

УДК 004.89

WEB AND MOBILE TECHNOLOGIES AS BACKGROUND FOR BUSINESS PROCESS FLOW OPTIMIZATION

Ilyia Sukhanov

These days huge amount of businesses operate not only within national markets, it's become common when businesses operate internationally. Long distances between business players makes the communication process more complicated and at the same time rising business to the global marketplace widen facilities for swift reaching to success. It's gone not too much time since the time when IT technologies came into our lives: into individual lives of each person, into lives of communities, businesses, big corporations and finally whole nations and now we are capable to observe that significant jump in communication area which opens new horizons for self development of each of them [1].

It's obvious, one of the most important requirements to be satisfied is easy and quick exchange of the information between the business players, moreover it's even more important to be done within the business. Web-solutions have strongly came into our lives to fill this gap [2]. Today, web-based solutions are widely used to provide easy to use web-applications for businesses to provide their staff and clients with simply accessed tools that makes it easier to update everyone with the latest news, changes, important materials, reports etc.

Each business, no matter whether it's small or big would requires original propositions to the clients to become more efficient against competitives. Even the ones working on national market require such solutions these days, as it makes sales of products and services much quicker giving the business an opportunity to be one step ahead on the marketplace [3]. So, the main problems that are solved by the web-based solutions: - centralized information store - quick access to the information from any point of the world - efficient communication support - automation of data processing

Web-solutions implement Internet automation so that helps businesses to increase productivity and profitability. Online automation can reduce costs for advertising, sales personnel, and other support staff. Using of web-based applications increases business's productivity because less time is spent explaining product or service details to customers since such information would be available 24 hours a day in the network. Web-solutions save costs and time by allowing users to download invoices, proposals, and other important documents, automation mailings keep clients always informed about news happened to the services provider, featured propositions, new facilities, etc.

With mobile technologies coming in the communication becomes even more faster and quicker, operations with information became easier. Combining web and mobile technologies leads businesses to be more accessible, responsive, flexible, efficient providing services and managing the process. For example, when meeting with customers it makes it easier to access the customer relationship management system - over the internet - allowing to update customer details whilst away from the office. Alternatively, it can be possible to enable customers to pay for services or goods without having to go to the till. For example, by using a wireless payment terminal diners can pay for their meal without leaving their table.

More powerful solutions can link directly into the office network while working off site, for instance to access a database or accounting systems.

It leads to great flexibility in working - for example, enabling home working, or working while travelling. Increasingly, networking 'hot spots' are being provided in public areas that allow connection back to the office network or the internet. The growth of cloud computing has also impacted positively on the use of mobile devices, supporting more flexible working practices by providing services over the internet.

So, mobile and web technologies are complimenting each other, and as deeper they complement in the business process as more efficient it works [4]. Everything that have been done before in web is scalable to the mobile devices now, giving more opportunities for communications. Just a small mobile app developed for existing web-based system makes it in many times more usable, popularity of such services increases permanently. This combination resolves a complex need of mobility for most of the businesses today which are the most successful on the world's marketplace. In time presence of this tandem in business becomes an integral part as it's happened with just simple business cards some time ago and also as just a unique mechanism capable to provide such a strong relationship between all the members of the process.

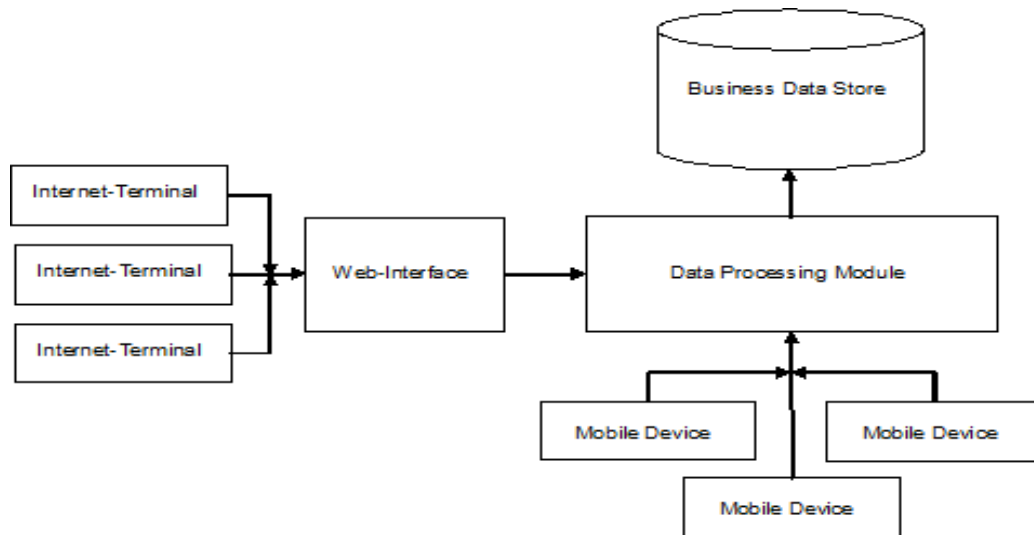


Figure 1 - schema of the system

The greatest benefit of designing a web-application and a mobile app in tandem is that, because apps are easily accessed and used on the go, people learn to use these web-applications on a regular basis. While these apps are simpler and often can't contain nearly the amount of content that a web-application can contain, they increase traffic to web-resources [5]. In case with e-commerce solutions it speeds up the consumers choice, and consequently the traffic to the resource, as through the simplicity of the mobile app the end customer finds exactly what he needs quicker and feeling good after the made choice and saved time he will come back to the store again and again thus increasing sales and traffic to the site.

Collecting benefits of using web and mobile technologies becomes clear to understand that importance to the modern business life that these technologies bring, and how necessary they are to success. Creating basic solutions give a birth to new ideas and approaches to win the market, then successively enhanced services lead permanent growth and demand, that definitely bring business to success.

References:

1. <http://digitalenterprise.org> "BUSINESS MODELS ON THE WEB" Michael Rappa
2. <http://www.maelstromsolutions.com>
3. <http://www.computerweekly.com/news/2240082941/Using-Web-20-for-business>
4. http://www.ehow.com/about_6391136_mobile-technology-business.html
5. "Influence of mobile technology in business growth" Vivek, Chief Technology Officer Arimaan Global Consulting