Summary

Subject matter: Increasing efficiency of informatization in an organization.

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Topicality of the research: the development of information management and informatization are the most obvious means of increasing efficiency of the work process. Rapid development of information computer technologies, improvement of the technological platform and the immergence of brand new classes of software products has led to the change of approaches to production control automation and that is topical nowadays.

Objective of the research: to study the approaches to increasing efficiency of enterprise automation.

Tasks:

• to get acquainted with the history of enterprise automation development and its main methods;
• to characterize the IT automation market;
• to get acquainted with the characteristics of informatization of Russian car dealerships;
• to characterize the organizational structure of “SBSV – Klyuchavto Mineralnye Vody” Ltd;
• to study data flows in “SBSV – Klyuchavto Mineralnye Vody” Ltd;
• to come up with proposals for informatization and automation improvement in “SBSV – Klyuchavto Mineralnye Vody” Ltd.

Theoretical significance of the research: the description of the information systems, informatization and automation of trading platforms adopted by Russian car dealerships.
**Practical significance of the research:** the proposed solutions for the improvement of enterprise automation can be used in other organizations of the business field.

**Results of the research:** it was established that the responsibilities of information and technical support department of “SBSV – Klyuchavto Mineralnye Vody” Ltd are extensive: complete control over software data exchange, equipment installation, training staff to work with the database system and daily tracking of the correct hardware-controlled data exchange with the head office.

The data flow analysis reveals the main rules of the flow: efficient document flow, minimum time wasting, maximum reduction of document flow stages and unified processing of main document types. It was established that “SBSV – Klyuchavto Mineralnye Vody” Ltd works with “1C:Enterprise” system with a lot of companion programmes.

**Recommendations:** the “Alfa-Auto” software was proposed as it covers all the operations in an organization and facilitates the work of every department.

The proposed software for increasing efficiency of informatization in the organization provides the means of facilitating the work of the personnel due to the user-friendly interface, besides it can analyse the performance of the whole enterprise.

Therefore, “Alfa-Auto” allows to unite all subdivisions of a car dealership in a single information space and manage the main business processes of the company.