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## «ONEBOX» BY WEBPRODUCTION AS A SYSTEM OF BUSINESS AUTOMATION

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**The purpose and objectives.** To research specifications of «OneBox» as a program by WebProduction, to demonstrate opportunities of using by this system. To trace the history of a WebProduction company progress. Examine main possibilities of «OneBox» as a business-system.

**Object of research.** The program was created to found the ways of a facilitating working process by WebProduction.

**Methods and means of research.** Comparison with others programs, study sources, analyze references and sum up common data.

**Scientific innovation and practice.** To develop programs, which make easier people's work and become more and more common. Last year, Ukrainians first created a program, which is based on an artificial intelligence. This program is a very big step in a sci-tech development of Ukraine.

**Results of research.** Nowadays more and more Ukrainian start-ups are turning into successful businesses. WebProduction is a company, which deals with electronic business. They created and developed OneBox, the new generation system of customer relationship management or CRM.

Four students created a company WebProduction in 2006. From the beginning they were creating Web sites and easy programs. But six years ago, students decided to create a program which can help in fact everyone. They founded a product called OneBox Next. This is a program with an artificial intelligence. It repeats a standard employee. It can sort out troubles and make decision all alone. Enthusiasts accomplished one's object. Nowadays, WebProduction has a several own products and directions of activities and works in four countries (Belarus, Kazakhstan, Poland, Ukraine). In 2016, this company did 271 projects for different countries. 8 of them for Belarus, 14 for Kazakhstan, others for Ukraine. In the same year, more 12000 licenses of OneBox Next CRM++ERP have been sold.

WebProduction designed a system, which unites all the best what can give enterprise resource planning (ERP) and customers relationship management (CRM). This system gets customized specifications of companies and a management methods. CRM is customers base, a lot of orders and system of email and sms. ERP is a planning system of resources (co-workers time, warehouse inventory, financial reserves).

OneBox Next is a basis of clients, marketing measures, partners, storages, finances, a logistic, goods, a work with prices, all business processes of company. This business system has many advantages, such as:

OneBox automates all production process. You can automate all process, employee's work will become arranged and clear. Your business will be actual.

OneBox is a neural network. It analyzes actions and can carry on a sensible dialogue or suggest answers. The artificial intelligence can imitate the effect of employee's work, not employing alive people.

OneBox discovers emotions. CRM can discover basic emotions of your inferiors through a telephone call. Also you can determine displeasure of clients before it becomes a conflict.

OneBox look after everything. Each address becomes card with history of actions. So you will have base of clients. You'll know that employees and clients write and say. You



must only open a card and look at whole communication history. One of the major advantages is test of a program before the sales of product by programmers.

OneBox is able to recognize telephone calls. This system knows how to convert them in the chat. You can look after who said longer – employee or client, key words or can catch stop-words.

OneBox displays a statistic on desktops. All of inferiors will see the successful indexes. An unbelievable competitive atmosphere will dominate in a firm.

OneBox can tune your documents. OR-codes located on each document. Also a system can recognize scan-copies. OneBox has already holds the circulation of documents and system of work with contacts inside.

OneBox has a detailed information about goods, package and co-worker through GPS.

OneBox has a new GTD Calendar. It links goals, the meets and todo-lists in one system. It hasn't time schedule, but has a list of tasks. Calendar improves a work of managers and co-workers and makes their work more system-defined and more consistent.

OneBox is able to foresee a telephone call or sms from client, possibility of agreements, and productivity in future. It allows to foresee when and how much profits or expenses will be expected. This program shows you how much you will have on an assigned date and from which project.

OneBox controls an access to offices. The program can become integrated with your control system of access to offices and can manage keys, can let in or let out employees. Also it can read statistic of an entrances and exits, a time how much employee worked.

OneBox does a processing of price-list. This system automatically loads and processes price-lists, connects goods, recalculates prices and rules of markup, orientating on a warehouse of the sellers and their availability.

Now OneBox is able to employ and to dismiss employees.

**Conclusion.** So, OneBox Next is a system of new generation among a customer relationship management and enterprise resource planning by WebProduction. It's very technological decision, an ideal for electronic business. In contrast to other products, OneBox Next doesn't add a routine work, but takes away it.

This system is a flexible, universal instrument, which is impossible to replace in business, which dynamically develops. Due to mix of CRM and ERP a possibility of planning goals, controls an execution of a project, automates a process of creation projects and documents, maintains clients' records, makes a plans on resource and much others appears.

Creators took into account a demand of clients in individual approach, and designed more than an universal system of business automation. The company WebProduction designed a system, which unites all the best what the enterprise resource planning (ERP) and the customers relationship management (CRM) can give.

In the near future, an ability of using such programs as OneBox Next will become an essential part of modern human. Because this program greatly improves work of employees of every company. And very often can replace alive people at all.

It's known some students of national university of «Kiev-Mohyla Academy» study bases of program with an artificial intelligence on a base of OneBox Next CRP+ERP by WebProduction. Because an understanding of this program will be required from valuable employees in feature.

**Key words.** Artificial intelligence, enterprise resource planning (ERP), customers relationship management (CRM).

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