Article published on December 23rd 2011 | Software

These days nearly every company makes good use of computers for the day to day running and transacting of their business. The use of computers in the workplace means that the business will run far more efficiently and for less cost than would be possible without them. However, it is useless to have the computer without the software. The right software will depend entirely on what the business is and what the computer has to do.

Business intelligence software also has to be user friendly. Many staff will have to use it and they will need to be trained for the task. You need business software that does not take rocket scientists to operate it, otherwise your cost savings and efficiency will be negated by the long training procedures. And apart from that, having something that is complicated and difficult to use may mean difficulty in getting staff capable of using it.

Since customers are the lifeblood of any business the customer relations management or crm software needs to be implemented right from the start. This software will help you to track customersâ€™ sales activities, but even more, you will be able to find out other important things about the customer that will help you to keep them happy and give them a satisfying purchasing experience. Marketing, technical support and customer service can be included in this category.

Enterprise resource planning or Erp is another kind of business intelligence software solution that can include many facets of the organisation including accounting and finance, human resources, manufacturing, sales and service and just about any other internal or external component of the entire organisation. It will have a common database that supports all of these applications, an integrated system that operates in real time as well as a consistent look and feel to each module.

Earlier Erp systems focussed mainly on back office functions that were not to do with customers, however as technology improved they now include all back end and front office needs.

Article Source:
http://www.articleside.com/software-articles/what-is-business-intelligence-software.htm - Article Side

Business Software - About Author:
Business Software expert has been working in this field for over 17 years and now writes about this industry.
a www.citysoftconsulting.net.au

Article Keywords:
Business intelligence software

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!