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The present is very different from the past. Nowadays technology rules and information is the commodity. The twenty-first century is the time of information technology and digitalization. The transition to automation in the field of marketing in the Republic of Belarus is quite laborious. This requires the introduction of new and, importantly, expensive management approaches. Scientific and technological development forces modern companies to use more and more complex systems that need fresh methods to ensure manageability. From this we can conclude that for the effective functioning of the enterprise, a single integrated system is needed, which includes many tasks. These include personnel and production management, supply and marketing control, financial ordering and not only [1, p.11-13].

To solve the main problems of business in the early 60s, similar concepts were created. It was a huge breakthrough for the development of modern marketing and management. Computing systems were gaining more and more popularity, which served as an impetus for their introduction into the activities of the enterprise. Problems with the logistics of materials, as a result of which production efficiency was reduced, needed to be addressed immediately. To prevent such problems, the material requirements planning methodology MRP (Material Requirements Planning) was created, which later evolved into ERP (Enterprise Resource Planning) [3].

The modern look of the ERP-system was acquired by the 90s. They have a common database for storing and organizing information in the company. Their key goal was to improve the production of the enterprise, the quality of goods or services sold, and to increase the overall volume of production. In addition, enterprises have the opportunity to track all important data from any gadget that has access to the global Internet.

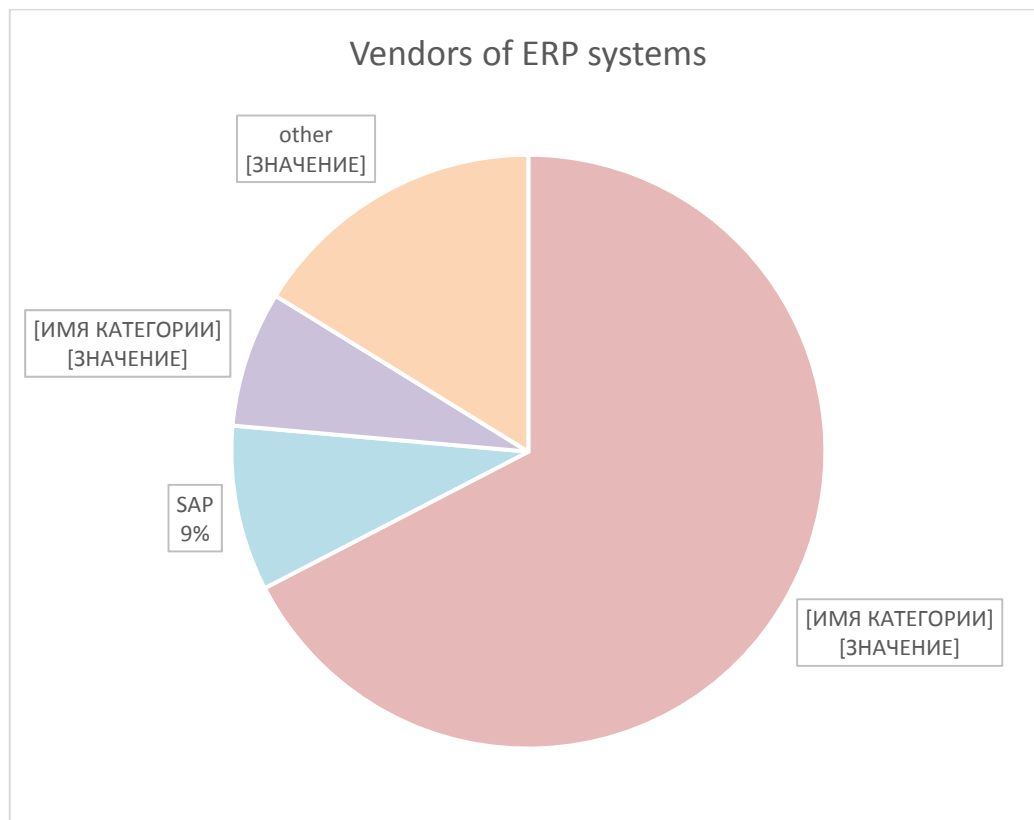
The main advantage of an adaptive ERP system is a quick response to changes in customer preferences, due to their continuous analysis. This was achieved by combining the modern information technologies used and marketing, or, in other words, digital marketing. ERP systems are widely used in various industries, ranging from public administration, various foreign organizations, to education and research, printing and publishing [2].

On the example of the market of the Republic of Belarus, we can consider the introduction of integrated systems for process automation. Currently, the leading ERP systems are 1C, SAP, Oracle, Microsoft and the Russian corporation "Galaktika". Distribution of ERP system vendors by market share in 2019-2022 shown in Figure.

Unfortunately, there is not yet a single ERP system that would suit everyone. Depending on the size of the enterprise, on the type of activity, it became possible to create an individual structure that would cover the needs of customers.

Based on statistics, after the introduction of the corporate information system, the results have significantly improved. Efficiency reached 40%, revenue increased by 35%, and cost reduction reached over 29%, which is considered good results

Modern understanding of marketing is the transition from marketing to marketing management. The difference between the old and the new business model is that marketing used to be one of the functions to achieve results, and now marketing should be the basis of all management decisions.



**Figure – Distribution of ERP system vendors by market share in 2019-2022**

From all of the above, we can conclude that an ERP system can be very convenient, necessary for conducting modern management and marketing. Moreover, it will help to conduct business in a more productive and systematic way. This method will consolidate the leadership abilities of the enterprise in the market and distinguish it from competitors. And it can also save companies money, but at the moment it is a rather complex, long-trained and expensive platform for enterprises of the Republic of Belarus. Nevertheless, running a modern business with the help of ERP systems is our progressive future.

### References

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