

ABSTRACT

Nowadays, the growth of E-Commerce based Information Technology has become one of innovations in marketing services or business products. It is because the business has become so competitive that the businessmen are forced to expand their marketing of product and service to increase their service to the customer. In order to increase their service facility and make the scope widen, the pasteurized milk UKM chapter IT Telkom which has delivery order service needs a new system to reach their vision.

In this Final Project, The Re-Engineering Business Process of Pasteurized Milk UKM is implemented using *delivery service* and *Clean Sheet Approach* method. The data of Re-Engineering Business Process is then become the input of Information System establishment in web Service and the application features of SMS Gateway selection.

Based on the test results, the system is able to work well as planned just like the functionality test in this application. In a delay parameter test, the result showed the average delay in same operator (mentari) is 9.8s, in different operator (mentari-telkomsel) is 18.4s, and in different operator and different technology (mentari-esia) is 19.8s. In application response test in *web browser*, it needs about 246.5 – 299.2 ms as the response time. It means that the users feel a little delay but they are still focused to the current web which response time is still less than 1 second (based on the table of time response and user's behavior correlation)

Keywords: Clean Sheet Approach, RPB, Web Services, SMS Gateway