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## RIGHT TO DESIGN A NEW VERSION SYSTEM

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#### Abstract

The relevance of the study lies in the timely removal of the control system from an unstable state. As a result, the property of emergence is restored by replacing ineffective elements. This is achieved by identifying links of loss of efficiency. Such links are proposals for improving the system, considering private interests, contradicting the requirements for the development of the system. As a result, the changes made are detrimental to the organization, which ultimately leads to the spread of the so-called "commoditization effect", in which potential users cease to value the development of the product.

**Key words**: characteristics, object, ability, satisfaction, establishment, consumption, needs.

### 1. Introduction

Resolving commoditization prerequisites requires a change in image priorities. The focus on eliminating inconsistencies made it possible to identify the research problem, which was reduced to the following formulation: "It is impossible to ensure the efficiency of an organization in the absence of means for a reasonable selection of innovative proposals". As a result, the technology of deep knowledge comes to the fore. On its basis, the formation of development tasks is carried out since agreed highlevel specifications. This not only prevents losses, but also improves the reputation of developers. In other words, the object of study is associated with reputational grounds, configured to use a fundamentally new approach to maintaining systems, so named "Engineering Systems" [1–3]. Its essence lies in working with a real object, for which a complex has been developed for measuring the value of all types of assets, including intangible ones. Such means are a built-in block of the control system, with the help of which changes in the system are managed as part of crisis prevention technology, considering the distributed responsibilities of individual participants in the organization.

# 2. Methodologies

The subject of the study is the use of high-level specifications that protect the system from the influence of ineffective innovations and extend the life cycle of the system. Such specifications, which allow timely replacement of worn-out system elements, are in fact the main asset of the organization. A real asset that contributes to the growth of the rating of the main developer guarantees him the right to develop a new version of the system.

The purpose of this study: Development of a procedure to ensure a timely response to violations of requirements as part of an approved program for the phased introduction of system changes. Such a program is configured to adapt image proposals to requirements of a reputational nature. This is the main difference between the approach of Engineering System and the System Engineering approach.

In accordance with the goal, the following main tasks were formulated:

- To conduct an ongoing analysis of improved options for a system that implements synchronization of requirements and innovative proposals.
- To select the best scenario, considering the identification of key factors and symptoms.
- To justify the implementation of a medium-term scenario for improving the system, considered in conditions of sustainable growth of the enterprise.
- To develop instructions for the long-term development of the organization in conditions of confirmation of its growth potential.

Based on the assigned tasks, powers are distributed between all participants in the organization, highlighting the adjustment of the external image side to the requirements for preserving the reputation of the system. The customization process improves the organization's efficiency by superimposing a new improvement program on the current version of the system.

### 3. Conclusions

The practical value of the study lies in the fact that the results of testing the developed procedure showed that this approach makes it possible to unlock the potential of the organization, but also to ensure its sustainable functioning in times of crisis. As a result, stoppages in the enterprise's activities are eliminated, which helps reduce losses and create a development fund.

The scientific novelty of the research lies in the fact that the transition to the principles of "Engineering Systems" ensures the implementation of an integrated approach that allows us to assess the performance of the organization of the new version of the system as a whole, as well as to identify shortcomings in its production at individual stages . As a result, as the consequences of large-scale circumstances are painlessly overcome, the professional qualities of the system developers are revealed, while expensive, ineffective traditional means of external PR fade into the background.

## References

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