Holisun - Technology in the company's business system

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Abstract

Holisun is a small Romanian IT company that deals with software development, multimedia presentations and robotics. During high-school, I volunteered there in the summer months, learning web development. Last year I got to help them make several Prezi presentations, a promotional video, the company jingle, also doing other micro-tasks such as translation.

One of the presentations talked about AIDA, the company's customer relationship management software (CRM), which is the most important piece of business software they have developed, sell and use till date.

In order for that project and this report to be made, some interviews concerning AIDA were carried out with the employees. This was done because the CRM provides enough information about the business system itself; but also because it is a piece of technology that I am interested in as a software engineering student. The flow of business related data through the CRM is one of the main findings, which is a simple but organised process. <mark>??</mark>

How-method
Main findings and conclusions
Sometimes recommendations
Key words
Be 100-150 words usually
Be concise, succinct and interesting
'hook' the reader- make them interested
Be on a page by itself
Explain acronyms and so on

At the end of the report, before the reference list, show the word count.

Company website!!!! as reference. Despre AIDA ai zis, de pe website?
Don't have Enterprise Resource Planning (ERP)
Transaction processing systems (TPS) real-time or online processing data are processed immediately after a transaction occurs
Reference images
B2B (nope) and B2C (yep)
Expresii
Comprima inf.
Centralisation and de-centralisation
REFERENCES ALPHABETICAL ORDER SURNAME

AS INTERVIEWEE A STATES

LONG ANALYSIS OF SWOT PESTEL IN APPENDIX

(EDI) or paperless trading
Do not use the personal pronouns 'I', 'we' , 'you', etc.   Instead of 'I did x', use 'x was done'.

Be cautious rather than direct or emphatic (use terms such as 'appears to', 'may' and 'seems to'. Try to avoid   'definitely', 'always', and   'very').

1 Holisun - The company at large

1.1 Introduction

A CRM is a multifunctional business platform that enables firms to analyse and develop a long lasting client relationship[4]. That means it has a lot of insight to offer to the company that makes good use of it.

AIDA has most certainly played its part in helping the company communicate with Holisun's customers. Not only does the company send documents that help the commercial process take place, it also goes as far as sending personalised messages on birthdays, to maintain a good customer relationship. Even so, clients don't have access to it, which makes it secure.

The entire company workflow is visible through it, since the company does not conduct complex operations. Even so, the CRM is classified as both an operational and collaborative piece of software, also being an analytical tool ?? (CRM classification as in [8]). For external collaboration, the company uses e-mail or Trello (TRELLO URL), since they don't use any Enterprise Resource Planning (ERP) software.

1.2 Company details

Currently the company has 9 employees, but continues to expand. The number fluctuates slightly, but at least 9 of them are stable (even if some work remotly at times). Since the company is interconnected with the university, they also have a lot of interns. Doing both research projects to attract investors, as well as websites and desktop applications for its clients, Holisun is sure to thrive for years to come. Even so, the workflow is of great importance.

The first step in contracting a client is getting a 'lead'. Leads might show up because of newsletter subscription, or due to a marketing campaign. The CRM only knows few details about the lead company in this stage. If any discussions are carried out with the company, the potential client is seen as an opportunity within the CRM (or, they might as well be labelled 'contracts', if the case). The transaction processing systems (TPS) are real-time, since they are digitalised and use EDI encoded data.

If they make a contract, the client will be remembered as a 'contact' even after the contract ended. Contacts are used for future collaborations or recommendations [2][7].

A different method that Holisun uses to get contracts, is sending quotes. (Def: A 'quote' is an brief offer that a company sends to potential customers[9]). If approved, the transaction is labeled as an 'Invoice' (if the client wants to buy a standard product) or as a 'Sales Order' (if they want periodical maintenance or client support)

Figure 1: Company core business workflow [5]

Even if Holisun is a small company, it is very dynamic, since it had many international clients.

Environmental analysis (SWOT and PESTEL)

Strengths	Weaknesses
very dynamic	Small company
We have our own products	
We have our own R&D department	
Embed research in software	
production	
Opportunities	Threats
We can sell our R&D results	Location is not central in Romania or
Present in several European	Europe
countries, already	Difficult to find employees

Figure 2: SWOT and PESTEL analysis [5]

International contracts have resulted in many stable contacts, even if Holisun does not use any business to business (B2B) software to order or deliver products periodically.

For the firm to continue its activity, certain investments have to be made, so as to either improve or maintain its current processes.

Ongoing processes	Strategic
- Constantly update hardware and software - Increase storage for future projects, to store data, applications and so on.	- Improve coolers for servers - Improve server software so that it does not fail often
Support	Turnaround
- Buy more gadgets to test applications on	- Invest in promotion to gather leads (to send quotes to those "leads") = Invest in going to conferences

Figure 3: Strategic grid

2 Company structure

The company has 3 main departments: Sales, Technic and R&D [5]. Out of the 9 stable employees, most are software developers with one being in Sales and one acting as Assistant Manager.

One of the software developers is also the company's project manager. Since the company is small, the R&D department needs not have more than 1 person, which is also the assistant manager. Even so, the company is able to develop and increase in size, since it attracts many graduates.
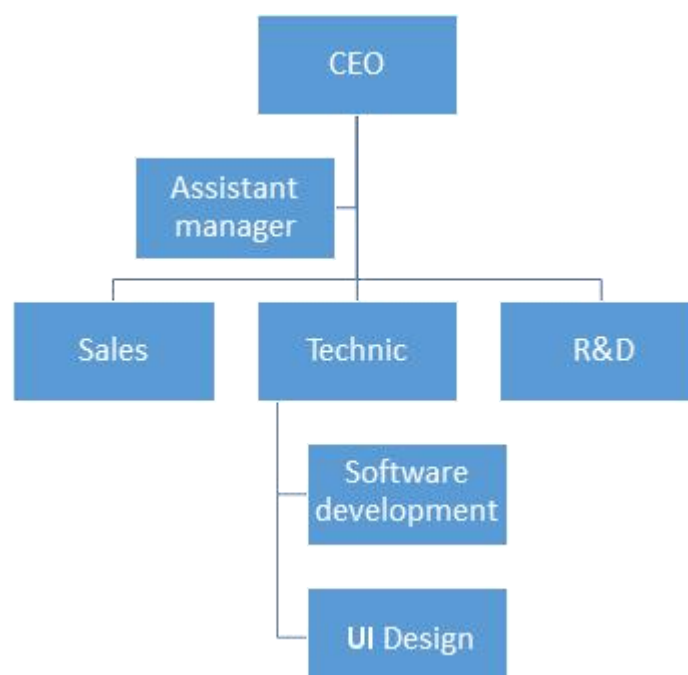
Figure 4: Company hierarchy[5]

Since Holisun is an IT company, they tend to be quite adaptable to technological changes. They they have to meet the conditions of every contract they have on a daily basis (regardless of the framework of programming languages they might have to use). Once again, technology is their main interest to say the least.

2.1 Company attitude

Inside the company people are friendly and willing to help each other regardless of what project they are assigned. Even if the CRM assigns everyone tickets that they have to do by the end of the day, they don't mind helping each other to get things done. They have a "stand-up"[7] type of meeting every morning, where they put down on the whiteboard what they have done and decide what to do next. This makes Holisun a "Task culture". Even so, many decisions are centralised, since   the organisation is quite flat (due to its size).

3 Role of Technology

To justify the role of technology, I will mention how organising was done without their CRM. One of the employees stated during an interview that they had a piece of software that dealt exclusively with billing, but only partially. They wrote the actual bills themselves and searched through them manually when they had to. The company also had a time tracker software and a ticketing ???? program to help them before the CRM. Now, all of these are integrated in AIDA.

The CRM is also able to: define web forms for collecting data, state offers and opportunities, define milestones and tasks and many more [2]. Even with it being complex in terms of facilities, the main process it serves is not elaborate.
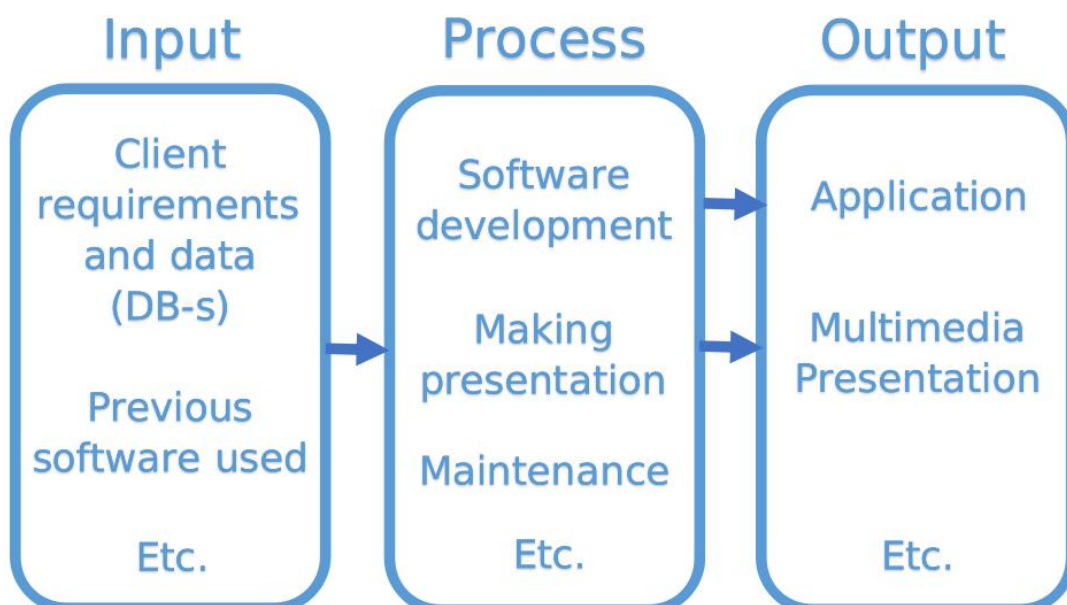

Figure 5: IPO diagram

3.1 Security

To avoid security threats, Holisun has implemented GDPR standards in terms of: secured cookie modules, user agreements, privacy policy page and many others. Since they implement GDPR for other companies, they are experienced enough to avoid threats, or to handle them.

They have not been subject to any data breach or attack, but they are most certainly prepared. In case of website identity theft for example, they would first gather evidence to prove their cause. Then, they would contact the hosting company storing the fake website and ask for it to be taken down. Right after that, Holisun would issue a DCMA takedown request to avoid search engine indexation issues.

Data breaches, for example, are avoided by restricting access to data to an employee, once he / she has left the company. Before they leave, they have to ?? turn over the projects they were assigned, along with all the data that is stored on their PC (so as to be archived). His / Her work email address is blocked, and any future emails coming in its direction will be redirected to the employee that took up the leftover projects. The client is also informed about this, so that they know who their new ?? contact person ?? is. Also, in case of a data breach, server and application passwords are changed.

4 Conclusion

Holisun is a IT company that relies heavily on its CRM to implement its business system. This shows that the company is able to use technology in its own benefit, so as to stay organised. Since every transaction is done through AIDA, all employees get notified about exactly how they need to know related to the project, which gets things done a lot faster than ever before.

5 Appendix

5.1 More about security

Holisun has certain protection measures and protocols for different types of attacks. Data breaches, for example, are avoided by restricting access to data to an employee, once he / she leaves the company. Before they leave, they have to hand turn over the projects they were assigned, along with all the data that is stored on their PC (so as to be archived). His / Her work email address is blocked, and any future emails coming in its direction will be redirected to the employee that took up the leftover projects. The client is also informed about this, so that they know who their new ?? contact person ?? is. Also, in case of a data breach, server and application passwords are changed.

For attacks in general, the company has a firewall that protects emails as well as the internal company network. Their network ?? includes their internal phone and printer system, as well as their computers and similar ??. The company's data and it's clients' is backed up periodically, to minimise losses if the firewall is taken over ??.

For security reasons, Holisun only gives as much access to the client as the client needs [B2B], according to their contract. They might let them access the email server, or give then access through SSH / FTP. Much of their data is therefore for internal use only.

They store the data on VPS servers, which provide internal data transfers, as well as private git repositories. They also have 2 phone ?? providers, as well as 2 email servers (1 only for employees and 1 only for clients), to keep internal communication separate from client talk ??.

Security goes beyond the computer screen, up to motion and infrared sensors (as well as fingerprint scanner); video monitoring will also be implemented in the future.
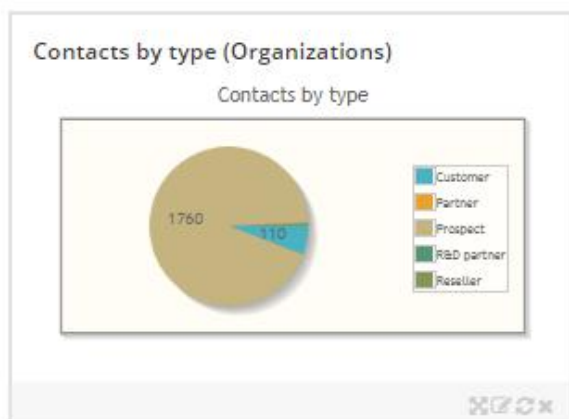
5.2 CRM facilities

Figure 6: Contacts by type (CRM)[2]   Figure 7: Opportunity lifespan (CRM)[2]

5.3 SWOT / PESTEL details

Holisun is a small company located in the eastern part of Europe. That enables it to offer low prices, because of its low employee count and due to it owning its offices. Even so, the production time is limited by the employee count and their working hours.

Since many programming environments can be installed on almost any computer, Holisun is able to be very dynamic when it comes to customer requests, and deliver exactly what is needed. The employees are very responsive and eager to find out how certain programming languages perform, so they take interest in every type of contract they have.

Even if Holisun has its own digital products that bring a reasonable profit without much expenses, the firm states that employees are not easy to find. The world of computer science is dynamic in itself, so employees tend to explore many workplaces until they are satisfied. With that being said, it is true that even if many work temporarily at Holisun, almost as many leave when their contract ends.

The firm has a lot of international contacts and is able to sell R&D results, so getting contracts or profit when needed should not be a problem. Holisun is able to make its way through contracts and maintain relationships with customers through their CRM, so, their main sources of income are stable. This makes Holisun a reliable software provider. ??

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Word Count:

Contents