

# Sustainable Market Orientation Based Enterprise Service

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**Abstract-** Initiatives and the risk understanding that are required to the associated in regards to the funnel approach for the optimal understanding and design of interest for the organization particularly to organize larger set of operation so a business centric extensive platform with integrated illustrations and implementation will be provided. All the required substances for an advance contribution of competitive advantage are incorporated for the organizational understanding so that the dependencies can be eliminated with a significant summarized system with all needs and analytics required. The automation that is required to handle all business identity will be programmed in a way that all risk concern can be minimized.

The optimal performance indicators will be provided in a detailed illustration for the analytical review so that a proper adaptation and re-routing can be established to promote all the objectives. All the crucial points personalization of can we easily planed by the organizations using the tool optimal understanding according to their own consideration. All relational and physiology required towards opportunity blending can be easily managed with multiple cross channel seamless integration.

**Keywords-** SMO,PHP.

## I. INTRODUCTION

Software helps to manage the peoples, work and process in a very unique way. In any organization the departments have to do or deal with the coordination to manage the working on the whole so that all the related activities can be managed and organized. The software helps automate the working and tracking system. Automation means saving the time and helps manage the work in the sure guarantee mechanism.

In any company small things on the daily basis has to be monitored as the it will major concerns with the proper functioning of the organizations. So we are developing software where all the process related to different existing activity patterns can be clubbed for the proper automation and monitoring. As we know that the companies can operate from different areas and location our software will be capable

of the location based management and integration.

Software can handle large set of work management. The software is designed to crater small to big process related to different department and structures. Software can help manage the management to circulate the work related process and can set the guidelines so that all the related work force can be clear with the defined work. Even the software will help manage the tracking the activities through set of defined reports and help manage the work with the fact reach options provided by the software.[5].

Our software will helps to class the work management in the following

- strategic
- tactical
- operational

Our software is developed in way that it will be clubbed with the advance features also e.g. training, budgets, appraisal, skill, client management, reports, information management etc so that all the work can automated, synchronized and even managed on the personal scale. The software will play a major role in the self-defined and work over view mechanism so that the employees are not dependent for all the activity processing and organization. This also helps the employees to have a clear means of trend display through graphical mechanism used by the software.

Our software will help the companies to overcome the large processing mechanism with the help of the click and easy to use interface management. Our software will help to reduce the workload and helps the companies to move in the proper way and direction. In each companies we have to deal with different types of the departments and process as we know that all the organizations have to deal with the

- financial process
- work force management
- skill management
- training
- process definition management
- role management

-tracking etc.

The function of human resources departments is generally administrative and common to all organizations. Organizations may have formalized selection, evaluation, and payroll processes. Efficient and effective management of "human capital" progressed to an increasingly imperative and complex process. The resource management function consists of tracking existing employee data which traditionally includes personal histories, skills, capabilities, accomplishments and salary. To reduce the manual workload of these administrative activities, organizations began to electronically automate many of these processes by introducing specialized human resource management systems.[6].

The **payroll section** automates the pay process by gathering data on employee time and attendance, calculating various deductions and taxes, and generating periodic pay cheques and employee tax reports. Data is generally fed from the human resources and time keeping sections to calculate automatic deposit and manual cheque writing capabilities. This section can encompass all employee-related transactions as well as integrate with existing financial management systems.

The **time and attendance section** gathers standardized time and work related efforts. The most advanced sections provide broad flexibility in data collection methods, labor distribution capabilities and data analysis features. Cost analysis and efficiency metrics are the primary functions.

The **benefits administration section** provides a system for organizations to administer and track employee participation in benefits programs. These typically encompass insurance, compensation, profit sharing and retirement.

The **resource management section** is a component covering many other resource management aspects from application to retirement. The system records basic demographic and address data, selection, training and development, capabilities and skills management, compensation planning records and other related activities. Leading edge systems provide the ability to "read" applications and enter relevant data to applicable database fields, notify employers and provide position management and position control. Human resource management function involves the recruitment, placement, evaluation, compensation and development of the employees of an organization. Initially, businesses used computer based information systems to:

- maintain personnel records;

- Pursue talent management.

Online **recruiting** has become one of the primary methods employed by resource management departments to garner potential candidates for available positions within an organization. Talent management systems typically encompass:[2].

- analyzing personnel usage within an organization;
- identifying potential applicants;
- recruiting through company-facing listings;
- Recruiting through online recruiting sites or publications that market to both recruiters and applicants.

The **employee self-service section** allows employees to query resource management related data and perform some resource management transactions over the system. Employees may query their attendance record from the system without asking the information from resource management personnel. The section also lets supervisors approve requests from their subordinates through the system without overloading the task on resource management department.

## II. PROBLEM DEFINITION

The system is designed to provide a central work optimizer where multiple work functionalities can be optimized and managed with the total clarity and control. The system is also integrated with the reporting system from where multiple processes can be analyzed to make proper business decision.

Provide integrated view with multi process  
 Provide digital graphical analogical options  
 Provides work structuring  
 Integrated with auditing for quality management  
 Proper Allocation/management  
 Universal Access  
 Cost-Effective Solutions  
 Simplified Scheduling  
 Compliance with Workplace Legislation  
 Integrates with resource management and Payroll applications  
 Reduce Absenteeism and improve punctuality  
 Facilitate remote and flexible

## III. TOOLS

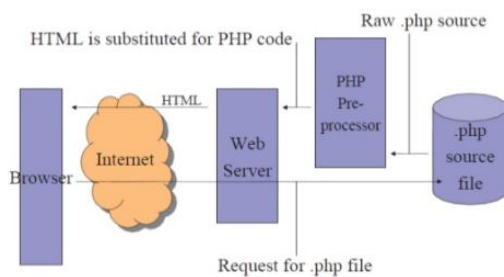
### I. PHP

PHP endures the Web advancement language.

PHP remains considering PHP: Hypertext Preprocessor. PHP endures a Server-side scripting dialect, which can endure inserted in HTML on the other hand utilized in the process of a binary.

Rasmus Lerdorf – a product design, Apache colleague endures the maker & unique main thrust behind PHP.

Totally, PHP has little into do with configuration, events, on the fly DOM control, on the other hand really anything about what a Web page looks & appears like. Honestly, a vast bit of what PHP does endures intangible into the end customer



Some individual taking at a PHP page won't generally have the ability into tell that it was not created totally in HTML, in light of the way that the outcome of PHP endures HTML[10].

The PHP preprocessor has two methods of operation, duplicate mode & translate mode. It takes a PHP archive record in the process of info & produces a XHTML report document.

MySQL endures a free, exceptionally beneficial, comprehensively used database system that completes SQL. There are a lot of instruments, both in MySQL itself & open from pariahs, into make this occupation significantly less requesting. MySQL isn't a database until you give it some structure & shape.

To make & run PHP Web pages three basic parts ought into endure presented on your PC system.

Web Server – PHP will work with considering all intents & purposes all Web Server programming, including Microsoft's Internet Information Server (IIS) yet then every now & again used endures wholeheartedly open Apache Server.

Database – PHP will work with in every way that really matters all database programming, including Oracle & Sybase

yet most regularly used endures uninhibitedly open MySQL database.

PHP Parser – with a particular true objective into deal with PHP script bearings a parser must endure acquainted with deliver HTML yield that can endure sent into the Web Browser. [9].

#### IV. IMPLEMENTATION, ANALYSIS AND RESULTS

##### 1. Initiative

The module initiative will provide a central control to the company administrator who will have initiative responsibility for the clear set up of the references needed to be utilized by using the input form to describe all requirements in consideration

A proper visional system will be included for the guided performance indicator as a system of overview and integrated management is required to be observed in multiple distinctive phases to recognize various implemented understanding

Automated system of work prospect optimization will be included with all alternatives and a proper design implementation with successive rules to be operational in real time

Enabled collaborative system between multi team and all involved authentication is required for the collaboration in request to the customer structuring will be initiated [1].

Defined understanding and clear optimal rules will be defined first for the synchronization and for various automation process is required

A proper allocation system to have a universal guidance in a controlled way will be initiated so that all considerable activities can be organized to properly with all implementing understanding associated with that

All related compliance with a descriptive overview can be generated and managed

A firm could utilize certain appraisal criteria to help recognize openings and will guarantee assets are not squandered on low esteem openings. There are three kinds of criteria that a firm could utilize. These incorporate criteria of consideration, criteria of avoidance and portfolio level criteria.

Utilizing appraisal criteria would give a straightforward procedure that will feature what activities to surrender and which activities to seek after. Prohibition criteria could be utilized by the firm, as it spares time and cash. It is a straightforward strategy for lessening the quantity of activities to assess

**2.Analyzing**

Analyzing module will provide all relational information which is required by the company to have an understanding on a collective measure implementation which again plays a crucial role for the organizations to compete in the modern world

Elaborated strategic overview system will help organizations to get the required acknowledgements for the various perspectives of the business at integrated system with all custom overviews provided

Automatic auditing in a real time will again over-club the understanding with all modes of synchronized information representation provided

Capacity approach is a way to deal with financial advancement that spotlights on understanding the challenges that anticipate individuals, governments, associations shape perceiving their formative objectives while improving the capacities that will enable them to accomplish quantifiable and economical results.

It includes preparing and improvement exercises that get the group effectively engaged with the improvement of their region. Approach expands the want or capacity of people, gatherings and associations to viably take part in monetary advancement activities

Performance indicators and multiple analytical procedures will be implemented in a pre-programmed way to have all occurrence structured with multiple evaluating criteria Risk and opportunity administration approach is an announcement of aim which ought to impart an association’s mentality, balanced and logic towards hazard and opportunity administration. While opportunity administration is thought to be a current marvel coming about because of the mixing diverse task administration techniques, business advancement is very much established in reasoning.



A vital first step is identifying some major objectives for the program. Clarifying the need for a performance management system, what and who it should include, what it will deliver and agreeing measures of what a successful implementation will look like. [3];

Experience suggests that a business needs to complete a self-examination before committing to implementing a new performance management system:

Do employees believe the work we do here is “worthwhile” and that their individual jobs make a contribution to this?

Do we have clear organizational values which we demonstrate consistently? Do we “walk the talk”?

Are employees confident that if they do the right thing they will be recognized for that and appropriately rewarded?

- If the organization cannot confidently answer in the positive in each of the three areas, then it helps to be aware of where there may be shortfalls and seek to address such issues concurrently with implementing the performance management system to increase its chances of success.
- A clear and communicated company vision, supported by clarity in people’s jobs helps deliver the first element;
- Documented, communicated and demonstrated core competencies helps with the second;

- Formal and informal rewards which are seen as transparent, consistent and fair will help deliver the third.

Develop a process and documentation to support the system. A template for this is attached.

The format of the documentation is less important than the prompts included for managers and their Staff to confidently address the key areas. The minimum prompts must include opportunity to:

- Review performance against the key parts of the job.
- Review performance against any specific goals or objectives which have been set.
- Review performance against the organization's core competencies if they have been defined.
- Identify any learning and development needs for both short and longer term.
- Set goals for the next period.
- Allow for feedback on progress on an ongoing basis.

When the process is agreed and supporting documentation in place, training is the next key step. Most performance management systems fail because of lack of training of the people involved.

Managers should be trained in the following:

- The objective of the system.
- The benefits of effective performance management – for them, for the business and for their staff.
- Their responsibility for the system.
- The particular process you are going to use – and why.
- Setting objectives – why and how
- Measuring results – do the hard work up front.
- Providing feedback – what and how.
- Addressing performance issues – why and how.
- Identifying development needs –why and how.

For the employee groups selected to be included in the program, training should include the following:

- The objective of the system.
- The benefits of effective performance management – for them individually and for the business.
- Their responsibility within the system – linked to delivering the expected benefits.
- The particular process you are going to use – and why

- Preparation – what they need to do to make the most of the process.
- Setting objectives –why and how.
- Measuring results – doing the hard work up front.
- Identifying development needs and own aspirations.

As with any project, there are a number of associated risks that must be considered when planning an implementation such as this.

1). **Technology.** The backbone of an automated system is the technology that is used to run and support it. Great care must be taken at the inception stage of the project to ensure that the right solution is chosen as poor decisions at this stage will affect the implementation and user acceptance of the proposed solution. Considerations must be made on hardware requirements, both for now and in the future. Have all the current issues and their causes been correctly identified and does the proposed solution resolve them? Will the new system incur annual maintenance costs over and above those detailed in the solution supplier's quote and does the proposed system have the development potential to grow with the organization?

2). **User Acceptance.** This is a very important consideration for the project proposer(s). If the system is rejected by the users, the whole project will have been a waste of time and resources and may generate bad feeling within the organization. All stakeholders/users must be consulted at the inception stage of the project to understand their issues and frustrations with the current system in order to build those requirements into the proposed solution. These stakeholders/users must also be involved (where possible) in the project implementation and kept informed of its progress.

3). **Supplier Acceptance.** One of the main benefits of implementing an automated Invoicing solution is to improve supplier relations by providing timely information about invoice authorisation progress, planned supplier payment and queries with supplier invoices. The e-Invoicing system delivers this through the Supplier Internet Portal and it is imperative that the suppliers receive training to use this portal, but are also involved in a consultative capacity (through the Procurement department) at an early stage of the project so that they understand the positive benefits for them. If suppliers do not engage with the system, resources gained from automating the internal process will be redirected to dealing with supplier telephone calls and emails, rather than the value added work envisaged in the project benefits.

4). **Resources.** The project team assigned to deliver the may not remain the same through the life of the project. This can have a disrupting effect of the project's progress. The skills

required from each team member to deliver the project need to be evaluated and an alternative resource identified should a team member not be able to complete the project. Of course, holidays and other absences need to be factored into the project timetable, where possible.

5). **Funding.** This is crucial – if there are insufficient funds to complete the project it will have been a waste of time. It is imperative that the financial analysis is thorough and includes a contingency amount for unforeseen expense. All annual costs must be accounted for as these can often be cited as a reason for dropping a system after it been implemented, because the organization had not realised how much it would cost to maintain it. If the business case promises cost savings, ensure that they can be delivered within the stated timeframe.

In calculating the ROI for the e-Invoicing project, you must take into account all financial benefits and costs, both one-off and annual. Here is a list of project investment and annual running costs that should be included in the calculation:

#### Project Investment (On-Off Costs)

- All hardware, software and other IT development costs
- Project consulting fees
- Training costs
- Temporary employees required to enable employees to implement the project and take part in training workshops

#### Annual (On-Going Costs)

- Employment costs for the department
- Non-employment costs for the department (including operating expenses)
- Annual hardware and software maintenance fees
- Annual retraining costs
- Data storage
- Consumables, including printing, fax and postage/courier costs
- Early Payment Discounts lost/Late Payment Charges incurred
- Total cost of invoice processing

The ROI can be calculated by year or on the project as a whole.

Implementation is the stage of the project where the theoretical design is turned into a working system. At this stage the main work load, the greatest upheaval and the major

impact on the existing system shifts to the user department. If the implementation is not carefully planned or controlled, it can cause chaos and confusion and may also mislead the end-users. Implementation includes all those activities that take place to convert from the old system to the modified or updated one. The new system may be totally replacing an existing manual or automated system or it may be a major a reliable system to meet the organization requirements. Successful implementation may not guarantee improvement in the organization using the new system, but improper installation will prevent it.[7].

The process of putting the developed system in actual use is called system implementation. This includes all those activities that take place to convert from the old system to the new system. The system can be implemented only after thorough testing is done and if it is found to be working according to the specifications. The system personnel check the feasibility of the system.

The most crucial stage is achieving a new successful system and giving confidence on the new system for the user that it will work efficiently and effectively. It involves careful planning, investigation of the current system and its constraints on implementation, design implemented, the more involved will be the system analysis and the design effort just for implementation.

The system implementation has three main aspects. They are education and training, system testing and changeover.

The implementation stage involves following tasks:

- Careful planning.
- Investigation of the system and constraints.
- Design of methods to achieve the changeover.
- Training of the staff in the changeover phase.
- Evaluation of the changeover method.

## V. CONCLUSION

The application platform is designed to provide all information stored at one place where are all different related activities with the company can be organized in a synchronized fashion with all related associated resources provided and even related references for the information is provided to the users that can be included. The application administrator will be adding all the clients at one place so that the collaboration can be made easier as one single interface will be used to perform different activities, with respect to the client management and with respect to the different web

channel integrated campaigns. The application will be considered for the information synchronization on a larger scale with respect to different work operations that has to be managed and organized on a single interface system.

The application will help the users to perform the automation with respect to different activity management

The application provides a synchronized information provision in respect to the relational operation

The incorporation with multiple web document section where multiple cloud platforms can be associated with the security provisions provided

The application in corporate even multiple outline where different sections of working can be selected and used and even the tracking system can be designed by the user itself

## **VI. FUTURE ENHANCEMENT**

- sourcing platform integration can be arranged.
- custom reports can be integrated.
- live help training can be approved.
- reports output can be enhanced by different charts

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