

REEINGENERING OF WEB PRESENTATION OF A PRODUCTION COMPANY

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ABSTRACT

We live in a time where conventional rules, compared to new trends that are intruded by the rising e-society, fade away. The web presentation has become a significant part of everyday's business and it is a good way to present products and services that production companies offer. According to this, production companies are forced to work hard on improving of the web presentations they already have been using.

The introduction of this work is based on historical and technological development of businesses. The more information technologies are used, the less complicated business processes have become. The result of that are more modern and much better achievements of productive companies and a quicker industrial development.

In the middle part, the work is based on reengineering of business processes. The goal is to achieve better results, keep up the good work and save production companies from falling down. However, to run a successful business, several terms need to be pleased. The connection between information technologies and reengineering is shown. Croatian Internet market has been studied in this purpose. There is a brief review of the progress of web designing and the technology of making a web page. The web presentation of the business production company has been analysed with its advantages and disadvantages. The proposition of reengineering a web presentation has been made, that follows the firm's development. There is also a guidance of how to make a web presentation and the way one should look like. The closure deals with a comparative analysis between reengineering of the business processes and reengineering of the business web presentation of a production company. The analysis of advantages and disadvantages of the currently used web presentations, relative to the future ones, is also given.

Keywords: industrial development, information technology, web reengineering

1. INTRODUCTION

When talking about business processes redesign, we talk about the business concept that emerged during the 1990s as a response by the developed countries (Europe and the US) economies to the powerful competition rising in the Far East. Due to the much more efficient business processes and lower prices of products and services, Japanese companies have achieved respectable results in the global market. Having in mind that considerable investments in information technology development in the beginning of the 80s were not fruitful and did not return as expected, the main reason of failure

was that information technology and automation was forced upon the existing, poor and obsolete business processes.[1]

Business process redesign is primarily oriented toward individual processes within a company. Its final goal is customer satisfaction with products and services of adequate price and quality, but also a decrease in delivery times and gaining more profit.

2. BUSINESS PROCESS REENGINEERING (BPR)

According to Adam Smith's "recipe", companies have grown while at the same time trying to keep jobs and tasks simple. The result is that existing processes are terribly complex, unnaturally designed and ineffective. Big companies have formed "function silos" that, little by little, have started functioning almost for themselves, while the communication and coordination between them has become slow and sluggish. All departments are involved in the process, but no one is responsible for it. Without a clear responsibility for the process, from its beginning to its end, the customer orientation – the customer being also the user of a number of business processes – was simply lost and buried in the bureaucracy, procedures and work rules of individual function departments.[2]

The accelerated pace of changes related not only to customers and competition, but also to other factors, such as the information technology which made it possible to do business in completely different ways, has established the adaptation to the new situation as necessary in order to remain and prosper on the market. Also, the change in the sense of increased segmentation and personalization of the approach to the customer has led to a complexity of business processes and procedures that "swelled" trying to encompass all possible variants, while keeping workers' tasks and assignments simple.[1,2]

2.1. Information technology and reengineering

The biggest mistake made by companies using information technology is considering its possibilities through the prism of existing business processes. Thus, instead of the question "How can we use new information technology achievements to improve what we are already doing?" companies should ask themselves "How can we use new information technology achievements to do what we are currently not able to do?"[3]

This is why it is necessary for the reengineering process to cast aside all assumptions and prejudices related to the way things worked before, and to question all the possibilities of a creative and innovative usage of information technology in order to achieve its full functionality. Looking at information technology mostly through the prism of automation, instead of existing business process reengineering, is one of the most important reasons why many authors have not found the correlation between the amount of investment in information technology and the company's business results.[4]

2.2. Business models of web presentations

When developing a company's web presentation, it is necessary to focus on how the web presentation can contribute to the company's business. In what way will it be profitable to the company? The benefit that is the easiest to spot and explain is the amount of business contacts or sales made on the internet, but the benefits can be much wider. A web presentation development should not be undertaken just because someone said it is a must-have – its development should be undertaken because it is a valid procedure from the organizational and business point of view. There are several types of business web presentations related to business strategy, and these are:

1. Reference web presentation: Internet – company's business card;
2. Basic business model: Sales and revenues;
3. Informative Internet page: Promotion-based page;
4. Community oriented page;
5. Hybrid pages – pages created by mixing the types mentioned above.[5]

3. WEB PRESENTATION DESIGN

The design of Internet pages, as all other subtypes of design, is a sector in which trends are continuously changed and improved. The goals of design are mostly oriented toward the customer, i.e. buyer, who starts reading the content of the pages because of the initial feeling of pleasure.

Parallel to the development of information technology, tools for web presentations enabling the production of sophisticated graphics are also being developed.

During the 1980s, in the very beginning, there were no sophisticated tools such as JavaScript or Macromedia Flash. The HTML code was manually entered in some text processor software. The Internet being relatively 'young' and its boundaries still not fully explored, we can still expect many surprises from the web presentations design.[6]

4. COMPARATIVE ANALYSIS

In times in which conventional rules intensively fade in the face of new trends imposed by rapidly growing e-society, the theme of web presentations reengineering is interesting and current due to the fact that changes are happening rapidly in the extremely fast information technology development. Web presentation became an important part of everyday business and is a quality method of advertising the products and services of companies.[7]

When talking about the reengineering of web presentation of a company, we first need to analyze the current situation, in which we need to answer the following questions:

- Is there a market for web presentation?
- Do we already have a web presentation?
- Are there some web presentation results that we can measure?
- Does the competition use similar methods of presentation and how?
- Estimation of successfulness of the existing web presentation in relation to competition?
- What are the trends in making web presentations of companies with similar scope of products?
- Who are the target audiences?
- In which direction do we want our business development to go?
- Is there a novelty that nobody in the market used in a presentation before?

Answers to these questions can provide guidelines for development of a new web presentation. Further elaboration will enable the making of a comparative analysis of relationship between business and Web BPR. The main components of this analysis can be seen in the table below.[8]

Table 1. Relation between Business and Web BPR

Criteria / Components	Business BPR	Web BPR
Fundamentally	Comprehending basic principles of the company's business. Analysis why certain processes work just like that.	The data from the company's business analysis are used in the analysis of the web presentation appearance and function. On the ground of its conclusions, guidelines for the new presentation concept are made.
Radically	Taking the business apart into tiny details and reforming it into a system we want it to become.	The concept of the new web presentation is created anew, regardless of the quality of the existing presentation.
Drastically	Quantum jumps sized changes in business.	The goal of the new presentation is to make huge steps forward in the area of web business.
Processes	Instead of individual tasks (small responsibility), business is distributed on entire processes. The responsibility and the status of an individual grow proportionally.	Distribute the presentation sequences according to the process (activities) distribution within the company.

A detailed analysis of the web presentation of a production company (conducted on the example of a real company which was renamed as NN for the purposes of this paper) provides the possibility to determine advantages and disadvantages before and after the Web BPR. The details are described in Table 2.[8]

Table 2. Web presentation of a production company before and after BPR

Web presentation of a production company		
	BEFORE BPR	AFTER BPR
ADVANTAGES	<ul style="list-style-type: none"> - Cheap presentation: not necessary to change content all the time; - Takes very little time to the management; - Not complicated to an average visitor - Holds all the necessary data about the company and its business - Provides the possibility of contact via contact forms and e-mails. 	<ul style="list-style-type: none"> - Dynamic web presentation; - Interactive approach to the customer; - Possibility to download technical content from the pages; - Web shop kicks off a completely new sector, contributes to the customer interaction; - Unique concept of presentation design.
DISADVANTAGES	<ul style="list-style-type: none"> - Static presentation; - Complex contact forms; - Inadequately used possibility of products and services advertising; - After several visits, the presentation becomes completely uninteresting to the user; - Feels like nothing is happening. 	<ul style="list-style-type: none"> - Demands constant investing in the presentation; - Takes a lot of time to the management; - Requires advanced internet technological skills from the customers; - Distributes freely information acquired with a lot of effort (today unavoidable).

5. CONCLUSION

As all other forms of business organization, Internet based business has its drawbacks, but its benefits outweigh them. Internet represents a global communication system of immeasurable possibilities with a huge space open for business operations. Its existence has enabled the linking of productive companies with buyers of products or services on two different continents in a matter of seconds. Holding such an important position in business operations of companies, the Internet imposes new rules of conduct. Web presentations development comes to the fore as a channel for marketing and sales. Similar to direct encounter, which can leave a good or bad impression, a similar impression is created when a customer enters the web site of a productive company. It is, thus, very important to devote sufficient time and effort to the development of a quality web presentation. Results won't miss and neither will direct profits, gained from business operations run via a quality web page.

Timely adjustment brings a future guarantee of market survival. It is important to stress that the idea of market is changed today in concordance with the development of internet technologies. It is becoming increasingly clear that there is only one market – the global market.

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