

Company Overview

***International Virtual Hackathon "First steps of digital initiatives".**

General data

Company Name: Elevadores Neumáticos SA

Country of Company: Argentina

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Company Overview

Company Challenge/Project Summary and Description

Business challenge: Reduction of indirect costs

Background: ENSA is based in Paraná, Entre Ríos. It started its activities in 1994 with a clear vision of creating a new concept of elevator, simple, functional and aesthetic, that improves the quality of life of homes around the world.

The Company manufactures residential elevators with manufacturing plants in Argentina and assembly and marketing plants with distributors in Europe and the United States.

ENSA elevators have an innovative technology, since they work by taking advantage of one of the most abundant natural resources, air. This technology is called VACUUM, it is a design that optimizes space, prioritizes the useful surface of the cabin and eliminates the machine room, allows installation without a construction pit and is installed directly on the floor.

ENSA has a 5,000 m2 plant in the city of Paraná, Province of Entre Ríos, where production, administration and management are centralized. At present, the manufacturing capacity is around 100 equipments per month.

ENSA is present in more than 100 countries and has more than 20,000 units installed.

Objective: What is the goal and desired outcome of this challenge initiative?

- Reduce the use of paper by 100%.
- Recover 100% of the area used for archiving files.

Strategic fit: What is the connection of this initiative with the company's strategic plan? (Example of strategic focus: reduce costs by optimizing remote teams through the use of technology).

- Objective 1: Reduce indirect costs
- Objective 2: Improve the well-being of employees

Competitive landscape: Briefly describe your competitors, as well as the current position of your offer in the market. What are your competitor's strengths and weaknesses? What opportunities do you expect to take advantage of? There is a global competitor, whose strength is the reach to the final consumer due to the company's established distribution networks, which also has an impact on cost. Weaknesses: delivery times and product technology.

Key stakeholders: Shareholders, employees, customers and suppliers.

Project details

Business Challenge Details: Identify all details, data and knowledge required to complete the business challenge/project.

The company currently has a staff of 100 employees, each of whom is given a paper file consisting of 57 sheets of paper, which are filed in furniture that occupies an area of 7 m² out of a total of 22 m², where there are also 4 employees working.

Each time an employee enters the company, a file is generated with the following information: photocopy of ID card, proof of CUIL, proof of Social Security in force, entry form with personal data, registration in the Employers' system (AFIP) signed by the employee, contract signed by the employee, documentation of dependents, pre-occupational examination, general coexistence regulations of the company signed by the employee and coexistence regulations of the area signed by the employee. On the other hand, each absence, sanction or leave of absence also generates a physical document that is incorporated to the file.

What are the expected results?

- Update the procedure for safeguarding current personnel information, incorporating digital tools to replace the use of paper and generate a database for analysis and subsequent decision making.
- Digitize the files currently archived on paper, eliminating the furniture to better distribute the workstations.

List the expected outcomes for this specific business challenge.

What do you want the team to achieve with this strategic plan for the business challenge?

- Generate a tool to replace the use of paper and generate a database on the employee's history that is easy to read for decision making.

What is the timeline or milestone for the implementation of the business challenge?

- The HR area has a deadline of December 20, 2023 to submit the project and January 2, 2024 to start implementing it.

Budget (if applicable)

Concept	Available	Dear	Current
Not applicable			

About the students

Each company must present its challenge to a group of 4 or 5 students, who will be accompanied by a mentor.

Students will develop questions related to the following areas to pose to their organization:

- Background: mission, objectives, focus and culture.
- Core competencies and competitive advantage (USP)
- Market share (if available), sales, etc.
- Identify 3 or 4 competitors: what is their market position?
- PESTLE issues related to the organization
 - Policy
 - Economic
 - Social and cultural environment
 - Technological
 - Legal

Delivery date: Tuesday, October 17, 2023.

Send summary to airigoitia@ucsf.edu.ar