

MERP: Glues all your Business

Media Enterprise Resources Planning: Concept and Application Framework.



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Abstract: General introduction and implementation process about the upgrade to a software based solution in media industry is described in this paper, followed by the analysis of the importance of building an integrated information system for media companies. The concept of MERP, which is the ERP-oriented solution for media information systems, would be put forward in this paper as an integrating solution.