

– SR (ust m r S n hr niz d
 R s ur l nning) – , R , R II R
 SR –
 [3].
 CRM ()
 (),
 IT- Enterprise,
 (MRP II, MES, APS, CSRP, SCM)

Retail (« 1 (« »), SAP Retail (« », « »), Axapta
 (« »), Navision ,
 (Auchan Metro AG),

[4].

[5].

.1.

1

1	2	3	4
RFID	((PSA – personal shopping assistant))	PSA.	RFID,
CRM –			

MDM			
SCM		SAP Retail, Microsoft Dynamics AX, 1 ,	

.1

1	2	3	4
BI (SAP, Microsoft Dynamics AX, Oracle BI)		ERP	()
SRM		SRM SAP Business Suite, ERP SCM – .	.
WMS		,	,
TMS		,	
1 – 8		1 ,	

RFID (Radio-Frequency Identification) [6, .29], . – [4].
CRM (Customer Relationship Management) –
RFID

[7].

« » 40000

(2000 »).

[4]

Supply Chain Management (SCM)

[8].

BI

[9].

«1 –

ERP-

8»

SRM (Supplier Relationship

Management System)

[4].

WMS (Warehouse Management System)

[10].

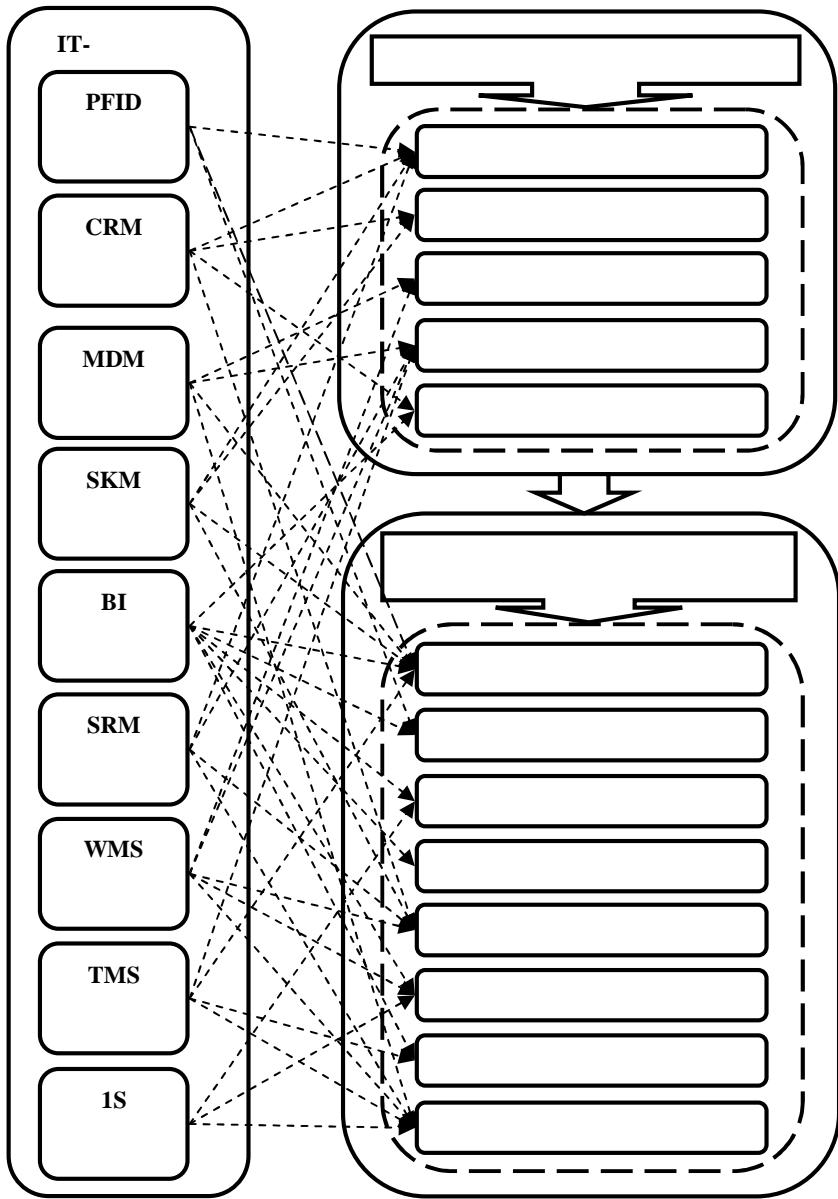
Transportation Management System (TMS)

SCM (Supply Chain Management)

IT-

IT-

IT-



IT-

233].

[11, .

ERP,

10-40

-
ERP -
- 15 [12].

[13, .174].

IT –

[14].

.2.

2

[11, .233]		
[11, .235]		
[12]	ERP,	IT-
[13, .174]		
[14]		IT-
[15, .115]		

[15, .115].

IT-

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15. //
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12.08.2012 .