Universidad de Lima

Facultad de Ingeniería

Carrera de Ingeniería Industrial

BUSINESS MANAGEMENT MODEL TO REDUCE THE SALES CYCLE IN SOFTWARE DEVELOPMENT SMBs USING BPM, CRM AND SCRUM

Tesis para optar el Título Profesional de Ingeniero Industrial

Valeria Tellez Risco

Código 20171531

Juan Jose Vela Linares

Código 20174014

Asesor

Juan Carlos Quiroz Flores

Lima – Perú

Abril de 2023

Business management model to reduce the sales cycle in software development SMBs using BPM, CRM and SCRUM

Valeria Tellez Risco
Carrera de Ingeniería Industrial
Universidad de Lima
Lima, Perú
20171531@aloe.ulima.edu.pe

Juan Jose Vela Linares
Carrera de Ingeniería Industrial
Universidad de Lima
Lima, Perú
20174014@aloe.ulima.edu.pe

Juan Carlos Quiroz Flores
Carrera de Ingeniería Industrial
Universidad de Lima
Lima, Perú
jcquiroz@ulima.edu.pe

Alberto Enrique Flores Perez
Carrera de Ingeniería Industrial
Universidad de Lima
Lima, Perú
alflores@ulima.edu.pe

Resumen o Abstract: Currently, software companies in the market need an established brand value that grows over the years through continuous improvement, so it is important to build an efficient service that distinguishes the organization allowing the creation of a relationship relevant to each client. The objective of the authors is to increase the net income of the company mentioned in the work by reducing the sales cycle of the company in question, based on the use of engineering tools such as Business Process Management, SCRUM, and Customer Relationship Management to reduce the technical gap that means an annual loss of more than $72,542.82 for the company. After applying the mentioned tools and the respective simulation, a 28.84 % reduction in the sales cycle was seen, which means that the previously calculated gap no longer exists, and the annual monetary loss would be eliminated.

Palabras Clave o Keywords: Business, BPM, CRM, Scrum, Software, Sales Cycle.

Paper Final

3%
INDICE DE SIMILITUD

3%
FUENTES DE INTERNET

2%
PUBLICACIONES

0%
TRABAJOS DEL ESTUDIANTE

FUENTES PRIMARIAS

1	Edith Leon-Enrique, Valeria Torres-Calvo, Martin Collao-Diaz, Alberto Flores-Perez. "Improvement model applying SLP and 5S to increase productivity of storaging process in a SME automotive sector in Peru.", 2022 The 3rd International Conference on Industrial Engineering and Industrial Management, 2022 Publicación	1%
2	moam.info Fuente de Internet	1%
3	repositorio.ulima.edu.pe Fuente de Internet	<1%
4	www.mdpi.com Fuente de Internet	<1%
5	purehost.bath.ac.uk Fuente de Internet	<1%
6	revistas.upc.edu.pe Fuente de Internet	<1%