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CORPORATE INFORMATION SYSTEMS AND THEIR ROLE IN MARKETING

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The article discusses trends and key areas of corporate marketing information systems in Ukraine. The conditions there is need for them, requirements, examples and suggestions for their development.

Keywords: corporate information systems, marketing activities, CRM-systems, marketing information system.

Convert undertaken in Ukraine, a new pose questions about the forms and methods of economic activities of enterprises, determine the need for specific and effective measures to intensify their development. Growth of domestic companies is largely dependent on the quality of management functions and performance technology business providing competitive products and market stability. At the same time, the success of market requirements related to the whole objective assessment and prediction of changes taking place, which, in turn, dictate the need for proper system of marketing activity.

During the structural transformation of the agricultural sector, which has a high scientific and resource capacity, as never actualized task based integration of business entities with their production and marketing capabilities, creating such forms of business organization that would more fully and adequately to meet contemporary processes of globalization. Marketing acquires exceptional importance not only in terms of focusing on the needs, the use of a large arsenal of effects on consumers, but also from the perspective of assessing the possibilities of forming integrated businesses effectively use any possible market development.

New economic conditions triggered the emergence and development of various forms of business organization, focused on the possibility of early goals growth. Practice shows that economic agents have become increasingly interested not only in ensuring the continuity of their activities by forming a single integrated production chains, but also to establish long-term relationships with business partners and end users. In many cases scale business involves combining marketing efforts, creating powerful market- oriented structures. The need to gain leading market positions causes an acute need for coordination of marketing strategies, marketing information flows centralization, eventually forming a unified system of marketing in the corporate governance process. Actualized the issue of systemic solution set of complex management tasks that determine the fundamental characteristics of marketing functions, among which the most prominent is to provide strategic market stability, the development of core competencies, customer value formation, the achievement of strategic competitive advantage.

Theoretical and methodological aspects of marketing and market- oriented management contained in the works of such renowned scientists: D.Aaker, I. Ansoff, B.Berman, D.Blahoev, H.Bolt, P.Hembl, J. Gordon, P. Drucker, P. Doyle, Kotler, Zh.Zh.Lamben, H.Meffert, M. Porter, S. Stone, D.Han, H.Hershhen, Dzh.Evans.

However, the existing theoretical framework is not always clearly describes the content and sequence solving marketing challenges of integrated structures do not fully characterize the function of marketing in the corporate governance process. And if the object structuring process integration industry has adequate lighting in scientific publications, the subject area related to joint market power, providing a wide range for research. Remain unresolved and issues such as, for example, the strategic importance of marketing that takes into account industry specifics, the priority of functional marketing objectives through collaboration of businesses. Currently, to create competitive advantage, business development management company must make a huge number of solutions, which is compared and evaluated a wealth of information, completeness and accuracy of which often leave much to be desired. Without accurate information, managers tend to make decisions intuitively.

To avoid this situation, the business is being practiced by the introduction of modern enterprise information systems (EIS), it is assumed that they will contain all the necessary information for effective work. Now Ukrainian market presents many different corporate information systems for various industries, banks, insurance companies, etc. All systems vary in price, functionality, performance time, but every developer tries to present your product as a unique and most effective to use. It is clear that implementation of CIS in the company and in the organization of investment is an investment, and there is a risk that this implementation does not lead to a significant increase in performance. This can occur if outside the goals of the organization, and capabilities implemented CIS. Therefore the choice of CIS - it is responsible and requires special attention from management and technical support organization, but ideally it is desirable to participate in the group implementing staff functional departments - accounting, planning , production and other economic department, purchases and sales of financial analysis and marketing. In practice, however, recent interest in the construction and implementation of the CIS or overlooked or pushed into the background, it is because the majority of Ukrainian managers are not aware of the role of marketing companies to survive in the marketplace.

In today's marketing solution to most problems is impossible without the use of modern information technology. Most of the CIS on the market include CRM- subsystem designed to automate and support the marketing activities of the organization and the enterprise. The value of these systems to large marketing activities. Such systems make available to marketers of complex information to accurately assess the potential of each client and focus mainly on the most promising relations today and in the future. Long-term and mutually beneficial relationship with clients is the foundation of a successful enterprise.

In addition, modern CRM-system provide opportunities for forming contacts and market segmentation based on different criteria , which required the company focused on the customer. The system is designed to assist organizations in building long-term relationships with all business partners (customers, suppliers, potential clients, etc.), providing customized communication and providing a personal approach. Features of CRM-systems allow firms to keep all contact information in one place and therefore directly monitor business relationships with customers.

These features improve the quality of business relationships , helping to make the best marketer relations of contacts to ensure the success of marketing and commercial actions and campaigns , to achieve a higher degree of satisfaction of employees and customers.

Commercial management and marketing capabilities lets you control the volume of future sales , generate job opportunities within and create quotas and order directly from the module designed for this purpose, closed, or "freeze" interoperability with some clients , with reasons , to obtain statistics on commercial and marketing opportunities. Also, CIS track the history of client and sales , so that creates a clear picture of expected sales. This allows marketers to support sales plans in line with the current status. It should also be noted an important role of CRM-systems for marketing in e-commerce. Companies working in the field of e-commerce, special eCRM system. The use of these systems occurs throughout the customer relationship and company: finding potential clients to deliver the goods. Ease eCRM systems for e-commerce is that they are fully integrated with the company's website: all information about visitors to the site enters the system. eCRM system logs and analyzes all contacts between the buyer and the seller made through the site or via email . Such systems can also be aimed at the development and analysis of online marketing. In addition, if a company other than its core business, anyway does business on the Internet, eCRM system may be a separate module integrated into the main CRM system.

As mentioned earlier, you can see some analogy between the definition of marketing information system and principles of CRM-systems for the marketing of the company. Flowsheet solving marketing conventionally involves the following steps:

1. Collecting data on the competitors, their products and pricing. With the information obtained by filling the information files. Registration also provides contacts , offers, and potential customers and information about them. This phase corresponds to the concept of marketing intelligence system. Marketing intelligence system provides information about the dynamics of the environment. Daily receives information allows marketing managers constantly monitor marketing. Are fixed primarily phenomena that are important for the development of marketing in the future as well as present a potential danger. Marketing intelligence system draws information from a variety of sources - from employees, customers, competitors, suppliers and intermediaries, inventors and innovators, as well as various publications and advertising. Recently, the role of such sources as the Internet. An integral feature of modern CIS was the use of Internet technologies.

2. Data Analysis. Analytical work carried out by means of analytical CRM, tools , providing unite disparate data sets and their joint analysis to develop the most effective strategies for marketing, sales , customer service , etc. For example, analysis of data on sales, recorded sales department ( the commodities market segments, sales channels ) to find the most profitable strategy implementation. This facilitates the timely replenishment of goods , obtaining information about consumer preferences and efficiency channels. Failure to use the same analytical methods deprive the company of many profit opportunities. It should be noted that the market for CRM-systems are present as products containing analytical modules and products in which the module is missing. In the latter case the analytical third-party tools.

Currently existing in the domestic market software of this kind can be divided into three groups:

1. Program class CRM (Custom relationship management), driven by the needs of corporate services sales (customer management) and marketing. The most famous of them - «Sales Expert». These products are highly effective tools of planning and corporate sales. They allow to consider contacts with customers, customer appeal, deals and receive the corresponding analytical reports. The strength of these programs is effectively constructed system of automatic communication with customers (mailing list, redial, etc.). Very well thought out system of data protection and sharing permissions that restrict access to business information. At the same time, it appears that the scope of application class CRM is fundamentally limited companies, market-oriented large corporate customers, these programs are ill-suited for organizations companies working with small and retail customers. The latter is more important to keep track of each individual client, and aggregated analysis of large customer and product groups , the study of exposure to advertising and feedback ( the decision of such problems This product is not intended ). Functions as import shipment data from the accounting system in existing CRM applications market is very limited. Furthermore, the absence of these programs, an analysis of the external environment (advertising agencies, actions of competitors, developments in the market) significantly limits their use outside of the Sales and Marketing.

2. Software "for marketers" ("Best Marketing", "Marketing Expert", "marketing mix") with additional modules (Marketing Geo, Marketing Analytic). Of these products a Marketing Expert can be classified as analytical programs designed to support decision -making of marketing. Analytical capabilities Marketing Expert wide enough. Suffice it to say about the function of optimizing pricing, GAP- analysis, forecasting functions. You can say that to date the program is the only professional marketing analysis tool, known in the domestic market. At the same time, the developers themselves acknowledge that the program can operate efficiently only very skilled users. Also, keep in mind the huge amount of data to be entered in the program before it will give any adequate result. Here again there is a problem of communication with the real data about sales company. Designed for the Marketing Analytic module is also available in a highly skilled user. Others are programs or educational character, or intended for the preparation of accounting documents of marketing. Features presentation of marketing information in these systems is severely limited.

Research current proposal software "for marketing" leads to a rather obvious conclusion: corporate marketing information system to build their own, based on the characteristics of administrative procedures of the enterprise.

Summarizing all the above, it is necessary to pay attention to the basic requirements for the marketing information system. They can be summarized as follows:

* connection to the existing accounting system, the analysis of both existing (available in the accounting system ) and potential customers (not yet made a purchase);
* complete solution of analytical problems that arise in services marketing and sales: an analysis of its own sales organization, planning and evaluation of the effectiveness of customer service, assess the impact of indirect actions on the market (advertising, promotion actions);
* possibility of access rights at the level of program functions, as well as for individual clients and their groups;
* possibility of arbitrary grouping of products, customers, managers and analysts conduct sales in different sections.

The key stages of the task to build a marketing information system are:

1. Determination of required reports necessary for decision-making by managers at different levels. At this stage, each prospective user creates their own requests for information to the system (what information and in what format, and how frequently they would like). Report form must be adopted;

2. Choosing software environment and the formation of basic reports in electronic form;

3. Determination of the main streams of input data (which should be entered into the program ) and their primary processing algorithms . At this stage determines which output information is required to obtain the requested records (all stages obviously will wear iterative nature. Example, it may be that demand by any manager of information simply can not be obtained. In this case, you query reformulation).

4. Determining appropriate sources of information and methods to obtain it (eg market research to the report in the specified format, data monitoring competitors' prices, fixing customer complaints ). In the case of requests to the accounting system (internal marketing information (sales, selling prices, customers, managers) to better accounting system of the company) must consider data conversion scheme (of which the fields of accounting and information systems to which they bring, how to react flexibly to change the accounting system and accounting policies).

5. Create a sketch reports and aligning them with the users;

6. The final formation of the technical specification for development (improvement) of software;

7. Adoption of technologies for marketing information, definitions, budgets and responsible for receiving information.

Thus, properly designed corporate information system that meets the goals and needs of the organization, established in accordance with the accepted concept in the organization management can not only store, process and export information units that need it, it can become an effective tool for managing and analyzing business which will create a distinct competitive advantage for the company in the future.

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