**ASSIGNMENT COVER SHEET**

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| Student’s name | Joshua | Morton |
| Module name | Business Systems and Processes |  |
| Title of assignment |  |  |
| Complete Word Count in my assignment | / 3000 |  |
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# Introduction

This essay aims to employ a variety of analytical techniques against Propel Tech, a software consultancy, to expose inefficiencies with their service delivery. The goal is to identify and model solutions for re-designing the process to address its weaknesses, later discussing how adoption of machine learning can benefit the organisation.

This process was selected as it has the largest impact on profitability and client retention within the organization.

# Analysis into Propel Tech’s Service Delivery

Before analysing a specific process, the wider organization must first be understood to establish the scope of the process. A value chain analysis is a means of evaluation on a company-wide basis (Stobierski, 2020).

A diagram of activities with different colored squares

Description automatically generated with medium confidence

Figure 1 Porter's Value Chain Analysis of Propel Tech

Porter (1985, page 33) states that value chain analysis, shown in Figure 1, helps “understand competitive position and improve their performance”.

While Figure 1 helps outline primary activities, it does not yet fully identify high-level processes of the organisation.

A diagram of a company

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Figure 2 Propel Tech’s Primary Activity Map

Figure 2 displays the relationships between each primary activity, displaying ahigh-level process map, which Harmon (2019, page 86) states “helps to understand the overall process flow and the relationships between major process components”.

A diagram of a company

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Figure 3 - Harmon's Organisation Chart

Figure 3 illustrates Propel Tech’s organisation diagram. Harmon describes this as displaying the “relationship of the organization to its external environment”.

Looking externally, its apparent high-level processes have emerged, indicating our earlier primary activities are more accurately mid-level processes.

Service delivery appears to have a large impact both internally and externally, proving the importance of highlighting inefficiencies through further analysis. The connections begin to reveal the scope of the process.

A diagram of a diagram

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Figure 4 Service Delivery Business Process Scope Diagram

Process Hierarchy Diagram - Say how these aren’t linear, see next diagram for linearity

Process Swimlane of all low level processes

Fishbone charts or whatever

# Task 2

Discuss two process improvements for process redesign and modelling for the chosen business process. This may refer to the analysis from Task 1 but must include relevant module material. High-level and low-level detail, including relevant analysis/modelling diagrams, should be included in addition to the benefits and challenges these process changes will bring to the company.

In your analysis, apply relevant theoretical frameworks and concepts related to your suggested business process improvements. Provide the reader with an understanding of the company’s viable options and a justified recommendation.

# Task 3

Discuss implementation and process management of the business process from Task 2 using relevant module material. Review the role of technology and reflect on the tools/concepts that can be utilised to assess viability to support organisational choices.

You may consider one or more of the following technologies or choose other alternatives in your reflection: Artificial Intelligence, Machine Learning, and Robotic Process Automation (RPA) as possible areas of discussion. Discuss the importance and application of ongoing monitoring and evaluation of processes.

# Conclusion

# Appendix A

### Figure 1: Porter’s Value Chain Analysis for Propel Tech

This figure illustrates the value chain analysis for Propel Tech, it identifies the primary and secondary activities involved in the company's operations.

### Figure 2: Propel Tech’s Primary Activity Map

This figure builds on Figure 1’s value chain analysis, taking each of the primary activities, mapped as high-level processes displays the relationship between the processes.

### Figure 3: Harmon’s Organisation Diagram of Propel Tech

This figure highlights the central (high-level) processes of Propel Tech’s organisation, and how the interact within the environment external to the business.

### Figure 4: Service Delivery Process Scope Diagram

This figure takes the high-level Service Delivery process and displays the scope of all impacting factors, including Inputs, Outputs, Controls and Enablers. It aims to display where inefficiencies can exist within the process.

# References

Harmon, P. (2019) *Business Process Change: A Business Process Management Guide for Managers and Process Professionals*. 4th edition. Burlington, Massachusetts: Morgan Kaufmann.

Porter, M.E. (1998) *Competitive Advantage: Creating and Sustaining Superior Performance.* 1st edition. New York: Free Press.

Stobierski, T. (2020) 'What is a Value Chain Analysis? 3 Steps', *Harvard Business School Online Blog*, 3 December. Available at: https://online.hbs.edu/blog/post/what-is-value-chain-analysis (Accessed: 13 May 2024).