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TENDENCIES OF THE RUSSIAN AND INTERNATIONAL MARKETS OF CORPORATE INFORMATION SYSTEMS

Аннотация: в статье рассмотрено определение и типы корпоративных информационных систем, обозначены проблемы их использования и тенденции развития на российском и зарубежном рынках. Актуальность обозначенной тематики обусловлена современной экономической ситуацией с учетом тенденции растущего объема информации в мире и уровней автоматизации и использования компьютеров в компаниях.

Ключевые слова: корпоративные информационные системы, CIS, Интернет, тенденции.

Abstract: the paper provides a definition and describes the types of corporate information systems, problems of using systems and development trends of CIS in the Russian and international markets. The relevance of choosing this topic for the research is due to the current economic situation, taking into account today's tendencies of the growing amount of information in the world and the levels of automatization and computer use in companies.

Keywords: corporate information systems, CIS, Internet, trends.

Currently, the term “corporate information system” (hereinafter referred to as CIS) is not described, that is, it does not have standards that define it. Of all the concepts that exist at the moment, we have chosen a more accurate one. “CIS is an open,

scalable, integrated real-time information system designed to automate all business processes in the economic activities of companies” [5]. Information system – the complete infrastructure of the company, which is involved in the entire process of managing information resources, including company software, human resources hardware and technical base. An example of a corporate information system is shown in figure 1

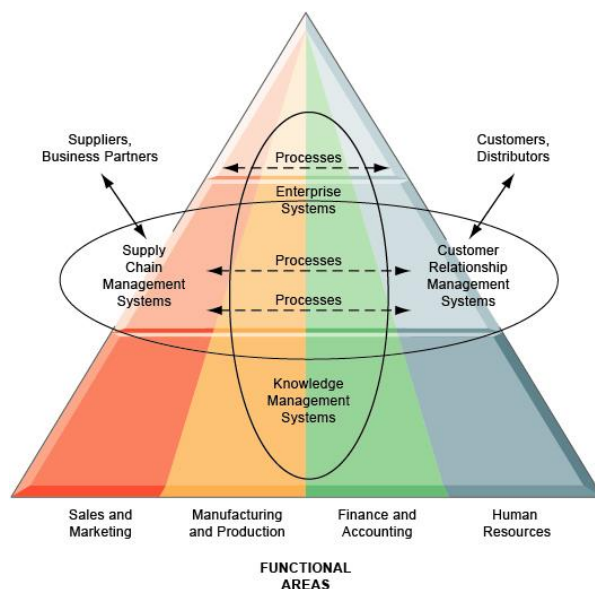


Fig. 1. Enterprise Information System

The real purpose of this study is to analyze the trends in the Russian and international markets of corporate information systems development and evolution. The modern world is developing so fast that owners and managers at all enterprises see the need to implement a corporate information system, this determined by the growth rate of the company and the need to maintain an up-to-date base. These systems are becoming the main component of the company success, because currently the business requires automation, systematization of all processes and big data analysis. Every year in all areas there is an increase in information volumes, and the relevance of its processing and use in the work of the company appears. Human resources for processing such data arrays will not bring efficiency; therefore, the introduction of a corporate information system is necessary. That is why the correct choice of CIS and the effectiveness of its work is now becoming a priority for medium and large enterprises.

The main goal of introducing CIS in a company is an integrated approach to solving all important business problems with the help of modern information technologies.

Corporate information systems used both inside and outside the enterprise divisions, it depends on the setting of goals and objectives of CIS.

CIS is the main component of all international companies. According to researchers, there are already more than 500 types of corporate information systems that can boast of their flexibility to respond to customer needs and the rapid implementation of modern technologies in their products.

SoftwareReviews, a division of world-class research and advisory firm Info-Tech Research Group Inc., has published its 2019 Enterprise Resource Management (ERP) Data Quadrant Awards, naming six gold medalists in the space. The Data Quadrant is based entirely on real user feedback and provides unprecedented levels of insights into data points per product within the category, making it the most comprehensive enterprise software review and assessment in the market today.

The six gold medalists in the ERP space include:

- Oracle ERP Cloud;
- Microsoft Dynamics 365 for Finance and Operations;
- SAP Business All-in-One;
- Workday Financial Management;
- Oracle PeopleSoft;
- Deltek Vision.

In July 2019, Gartner published its ranking of sales management solutions – “Magic Quadrant for sales force automation 2019”. Out of hundreds of different sales management solutions, only 19 systems were included in the quadrant. The leaders (top-3) are named solutions from Salesforce.com, Microsoft and Oracle. From Russian systems, the Quadrant includes the BPM'online solution of Terrasoft.

The main trends in the international market for corporate information systems are integration of systems with the Internet, the development of CRM-technologies and targeting CIS in certain sectors of goods and services, the integration of several highly specialized small CIS in large systems. Almost every website for ordering goods and services has corporate information systems as its foundation, because it is important for companies to collect information about customers on the Internet and thereby

collect customer bases that will be useful in the future for planning company strategies. Along with regular updating of software versions and the development of CRM technologies, which imply expanding the functionality of software products, adapting them to new capabilities and equipment requirements, changes are also taking place in the classes of corporate information systems. The tendency to integrate CIS from highly specialized into large is due to the fact that the data must be adapted in accordance with economic tasks, thereby, when they are all in the same corporate information system, access to information is simplified and accelerated.

The Russian market for corporate information networks began to take shape in the early nineties, when economic relations liberalized in the country. It was at this time that the first developers entered the CIS market, who used the development of foreign companies that were intended to manage the enterprise's resources. At the same time, they began to call CIS [1, p. 73].

Currently, Western and Russian CIS divide the Russian market for corporate information systems, not by industry, but by the size of enterprises and their structures. Most large domestic companies have large Western corporate information systems installed; these are companies in the oil and gas and industrial sectors.

In the Russian market of corporate information systems, the main task, like that of international CIS, is to expand the functionality that facilitates decision-making.

Now, the main development trend of all information systems, including TMS, is to increase the amount of functionality that will contribute to the decision of the user or even the system will make the decision itself. Systems should collect historical data in such a way that CIS can form a complete analytics and propose a solution for a specific problem.

In addition, relevant trends in the Russian market of corporate information systems are:

- the merger of domestic and international systems;
- increased competition between Russian CIS developers;
- the transition of domestic systems to the use of the standard MRP II;
- following the global trends in the CIS market.

However, the trends in the market of domestic corporate information systems also bring implementation difficulties that have not previously appeared. We list the possible problems: the security of information of companies and customers, the danger of negative influence of CIS on enterprise management. The solution to all these problems lies on the shoulders of domestic developers of corporate information systems.

Thus, the CIS market is developing in modern conditions, this is due to changes in the external environment and the ever-increasing needs of both customers and enterprises. A properly designed CIS, which will meet all the goals and objectives of the enterprise, will allow you to store, process and transmit relevant information and will be an effective tool for managing your business, which will give it benefits in the future.

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