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CIS 320-01

Spring 2017

1/23/2017

Assignment 1: Analysis Summary

We analyzed ten different organizations which had a similar mission to the Kentucky Horsemen’s Benevolent and Protective Association (KHPBA): The National HBPA, the Illinois HBPA, Indiana HPBA, Minnesota HPBA, New England HBPA, Louisiana HPBA, Manitoba HBPA, Michigan HBPA and the Thoroughbred Aftercare Alliance. We also compared one organization which is the direct competitor of the KHBPA, the Kentucky Thoroughbred Association.

During our analysis, we discovered that many of them shared similar business processes, and some had business processes that others did not. The most common business process found in our analysis was the contact us business process, with all ten organizations having that ability on their website. This was followed by the about us business process, with all but one organization having that ability on their website. Eight out of the ten organizations had a calendar or some method of promoting current events on their website. Social media feeds and industry information were also common, with seven out of ten businesses having at least one of these two business processes.

The least common business processes that we found among the organizations was a means to pay online or donate. Only two organizations, the Thoroughbred Aftercare Alliance and the National HBPA had these business processes available to their website visitors.

The organizations I feel have the “best practice” use of the web to support business processes based on the criteria that we’ve identified are the Thoroughbred Aftercare Alliance and the National HBPA. Both organizations have monetized their website by allowing visitors to donate or purchase services through their website. Any business process which can bring in revenue with little to no continuing cost to the organization is a plus. These two organizations also have the upcoming events information business process and the industry information business processes. These are two best practices because visitors to their website will know when important events will happen. The industry links business process allows visitors to use the organization website as a portal to all things relevant to that specific organization’s industry. This would be helpful if there was an article that the organization’s website mentioned in a news bulletin which allowed their visitors to click through to the actual article for more information.

KHBPA should consider adding an online payment business process to their website to help monetize their organization. Adding an online payment business process will allow them to solicit donations, collect membership fees, and collect fees for reports. It’s an opportunity cost which could help pay for itself in the long run as there is little to no cost to maintain an online payment business process once the initial effort to set it up has been completed. KHBPA should also consider adding an upcoming events information business process so that their visitors will be able to plan and attend any future events that they may have.