

Application Software and Business Processes

What is Application Software?

“A complete, self-contained program that performs a specific function directly for the user.”

What is Application Software?

Application software is all the computer software that causes a computer to perform useful tasks beyond the running of the computer itself. A specific instance of such software is called a software application, application program, application or app

Basic Types of Application Software:

- **Word Processing Software:** Allows users to create, edit a document. Example: MS Word, Word Pad etc.
- **Spreadsheet Software:** Allows users to create document and perform calculation. Example: Excel, Lotus1-2-3 etc.

Basic Types of Application Software:

- Database Software: Allows users to store and retrieve various amount of data. Example: MS Access, MySQL, Oracle, Sql Server etc.
- Presentation Graphic Software: Allows users to create visual presentation. Example: MS Power Point, Digital Dashboard
- Multimedia Software : Allows users to create image, audio, video etc. Example: Real Player, Media Player etc.

Where is Application Software Used?

- Banks
- Business
- E-commerce
- Education
- Engineering
- Government
- Law
- Media
- Medicine
- Science

Types of Application Software

- Accounting
- CAE (Computer Aided Engineering)
- CAD (Computer Aided Design)
- CAL (Computer Aided Learning)
- Database
- Data Mining
- Decision Making
- Desktop Publishing
- Email
- Graphics
- Presentation: Power Point
- Project Management
- Simulation
- Spread sheet: Excel
- Word Processing: Word

What is Integrated Application Software?

- Several programs for different applications are provided in one 'package' (e.g. database, email, spreadsheet, presentation, word processing) and they share a common interface.
- Microsoft Office and Lotus Suite are examples of integrated software.

Obtaining Application Software

- There are two main ways for companies/individuals to obtain application software:
 - **Buy it:** *commercial software*, also known as 'off-the-shelf' software
 - **Have it written/modified** to exact requirements: *bespoke software*, also known as custom or tailored software

Commercial vs. Bespoke Application Software

Advantages

- Commercial application software is generally less expensive than bespoke application software.
- Bespoke application software generally matches an organisation's requirements exactly.

Disadvantages

- Commercial application software does not always contain facilities and functions required by users.
- It is often complex to use.

Examples of Commercial Application Software

- Adobe Suite
- Microsoft Office
- Sage Accounting software

Where Can Bespoke Application Software Be Used?

- Software written for:
 - Business (e.g. budgeting)
 - Medical applications (e.g. appointments system)
 - Logistics (e.g. route scheduling)
 - Education (e.g. learning a language)
 - Engineering (e.g. production planning)

What are Business Processes and Functions?

- The terms *business process* and *business function* refer to various tasks, such as marketing, sales, distribution and accounting, which are performed regularly by a business.
- In medium and large businesses, departments are set up to deal with the requirements of each process and function, e.g. the Marketing Department.
- The activities of each department are interconnected, e.g. the Finance and Sales Departments.

Examples of Business Processes and Functions

- Advertising
- Distribution
- Finance
- Human Resources
- Logistics
- Management
- Manufacturing
- Marketing
- Production
- Purchasing
- Research and Development
- Sales
- Technical Support

Advertising

- It is the form of communication for marketing and
- encourage, motivate to an audience or listener or reader.

Finance:

- **Finance** is the study of how people allocate their assets over time under conditions of certainty and uncertainty. A key point in finance, which affects decisions, is the time value of money, which states that a unit of currency today is worth more than the same unit of currency tomorrow.

Human Resources

- **Human resource management (HRM, or simply HR)** is the management of an organization's workforce, or human resources.
- It is responsible for the **attraction, selection, training, and rewarding** of employees, while also overseeing organizational leadership and culture, and ensuring compliance with employment and labor laws

Logistics

- **Logistics** is the management of the flow of resources between the point of origin and the point of consumption in order to meet some requirements
- Example:
 - Route planning
 - Dispatching goods
 - Loading and delivery tracking

Management

- **Management** in all business and organizational activities is the act of coordinating the efforts of people to accomplish desired goals and objectives using available resources efficiently and effectively

Manufacturing

- **Manufacturing** is the production of goods for use or sale using labor and machines, tools, chemical and biological processing, or formulation. The term may refer to a range of human activity, from handicraft to high tech, but is most commonly applied to industrial production.

Marketing

- **Marketing** is the process of communicating the value of a product or service to customers, for the purpose of selling the product or service. It is a critical business function for attracting customers.

Production

- Production is the functional area responsible for turning inputs into finished outputs through a series of production processes.

Purchasing

- **Purchasing** refers to a business or organization attempting to acquiring goods or services to accomplish the goals of its enterprise

Research and Development

- Investigative activities that a business chooses to conduct with the intention of making a discovery that can either lead to the development of new products or procedures, or to improvement of existing products or procedures.

Sales

- A **sale** is the act of selling a product or service in return for money or other compensation.

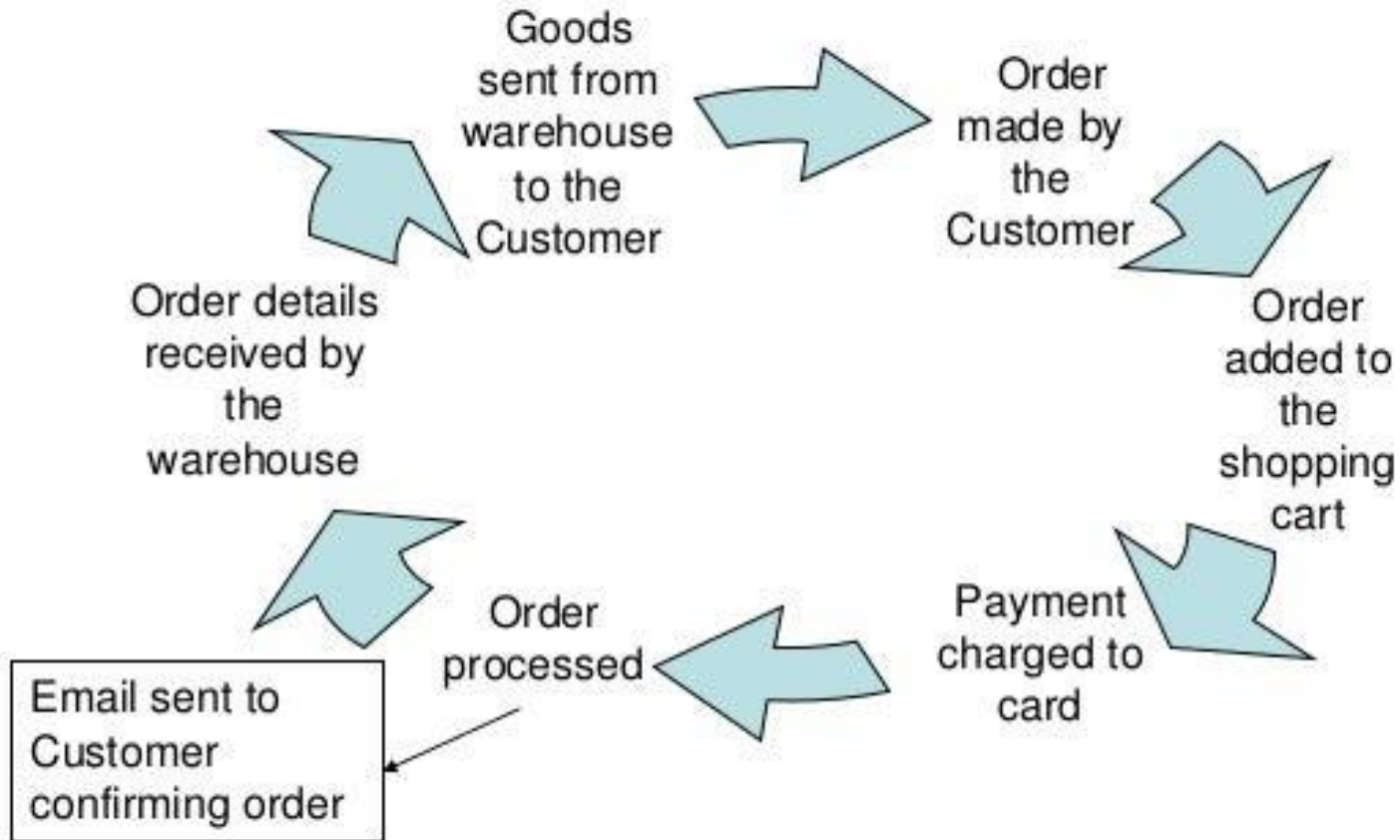
Technical support

- **Technical support** or **tech support** refers to a range of services by which enterprises provide assistance to users of technology products such as mobile phones, televisions, computers, software products or other electronic or mechanical goods

Different Between Manufacturing and Production

- In production, the raw material is not procured from outside, the company owns it and after processing and make the final product. Production is a process of converting inputs in to outputs.it is a brooder term.
- But in Manufacturing, the company procures the raw material from outside and then makes the final product. manufacturing is a process of converting raw material in to finished product by using various processes, machines and energy.it is a narrow term.

E-Commerce Business Functions



Application Software in Business Processes and Functions

- Application Software is available that contains features that allow users to undertake the various tasks required in different business departments, such as the following:
 - Advertising, distribution, finance, human resources, logistics, management, manufacturing, marketing, production, purchasing, research and development, sales, technical support, etc.

Examples of Application Software in Human Resource Tasks

- A human resources department undertakes various activities, such as:
 - Staff details
 - Recruitment
 - Training
- It uses applications software, such as databases, management information systems, payroll, presentation, time and attendance, and word processing.

Examples of Application Software in Marketing Tasks

- A marketing department undertakes various activities, such as:
 - Market research
 - Analyses data
 - Reports on feedback
- It uses applications software, such as databases, decision making, spreadsheets, data mining and planning.

Examples of Application Software in Logistic Tasks

- A logistics department undertakes various activities, such as:
 - Route planning
 - Dispatching goods
 - Loading and delivery tracking
- It uses applications software, such as route planning and calculation, costing and scheduling.

- Application software can be used to enhance and/or improve business processes and functions:
 - Costs can be reduced due to tasks being automated.
 - Data and information can be exchanged quickly.
 - Customer service is improved, e.g. customers can order online and also check the status of their accounts.

Improving Business Processes and Functions with Application Software - 2

- Employees work more efficiently (which helps to increase profits).
- Such software often contains advanced features that allows the user to develop/program it in order to make it even more efficient.

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