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CRM – <i>Customer Relations Management</i>	, ,	- (SFA) - (MA) - (CSS)	- ( ) - , - , - , - , - ,
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<p>CSRP – <i>Customer Synchronized Resource Planning</i></p>	<p>(</p>	<p>–</p>	<p>– , , , , : – – –</p>
<p>– <i>Product Configurator</i></p>	<p>, – ,</p>	<p>–</p>	<p>– ; –</p>
<p>APS – <i>Advanced Planning and Scheduling</i></p>	<p></p>	<p>–</p>	<p>–</p>
<p>– <i>Business intelligence</i></p>	<p>– - ; – - ,</p>	<p>– –</p>	<p>, , , ( ), , ( ) : – ; – , ,</p>

[21, 22]

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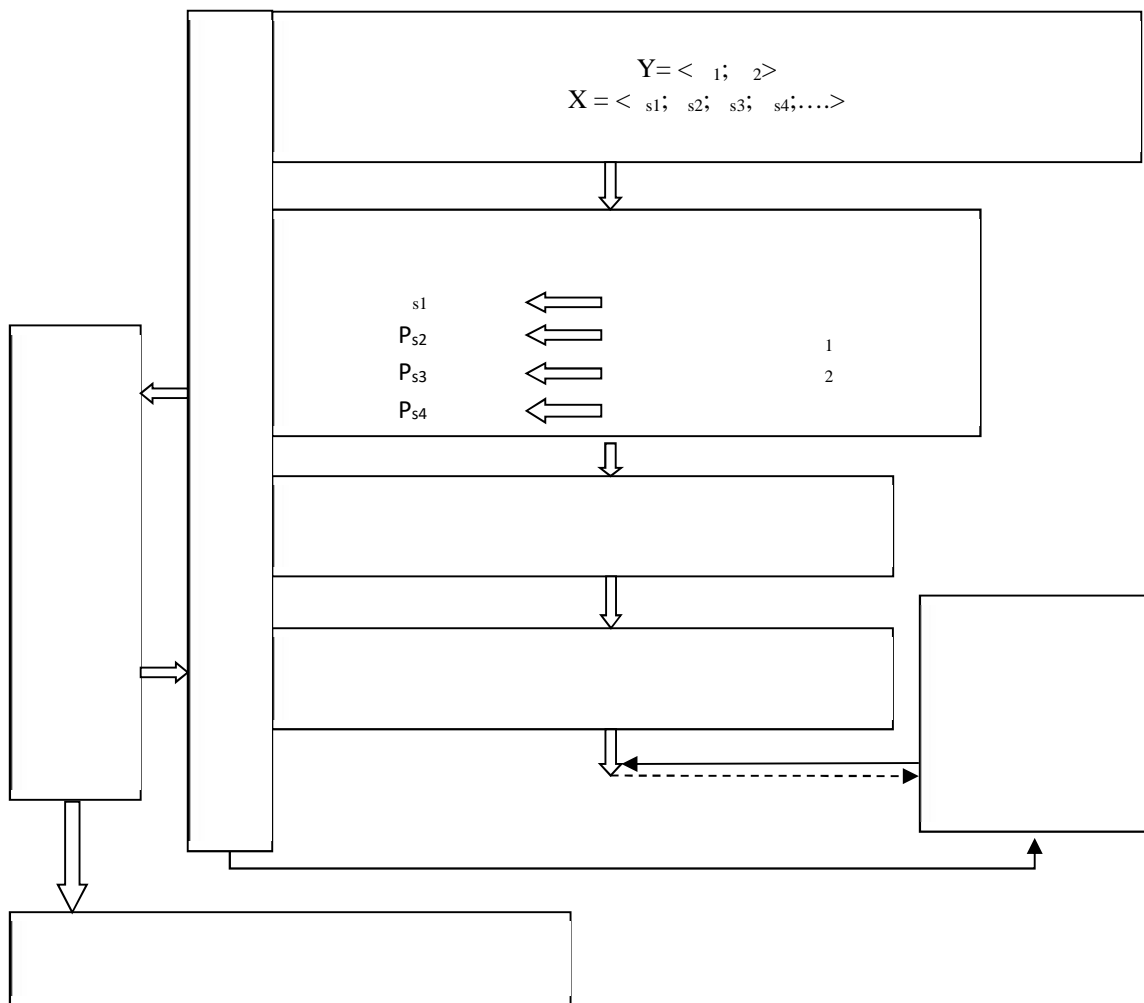
<p><i>Gartner</i></p>	<p>1996 . – « , , , »</p>	<p>– (data warehousing) – (OnLine Analytical Processing, OLAP) – (Enterprise Information Systems, EIS) – (data mining) – (query and reporting tools)</p>
<p>IDC – <i>Forrester International Data Corporation</i></p>	<p>– « , , , , »</p> <p>(data preparation) (data usage) –</p> <p>« , , , »</p>	<p>– (QRA — end-user query, reporting and analysis) – (advanced analytics software)</p>

[23, 24]



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	s11	5	3
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	s13	5	4
	s21 « - »	5	3
	s22	5	5
	s31	5	3
	s33	5	5
		s14	4
s15 ( )		4	5
s23		4	5
s32		4	5
	s16 ( )	3	5
	s41	2	5
	s42 - ,	2	5
	s43	1	5

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	s11	0*	1*	3*
	s12	0	2	2
	s13	3	1	2
	s21	2	2	3
	« - »			
	s22	2	1	0
	s31	1	1	0
	s33	3	1	0
	s14	0	0	3
	s15 ( )	0	0	3
	s23	2	0	1
	s32	0	0	1
	s16 ( )	0	0	3
	s41	3	0	0
	s42 -	1	1	0
	s43 ,	1	1	1

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	(data warehousing)					
	(data mining)			(query and reporting tools)		
	(external data)	< 1; 2>	– –	– –	– –	– –
(internal data)	< s1; s2; s3; s4;...>					
(resulting data)	< r1; r2; r3; r4>					

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**Management of competitive power of the enterprise on the basis of assessment of the complex of marketing.**

*The aim of the article. The purpose of the study is to determine the requirements to the formation of the information base of the control system of enterprise's competitive potential on the basis of the marketing complex, the determination of the directions, the technology of data retrieval and processing, and the provision of information needs of the system for assessing the competitive potential of the enterprise.*

*The results of the analysis. On the basis of the conducted research, significant features of competitive advantages are distinguished, including their relative nature, dependence on the market situation in the long run, the change in time of the importance of competitive advantage and the presence of a certain potential of each individual competitive advantage and their interaction.*

*It is revealed that the search for competitive advantages of the enterprise can be a combination of the exogenous and endogenous potential of the enterprise, that is, internal capacity to achieve the goals of the enterprise and part of the unused potential as a reserve for expansion of activity or impossibility of use in modern conditions; as well as the opportunities provided (or envisaged) by the external environment.*

*It is proved that the marketing potential accumulates information about factors that are external and uncontrolled for the enterprise (exogenous), and those that provide product creation, promotion and sale. The evaluation of reactive interaction between elements of these two spheres allows us to form information about the competitive potential of an enterprise. That is, marketing data provides information to find competitive advantages, which form the basis of the information provision of the control system of enterprise's competitive potential.*

*According to the structure, the subsystem of information support consists of a parametric description of the control system of the competitive potential, the block of evaluation of the enterprise's competitive potential, the block of formalization of the received data in accordance with the chosen information processing technology, the determination of the set of parameters of the marketing mix for the formation of the company's sustainable competitive advantage (SCA), verification of the coherence of the competitive potential's identified elements.*

*For purposes of obtaining reliable, stable and adequate information in order to definition of sustainable competitive advantages of an enterprise it is expedient to attract modern means of information technologies. The paper presents the composition of software tools for the stages of evaluation of the competitive potential of the enterprise.*

**Conclusions and direction for further research.** *The paper proposes to search for competitive advantages of the enterprise by means of parametric description and evaluation of data on the elements of the marketing mix taking into account the influence of the external competitive environment. For the formation of the required business analytics, it is expedient to use data mining methods, operational analytical processing systems, query and reporting tools.*

*Further research may be aimed at determining the mechanism for checking the coherence of certain elements of the competitive potential.*

**Keywords:** competitive advantage, information support, parameter, information module, business analytics.