**Entrust Corporation: Management Decision Problem Analysis**

**Problem Statement**

Entrust Corporation had a predominantly manual process for distributing pricing for its secure identification and card issuance products on a quarterly basis. This process involved emailing spreadsheets to about 250 partners, requiring manual data entry and verification, which took up to two days. The inefficiencies in this process led to high labor costs, errors, and delays.

**Impact Analysis**

**The manual process affected Entrust's business in several ways:**

- Time Consumption: The manual entry and verification took up to two days.

- Error Rate: Human errors in data entry led to inconsistencies.

- Cost: High labor costs due to manual efforts.

- Business Efficiency: Slower updates and poor responsiveness to price changes.

**Proposed Solution**

**A digital pricing management system with automated updates and database integration can resolve these issues. Key improvements include:**

- Automated Pricing Updates: Reduces manual effort and ensures consistency.

- Cloud-Based Data Management: Enables real-time access for partners.

- Error Reduction: Eliminates manual data entry errors.

- Faster Decision Making: Ensures quick updates and improved responsiveness.

**Impact of Automation on Entrust's Pricing Process**

The chart below illustrates the impact of automation compared to the previous manual process:

