

Revitalizing Efficiency; Business Processing Reengineering in Organizational Transformation

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Abstract: *Business Processing Reengineering (BPR) is a strategic management approach aimed at fundamentally rethinking and redesigning an organization's core business process and existing resources to achieve dramatic improvements in efficiency, effectiveness and competitiveness. Companies reduce organizational layers and eliminate unproductive activities. Business Process Reengineering (BPR) originally pioneered in the early 1990s, focusing on the analysis and design of workflows and business processes within an organization. BPR aims to help organizations fundamentally rethink how they do their work in order to improve customer service, cut operational costs, and become world-class competitors. According to early BPR proponent Thomas H. Davenport (1990), a business process is a set of logically related tasks performed to achieve a defined business outcome. Re-engineering emphasized a holistic focus on business objectives and how processes related to them, encouraging full-scale recreation of processes, rather than iterative optimization of sub-processes. BPR is influenced by technological innovations as industry players replace old methods of business operations with cost-saving innovative technologies such as automation that can radically transform business operations. Business process re-engineering is also known as business process redesign, business transformation, or business process change management.*

Keywords: Business Processing Reengineering, strategic management, core business process, improve customer service, organization automation, business transformation, cross functional teams

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