

Abstract

Today companies are facing a high pressure to reduce costs and maximize profitability; in order to response to this pressure in a proper way the internal processes of organizations should be designed to enable the optimum utilization of their available resources.

Most of previous studies focused on the application of Business Process Reengineering Methodology in the Tangible products sector while neglecting to reflect these changes to become an integral part of the behavior of corporate information systems.

This thesis aims to apply Business Process reengineering methodology in the digital products sector through the application of this methodology on the operation department of Alnafizah for Integrates Services in order to reduce operational costs and maximize the profitability of the company.

A prototype of the processes was been designed and refined using BPR Methodology and the prototype of the reengineered processes had been evaluated.

The results showed that the application of BPR reduced time and financial resources needed to complete sales and inventory control processes.

مستخلص الأطروحة

مع تزايد ضغوط المنافسة على مؤسسات الأعمال في هذه الأيام أصبح لزاما عليها أن تصمم عملياتها بصورة تمكنها من الاستغلال الأمثل لمواردها. وفي ظل التطور الهائل لتكنولوجيا المعلومات نجد أنها قد أصبحت المحرك الرئيسي لعملية إعادة هندسة العمليات الإدارية و ذلك لأنها تساهم بوضع حلول جذرية للمؤسسات تتناسب و مقدرتها المادية.

نجد أن معظم الدراسات السابقة اهتمت بتطبيق منهج إعادة هندسة العمليات في قطاع المنتجات التقليدية مع إهمال عكس التغييرات لتصبح جزء أصيل من سلوك أنظمة المعلومات المؤسسية.

يهدف هذا البحث إلى تطبيق منهج إعادة هندسة العمليات في قطاع المنتجات الرقمية من خلال تطبيق هذا المنهج على قسم التشغيل بشركة النافذة للخدمات المتكاملة وذلك بغرض خفض التكاليف التشغيلية و تعظيم ربحية الشركة.

بعد تحديد العمليات التي تحتاج إلى إعادة هندسة تم تصميم نموذج مبدئي لهذه العمليات و تم اختباره و أظهرت النتائج التي توصل لها البحث أن تطبيق منهج إعادة هندسة العمليات مع أخذ الحلول التي تقدمها تقنية المعلومات بعين الاعتبار يؤدي إلى تقليل الموارد المالية و الزمنية اللازمة لإجراء الأنشطة بالمؤسسة.

Dedication

This thesis is dedicated to my father, who taught me that the best kind of knowledge to have is the one which is learned for its own sake. It is also dedicated to my mother, who taught me that even the largest task can be accomplished if it is done one step at a time.

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List of Abbreviations

BP: Business Process

BPR: Business Process Reengineering

IT: Information Technology

CAD: Computer Aided Design

CAM: Computer Aided Manufacturing

CAE: Computer Aided Engineering

BPRS: Business Process Reengineering System

NEMA: National Electrical Manufacturers Association

IS: Information Systems

CDMA: Code Division Multiple Access

NEC: National Electricity Corporation

GET: Global Electronic Top up

ISO: International Standard Organization

SSP: Stored Sales Procedure

AT: Average Time