

УДК 658.589

Ruslana Zubchenko¹, Yuliya Sobol²

¹student of group FEU-520, National University «Zaporizhzhia Polytechnic»

²PhD (Philology), assistant prof., National University «Zaporizhzhia Polytechnic»

REENGINEERING: CHARACTERISTICS AND SIGNIFICANCE

Reengineering is the radical rethinking and redesign of business processes to achieve dramatic, discontinuous improvements in key modern business metrics such as cost, quality, service, and pace.

The main stages of reengineering are:

1. visualization is the development of the image of the future company;
2. reverse engineering is the creation of a model for an existing company;
3. direct engineering - new business development;
4. implementation - implementation of redesigned processes.

In reengineering, two significantly different types of activities are usually distinguished:

1. crisis reengineering (redesign and reengineering of business processes), where it is about solving extremely complex problems of the organization, when things have gone really badly and a set of measures is needed that would eliminate the "foci of the disease";

2. development reengineering (improvement of business processes), which is applicable when the organization is doing well on the whole, but the dynamics of development has worsened, and they began to fall behind competitors.

Reengineering properties are:

1. rejection of outdated rules and approaches and starting the business process from scratch, which allows you to overcome the negative impact of the prevailing economic dogmas;

2. disregard of existing systems, structures and procedures of the company and radical change in the way of doing business - if it is impossible to remake your business environment, then you can remake your business;

3. leading to significant changes in performance indicators (an order of magnitude different from the previous ones).

There are three types of companies for which reengineering is necessary and advisable:

Companies that are on the verge of collapse due to the fact that the prices of goods are noticeably higher and / or their quality (service) is noticeably lower than those of competitors. If these companies do not take decisive steps, they will inevitably go broke.

Companies that do not currently have difficulties, should foresee the inevitability of intractable problems associated, for example, with the emergence of new competitors, changing customer requirements, changing the economic environment, etc.

There are leading companies with aggressive marketing policies, that are dissatisfied with their current state of affairs and want to do better through reengineering.

Thus, the tasks of reengineering are similar to the tasks of innovation: mastering innovations to ensure the competitiveness of products and, ultimately, the survival of the enterprise.

The need for reengineering is associated with the high dynamism of the modern business world. The manufacturer is forced to constantly adapt new technologies and regularly change consumer needs.

The inertia of the pyramidal organization is a brake on the path to the survival of companies.

The solution to the problem today is to change the basic principles of the organization of the company and move them to a focus not on functions, but on processes.

Reengineering is a method of improving the performance of a firm that leads to radical change, along with methods such as strategic planning, change management, excellence and development architecture.

Reengineering means a radical restructuring at the level of both the structure and its procedures.