

CHAPTER 5 – CONCLUSION AND RECOMMENDATION

CONCLUSION

The author reiterated that the growth the economy and technology likely create the new digital economy where the level of demand, standard productivity, and level of competition are gradually changed. As a result, the company should be able to adapt to the new environment and sustain its competitiveness that can be obtained from business process automation.

As the concept about the automation and the relationship with competitive advantage was deliberated, therefore, the author has found some conclusions:

1. Problems should be identified in the manual business process that may affect the company performance and competitiveness are:

Time Consuming

The issues relating to this case caused by operational duration possibly need longer time. The business process adopting this system needs more human resources and paperwork system. Human error in inputting the data or approval process delaying is the negative impact that highly influences time efficiency and works effectiveness.

Inflexibility

Insufficiency in works flexibly may cause disturbed business process. Manual system does not have easiness in operating business approval wherever and whenever. When one of the managers is not in place to sign sales order, therefore process will be delayed. This will obstruct the entire business process. Therefore, the bigger negative impact that is works productivity deterioration might occur.

Paper Based Filing System

The system that is not fully automated tends to adopt manual system and paper-based system. Most of the case, the manual filing system does not have any

easiness in accessing, updating, or data backing up. This case makes the system become unreliable system, because document can easily misplace or even lose. Manual system does not optimize the automation system in delegation of work. The employees tend to check e-mail than document or memo accumulated on the desk. This example directed to work ineffectiveness

Lack of Supervisory Control

The inexistence of control in business process will have negative impact on work disciplines among the employees. Such inspection process probably will not greatly influence to the company if it has a capable production manager. However, supervisory control will enable monitoring process during the production process. In addition, by the existence of inspection will prevent the overdue process occurrence.

2. The expectations from business process automation that can be derived are:

Time Efficiency

Automation can reduce the length of process time. Due to the reduction of time, the process became more efficient. In other words, automation creates faster system.

Flexibility

Automation transformed the work mechanism became more flexible and faster. Like in approval process so the sales order approval process can be clicked without any difficulty of being geographically remote.

Integrated Database System

Automation reduces paperwork system and human error. Entering information could be very complex if there is no integrated system. In the automation system, the sales person just need to key in the data at once without completing the paper

form that can be easily lost or damaged. Moreover, the data in the system can be updated and restored.

Supervisory Control

Automation involves in transforming manual into automated system using the technology advance. This will facilitate the project manager as well as the top management in monitoring and assessing the performance of units. Thus creates a transparency business process within the organization.

Real Time Sales Order Reporting System

Automated system eases the access of information and integrates database system. Therefore, all the sales orders will be recorded automatically into the system that creates real time reporting system. Consequently, it will create a faster decision making form the management.

Productivity

In manual system productivity seems to be stunned since there are unnecessary workload in the business process. The sales staff tends to be demanded to do several tasks that were not included in their job function. With automation, workload reduces so productivity can be maximized with this system.

3. Comparative analysis between the manual process and automated process shows that the positive impact of automation directed to the enhancement of efficiency effectiveness and productivity in working. These three factors are the key to succeed to achieve sustainable competitive advantage.

In the comparative analysis, the benefit from manual system may as well apply in term of technical procedures. Since an integrated system was not applied in the manual system, technical damage does not likely influence the entire system. This

may be the added value of manual system. In addition, in the company having strong culture will get difficulty in adapting with the new system. Overall, The adhered manual system in the daily business process causes the obstructed automation process.

4. Such like other solution business; this cannot be avoided from any weakness and risk. The weakness and risk of fully automated system greatly influence the future development, specifically by existence of cyber crime and cyber abuse, wherein the attacked system will have a fatal damage. Considering the integrated system links one and the other. In this case absolutely required high security and reliable back up system.

Another case influencing the future development is connected to the company culture problem. The fully automated system is the system optimizing the technology system consequently this is able to achieve the efficient and effective outcomes. This obviously influences the alteration in organization such like working mechanical alteration and strategy. When a company could not adapt to such alteration, this really obstruct the automation process.

5. The last conclusion can be drawn from this thesis that automated system has been implemented for more than one decade. Unfortunately not every company implements such fully automated system in their business process. The companies having been implementing this fully automated process are experiencing little risk and are finding that the automated systems can often be paid for out of operation cost savings. Furthermore, well-implemented system automation will have more benefit, maintain profit margins, practice to lower cost, satisfy customers, and sustain competitive advantage.