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VALUE OF INNOVATIONS AND ERP SYSTEMS DEVELOPMENT

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Research methodology. The results are obtained with the following methods: the method of abstractions in determining the essence of the category «ERP+ system» and identifying the logic of new classes of such information technologies; general and specific – in establishing a hierarchical representation of the logic of the ERP systems development and evolution; statistic – in analysis of the market situation and its importance for main consumers of ERP solutions; modeling – in identifying the major characteristics of the effectiveness of separate ERP classes.

Results. The features of this emerging new class of the so-called ERP + system software are identified; its significance for the development of business in terms of reducing entry barriers and opportunities of flexible usage is justified.

It is shown that the logic of the development and evolution of ERP systems at each stage contributed to the rapid evolutionary formation and development of adequate value of innovative products and services. Models of ERP systems that became the industry leaders in specific stages of its development are established, the reasons why it happened are identified, challenges and opportunities that they created and are creating for their customers-enterprises are determined. It is stressed that thanks to this many of these enterprises strengthen their competitive advantages in the production of innovative products.

The parametric models of ERP efficiency are built in both large and small and medium enterprises - the clients of these technological solutions.

Novelty. Based on the analysis of qualitative characteristics of ERP + systems, the potential to expedite and simplify the process of creating innovation in enterprises that use ERP + technology is diagnosed. It is proved that it results in a faster formation of value of innovations and more adequate to the needs of their users. The number of users relatively increases, as at the planning stage of the production of new goods a comprehensive and flexible study of its consumer and technological characteristics takes place.

Practical value. It is proved that the capacity utilization of ERP + technology helps accelerate the development of innovative projects with a cost-effective detection of the final product.

Keywords: value, innovation, market, model information communication technology (ICT), Software, Software component, enterprise resource planning (ERP).

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