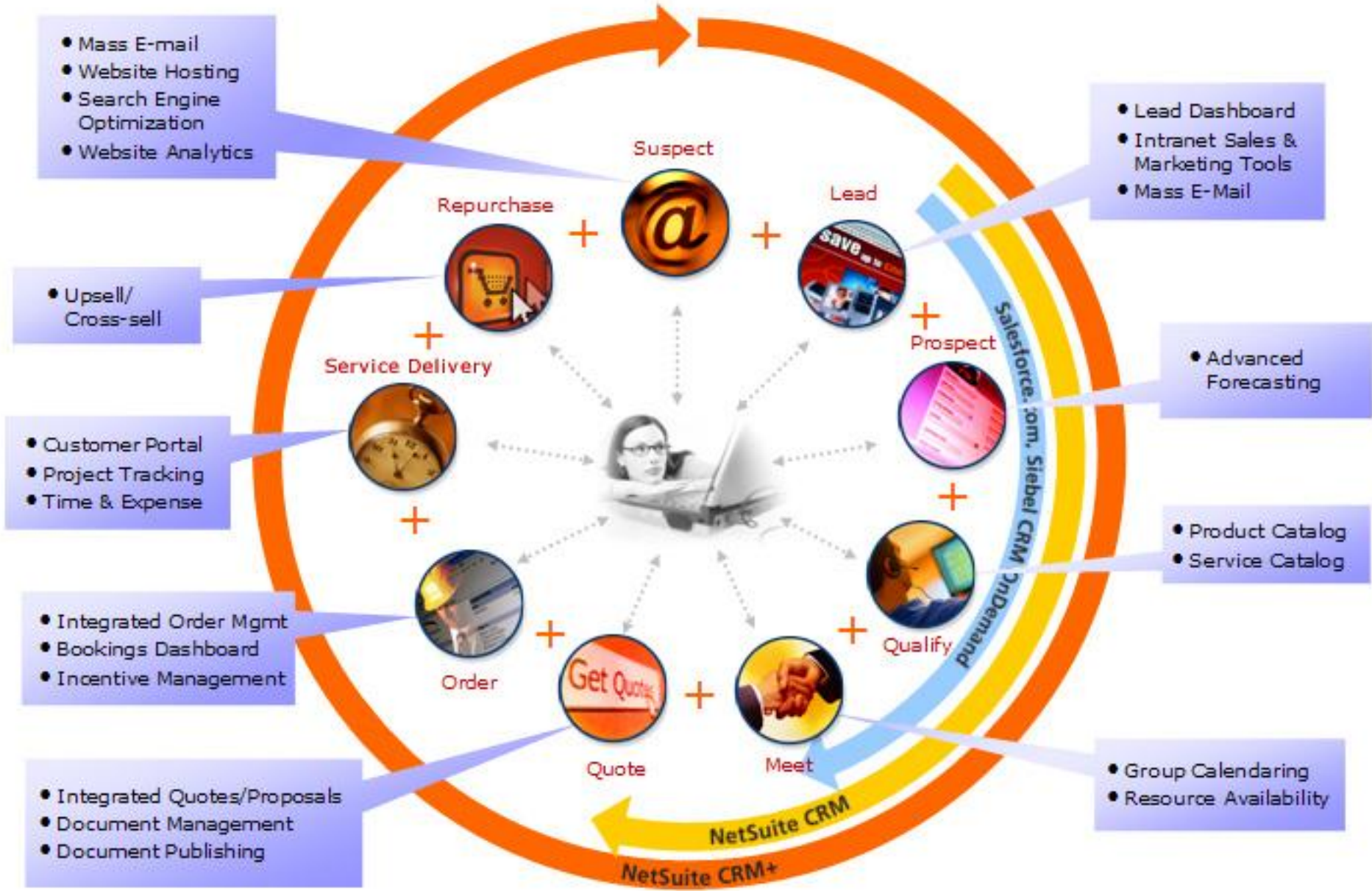
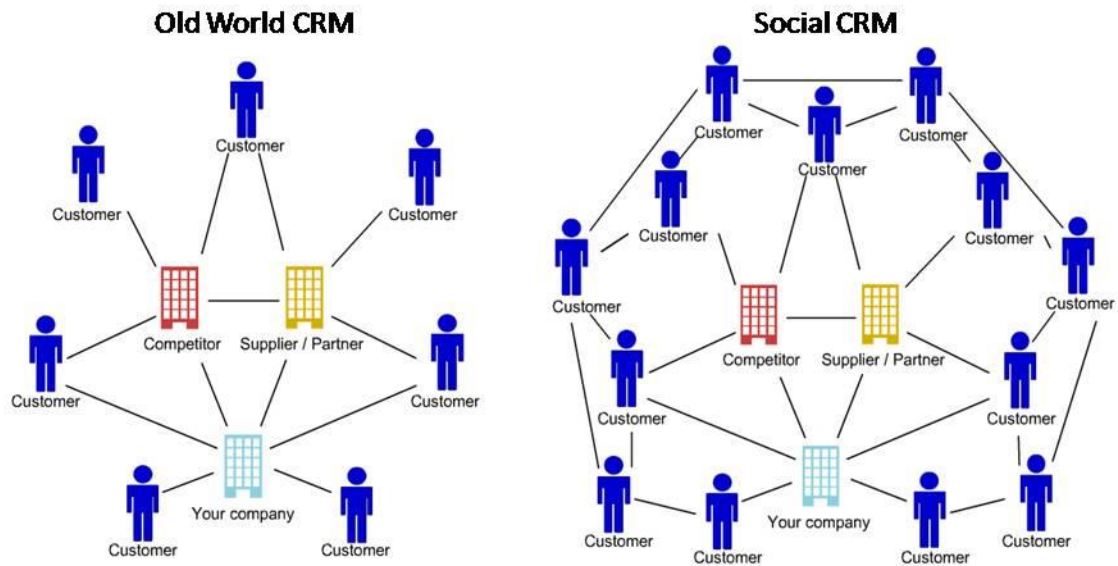


ERP and CRM systems

- **Customer relationship management (CRM)** is a widely implemented strategy for managing a company's interactions with customers, clients and sales prospects. It involves using technology to organize, automate, and synchronize business processes—principally [sales](#) is a widely implemented strategy for managing a company's interactions with customers, clients and sales prospects. It involves using technology to organize, automate, and synchronize business processes—principally sales activities, but also those for [marketing](#) is a widely implemented strategy for managing a company's interactions with customers, clients and sales prospects. It involves using technology to organize, automate, and synchronize business processes—principally sales activities, but also those for marketing, [customer service](#) is a widely implemented



Evolution of the CRM landscape



ERP definition :

- It is a company-wide computer software system used to manage and coordinate *all the resources, information, and functions of a business* from **shared data stores**.
- ERP relates to the *integrated software infrastructure* that supports the entire company business process.
- ERP refers to a view of a company and all its parts as *connected whole*, rather than small silos of activity

Now, where does the ERP term come from? It originally comes from Material Requirements Planning or MRP and then Manufacturing Resource Planning or MRP II. Today, the MRP and MRP II are part of ERP modules where capacity planning activity and routing become a part of the standard software activity.

