BUSINESS PROCESS REENGINEERING

M. Rasti-Barzoki
Website: rasti.iut.ac.ir
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What is a Process?

- **A specific ordering of work activities across time and space, with a beginning, an end, and clearly identified inputs and outputs: a structure for action.**

What is a Business Process?

- **A group of logically related tasks that use the firm's resources to provide customer-oriented results in support of the organization's objectives**

Systems as Planned Organizational Change

- **Business process management (BPM)**
  - **Variety of tools, methodologies to analyze, design, optimize processes**
  - **Used by firms to manage business process redesign**

- **Steps in BPM**

  1. **Identify processes for change**

  2. **Analyze existing processes**

  3. **Design the new process**

  4. **Implement the new process**

  5. **Continuous measurement**

Business Process Reengineering, WHY ?

- **Integrate people, technology, & organizational culture**

- **To Respond to rapidly changing technical & business environment and customer's needs to achieve Big performance gains**
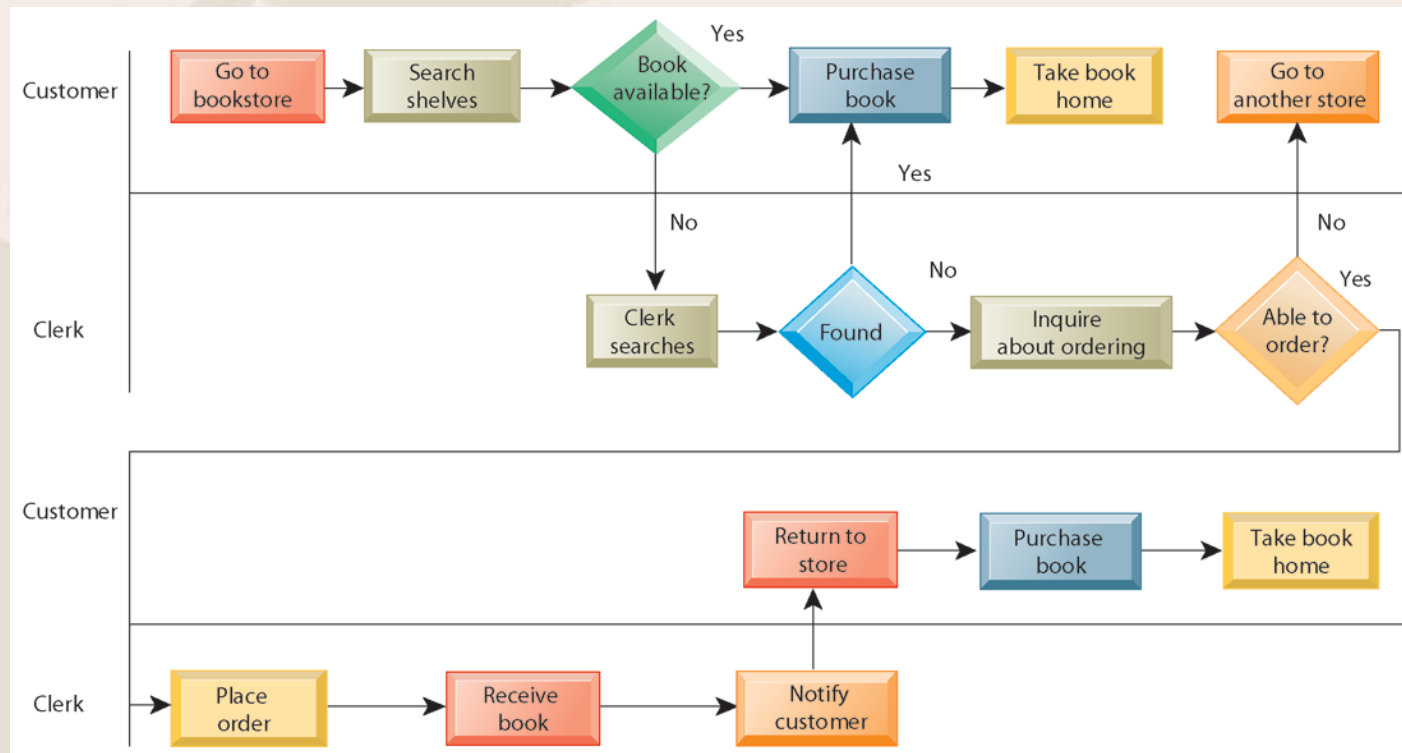
Systems as Planned Organizational Change

AS-IS BUSINESS PROCESS FOR PURCHASING A BOOK FROM A PHYSICAL BOOKSTORE

Process Flow Diagram (PFD)/ Process Model (PM)

Systems as Planned Organizational Change

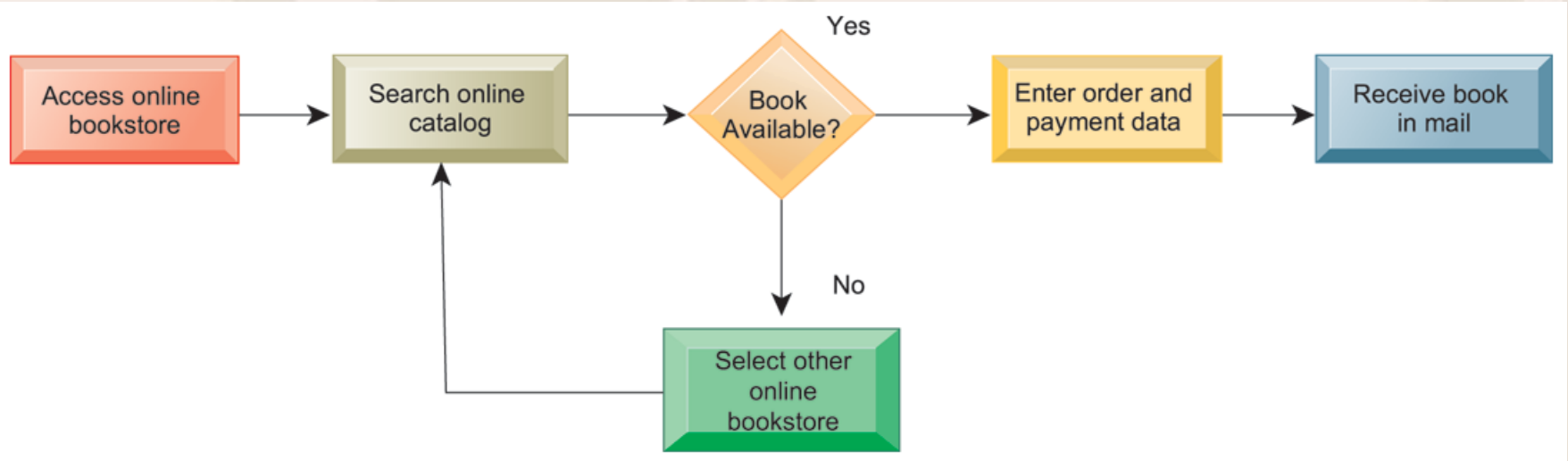### REDESIGNED PROCESS FOR PURCHASING A BOOK ONLINE

FIGURE 13-3 Using Internet technology makes it possible to redesign the process for purchasing a book so that it requires fewer steps and consumes fewer resources.

Systems as Planned Organizational Change

- **Variety of tools for BPM, to**

  - **Identify and document existing processes**

    - Identify inefficiencies

  - **Create models of improved processes**

  - **Capture and enforce business rules for performing processes**

  - **Integrate existing systems to support process improvements**

  - **Verify that new processes have improved**

  - **Measure impact of process changes on key business performance indicators**
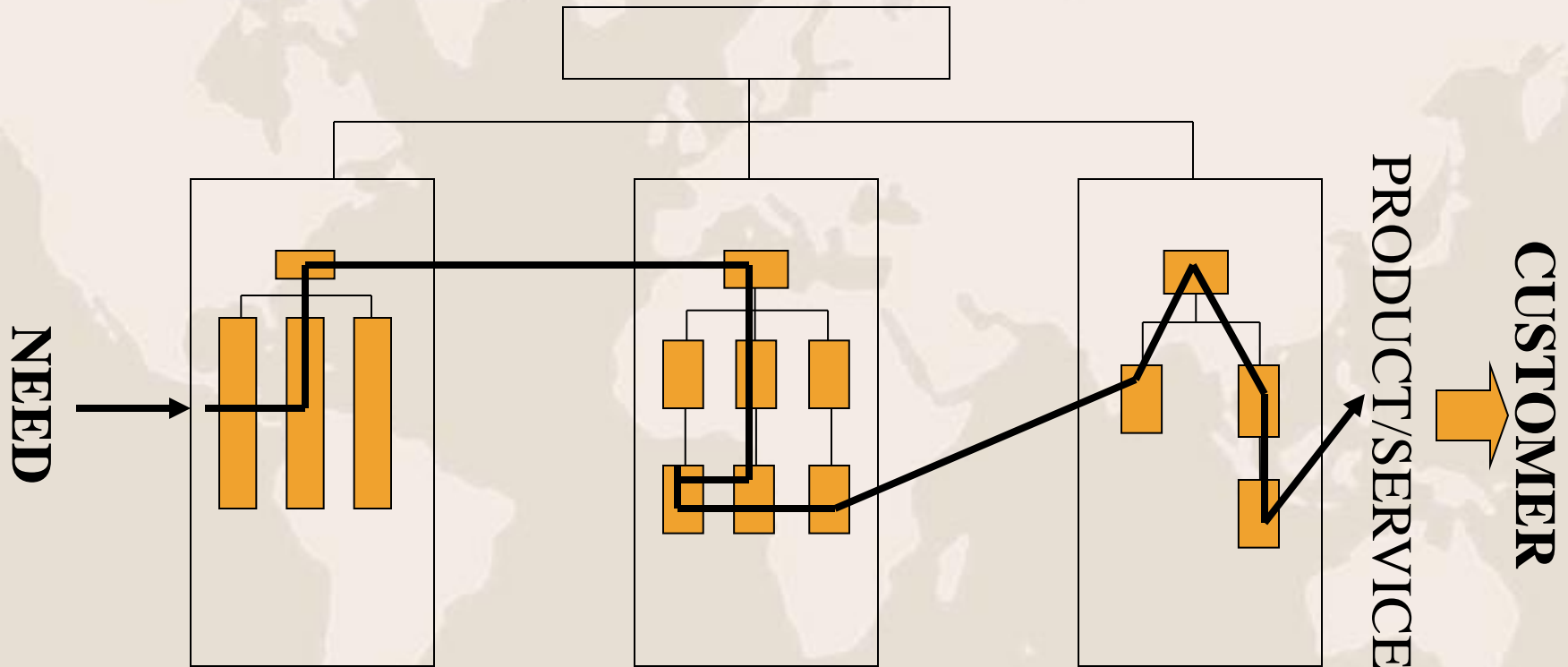
Process

- **فرایند:**

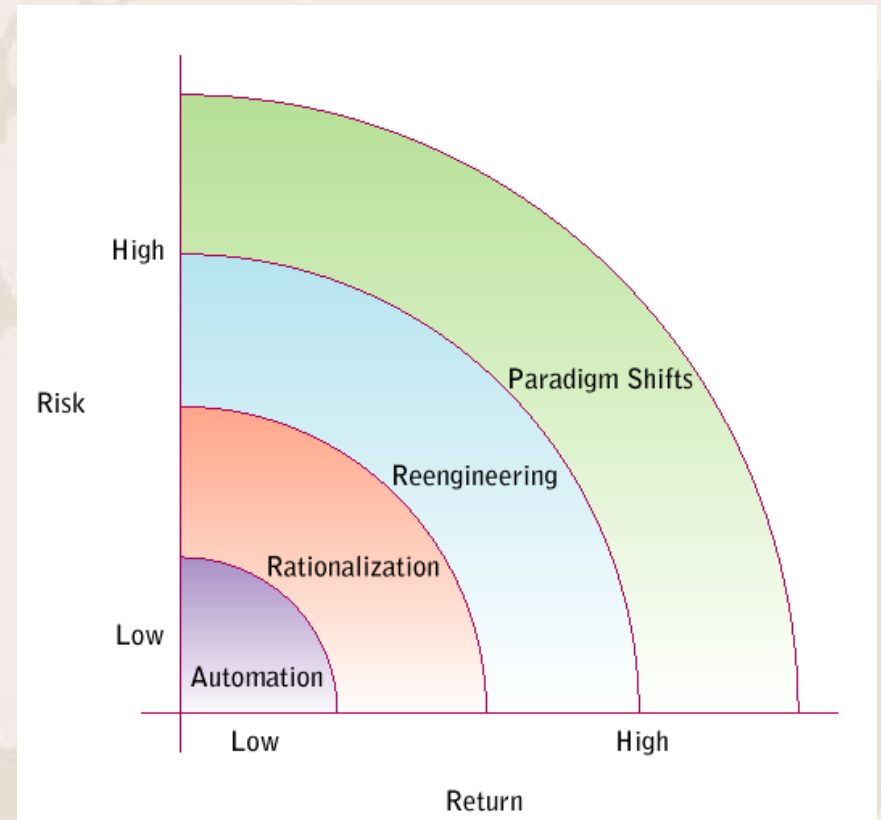 - شیوه نظام یافته اجرای فعالیت ها

Process: Where and Who?
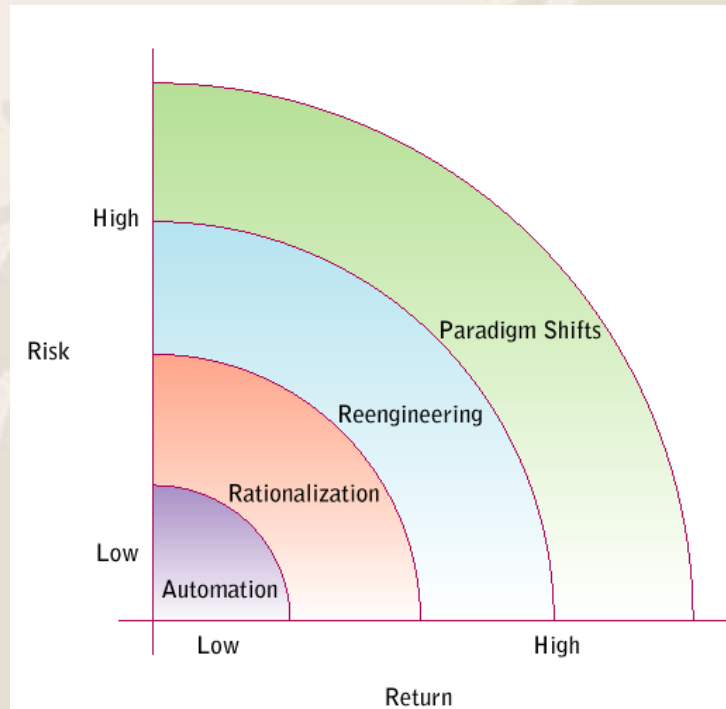
Spectrum of Change

- **Automation**

- **Rationalization of procedures**

- **Reengineering**

- **Paradigm shift**
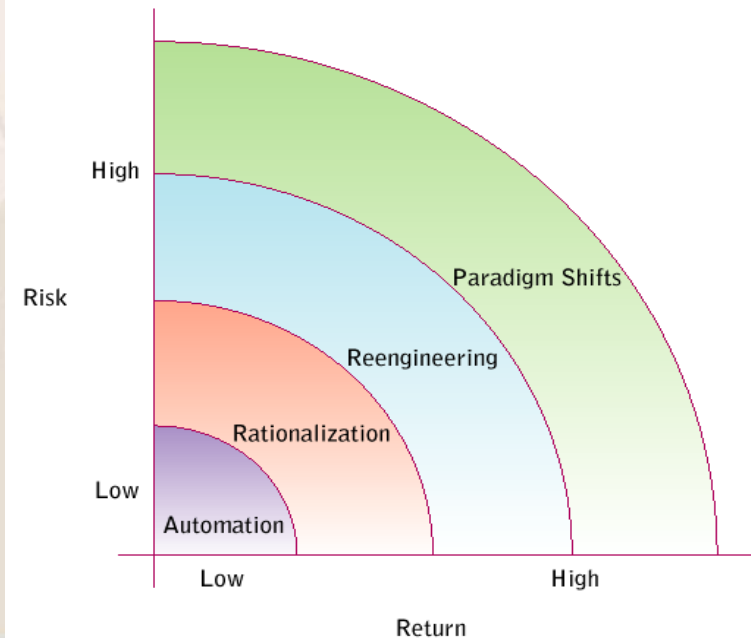
Automation

- **refers to computerizing processes to speed up the existing tasks.**

- **improves efficiency and effectiveness.**

Rationalization of Procedures

- refers to streamlining of standard operating procedures, eliminating obvious bottlenecks, so that automation makes operating procedures more efficient.

- improves efficiency and effectiveness.

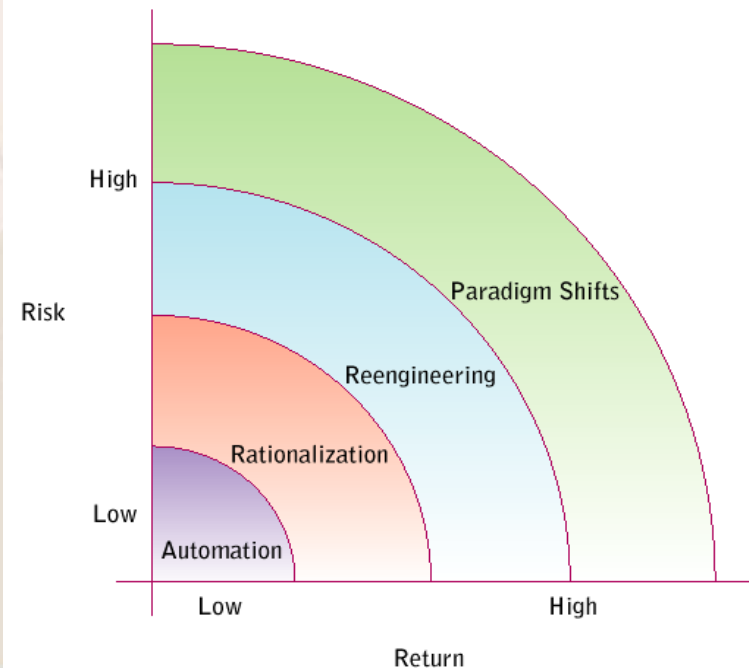# Business Process Reengineering

- **refers to radical redesign of business processes.**

- **Aims at**

  – **eliminating repetitive, paper-intensive, bureaucratic tasks**

  – **reducing costs significantly**

 – **improving product/service quality.**
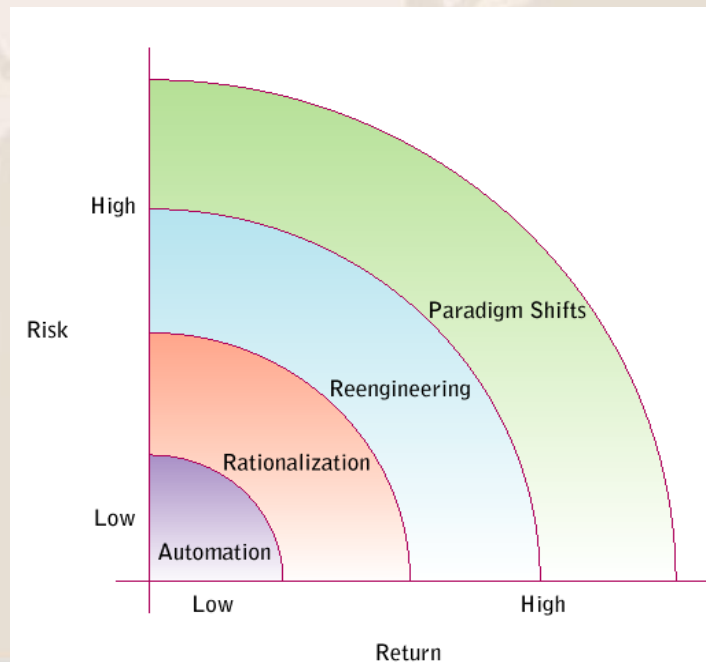
Paradigm Shift

- refers to a more radical form of change where the nature of business and the nature of the organization is questioned.

- improves strategic standing of the organization.

Business Process Reengineering

- "Reengineering is the *fundamental* rethinking and *radical* redesign of business *processes* to achieve *dramatic* improvements in critical, contemporary measures of performance such as cost, quality, service, and speed."
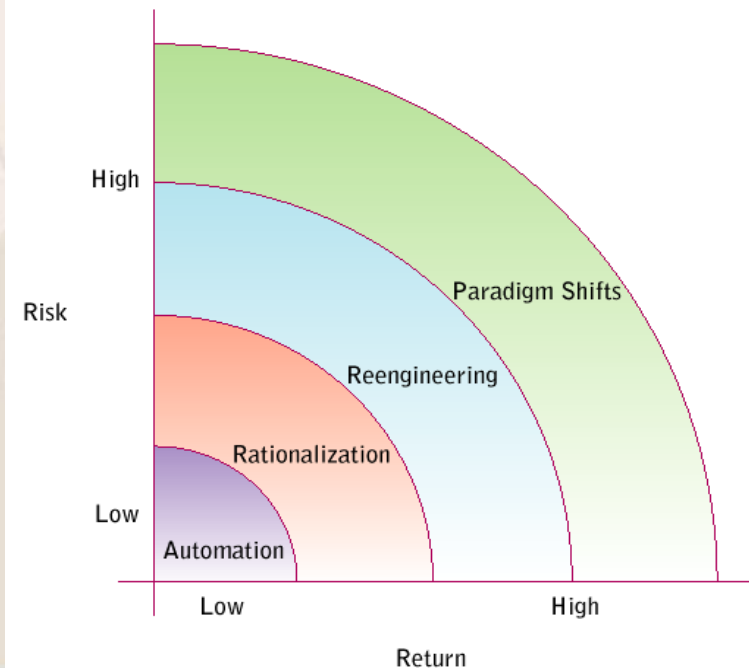
Business Process Reengineering

- **Structural organizational changes enabled by IT**

   1. **Automation**
      - Increases efficiency
      - Replaces manual tasks

   2. **Rationalization of procedures**
      - Streamlines standard operating procedures
      - Often found in programs for making continuous quality improvements

   3. **Business process redesign**
      - Analyze, simplify, and redesign business processes
      - Reorganize workflow, combine steps, eliminate repetition

   4. **Paradigm shifts**
      - Rethink nature of business
      - Define new business model
      - Change nature of organization

امام سجاد علیہ السلام :

نَظَرُ المؤمِنِ فی وجهِ أخیہ المؤمن لِلمودۃوالمحبۃ لہ عِبادۃ

نگاہ مؤمن بہ چہرۂ برادرِ مؤمن خود از روی دوستی و محبت بہ او، عبادت است.

(تحف العقول ص 282)

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