

Internet technologies in Business Process Management

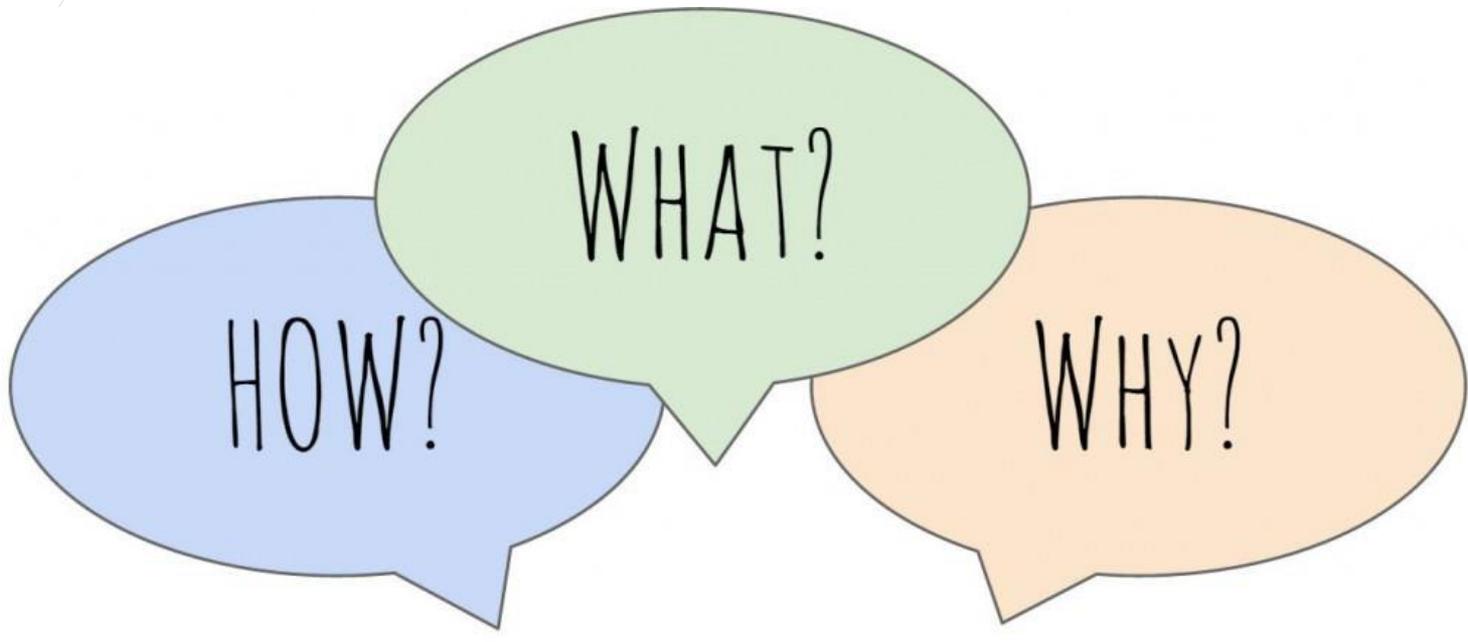
Compiled by Oleksandr Motornyj

FRHTB 1-3em





- What is BPM
- BPM in restaurant business
- Marketing as a business process
- E-marketing
- SMM
- SEO
- MobileApps Development
- Statistics



HOW?

WHAT?

WHY?





BPM - "process optimization process"





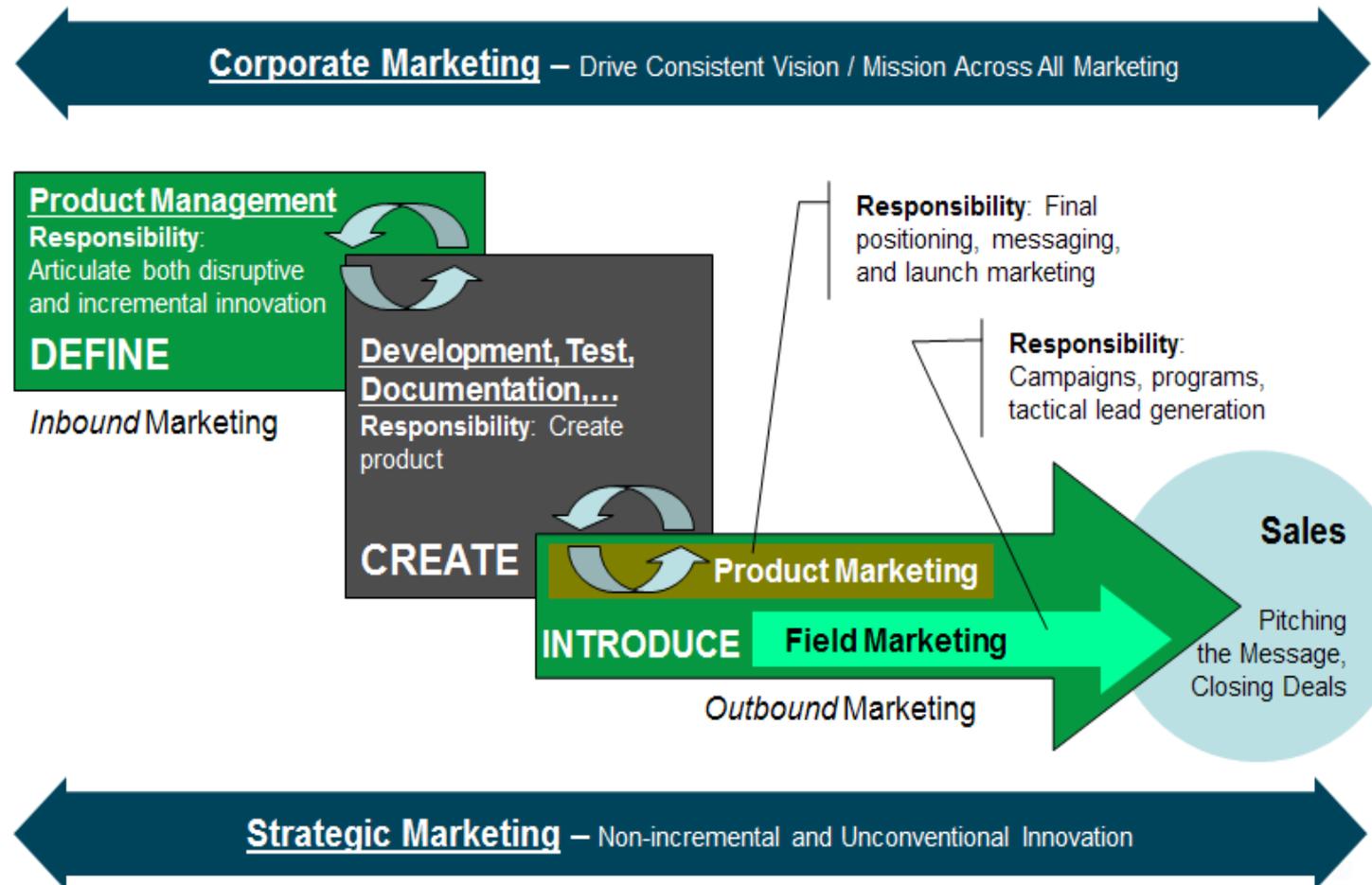
MARKETING

MARKETING



Marketing Functions In The Business Process

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What are the main e-marketing activities?

Newsletters



Social media



Search engine optimization



Mobile



Video



Content



Paid advertising



Email



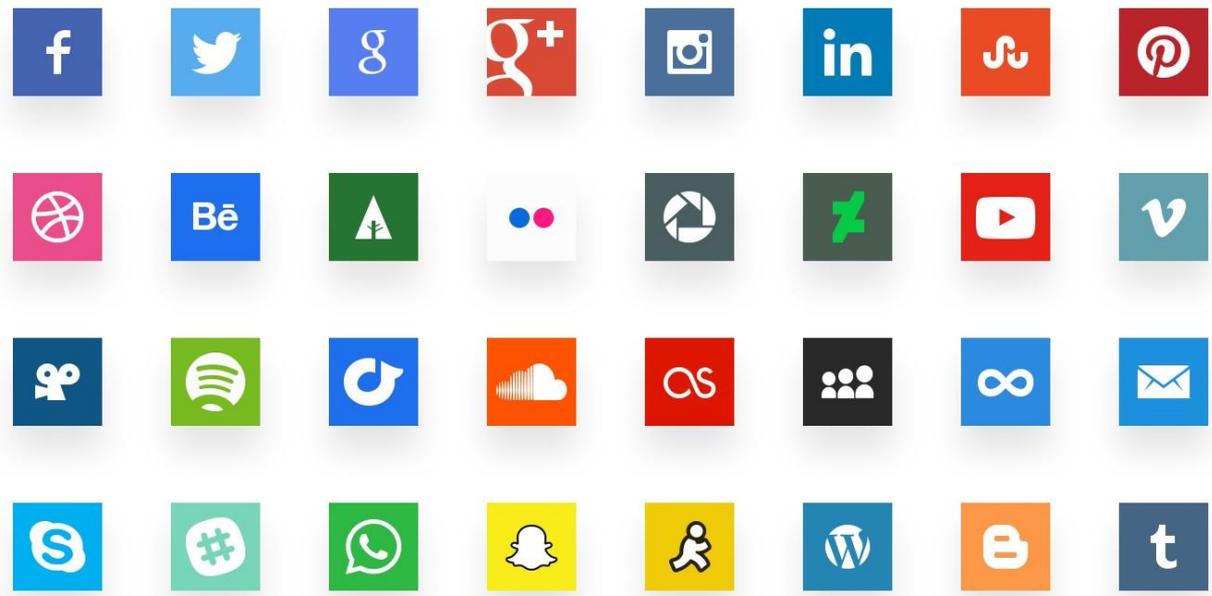


SMM











Tom & Eddie's

Sponsored (demo) · 🌐



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40% Off Any Burger or Sandwich and a Side Item

Click "download" to get your coupon. Offer expires 3/25/2016.

WWW.TOMANDEDDIES.COM

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SEO

MOBILE SEARCH CONTEXTS VARY BY TYPE OF SEARCH

Index of Different Mobile Searches by Context

At Home On the Go In Store At Work At School



RESTAURANT

LOCATION



MOTIVATION



INITIATED ON...



OUTCOME







STATISTICS

Some statistics

WORLD INTERNET USAGE AND POPULATION STATISTICS MARCH 4, 2017 - Update

World Regions	Population (2017 Est.)	Population % of World	Internet Users 31 Dec 2016	Penetration Rate (% Pop.)	Growth 2000-2017
Asia	4,148,177,672	55.2 %	1,856,212,654	44.7 %	1,523.9%
Europe	822,710,362	10.9 %	630,708,269	76.7 %	500.1%
Latin America / Caribbean	647,604,645	8.6 %	384,766,521	59.4 %	2,029.4%
Africa	1,246,504,865	16.6 %	335,453,374	26.9 %	7,330.7%
North America	363,224,006	4.8 %	320,067,193	88.1 %	196.1%
Middle East	250,327,574	3.3 %	141,489,765	56.5 %	4,207.4%
Oceania / Australia	40,479,846	0.6 %	27,540,654	68.0 %	261.4%
WORLD TOTAL	7,519,028,970	100.0 %	3,696,238,430	49.2 %	923.9%

Some statistics

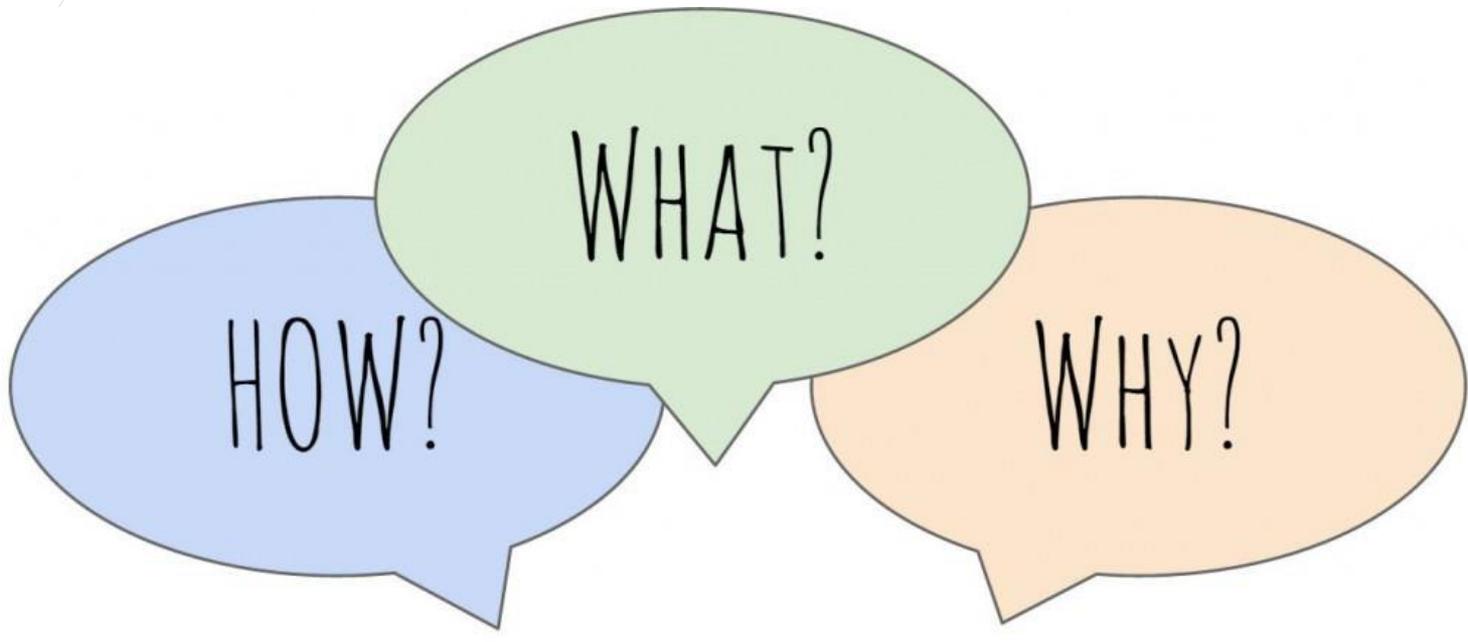


- UA - 44,209,733 population (2016) - Country Area: 603,628 sq km
- Capital city: Kiev - population 3,000,388 (2007)
- 19,678,089 Internet users as of June/16, 44.5% p.r., per IWS.
- 5,600,000 Facebook users on Jun 30/16, 12.7% penetration rate.



Some statistics

YEAR	Users	Population	% Pop.	Usage Source
2000	200,000	49,084,600	0.4 %	ITU
2006	5,278,100	45,833,977	11.5 %	C.I.Almanac
2010	15,300,000	45,415,596	33.7 %	ITU



USE THE INTERNET WISELY

indeed

Industrial Design Jobs | indeed.com
http://www.coroflot.com/public/jobs_browse.asp

CIRCUIT DESIGN LEAD
NVIDIA - Beaverton, OR
robust design-for-debug - Lead
manufacturability and reliability
From Dice - 1 hour ago

LEAD DESIGN ENGINEER
NVIDIA - Santa Clara, CA
games, film production, broadcast
We... following "Design for M"
From Dice - 1 hour ago

Sr. ME/Project Manager
Adecco E&T - Framingham, MA
be able to do design work, as in
projects MAJOR... Engineering
From Dice - 1 hour ago - 8/24/09

THE CREATIVE WORLD AT WORK™



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Post a Job
Targeted Creative Hiring

Associate Creative Director
Web Marketing Group

From: Margrit Spallek@designworkusa.com
Subject: R.Donovan - Intro
Date: August 24, 2009 2:02:31 PM CDT
To: Robert Donovan

Hello Mr. Donovan,

Following our earlier email communication, please be informed that while your app materials are excellent, we unfortunately do not have any opportunities in your area of interest and expertise at the present time.

We wish you the best in your endeavors and thank you again for contacting DesignworksUSA.

With best regards,

Margrit Spallek
Executive Business Administrator
BMW Group
DesignworksUSA

- Design Management
- Exhibit Design
- Fashion Design
- Graphic Design
- Industrial Design
- Interaction Design
- Interior Design
- Product Development

Holler-

I am an industrial designer and design manager with 10+ years of professional experience. My experience includes collaboration/management design, graphic design and commercial illustration product design and development. Most recently I was responsible for building the in-house design team for Griffin Technology (world's largest PDA accessory manufacturer). Last year I decided to return to school to complete my MFA degree. I am now looking for a work-study position with a major design consultancy that will make the most of my skills, drive my development, and provide a challenging environment. My background includes:

- Product Development
- Product Design
- Product Management
- Product Marketing
- Product Strategy
- Product Training
- Product Usability
- Product User Experience
- Product User Interface
- Product User Research
- Product User Testing
- Product User Validation
- Product User Acceptance
- Product User Adoption
- Product User Retention
- Product User Satisfaction
- Product User Loyalty
- Product User Advocacy
- Product User Evangelism
- Product User Community
- Product User Support
- Product User Feedback
- Product User Improvement
- Product User Innovation
- Product User Inspiration
- Product User Motivation
- Product User Engagement
- Product User Interaction
- Product User Collaboration
- Product User Participation
- Product User Contribution
- Product User Creation
- Product User Ownership
- Product User Control
- Product User Freedom
- Product User Choice
- Product User Privacy
- Product User Security
- Product User Reliability
- Product User Availability
- Product User Accessibility
- Product User Compatibility
- Product User Interoperability
- Product User Portability
- Product User Scalability
- Product User Flexibility
- Product User Customization
- Product User Personalization
- Product User Localization
- Product User Internationalization
- Product User Globalization
- Product User Multiculturalism
- Product User Diversity
- Product User Inclusiveness
- Product User Openness
- Product User Transparency
- Product User Accountability
- Product User Responsibility
- Product User Ethics
- Product User Legitimacy
- Product User Credibility
- Product User Trustworthiness
- Product User Reliability
- Product User Consistency
- Product User Predictability
- Product User Stability
- Product User Durability
- Product User Resilience
- Product User Robustness
- Product User Fault Tolerance
- Product User Error Handling
- Product User Recovery
- Product User Backup
- Product User Restore
- Product User Migration
- Product User Upgrade
- Product User Patch
- Product User Update
- Product User Release
- Product User Deployment
- Product User Distribution
- Product User Support
- Product User Training
- Product User Documentation
- Product User Help
- Product User Feedback
- Product User Improvement
- Product User Innovation
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MacBook Pro