



ROLLY MARINE

WORKPLACE & APPLICATION MODERNIZATION

REPORT ON FINDINGS

DRAFT



WORKPLACE & APPLICATION MODERNIZATION

REPORT ON FINDINGS

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Workplace & Application Modernization

Report Sections

The following sections include our findings across Rolly's technical operating environment and business process workflows:

A thumbnail image of the first page of the report, showing two people in a meeting room with a whiteboard and a laptop displaying charts.

Section I
Introduction

A thumbnail image of the second page of the report, showing a large industrial gantry crane in a port setting.

Section II
Business Review

A thumbnail image of the third page of the report, showing a person working at a desk with a laptop and server racks in the background.

Section III
Technology Modernization

A thumbnail image of the fourth page of the report, showing hands assembling a 3D printed model of a platform structure.

Section IV
Future State Platform

A thumbnail image of the fifth page of the report, showing two people in a meeting room reviewing financial documents.

Section V
Financials

Introduction: Workplace & Application Modernization Report Section Summary



- 1 Introduction**
An overview of 3HUE Executive Consulting methodology for improving our Clients' Digital Maturity using proven and innovative strategies.
- 2 Business Process Review**
Review Rolly Business Process for modernization gaps and opportunities for Customer experience (CX) optimization, Business Model Innovation (DX), and workforce collaboration and productivity optimization.
- 3 Technology Modernization Review**
Review Rolly Technology Infrastructure for modernization gaps and opportunities across Networks & Firewalls, Applications and Platforms, End-user Computing, Data centers and Cloud, Systems Management, Cybersecurity Controls, and IT Infrastructure and Operations.
- 4 New Platform Architecture**
Embrace bi-modal IT to take advantage of the latest applications and data, one project at a time while marinating the workloads that run your business today.
- 5 Financials Overview**
A summary of all required investments, future state operational expenses, and other financial information.

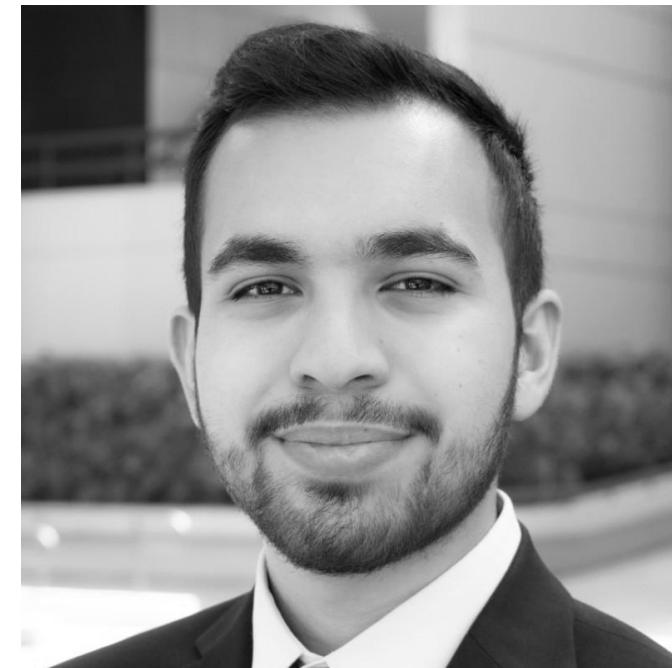
Introduction: Workplace & Application Modernization Consulting Team



Andrew Ramirez
Lead Consultant



Rex Mukete
Security Analyst



Pablo Alvarez
Business Analyst



Julian Lee
Technology Engineer

Introduction: Workplace & Application Modernization

Scope & Methodology



SCOPE SUMMARY

The primary objective of the Application Modernization project is to replace Rolly Marine's BiTMarine Dealer Management System, while systematically performing a business process gap analysis to identify existing Rolly systems, business roles, functions, and processes which depend on core Dealer Management System functionality.

Organizational Owner

Sheryl A. Lopez, General Manager

Business Stakeholders

Leah Brigman, Service Manager

John Bartolo, Project Manager

Sarah Simonpietri, Bookkeeping

SCOPE OF BUSINESS PROCESSES & WORKFLOWS

- Rolly Service Management (SM) Business process
- Technology Maturity
- IT Service Management
- IT and Information Security Governance
- Portfolio and Program Management
- Customer Communications & Marketing
- Customer Relationship Management
- Customer Experience Management
- Billing & Payments
- Contracts & Agreements

Lead Consultant

Andrew Ramirez, CEO & Founder

Period of Review

February 2022 – April 2022

Introduction: Workplace & Application Modernization

Scope & Methodology



3HUE Digital Maturity Paradigm™

Our Digital Maturity Assessment Baseline

For comprehensive digital maturity assessments, 3HUE developed the following Digital Maturity Paradigm (DMP) to assess and measure an organization's digital maturity across 3 pillars consisting of 8 core dimensions and 43 weighted sub-dimensions, with over 263 distinct metrics. The DMP model is distilled from our enterprise experiences and engagements with companies that have successfully implemented digital transformation initiatives.

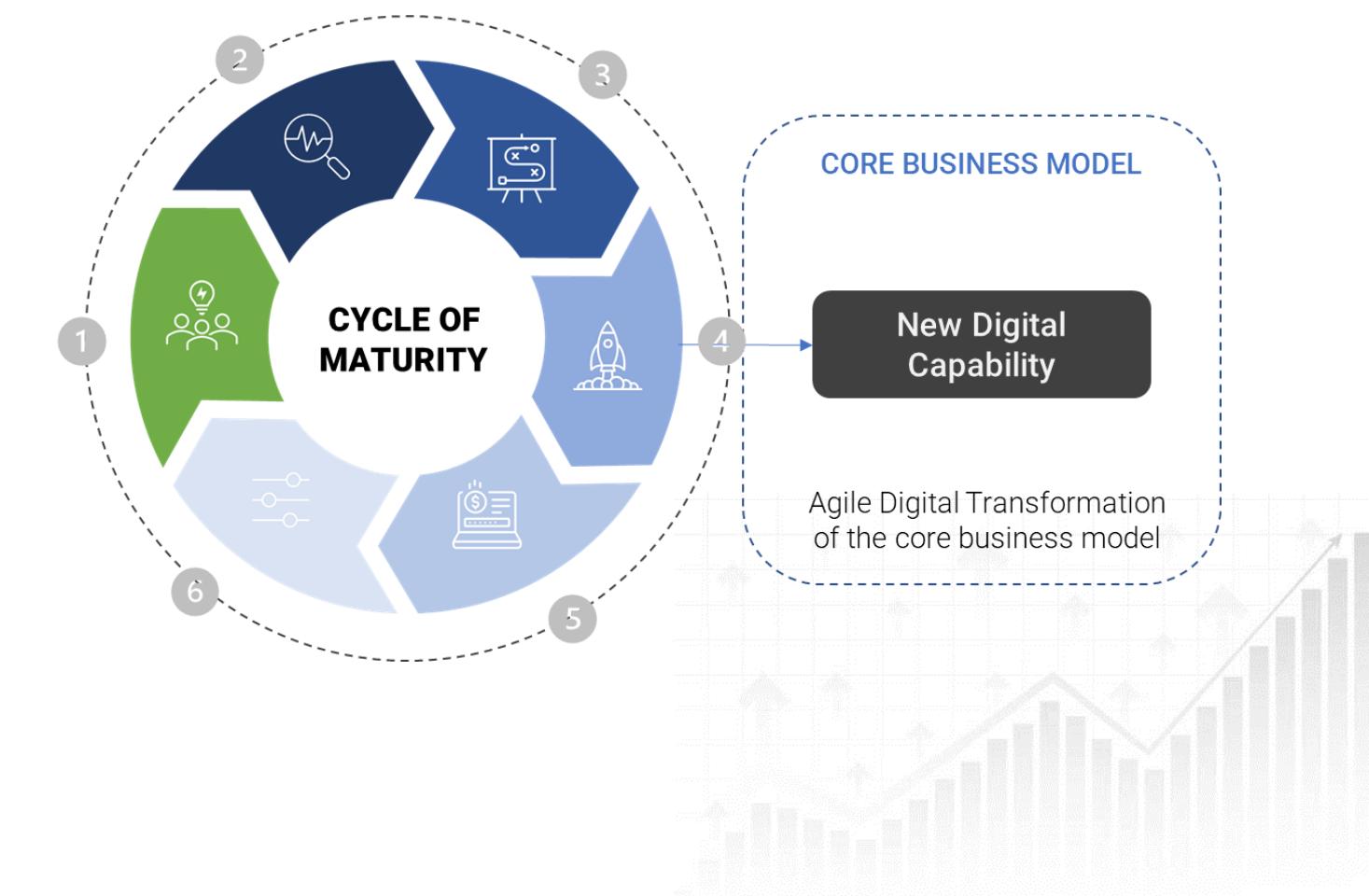
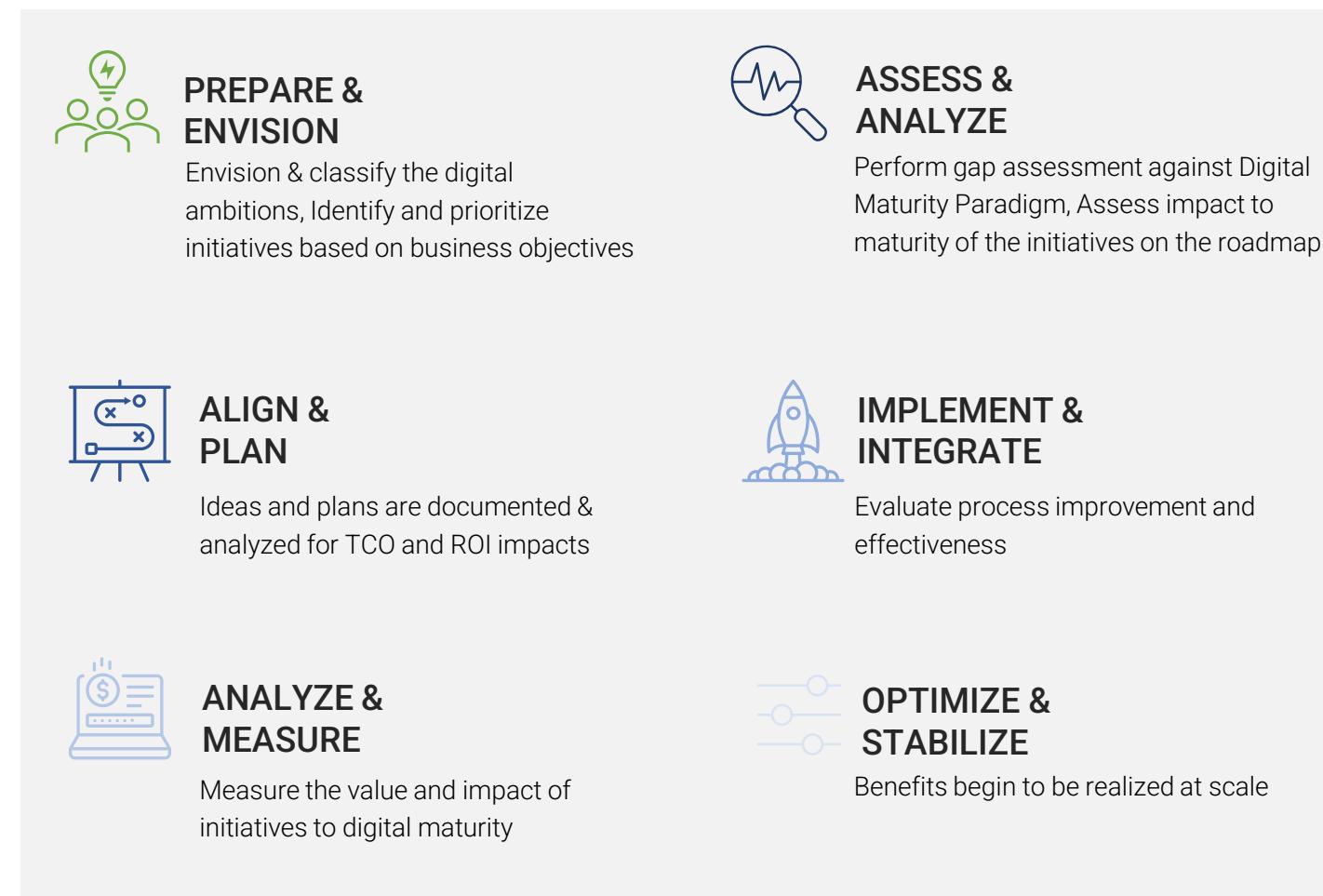
DIGITAL GOVERNANCE & ENTERPRISE ARCHITECTURE (EA)			DIGITAL EXPERIENCE (DX)			DIGITAL MODERNIZATION		
Digital Leadership	Organization & Culture	Digital GRC Management	Digital Workforce Optimization	Customer & Markets	Digital Infrastructure & Operations	Data & Information Management	Digital Security Posture Management	
Successful modernization and transformation requires strong leadership capabilities	Digital transformation requires an organization that's all in and readily adopts new ways of doing things	With digital, organizations need to reimagine how information security and compliance is governed and managed	A digitally dexterous workforce improves business outcomes	The customer experience strategy is the cornerstone for your digital success	A foundational digital infrastructure to maintain durable and reliable operations.	Data is the lifeblood of digital and requires capable management	With digital, cyber-exposure can create major impacts without proper management	
3 Bi-modal Strategic Planning	1 Innovation Feedback Loops	3 Digital Security Program Optimization	3 Digital Learning & Skills	2 Modern Brand Look & Feel	3 Application Modernization	2 Data Governance	2 Security Architecture Optimization	
2 Digital Portfolio Management	2 Digital Adoption & Engagement	2 Information Risk Management	1 Digital Workplace Enablement	3 Customer Trust & Perspectives	1 Modernized IT Infrastructure	2 Data Democratization	3 Modernized Threat Management	
3 Digital Spend Management	1 Digital Evangelism	1 Third-Party Cyber Risk Management	2 Data Analytics & Reporting	1 Business Model Digital Optimization	3 Cloud Applications & Platforms	2 BI & Data Analytics Platform Enablement	2 Digital Identity Fraud Management	
2 Data-Driven Decision Making	3 Remote Worker Enablement	2 User Awareness Training & Testing	2 Collaboration & Productivity	2 Data-Driven Customer Experience	2 Modernized End-user Computing	3 Data integration & Transformation	3 Cybersecurity Assurance	
2 Adaptive Business Risk Management	2 Agile Change Management	2 Continuous Compliance Management	2 Business Process Automation	2 Customer Appreciation & Loyalty	1 Integrated Service Management	1 Database Platform Optimization	3 Cyber-incident Response & Recovery	
1 Digital Supply-Chain Management					2 Application & Systems Interoperability			

WEIGHTS

3HUE Digital Maturity ParadigmTM

Agile Implementation Model

For comprehensive digital maturity assessments, 3HUE developed the following Digital Maturity Paradigm (DMP) to assess and measure an organization's digital maturity across 3 pillars consisting of 8 core dimensions and 43 weighted sub-dimensions, with over 263 distinct metrics. The DMP model is distilled from our enterprise experiences and engagements with companies that have successfully implemented digital transformation initiatives.



Introduction: Workplace & Application Modernization

Scope & Methodology



Tailoring each journey to your situation

Milestone 1

Started with a comprehensive understanding of **Rolly's Organization & Service Management process** including all aspects of the current IT estate



Milestone 2

Performed a detailed **BiTMarine replacement Benefit and Cost Analysis** and conduct a **Business Process Maturity Gap Review** to plan for Application Modernization initiatives



Milestone 3

Published a comprehensive **Report on Findings** and conduct **Business Workshops** to discuss priorities and learn timelines to implement the initiatives

A composite image showing a large yacht in a marina and a screenshot of the 'Report on Findings' document. The report includes sections for 'Business & Technology Modernization Review', 'REPORT ON FINDINGS', 'Workshop Agenda', and three numbered steps: 1. Envision Secure Work from Anywhere, 2. Implementation planning, and 3. Activation and adoption planning.

Introduction: Workplace & Application Modernization

Scope & Methodology



Every journey is different

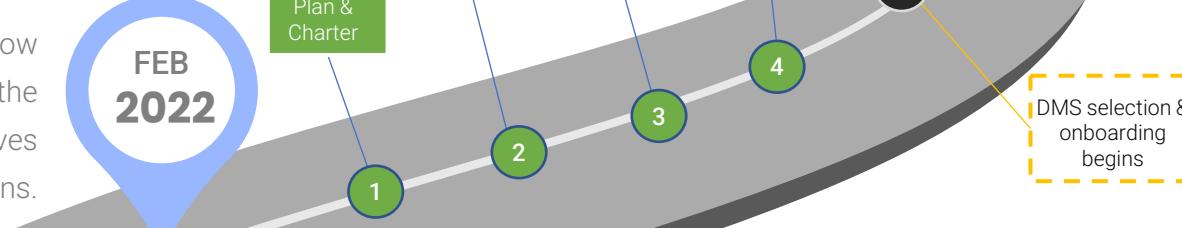
Application Modernization Journey

Roadmap to BiTMarine Replacement and Process Maturity

The replacement of BiTMarine presents a major opportunity for the Rolly organization to improve its overall supporting business process driven by the chosen replacement for BiTMarine. This graphic depicts the major milestones and deliverables.

Align, Source & Procure

Important to align with how the business operates, the culture, and objectives before seeking solutions.



Implementation & Training

This is where the rubber meets the road with planned initiatives from milestone one.

- LEGEND
- Complete & Delivered (Green Box)
 - In use pending customer feedback (Orange Box)
 - Planned Initiative (Yellow Dashed Box)
 - As required (Blue Dashed Box)



Section I

End of Section

[Next Section](#)

[Business Process Review](#)



Workplace & Application Modernization

Section II: Business Process Review

EXPECTED OUTCOMES

- Map business processes to systems and applications
- Identify process efficiency gaps and opportunities for performance optimization
- Identify opportunities for automation of repeatable tasks

SCOPE OF REVIEW



Lead Analyst
Andrew Ramirez

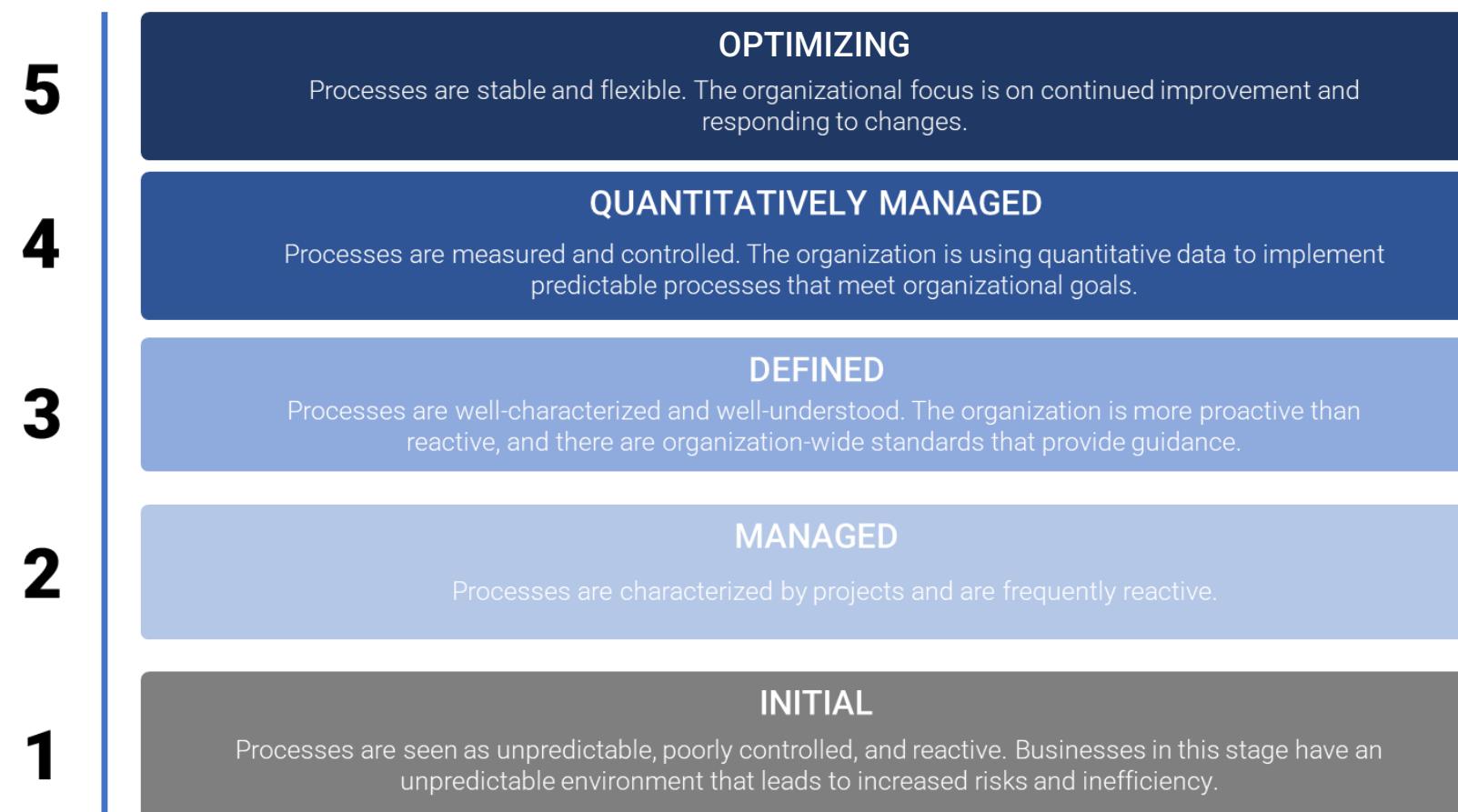
Period of Review
02.11.2022 – 04.22.2022

Primary Audience
Rolly Service Management Team

CMMI PROCESS MATURITY LEVELS

Used to measure the maturity of your business processes

The CMMI Levels below are used as a basis for measurement of Rolly's current state business process maturity and future state requirements to meet Rolly's senior management's intended business outcomes for improved business efficiency and customer experience:



Measuring the Change Impact

A scoring methodology used to prioritize DX change initiatives

The table below lists the measures used in a simple formula to measure the indicative ROI impact of the recommended changes.

CASH FLOW The estimated positive impact to cash flow		SECURITY RISK The estimated level of risk mitigated		CUSTOMER EXPERIENCE The estimated level of implementation complexity		DIGITAL PRODUCTS The estimated gain in digital capabilities		RATING SCALE The average of all 4 maturity gains
0	None	0	Insignificant	0	No Change	0	Limited Use - Paid	1 INSIGNIFICANT
1	Thousands	1	Low	1	Improved Trust	1	Limited Use - Complimentary	2 LOW
2	Ten Thousands	2	Moderate	2	Cost Competitive	2	Solves Problem – Paid	3 MODERATE
3	Hundred Thousands	3	High	3	Convenience	3	Solves Problem - Complimentary	4 MAJOR
4	Millions	4	Critical	4	Market Leading	4	Solves Problem- Proprietary	

EXAMPLE:

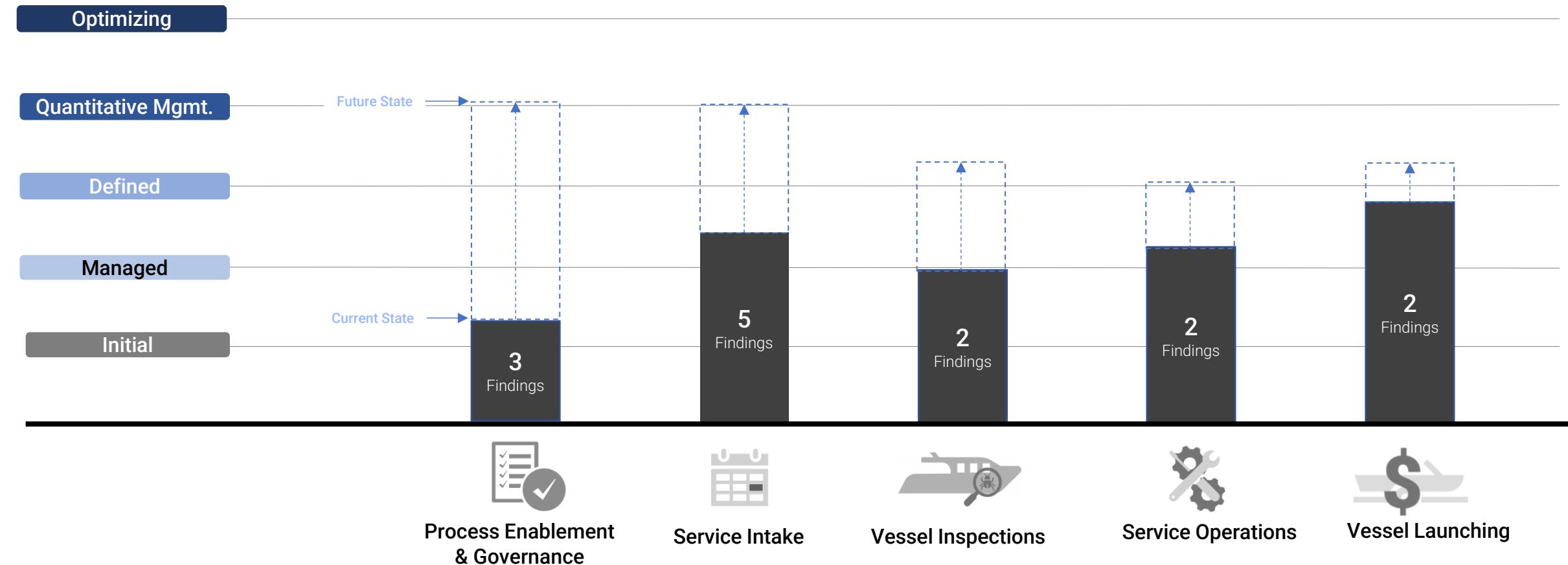
Migrate MS Exchange and Sharepoint to Microsoft 365 platform

Cash Flow	Security Risk	Customer Experience	Digital Products	Maturity Impact
2 Tens of Thousands	3 High	3 Cost Competitive	2 Medium Gain	(2+3+3+2)/4

CHANGE IMPACT
RATING
2.5

Rolly Business Process Maturity Measures

The qualitative results shared below result from the recent business process review (BPR) across Rolly's Service management business process. The BPR highlighted critical opportunities for business process improvements to meet stated business goals and outcomes. Refer to the CMMI rating scale on the previous page to explain the CMMI levels.



KEY MATURITY GAPS IDENTIFIED

ID	Digital Maturity Gap	Change Impact	Priority	Findings
1	Outdated Dealer Management System enabling Service Management Process	HIGH	P0	2
2	No Customer Resource Management (CRM) application in use	MODERATE	P1	1
3	Limited self-paced training options for workforce	HIGH	P0	2
4	Non-optimal Service Scheduling Customer Experience	HIGH	P0	1
5	No clear paths for restricting movement of guests	MODERATE	P1	1
6	No use of e-commerce resulting in lost sales opportunities	HIGH	P2	2
7	Inefficient vessel inspection process	MODERATE	P1	2
8	Opportunities for improved workforce management	MODERATE	P1	3
9	No use of Customer Loyalty programs	MODERATE	P2	4
10	No formal process for capturing and measuring customer sentiment	HIGH	P0	2
11	Opportunities to improve accuracy and cycle times for invoicing customers	MODERATE	P1	2



Process Enablement & Governance

Business Maturity Gap #1

Outdated Dealer Management System enabling Service Management Process

Total Change Impact

HIGH

Audience

Service Management Team

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
1.A	P0	HIGH	BitMarine is outdated and lacks functionality to capably support a modernized business process	<ul style="list-style-type: none"> 1. No options for integration of other systems. QuickBooks and TimeTrax cannot be integrated effectively with the BitMarine DMS. While there is a newer version, the functionality will not support future platform requirements. 2. Limited reporting options to support Rolly's business requirements. The platform lacks a robust set of reports or a report builder to support Rolly's business needs. 3. Outdated user interface and poor user experience. The overall user experience for this application is outdated and will not support any modern process implementations. 	<ul style="list-style-type: none"> 1. Replace BitMarine with Molo DMS. Supported by our Application scorecard process, and several demos and interviews with the Molo team, we are confident that based on the current options in the market, Molo is the Application Provider we should partner with. 	<ul style="list-style-type: none"> • Evaluation of Rolly's Service Management System for the support of future state requirements



Process Enablement & Governance

Business Maturity Gap #2

No Customer Resource Management (CRM) application in use

Total Change Impact

HIGH

Audience

Service Management Team

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
2.A	P1	MODERATE	Rolly has no dedicated system for the management of prospect and customer relationships.	<ul style="list-style-type: none"> 1. Difficult to use data for insights. The current BitMarine platform does not support integration with data analytics platforms, and there is no such practice at Rolly. 2. No tool to track customer engagement with digital assets. While there may not be much use to tracking current web engagement, future platform initiatives will significantly benefit from monitoring how customers and prospects continually engage with platforms to improve the experience. 3. No sales and marketing automation platform. A dedicated CRM will provide many opportunities to automate the pre-sales and marketing process. 	<ul style="list-style-type: none"> 1. Strongly consider the use of a scalable CRM. Using a dedicated CRM will help Rolly manage the entire Customer Experience lifecycle using one pane of glass to track customer engagement. CRM Platforms include reporting dashboards, live chat, conversational bots, and many more sales and marketing automation tools. 2. Evaluate the Salesforce or HubSpot platform. Solutions such as HubSpot have no cost options, which can be scaled using affordable upgrades to support growth and enable new capabilities. Once a lead visits your platform, you will have all the relevant information in one place rather than in two or more other platforms. This will save time by unifying marketing sales and services databases into one centralized location to manage and report on contact activity, company insights, documents, and templates. 3. Enable social media management. HubSpot CRM can be connected to your official social media handles like Twitter, Facebook, and LinkedIn. Through any of these mediums, you can extract customer data and personalize emails to customers and prospects. 4. Customer website engagement tracking. This feature will notify you when a lead visits your website. You can find out the pages or information they viewed on your site and make marketing decisions based on that. 	<ul style="list-style-type: none"> • Evaluation of how Customers and Prospects are managed across the lifecycle



Process Enablement & Governance

Business Maturity Gap #3

Limited self-paced training options for the workforce

Total Change Impact

HIGH

Audience

General Manager

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
3.A	P0	HIGH	No enterprise learning platforms in use.	<ul style="list-style-type: none"> 1. No enterprise training programs to improve behaviors and limit exposure. No known human resources and security& awareness training programs in place. 2. No platform to support new training initiatives. While some vendor-led training sessions will be using their media, custom development projects will require an internal training management system to train personnel before implementing new applications and other technologies. 	<ul style="list-style-type: none"> 1. Procure and implement an Enterprise Learn Management System. Evaluate options in the market such as KnowBe4 or similar platforms 2. Implement courses for the following: <ul style="list-style-type: none"> a. Annual Security & Privacy Awareness Training b. Human Resource Training (e.g., Harassment, Workplace Violence) c. Rolly developed training courses 	<ul style="list-style-type: none"> • Staff training and learning systems



Service Intake

Business Maturity Gap #4

Non-optimal Service Scheduling Customer Experience

Total Change Impact

HIGH

Audience

Service Manager

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
4.A	P0	HIGH	Inefficient Service Scheduling System	<p>1. Inefficient order processing. Using paper forms requires repetitive data entry across several systems for service management activities.</p> <p>2. Limited options for remote work. Use of paper limits possibilities for working remotely. While forms can be scanned, scanning slows down the onboarding process and prevents processing new customer orders until documents are scanned.</p> <p>3. Errors and Omissions. Paper forms are prone to damage or loss, or incomplete or wrong information can go undetected, leading to service delays and reworks.</p> <p>4. No CX improvement opportunities. With paper forms, changes that may improve the customer experience are inflexible, such as capturing customer on-premise preferences for the Captain's lounge. (e.g., Special requests, snacks/beverages)</p>	<p>1. Digitalize the Client sign process. A solid recommendation to develop a Digital Customer portal using custom web development with API integration with the selected Dealer Management System (DMS):</p> <ol style="list-style-type: none"> When a customer makes an appointment using the Digital Portal, a job estimate will be created against the customer record on file for existing customers. The forecast will be managed in the underlying system (e.g., Molo) after order creation using a semi-automated process. A new customer record will be created for orders from a new customer not already in the DMS database. All estimates made will be attached to this new customer record. Upon order confirmation of Job estimates, the items on the work order are automatically decremented from inventory on-hand. A Purchase Order will be automatically generated for items, not in stock and added to an approval queue for the Part manager or parts clerk to authorize. Customers are sent a service confirmation with a summary of the service appointment in email format containing a hyperlink to the request. If a customer is logged in, it will display the guarantee and options to change or prompt them to log in first if not already logged in before information is shared and changes can be made. <p>2. Flexible remote work models to pandemic-proof Rolly's service management. While not all roles can work remotely, we recommend evaluating a hybrid work model for key admin roles. Developing a remote capability will prepare Rolly better for future pandemics.</p> <p>3. Strong ROI in several areas. Significant ROI is expected with the use of a digital in the following areas: mitigation of errors and omission during data entry and removing the need to manage secure storage of paper records.</p>	<ul style="list-style-type: none"> The processes and systems for scheduling service for new and returning customers



Service Intake

Business Maturity Gap #4

Non-optimal Service Scheduling Customer Experience

Total Change Impact

HIGH

Audience

Service Manager

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
4.B	P0	HIGH	Lack of Customer Convenience Options	<p>1. No online self-service options for scheduling vessel servicing. Customers typically call the main Rolly number and request a select few people to schedule service.</p> <p>2. Customer Authorizations and Acknowledgements are cumbersome. Customer Attestations and Authorizations are required for approving jobs, acknowledging responsibilities, and other terms & conditions. Captain/Broker Authorizations for job approvals are inflexible and slow.</p>	<p>1. Develop and launch a Digital Customer Portal. Reduce cycle times and improve customer experience with the development of a digital portal with self-service options for the following:</p> <ul style="list-style-type: none"> a. Scheduling new service, b. Checking on the status of an existing job, c. Reviewing and approving new work in real-time, d. Ordering non-service item parts and merchandise e. Acknowledge dockage rules f. Acquire authorized signature for approvals of job requests and changes. <p>2. Strong recommendations to implement Digital Acknowledgements and Authorizations (DAA) to ensure accurate and easy to retrieve historical records of customer authorizations and acknowledgments. An advantage of using DAA is mitigating the risk of misplacing paper forms protecting you from liability in the event of a customer dispute, with faster retrieval times and searchability of digital records.</p> <ul style="list-style-type: none"> a. DAA also improves non-repudiation of authorizations by collecting additional context at the signature, such as originating IP and post signature customer update by email for an email address on file. 	<ul style="list-style-type: none"> • Scheduling service options for new and returning Customers



Service Intake

Business Maturity Gap #4

Non-optimal Service Scheduling Customer Experience

Total Change Impact

HIGH

Audience

Service Manager

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
4.C	P0	HIGH	Inadequate Site Visitor Access Management	<p>1. Non-optimal Site Visitor Management (SVM) system. Registration of site visitors requires the Service Manager to accurately identify all identities occupying Rolly's premises at any time. This is currently met by filling out the Captain & Crew forms when scheduling new service appointments, which are scanned to an MS Teams directory and filed away. Updates to this form would be tedious if filed documents would need to be pulled and updated, and if new records are created, this can create confusion if the wrong conditions are somehow referenced. Situations like this can negatively reflect Rolly's customer experience if the authorized Captain and Crew are delayed in gaining access, which could be a weakness in physical security.</p> <p>2. Strong Potential for gaps in physical security. Based on our observations, as visitors approach the front gate, their identities are verified by Rolly security guards against an authorized list of Captain & Crew (including subcontractors) for that Client. This system does not accommodate emergency changes (e.g., Disgruntled and aggressive employees) and seamless updates to the personnel list as changes occur during the term of service.</p> <p>3. Potential for gaps in liability protection. Security personnel must check that all required insurance and workers' compensation have been recorded as part of the customer profile before subcontractors are allowed access to work on the boats on the Rolly premise. While the security team can manage this, it should be integrated into the vessel servicing appointment workflow.</p>	<p>a. Implement a Site Visitor Management System to improve the overall security posture and customer experience. Recommendation to invest in a site visitor access management system to support the following requirements:</p> <ul style="list-style-type: none"> a. An implementation of an Access Control System such as Kisi or another competitor; b. Reusable proximity Access Cards programmed to the date/time range for access and the required level of access; c. Label printer for printing labels to affix to Access Cards with pictures of the person the access was granted and the date of authorized access; d. Access Control panels on protected areas: Front gate, Captains Lounge, Stock Room, and the other regions as required; e. Assign badges to employees based on the required level of access. Photos should also be affixed to employee badges to identify lost or shared badges easily. <p>b. Revise or Develop Physical Security Policy. It would then be the policy that all guests, contractors, employees, and other third parties always wear a badge with a clear photo and role description (guest, contractor, employee).</p>	<ul style="list-style-type: none"> • Captain & Crew movement across Rolly Premise



Service Intake

Business Maturity Gap #5

No clear paths for restricting the movement of guests

Total Change Impact

HIGH

Audience

Service Manager

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
5.A	P1	HIGH	Areas guests are allowed are not clearly marked.	<p>1. Limited use of physical signs to post rules and direct personnel movement of guests. Dock areas and front gates have limited signs or visual aids to reinforce rules and regulations and designate site amenities and location. This information is typically communicated during service registration and will continue; however, it can be re-enforced with the simple use of signs, digital displays, or a combination of both strategically placed across the Rolly premise.</p>	<p>1. The dockage rules should be posted on each slip. For an improved customer experience, we recommend that each slip should have an outdoor display mounted in the dock area, which will be used to list on-premise rules and regulations, Rolly special events (e.g., Carnival), maps, and advertising for amenities like the Captains lounge, and more. Alternatively, the outdoor display can be located in a common area near the entrance of the Docking Area to reduce the capital expense.</p> <p>2. A method to communicate emergency information for the hearing impaired. Visual displays provide the added benefit of giving visual stimulation to grab a user's attention if a siren/alarm wasn't heard, such as in the case of the hearing impaired.</p>	<ul style="list-style-type: none"> Arrival and Departure of Captain and Crew dockside



Service Intake

Business Maturity Gap #6

No use of e-commerce results in lost sales opportunities

Total Change Impact

MODERATE

Audience

Web Development Team

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
6.A	P2	MODERATE	No use of e-commerce results in lost sales opportunities	<p>1. No use of e-Commerce. The Rolly website has no online e-commerce store, presenting lost opportunities for online sales of stocked parts, overstock parts, and branded merchandise.</p>	<p>1. Evaluate if there is a desire to grow revenues. While the use of e-commerce can undoubtedly be seen as a customer convenience option, the case is more vital for the growth of revenues for parts and merchandise sales.</p> <p>2. Use DMS options that provide WooCommerce integration. Some DMS application providers offer WooCommerce and integration options to build online stores for items in your parts inventory.</p> <p>3. Source development for an e-Commerce store. Typically, web designers are adept at designing online stores using the WooCommerce solution for custom development.</p> <p>4. Decide on what SKUs will be eligible for online sales. Typically, SKUs sold online are a reduced listing of your entire inventory. An online offering can be as small as only offering several SKUs with low shipping costs or as large as opening your entire stocked and non-stock inventory to online sales. Additional overhead may be required for shipping items ordered online, and processing returns or this activity will have to be outsourced to a fulfillment company such as Amazon.</p> <p>5. Avoid the overhead while pursuing revenue growth. While not a customer convenience option, this option does meet the need to grow revenues. If an online store is not established, consider using Marketplaces such as AWS and eBay to meet revenue growth goals. There will still be some overhead for the listing of products.</p>	<ul style="list-style-type: none"> Strategic use of Rolly Website to meet business goals.

 Vessel Inspections

Business Maturity Gap #7

Inefficient vessel inspection process

Total Change Impact

HIGH

Audience

Project Manager

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
7.A	P1	HIGH	No standard, the documented procedure for inspection of vessels	<p>1. No Documented Standard for Vessel Inspections. While it is understood that yacht repair is a specialized class due to the myriad of differences between boat builds, their remains overlap across all vessels, which can be documented in standard checklists. Checklists help improve the consistency and auditability of vessel inspections, regardless of who is doing the review. The following are examples of common areas for consideration:</p> <ul style="list-style-type: none"> a. Standard pre-work inspection (damage assessment) b. Standard Bilge Room Checks c. Standards teak Inspection points d. Standard engine room checks e. Standard fuel levels checks f. Bottom Job cleaning standards with post-job checks (tech sign-off) g. Boat washing standards and post wash checks (tech sign-off) 	<p>1. Develop a documented standard. Documenting standard checks and points of inspections that are similar across vessels will enable us to incrementally improve the vessel inspection process.</p> <p>2. Identify opportunities to automate simple, low-skilled repeatable tasks which robots can perform. A pre-requisite to automation or semi-automation of any process is well-known, repeatable, low-skilled jobs documented as part of a standard collection of inspection checks. While we will not be in a position on day one to automate any portion of this process, just documenting the process will enable us to evaluate use cases for automation with the ultimate goal of improving the efficiency and consistency of vessel inspections.</p>	<ul style="list-style-type: none"> • Opportunities for automation across the vessel inspection process

 Vessel Inspections

Business Maturity Gap #7

Inefficient vessel inspection process

Total Change Impact

HIGH

Audience

Project Manager

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
7.B	P2	HIGH	Limited integration of Vessel Inspection into the service management process	<p>1. No standard System of Record for Vessel Inspections. The vessel inspection process is largely ad-hoc and requires employee-owned devices to capture photos and videos of areas requiring repair.</p> <p>2. Privacy implications. Employee-owned devices for capturing photos and videos of customers' vessels should be controlled to avoid data leakage of customer data.</p>	<p>1. Custom development of a Digital Vessel Inspection (DVI) app for mobile devices. A digital app designed to support and integrate with your DMS solves the problems paper inspections present, like unclear handwriting, real-time service manager notification of new inspection findings, mitigates lost paper records and damaged records due to oily and messy environments, and more.</p> <p>2. Corporate provided tablets. While we encourage BYOD and BYOPC programs with the proper controls in place, the vessel inspection is a very specialized activity and critical to the efficiency of the Rolly service management intake process. Before an investment is made for this technology, a pilot should be planned using senior technicians to help refine the process and build before investing too heavily in deploying at scale.</p> <p>3. Improves the cycle times for Vessel inspections. With an integrated DVI app, customers can approve or decline jobs in real-time without waiting for the Rolly team to process paperwork or sort through uploaded pictures. DVI will save time with a faster inspection to customer approval times, with fewer chances for miscommunication.</p>	<ul style="list-style-type: none"> Vessel inspection cycle times Vessel inspection customer integration points



Service Operations

Business Maturity Gap #8

Opportunities for improved workforce management

Total Change Impact

HIGH

Audience

General Manager

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
8.A	P1	HIGH	Labor tracking for vessel servicing is non-optimal	<ul style="list-style-type: none"> 1. TimeTrax timeclock is not integrated with QuickBooks. The TimeTrax solution was designed to be integrated with Payroll systems, however, it has been implemented as a standalone solution, requiring manual processes to get time clock information into the QuickBooks payroll system. 2. Inefficient process for labor tracking. Timecards are collected twice daily by the Rolly admin staff, and the data is entered into BitMarine to track work done on vessels. 	<ul style="list-style-type: none"> 1. Integrate TimeTrax with QuickBooks. Integrate TimeTrax with QuickBooks for streamlined labor time tracking. Suggested use of a 2-factor punch-in (e.g., Card+SSN last 4) to deter instances of timeclock fraud. 2. Ensure hardware has sufficient backup power. The hardware clocks should have the backup batteries tested for the stated 8-hour keep alive. 3. Keep secrets protected in a known location. If not already done, keys for time clocks need to be managed in a centralized database for secret storage. 	<ul style="list-style-type: none"> • Labor Management Systems



Service Operations

Business Maturity Gap #9

No use of Customer Loyalty programs

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
9.A	P2	MODERATE	Limited mechanisms to incentivize repeat or increased business	1. No known methods in use to incentivize return business. While Rolly is built on the core family values and prides itself on treating customers like family, there are opportunities to improve the return business of new customers who still fit into the family.	1. Co-launch Customer Loyalty Program with Launch of Digital Customer Portal. Consider leveraging Digital Platform for the launch of a customer loyalty program.	• Customer Loyalty Programs

 Vessel Launching

Business Maturity Gap #10

No formal process for capturing and measuring customer sentiment

Total Change Impact

MODERATE

Audience

General Manager

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
10.A	P0	MODERATE	No known use of customer surveys to analyze customer sentiment	<ol style="list-style-type: none"> 1. Limited use of customer satisfaction surveys. No consistent mechanism is in-place for gathering customer sentiment to measure customer satisfaction. 2. Begin to identify and expand the visibility of other "CX" activities across the organization. <ol style="list-style-type: none"> a. May use a simple approach/tool to gather feedback from customers b. May share data from customer surveys on a limited basis across the organization 3. Consider sending surveys to a sample of customers at the following inflection points: <ol style="list-style-type: none"> a. Post Vessel Service email (short) – Let us know how we did and get \$50.00 worth of Rolly bucks to spend on high-quality merchandise. 	<ol style="list-style-type: none"> 1. Implement a Survey Management System. Services such as SurveyMonkey and Constant Contact can be used, or an in-house solution such as MS Forms and the MS Power Platform can be used to implement a survey management system. 2. Develop post-job surveys. Using a survey management system, send a sample of customers – for example: "Let us know how we did and get \$50.00 worth of Rolly bucks to spend on high-quality merchandise". The only way to know if your changes are making an impact on customers is by asking. 3. Consider the use of points systems & award badges to drive adoption., such as service discounts for long-form customer feedback. You can also use a reward points structure (e.g., Rolly Bucks), which the customer accumulates over time with points assigned to services and products. This method keeps the discount revenue in Rolly's economy. 	<ul style="list-style-type: none"> • Evaluation of how customer feedback is acquired • Evaluation of how and when customer feedback is operationalized

 Vessel Launching

Business Maturity Gap #11

Opportunities to improve accuracy and cycle times for invoicing customers

Total Change Impact

MODERATE

Audience

General Manager

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
11.A	P1	MODERATE	Opportunities to improve accuracy and cycle times for invoicing customers	<p>1. Manual and inefficient service closure process. Opportunities exist to optimize the service closure process to mitigate errors and omissions before the Vessel leaves the Rolly Premises.</p>	<p>1. Accelerate AR Processing of progressive job payments. With automated invoicing of the customer on a bi-monthly basis, Rolly admin staff will have more time to deal with other items, such as customer complaints and questions. Upon implementation of the new DMS, it is recommended for Rolly to seek methods to automate the bi-weekly invoicing of customers fully. This would help to improve cycle times and improve the efficiency of the Rolly Admin team.</p>	<ul style="list-style-type: none"> • Recurring Customer Billing



Section II

End of Section

[Next Section](#)
[Technology Modernization Review](#)



Workplace & Application Modernization

Section III: Technology Modernization

EXPECTED OUTCOMES

- Identify aging and end-of-life technology infrastructure
- Identify outdated and non-optimal technology configurations
- Identify gaps in infrastructure & operations to support current state and planned future state technology workloads
- Identify opportunities for an improved cybersecurity posture
- Establish design that uses components that work well together and optimize operating cost

SCOPE OF REVIEW



Lead Analyst
Andrew Ramirez

Period of Review
02.11.2022 – 04.22.2022

Primary Audience
Sheryl Lopez, General Manager

3HUE Digital Maturity Journey

Measuring the Change Impact

The table below lists the several measures included in measuring the impact on digital maturity the recommended change would create:

CASH FLOW The estimated positive impact to cash flow		SECURITY RISK The estimated level of risk mitigated		CUSTOMER EXPERIENCE The estimated level of implementation complexity		DIGITAL PRODUCTS The estimated gain in digital capabilities		RATING SCALE The average of all 4 maturity gains
0	None	0	Insignificant	0	No Change	0	Limited Use - Paid	1 INSIGNIFICANT
1	Thousands	1	Low	1	Improved Trust	1	Limited Use - Complimentary	2 LOW
2	Ten Thousands	2	Moderate	2	Cost Competitive	2	Solves Problem – Paid	3 MODERATE
3	Hundred Thousands	3	High	3	Convenience	3	Solves Problem - Complimentary	4 MAJOR
4	Millions	4	Critical	4	Market Leading	4	Solves Problem- Proprietary	

EXAMPLE:

Migrate MS Exchange and Sharepoint to Microsoft 365 platform

Cash Flow	Security Risk	Customer Experience	Digital Products	Maturity Impact
2 Tens of Thousands	3 High	3 Cost Competitive	2 Medium Gain	(2+3+3+2)/4

CHANGE IMPACT
RATING
2.5

TECHNOLOGY ASSET VALUE QUADRANT

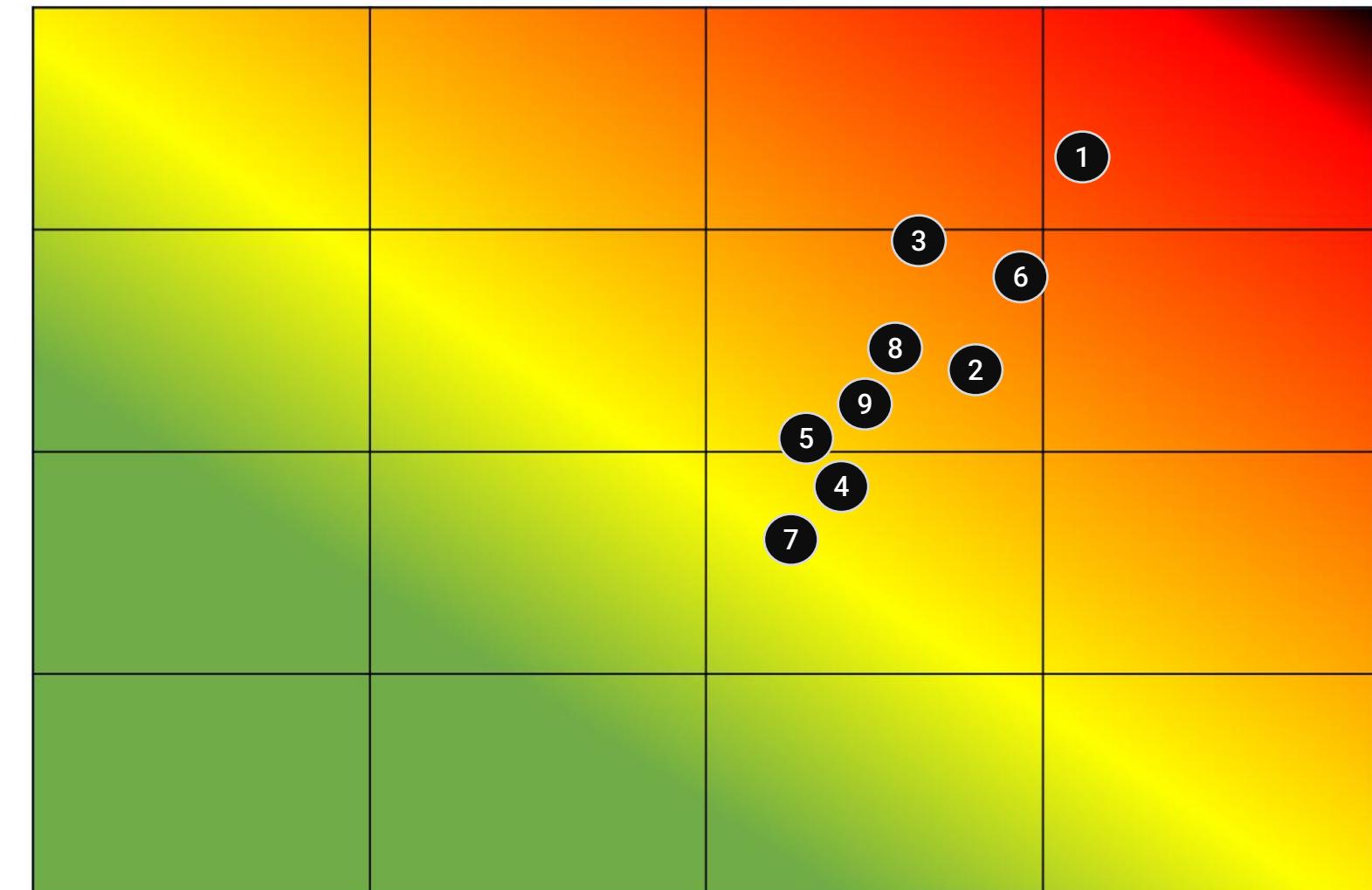
ENTERPRISE ARCHITECTURE
VALUE QUADRANT

The information reflected in the value quadrant is based on a comprehensive review of Rolly Marine's technical operating environment.

- No further recommendations
- End-of-Life or Support
- Opportunities for improved value
- Requires upgrade or scaling

INFORMATION SECURITY RISK HEAT MAP

1	HIGH	Use of default passwords and accounts on network devices and other configuration items
2	MODERATE	Non-optimal network segmentation and use of routing ACLs for wireless networks and internal network zone
3	CRITICAL	Sensitive Data Exposure presented w/ use of employees' mobile devices and accounts for vessel inspections.
4	HIGH	Loss of Physical Security Monitoring video feeds with loss of network and power
5	MODERATE	Lack of configuration standards is a risk to fast and effective Security Incident Response and overall management of the environment.
6	CRITICAL	System Vulnerabilities present on public facing hosts
7	HIGH	No use of an Acceptable Use Policy before granting system access
8	MODERATE	No existing business function for IT Service Management or operational security
9	CRITICAL	No record of adequate security and privacy user and admin training



TECHNOLOGY MODERNIZATION GAP REVIEW SUMMARY

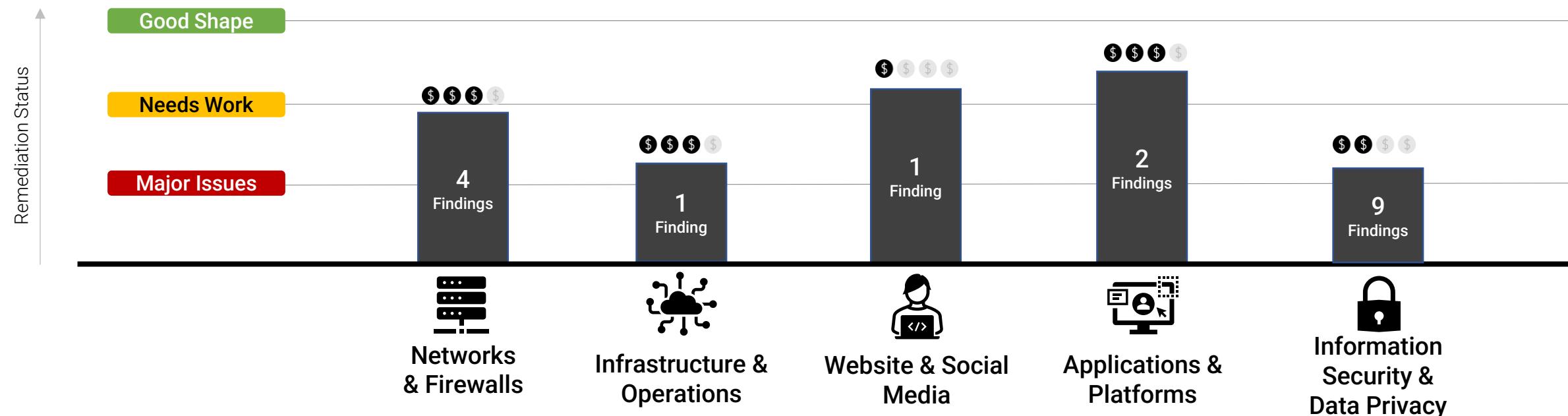
Description

In the age of Digital Transformation (DX), organizations are more dependent than ever on information technology for the execution of core business processes. The measures presented in the chart below summarize the results of our technology modernization assessment.

Simple scoring model

To communicate current and future performance results, we have used a simple scoring methodology to indicate areas where improvement is required.

Metric	Description
Good Shape	Indicates an asset state of good working condition, which is meeting expected performance levels for the business process it supports.
Needs Work	Indicates an asset that requires either total replacement or reconfiguration.
Major Issues	Indicated assets that have reached the end of their usable life or vulnerable assets that present security or privacy risk to the organization.



KEY MATURITY GAPS IDENTIFIED

ID	Digital Maturity Gap	Change Impact	Priority	Findings
1	Non-optimal Network Architecture	MODERATE	P0	1
2	Limited Resilience to Persistent Loss of Internet Carrier Services	HIGH	P0	1
3	Inadequate IT Infrastructure & Operations Management	MODERATE	P1	2
4	Enterprise Server is over capacity and requires upgrade	MODERATE	P1	2
5	Website has SEO opportunities for improved search ranking	LOW	P2	1
6	Business-critical applications are nearing the end of support or already the end of life.	HIGH	P0	2
7	Control weaknesses identified on production firewalls	MODERATE	P1	1
8	Rolly's systems are not hardened before deployed to production	HIGH	P0	1
9	Inadequate Information Security Governance	MODERATE	P1	2
10	Inadequate Cybersecurity Operations	HIGH	P0	3



Networks & Firewalls

Network Architecture

Technology Maturity Gap #1

Non-optimal Production Network Architecture

Total Change Impact

MODERATE

Audience

IT Admin or MSP

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
1.A	P0	HIGH	Opportunities for improved campus network design	<p>1. Non-optimal design of network distribution/aggregation facilities. The main Distribution Facility (MDF) in the admin building should be extended to strategically placed Intermediate Distribution Facilities (IDF) around Rolly's premise to improve network design, performance, and management.</p> <p>2. Limited options for Layer 3 Routing. The SonicWall firewalls are the only Layer 3 networking devices, limiting configuration options for improved network performance and security.</p> <p>3. Fiber Cross-connect single-point of failure identified. The Media Converter for fiber cross-connects between Admin building and Security is not redundant. If brought offline, this would result in a partial loss of the network.</p> <p>4. Fiber cross-connect non-optimal performance. Cross Connect from Dock CCTV to SonicWall-TZ300 is negotiating at 1Gbps, a non-optimal configuration for a backhaul channel.</p> <p>5. Link aggregate groups (LAG) have been partially configured and</p>	<p>1. Source Low Volt contractor to establish IDF. New assets for IDF buildouts would typically include:</p> <ul style="list-style-type: none"> a. Rack or 2-post for switches and other network devices (Grounded). b. Network Patch Panels c. Network drops as marked on floorplan provided by Rolly d. Redundant Fiber cross-connects between MDF and IDF e. Power Distribution Units for switches and other CPE f. Cable management g. Strategic placement of IDF to remove unmanaged aggregation switches from the network design. <p>2. Establish Inter-VLAN Routing. Replace current Netgear switches across the network with Layer 3 switches that support inter-VLAN routing and other enterprise configuration options. Repurpose Netgear switches as aggregation switches for WAPs and Cameras at strategic points (IDF) throughout the Rolly premise.</p> <p>3. Optimize cross-connect configurations. Work with Low Volt contractor to replace all media converters with aggregated links running to separate redundant switches with onboard SFP+ ports.</p>	<ul style="list-style-type: none"> • Wired/Wireless Network Architecture • Availability and capacity requirements for future based workloads



Networks & Firewalls

Network Architecture

Technology Maturity Gap #1

Non-optimal Production Network Architecture

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review	Total Change Impact	Audience
1.B	P2	MODERATE	Opportunities for improved Wireless Network design	<ul style="list-style-type: none"> 1. Intermittent Poor Wireless Performance. We monitor frequent periods of poor wireless network performance caused primarily by network misconfigurations and some failing devices. 2. Soon to be outdated wireless network protocol. The wireless network uses the Wi-Fi 5 protocol, which is adequate but not optimal to support scale and future state network performance and resiliency requirements. 3. Non-optimal management of Wireless Access Points (WAP). Existing WAPs lack advanced remote management features, which are critical for troubleshooting network issues and proactive monitoring and maintenance. 	<ul style="list-style-type: none"> 1. Remediate existing issues. Work with the IT team or MSP to remediate WAP9 and WAP11(evidence in appendix) and other misconfigured or failing WAPs. WAP11 appears to be configured with an IP address that cannot route based on network location and current routing configuration. WAP9 will require further troubleshooting to find the root cause for frequent loss of service events. 2. Consider a phased upgrade of wireless networks. Based on the planned use of tablets for dock and yard technicians, network loads will increase, and the dependency on wireless network performance will be critical. Make plans for wireless upgrades in 3-6 months to support future state requirements. The Wi-Fi 6 protocol and other management features will improve the handling of load-intensive workloads and simplify device management. 3. Work with Ubiquiti wireless specialist to scope and certify design. Work with implementation specialists to design the network to support current and future state wireless network capacity and security requirements. Consider phasing the implementation of newer network items over time to mitigate cash flow impacts. 	<ul style="list-style-type: none"> • Rolly Wireless Network Architecture 	MODERATE	IT Admin or MSP



Networks & Firewalls

Network Architecture

Technology Maturity Gap #2

Limited Resilience to Persistent Loss of Internet Carrier Services

Total Change Impact

HIGH

Audience

IT Admin or MSP

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
2.A	P0	HIGH	Internet Services are not resistant to local telco network failures (last mile)	<p>No backup for loss of internet caused by last mile outages. A failure of service on both Internet Circuits (Nitel and Comcast) will result in a loss of service for the following:</p> <ul style="list-style-type: none"> • Inbound / Outbound calling • Fax services • Internet browsing • Remote CCTV monitoring • Remote System management 	<p>1. Source and implement a mobile internet failover option.</p> <p>Strong recommendation to add a 5G/4G LTE Failover capability as a tertiary failover option; Important to note that cost-effective SonicWALL TZ devices do not include cellular failover capability, requiring a separate cellular failover device in a firewall-managed internet failover configuration. Other firewall options with comparable performance and onboard 5G/4GLTE failover were much higher in cost.</p>	<ul style="list-style-type: none"> • LAN/WAN Interfaces • Network Routes & ACLs • Availability Configuration • Security Configuration • Local Authentication • Systems Management


Networks & Firewalls
 IT Governance & Service Management

Technology Maturity Gap #3

Inadequate IT Infrastructure & Operations Management

Total Change Impact

MODERATE

Audience

IT Admin or MSP

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
3.A	P1	MODERATE	No documentation of system configurations and critical IT service management processes	<p>1. Limited documentation of IT System Configurations. There is minimal documentation of network and systems configurations, a critical requirement for effective and consistent management of Rolly Networks and Systems.</p> <p>2. No Asset & Configuration Management Process. Ad-hoc and inconsistent naming conventions are used across network devices. Without a standard structure, management of network issues and the replacement of appliances can be tedious.</p>	<p>1. Assign Ownership for IT Infrastructure & Operations. Assign IT infrastructure and Operations(I&O) management responsibility to an internal role/team or MSP and establish asset custodians to document system configurations and other required records. The following list of documentation is recommended:</p> <ul style="list-style-type: none"> a. An updated Network Topology & Data Flow Diagram b. Updated Asset List with all IT systems and configuration items c. Documented system configuration and deployment guides for firewalls, switches, business systems, corporate networks, and server platforms d. Documented business case for all internet-facing network services, ports, or protocols (SPP). <p>2. Implement an Asset & configuration Management process. For improved configuration management, work with the IT team to develop an asset & configuration management standard to include:</p> <ul style="list-style-type: none"> a. standard naming convention for all technology assets b. Continuous inventory tracking of technology assets and configurations c. Classification of technology assets by business criticality and data sensitivity at a minimum d. Identification and continuous management of system configurations and dependencies 	<ul style="list-style-type: none"> • LAN/WAN Interfaces • Network Routes & ACLs • Availability Configuration • Security Configuration • Local Authentication • Systems Management


Infrastructure & Operations
 Server Infrastructure

Technology Maturity Gap #4

Enterprise Server is over capacity and requires an upgrade

Total Change Impact

MODERATE

Audience

IT Admin or MSP

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
4.A	P0	MODERATE	Enterprise Server is over capacity.	<ul style="list-style-type: none"> 1. Server I/O Capacity Issues. The server RAM and CPU are frequently under severe capacity pressure. 2. Potential for loss of service events. Applications hosted on this server are at imminent risk of a loss of service event. This would include the following: <ul style="list-style-type: none"> a. QuickBooks Enterprise Server b. BitMarine DMS Application Server 	<ul style="list-style-type: none"> 1. Disable windows services not required. Services are running on the server, which has no business use case and should be disabled if not needed. This will help relieve some memory pressure and conserve resources until a replacement server is in place. 2. Establish Cloud IaaS tenancy. The cloud will be used to host infrastructure and applications. 3. Rebuild and repurpose Rolly Server. Make plans to rebuild and repurpose Rolly Server to host shared IT services (e.g., DNS, DHCP, AD) and other on-premise workloads to provide redundancy of business-critical services. 	<ul style="list-style-type: none"> • Server Compute Capacity to support future workload requirements • Technology Infrastructure to support DevOps initiatives

**Website & Social Media****Rolly Corporate Website**

Technology Maturity Gap #5

The website has SEO opportunities for improved search ranking**Total Change Impact**

LOW

Audience

Website Designer

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
5.A	P2	LOW	The website has SEO opportunities for improved search ranking.	<ul style="list-style-type: none"> 1. Non-optimal SEO configuration. There are SEO opportunities to improve the overall organic search ranking for the Rolly website content. 2. Non-optimal touch targets on the mobile website. The responsive settings for the Rolly website need to be revisited to optimize the mobile experience, especially as it concerns the buttons and other touch targets. 	<ul style="list-style-type: none"> 1. Permission To Index. Remove the meta tag or HTTP header telling search engines not to list your page in search results. 2. Provide search engines with information about your company and services. Add a meta description to the <head> section of your page. 3. Use descriptive URLs for website pages. Use descriptive link text that tells visitors what they'll see if they click the link. 4. Optimize site touch targets for mobile platforms. Work with your web development team to improve the mobile website touch targets for an improved user mobile experience. 	<ul style="list-style-type: none"> • Website Look & Feel • Website User Experience • Website SEO Optimization Opportunities



Applications & Platforms

Business Applications & Systems

Technology Maturity Gap #6

Business-critical applications & systems nearing end of support or already end of life

Total Change Impact

HIGH

Audience

IT Admin or MSP

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
6.A	P0	HIGH	QuickBooks Enterprise Solution 19 is out of support	<ul style="list-style-type: none"> 1. No integration support for QuickBooks Enterprise. Most application providers are not providing an integration option for QB Enterprise; 2. Potentially unnecessary files on the server. Two distinct versions of QBE were installed on the Rolly application server; version 16 and version 19. 3. QuickBooks Enterprise v19 is soon to be retired. After May 31, 2022, access to add-on services will be discontinued for QuickBooks Desktop for Windows 2019. This includes all versions of QuickBooks Desktop Pro, Premier, and Enterprise Solutions v19. 	<ul style="list-style-type: none"> 1. Migrate to QuickBooks Online. Strong recommendation to migrate to QuickBooks Online as a precursor to implementing BitMarine for maximum functionality and interoperability. Move your QuickBooks Desktop file to QuickBooks Online procedures for more detail on how to switch to QuickBooks Online. 2. Upgrade existing implementation to avoid service interruption. If required and unavoidable, purchase license renewals for QuickBooks Enterprise as an incident management response in the short-term, with long-term plans for transition to cloud platforms. Keep in mind the cost impacts this method presents. 	<ul style="list-style-type: none"> • Review value to business • Review support status
6.B	P0	HIGH	Symantec Backup Exec 2014 is past the End of Support Life	<ul style="list-style-type: none"> 1. Symantec Backup Exec 2014 is past the End of Support Life. See Article 100038900 for End-of-Life dates. 	<ul style="list-style-type: none"> 1. Modernize backup infrastructure. Evaluate current and future state backup load requirements to consider replacing the existing backup platforms (Backup Exec and Carbonite) with modern data protection platforms which provide ransomware protection and other critical data protection options on top of traditional data backup and restore. Some providers offer a try before you buy option, such as Acronis or HPE Zerto, as an excellent way to evaluate services before committing. 	<ul style="list-style-type: none"> • Review value to business • Review support status



Information Security & Data Privacy

Cybersecurity Controls

Technology Maturity Gap #7

Control weaknesses identified on production firewalls

Total Change Impact

MODERATE

Audience

IT Admin or MSP

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
7.A	P1	MODERATE	Network access has been broadly configured, increasing the attack surface.	<ul style="list-style-type: none"> 1. Broad network access. Excessive use of "ANY/ANY" for source and destination used in routing ACLs 2. Unnecessary rules. A significant amount of zero-hit count rules were identified and may not be required. 3. Public facing sensitive ports. NMAP of external interface revealed that firewall is advertising sensitive ports and services(tcp_1433, tcp_135), which can be identified by a bad actor performing network reconnaissance on the public facing interfaces and exploited using a vulnerability exposed over this port. 	<ul style="list-style-type: none"> 1. Tighten Firewall Access Control Lists: <ul style="list-style-type: none"> • Always add source destination filters, and never use "ANY"; • Only allow business-required services/ports (e.g., HTTPS) 2. Perform a bi-annual firewall review and perform the following: <ul style="list-style-type: none"> • Run a hit count report and disable rules not being used. If the rule is required, increase the priority of the rule. • Remove rules which have been disabled for 90+ days 	<ul style="list-style-type: none"> • Internet Facing Network Posture • Routing Configurations
7.B	P0	HIGH	Security Hardening of firewall required.	<ul style="list-style-type: none"> 1. Poor Password Policy. The firewall password does not align with best practices for strong passwords. 2. No use of MFA for privileged access. Access to admin interfaces does not require Multi-factor Authentication (MFA) 3. No firewall change management. Changes to the firewall are not authorized and controlled 4. TZ-300 has been discontinued. It should be noted that annual license subscriptions will still be active and function as usual, and you will still be able to purchase Renewals & Licensing for the SonicWall until the official "End of Support" phase in January 2025. 	<ul style="list-style-type: none"> 1. Update password policy. Change password to strong password, 15+ Alpha-numeric characters. You are suggested to use a passphrase for easier recall. 2. Source and use Secrets manager. Setup and escrow admin accounts and passwords for network devices and services. The account information and passwords would be stored in a secret manager and only be accessible by Rolly's senior management team. 3. Enable MFA for admin interfaces. Turn on MFA for all remote and administrative access 4. Replace SonicWall TZ-300. Consider replacing the SonicWall TZ-300 with an updated model. 	<ul style="list-style-type: none"> • LAN/WAN Interfaces • Network Routes & ACLs • Availability Configuration • Security Configuration • Local Authentication • Systems Management



Information Security & Data Privacy

Cybersecurity Controls

Technology Maturity Gap #8

Rolly's systems are not hardened before being deployed to production.

Total Change Impact

HIGH

Audience

IT Admin or MSP

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
8.A	P1	HIGH	Rolly's systems are not hardened before being deployed to production.	1. Use of default logins. Frequent identification of network-connected technology assets using manufacturer login username and password defaults 2. Services without business use case enabled on the server. The enterprise server is not configured to run only business-dependent windows services.	1. Remove or change defaults. Remove the system's default logins or change passwords to a strong password if logins cannot be removed. 2. Disable services not required. Service not in use should be disabled and prevented from startup. 3. Document business justification for public facing services. Implement ACLs with business justified rule-sets for Services, Protocols, and Ports (SPP).	<ul style="list-style-type: none"> • Use of defaults • Least functionality build • Vulnerability & Patch Management • Vendor Support and Maintenance



Information Security & Data Privacy

Governance, Risk & Compliance Management

Technology Maturity Gap #9

Inadequate Information Security Governance

Total Change Impact

MODERATE

Audience

General Manager

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
9.A	P1	MODERATE	No Information Security Policies	<p>1. No formal Information Security Policy. Rolly does not currently have a formally documented information security policy</p> <p>2. No Acceptable Use Policy. An Acceptable Use Policy is required by most security and regulatory frameworks. This policy is to be shared and acknowledged before access to systems is granted and stored for three years. The AUP is updated annually and acknowledged by employees and contractors upon hire and annually thereafter.</p>	<p>1. Develop an information security policy. Be careful not to download one from the internet and attach your logo as policies are to be scoped to your organization's risk environment and the risk appetite of your senior management team and board of directors. While not having a security policy in place is a significant risk, it's better to not have policies in place than to have policies you are not enforcing or adhering to. Work with a senior information security specialist to develop a set of policies and related security standards for the Rolly organization. Once complete, have all employees read and acknowledge understanding and annually thereafter.</p> <p>2. Work with an information security specialist to develop an Acceptable Use Policy, scoped to your technical operating environment. Once complete, have all employees read and acknowledge understanding.</p>	<ul style="list-style-type: none"> • Information Security Policies, Standards and Procedures • Contracts and Agreements
9.B	P0	HIGH	No annual security & privacy awareness and training program	<p>1. No User Security and Privacy Awareness Training. User Security Awareness training is non-existent. Based Training w/ simulated phishing attacks</p>	<p>1. Source and implement user security awareness training. Source and implement user security awareness training & simulated phishing platform and process.</p>	<ul style="list-style-type: none"> • Information Security Governance



Information Security & Data Privacy

Governance, Risk & Compliance Management

Technology Maturity Gap #10

Inadequate Cybersecurity Operations

Total Change Impact

HIGH

Audience

IT Admin or MSP

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
10.A	P0	HIGH	Access Control weakness	<p>1. No Access Management Standards or Procedures. Rolly does not have a formal Access management Standard or Procedures to cover the following at a minimum:</p> <ul style="list-style-type: none"> a. An access Provisioning process b. Access Deprovisioning process c. Use of Role-base access controls (RBAC) d. Use of MFA everywhere (or at a minimum, for all privileged access) e. Standards for Privileged Access Management <p>2. Accounts not used for more than 90 days were identified. If an account is not used for more than 90-days, it is a best practice to disable or delete these accounts to decrease the attack surface.</p>	<p>1. Develop an Identity and Access management Standard and related Procedures. Develop a standard, documented access provisioning and de-provisioning process to control access to need-to-know only.</p> <p>2. Remove Stale accounts. Identify user accounts that may no longer be needed and remove them from the system</p> <p>3. Implement Privileged Access management (PAM) for administrative access events. Identify a more secure method for remote administration of Rolly Systems. Consider the use of a Managed Service Provider (MSP).</p>	<ul style="list-style-type: none"> • Management of Identities • Management of Authentication and Authorizations • Privileged Access management
10.B	P0	HIGH	Data Protection control weaknesses	<p>1. Risk of Data Exfiltration. Employees use their mobile devices to capture evidence for Vessel inspections for a subsequent transfer to a Rolly-provided email address, or sometimes transferred via USB connection connected to an Admin workstation. This results in multiple covert channels for data leakage with Rolly customer information across employees' devices, MS 365 Exchange email, and any subsequent local downloads.</p>	<p>1. Discontinue use of employee-owned devices to capture vessel inspection media. It is strongly recommended that a solution be implemented to prevent using employee devices to capture Rolly customer data.</p> <p>2. Implement BYOD Program if employee devices are used. If employee devices are used, then the following will be required:</p> <ul style="list-style-type: none"> a. Bring Your Own Device (BYOD) policy is read and acknowledged by each user with access to Rolly's systems or customer data b. Use an MDM Solution such as Microsoft Intune to enforce policies and prevent vulnerable devices from connecting to Rolly's systems or accessing customer data. 	<ul style="list-style-type: none"> • Data Handling & Retention • Data Governance • Data Classification



Information Security & Data Privacy

Governance, Risk & Compliance Management

Technology Maturity Gap #10

Inadequate Cybersecurity Operations

Total Change Impact

HIGH

Audience

IT Admin or MSP

Related Findings

ID	PRI	Change Impact	Summary of Finding	Noted Deficiencies	Recommendations	Scope of Review
10.C	P0	HIGH	Several service providers have access to administrative interfaces with limited oversight.	1. Overprovisioned Access. Several service providers have privileged access to critical technologies with limited oversight to control unauthorized and service-impacting changes.	1. Perform an initial and Periodic Access Review. Upon assignment of responsibility for I&O management, perform an access review across all systems and remove or disable stale/idle accounts and accounts of non-authorized service providers. 2. Control Privileged Access. Authorized and qualified system engineers and admins must perform changes to Rolly's systems to mitigate impacts on the Rolly organization. 3. Implement Change Governance. Develop and implement an IT Change Management process and share it with all IT stakeholders. 4. Mitigate Vendor cybersecurity impacts. Require service providers to adopt Privileged Access management (PAM) for remote access to Rolly's systems and networks.	<ul style="list-style-type: none"> Management of Identities Management of Authentication and Authorizations Privileged Access management
10.D	P0	HIGH	Insecure services running in production (SMTPv2 tcp_25, FTP tcp21)	1. Insecure Protocol & Services. SNMPv2 is being used across network devices. SNMPv2 has several noted vulnerabilities and should be replaced with SNMPv2c or SNMPv3, which provides more robust authentication for access to SNMP data.	1. Replace the use of SNMPv2 with SNMPv3. While it was necessary to use the SNMPv2 configuration to ingest network telemetry data, it is recommended to turn off SNMPv2 across all devices and enable only SNMPv3 with strong credentials 2. Disable FTP services. If file transfers are required, substitute instances of FTP with SFTP (tcp_22)	<ul style="list-style-type: none"> Internet facing network security posture.

OTHER OBSERVATIONS AND MENTIONS

ID	PRI	Item	Scope of Review	Key Findings	Recommendations
11.A	P2	Out of contract and currently, month-to-month resulting in an increased spend.	<ul style="list-style-type: none"> • Current State bandwidth utilization • Support & Maintenance • Procurement 	<p>1. Nitel and Comcast Internet Circuits, including the Nexogy platform, are out of contract and ready for a contract renewal. There is an opportunity for cost savings with a renegotiated deal.</p>	<p>1. Renegotiate and renew the contract. Renewal contracts were provided by 3HUE. Contracts may require a refresh if beyond the valid date of quotation.</p>
11.B	P3	Network Performance of DIA and backup	<ul style="list-style-type: none"> • Current State bandwidth utilization • Support & Maintenance 	<p>1. While there were no findings for the need for a bandwidth upgrade, it is crucial to keep in mind that bandwidth consumption is based on the current use of internet-dependent services and applications, which will be increasing with the new platform architecture. We will have to continue to evaluate this item as we implement new services and make changes to existing ones.</p>	<p>1. Re-evaluate bandwidth consumption after Go-live of BiTMarine replacement and use of tablets by techs.</p>
11.C	P3	User Desktops	<ul style="list-style-type: none"> • Endpoint readiness to support new platform architecture 	<p>1. A review of user endpoints revealed no significant concerns and are within spec to run current and future computing workloads. Remember that when making new endpoint purchases, the recommended minimum specification for RAM is 16GB for the best user experience. The role's specific workloads would determine other subsystem requirements.</p>	<p>1. There were a couple of devices identified as requiring upgrades to modern platforms:</p> <ul style="list-style-type: none"> a. Sandy-PC b. Jimmy-PC
11.D	P1	User Mobile Devices	<ul style="list-style-type: none"> • BYOD use cases • Logical access to Rolly customer data 	<p>1. Employee uses their mobile devices to capture evidence for Vessel inspections for a subsequent transfer to a Rolly provided an email address, or sometimes transferred via USB connection connected to Admin workstation. This results in multiple covert channels for data leakage with Rolly customer information across employees' devices, MS 365 Exchange email, and any subsequent local downloads. It is strongly recommended that a solution be implemented to prevent using employee devices to capture Rolly customer data.</p>	<p>1. Use of vessel inspection app with Rolly-provided tablets will eliminate this risk and is strongly recommended.</p> <p>2. If BYOD is preferred, the following is recommended:</p> <ul style="list-style-type: none"> a. BYOD policy should be developed and signed annually by all employees' requiring logical access to Rolly systems and customer data. b. BYOD controls should be implemented (e.g., Intune MDM) for data exfiltration and privacy risk mitigation

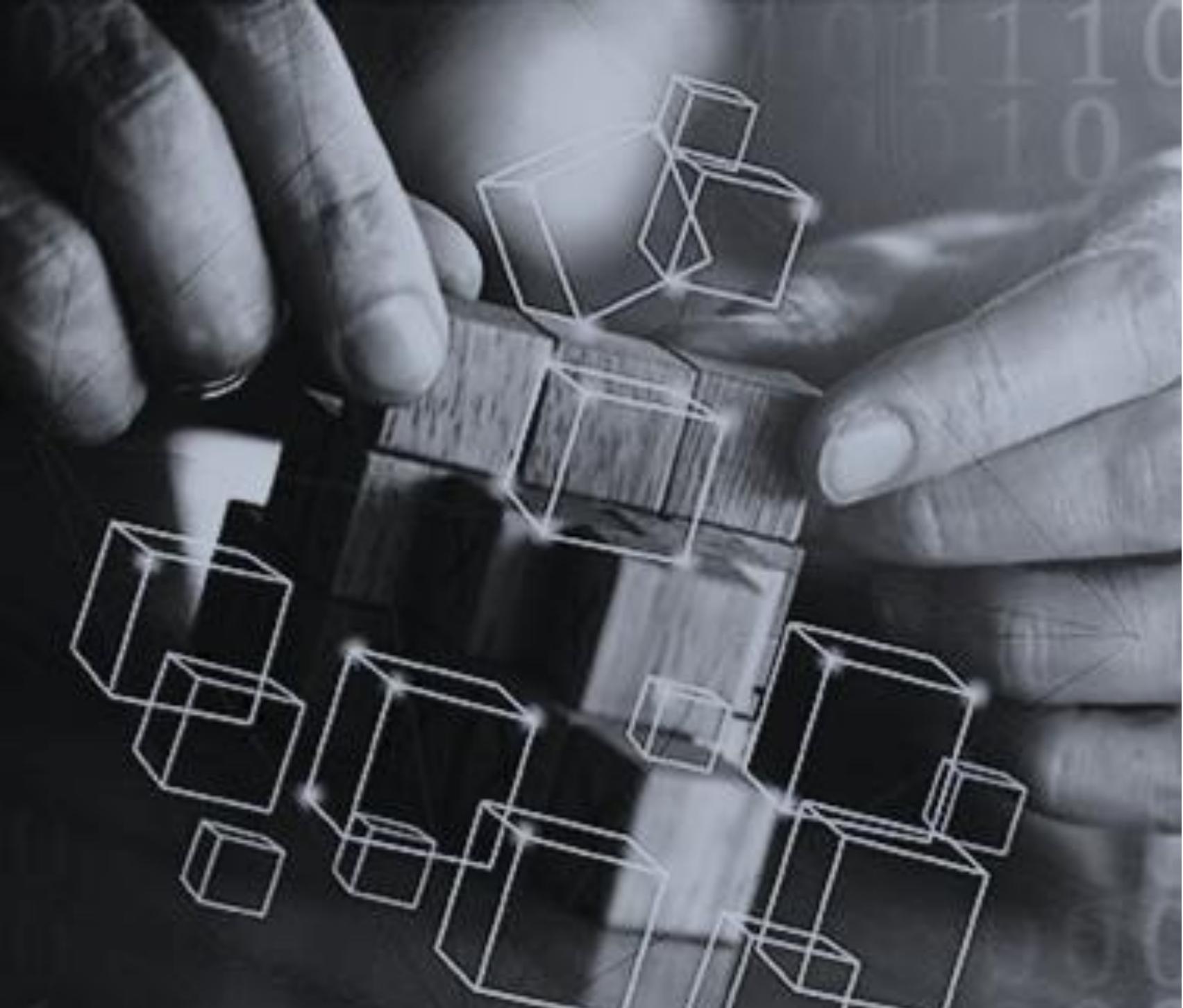


Section III

End of Section

[Next Section](#)

[Future State Platform Architecture](#)



Workplace & Application Modernization

Section IV: Future State Platform Architecture

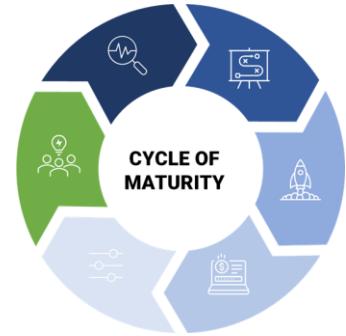
Rolly's Digital Business strategy & ambitions are defined and articulated to ensure broad stakeholder alignment.

EXPECTED OUTCOMES

- Map business processes to systems and applications
- Identify process efficiency gaps and opportunities for performance optimization
- Identify opportunities for automation of repeatable tasks

What We Mean by Platform Architecture

An agile DX design modularization approach for seamless integration and interoperability of a collection of technology and business systems that (1) complements each other and works well together and (2) provides capabilities for incremental adaptation of new technology platforms to support emerging customer experiences with minimal effort.



Using the 3HUE Continuous DX Framework to support the Application Modernization Journey and future Digital Maturity Initiatives

While finding and fixing problems is necessary, it's not enough to capture your customers' hearts and minds. The phases presented below were used to perform envisioning and feasibility analysis to develop Application Modernization recommendations and can be applied to most Digital Maturity Initiatives:

Outline Maturity Goals & Objectives

For diagnosing and prioritizing potential areas of Organization Improvement.

Envisioning the experience

To uncover opportunities for disruptive new experiences.

Experience Design & Integration

By applying human-centric approaches to create or improve that experience.

Section IV: Future State Platform Architecture

Summary of Recommendations

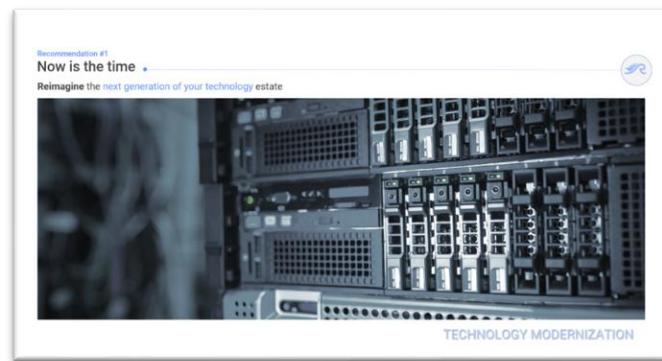


Rolly Marine's Proposed Platform Architecture

The recommendation presented below is based on the ambitions of the Rolly senior management team for an improved customer experience and a modernized workplace:

Recommendation #1

Modernize your technology stack



Recommendation #2

Replace BiTMarine with Molo



Intended to

Modernize the supporting technology and application infrastructure to support the development of modern and new customer experiences.

Recommendation #3

Improve Customer Access



Intended to

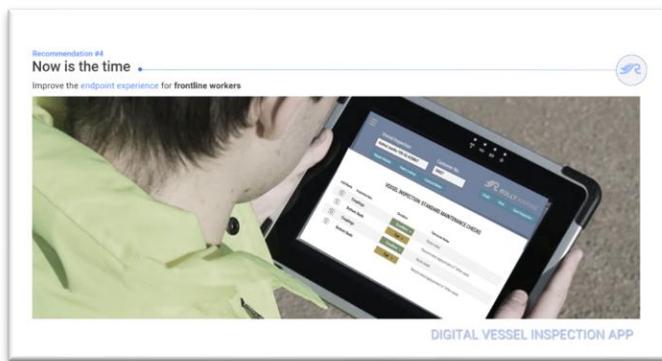
Upgrade BiTMarine to a modern dealer management system capable of implementing a reimaged and modernized service management business process.

Intended to

Improve the customer experience for Rolly customers and guests across the entire service management lifecycle.

Recommendation #4

Streamline Vessel Inspections



Intended to

Improve the consistency and efficiency of the Vessel Inspection process contributing to an overall customer experience improvement.

Recommendation #1

Now is the time .

Reimagine the [next generation of your technology estate](#)



TECHNOLOGY MODERNIZATION



**Modernize your technology stack
and begin to realize new possibilities**

Modernize the technology infrastructure, applications and platforms to support future state digital capabilities

The primary enabler of implementing great customer experiences requires a scalable, reliable, and robust technology infrastructure to support the development of new digital capabilities and improvement of the existing ones.

-  **Remove outdated and underperforming technology.**
And quickly realize the benefits with less downtime and better response times.
-  **Improved network performance, reliability, and resiliency**
With improved redundancy and network design.
-  **Use of modern cloud applications and platforms**
to support infrastructure for modern initiatives such as the Digital Customer Portal and Vessel Inspection App.

TECHNOLOGY MODERNIZATION NETWORKING UPGRADES



SONICWALL TZ-370

Modern, robust, feature-rich next-generation firewall (NGFW).

Intended to: Advanced network edge protection to replace discontinued firewall at a cost-effective spend.



Ubiquiti Layer-3 Switching

Improved wired and wireless network design and performance with robust network devices from Ubiquiti.

Intended to: Establish a core-switching layer for improved routing and switching capabilities between networks and devices, respectively.



Ubiquiti Wireless Network Wi-fi 6 WAPS

Improved wired and wireless network design and performance with robust network devices from Ubiquiti

Intended to: Improve wireless network performance, scalability, and reliability to support a significant increase in future wireless workloads.

TECHNOLOGY MODERNIZATION NETWORKING UPGRADES



Dell PowerEdge T550

Upgraded Server for on-premise shared services workloads.

Intended for: Hosting moderate intensity on-premise workloads such as backups, Internal DNS, DHCP, and more.



UNIFI Dream Machine Pro

The core of the Ubiquiti Unifi network is used for streamlined management of the wireless network.

Intended to: Improve management, reliability, and troubleshooting of Wireless Networks.



APC Smart-UPS Battery Backup

Backup power solutions are sized to support the technology power workloads.

Intended to: Provide backup power solutions to support power requirements for new MDF and IDF devices.

TECHNOLOGY MODERNIZATION

EXPECTED BUSINESS OUTCOMES

**Highly Reliable Internet Services**

Improved resilience to internet outages across disparate network transports.

**Improved Network Performance**

Dynamically adjust to seasonal peaks and valleys in service demand and on-premise guest traffic.

**New technology capabilities**

Modernized infrastructure providing services such as SD-WAN, Inter-VLAN routing, and NGFW.

**Improved Security Posture**

Improved cybersecurity controls to protect against Ransomware attacks and other disasters.

Recommendation #2

Now is the time .



Implement a **modern and extensible** Dealer Management System



BITMARINE REPLACEMENT



Modernize the core capabilities
to better support the Rolly business process

Upgrade the core systems to remediate existing business pain points and provide an extensible and scalable DMS platform

Replace BiTMarine Dealer Management System with Molo Online Dealer Management System. Molo remediates current business pain points and provides a platform to automate processes and develop perpetually modernized customer experiences.

-  Remediate the existing business pain points with the BiTMarine DMS platform noted by business stakeholders.
-  Establish an extensible and accessible DMS platform to automate business processes and perpetually modernize the customer experience.
-  Native Digital Capabilities for expedited CX improvements
Molo already has a Digital Vessel Inspection App on their roadmap and a Customer Portal which can be integrated with the Rolly website.

APPLICATION SCORECARD MEASUREMENT CRITERIA

The scorecard process objectively qualifies solutions, requiring attestations from vendors against documented requirements, specifications, software demos, and follow-up interviews. The results of the scorecard process are reflected below with a recommendation for the platform that will capably serve Rolly's near-term and long-term goals for service excellence:

1

Financial Stability

Financial stability is performed to determine the likelihood the company will not go out of business in the short or long term. Vendors with unhealthy financial dispositions should not be considered an option due to the risk presented.

2

Product Roadmap

Even in cases where a Vendor is financially healthy, it is essential to understand the Vendor's long-term vision for the software product, especially in areas of business functionality and supported and technology platform architecture.

3

Experience of Product Development Team Members

Deep experience will give confidence that the vendor has experience helping its customers solve the types of problems the software was designed to help solve, which is essential when a vendor is needed to help solve unusual or complex issues.

4

Online reviews and Customer References

Understanding the user experience for customers who have already implemented the solution in their business is essential. Additionally, it is recommended that the Vendor provide at least two to three customer references before the contract is signed.

5

Vendor Support

Satisfaction with the Vendors software will lean heavily on the Vendor's ability to meet Rolly's support needs. Support quality has a few dimensions, including timeliness, quality, and speed to escalation. If a Vendor falls short in any of these areas, that choice presents more risk.

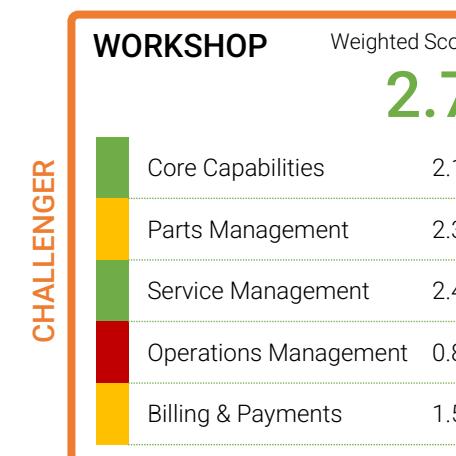
BiTMarine Replacement

Application & Vendor Evaluation Scorecard Process

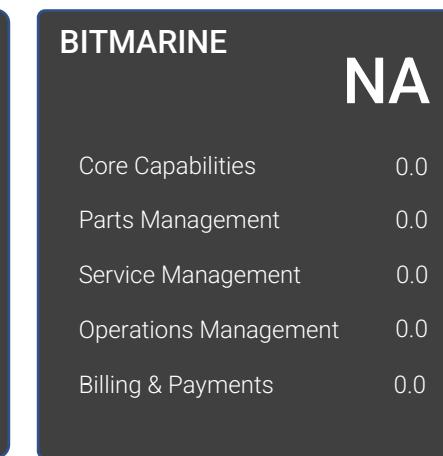
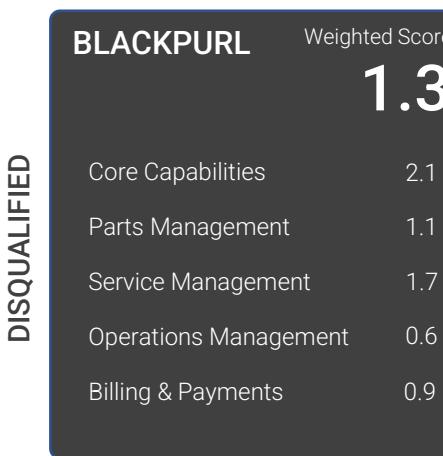
Molo is committed to building a market-leading modern platform for marinas and boatyards and is highly receptive to feature requests and working with customer IT teams on interoperability engagements



Other Solutions Reviewed:



DISQUALIFIED



Side-by-side Comparison

Key Requirements Of Top 3 Vendors

PRODUCT FEATURES	MOLO	PIERVANTAGE	WORKSHOP
Progressive Billing	✓	✓	✗
Slip Management Capabilities	✓	✗	✗
Frequent feature releases	✓	✗	✓
Application Extensibility	✓	✗	✓
Mature Software Development Lifecycle	✓	✗	✓
Data Migration and Application Sandboxing	✓	✗	✓

What sets Molo apart from the rest?

Progressive Billing

Of all surveyed solutions, only Molo and PierVantage could capably support the progress billing requirement.

Slip Management Capabilities

Of all surveyed solutions, only Molo and Workshop could capably support slip management capabilities.

Pace of Improvements

Of all surveyed solutions, only Molo and Workshop could capably support frequent feature releases.

Mature Software Development

Only Molo and Workshop had mature software development lifecycles of all surveyed solutions.

CONTINUING THE MOMENTUM

Now that we have narrowed down the process to a primary and secondary solution, it is time for the Rolly team to do more critical thinking, discussing, and identifying the primary strengths, weaknesses, and differentiators between vendor finalists to advise on the next steps for the consulting team:

Validate Consulting team selection

1 The consulting team has made a recommendation for the BitMarine replacement to Rolly project stakeholders using an objective scorecard process to highlight the strengths and weaknesses of all surveyed vendors, which supports the basis for our recommendation. In the end, the final decision needs to be made by Rolly's senior management and project stakeholders to ensure the value proposition meets the required spend.

Solution Contract Negotiation

2 Upon validating the BitMarine replacement, the 3HUE consulting team will be engaging the Vendor contracting group to perform information security and financial reviews of contracts and agreements.

Solution Design & Development

3 While the selection of modern software to replace BitMarine is a core requirement, the solutions architecture, or rather, how the selected software will be implemented, what systems will be integrated, what information will be available outside of the core application, and more, need to be planned for and documented

Testing Environment

4 Implement a sandbox environment that will give us the platform we need to start the build-out of the selected Dealer Management System. The sandbox environment will be used for staging Rolly Data, testing integrations, user training, and pre-production release User Acceptance Testing (UAT).

Implementation & Post-implementation

5 This is where that rubber meets the road. Upon testing and final approval of the Solution Architecture Build from all involved project stakeholders, the project management team will work with the project stakeholders to plan the implementation and document in a project plan.

Recommendation #3

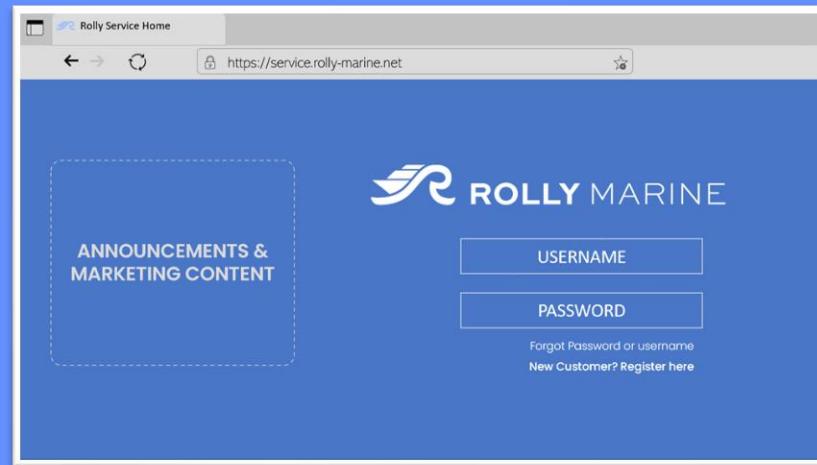
Now is the time .

Modernize the [vessel service scheduling](#) experience for **your customers**



DIGITAL CUSTOMER PORTAL

Digital Customer Portal



Provide convenience options
and improve the experience

Improve the Access to Rolly's Vessel Refit and Repair Services

The keys to our Access strategy are simplicity, convenience, flexibility, and ubiquity. The ubiquitous use of web applications and its multiple advantages provide greater access to Rolly Customers and Prospects. When integrated with other business systems, implementing a Digital Customer Portal will bring a new wave of innovation, granting greater customer and prospect access.

Provide self-service options for Customers

with a Digital Customer Portal available on the Rolly Website, customers will have the convenience of scheduling appointments on their own time.

Enable a seamless experience

by removing rigid and manual processes to provide a frictionless vessel servicing experience.

Improve accuracy and reduce costly errors and omissions

by eliminating forms for vessel service scheduling and reducing errors and omissions with digital controls and workflows.

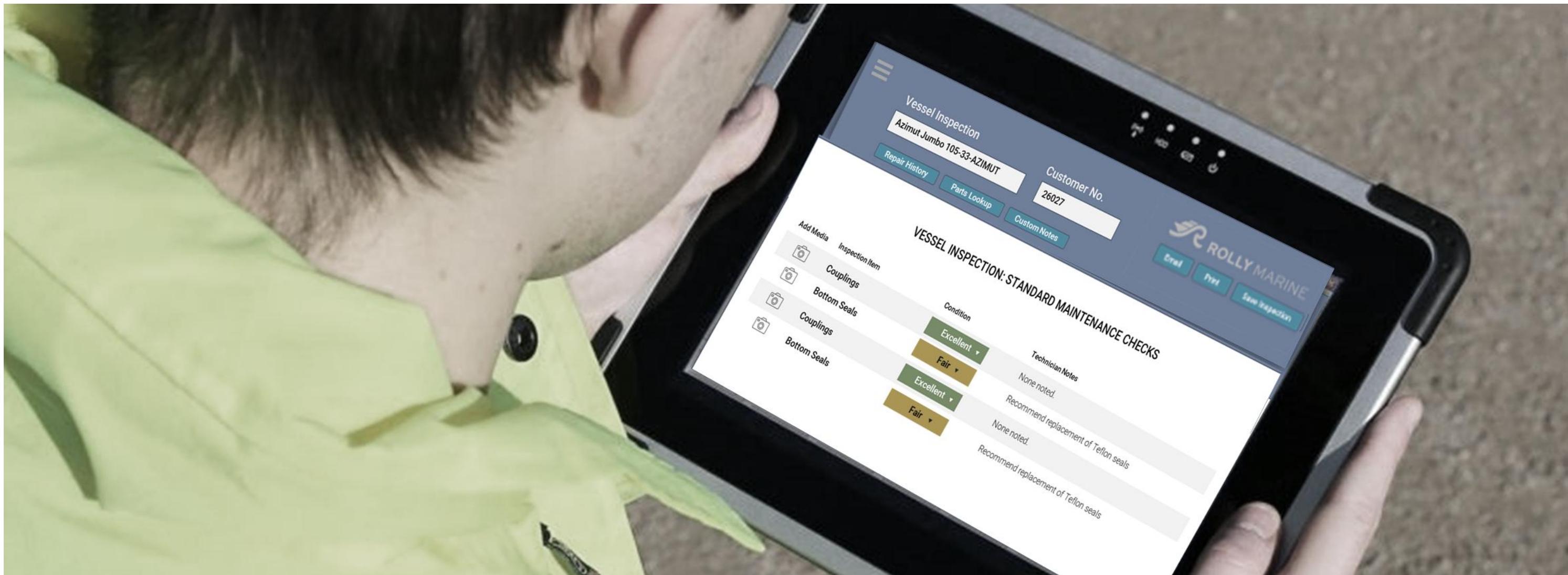
NOTE

Consulting workshops will be required to cover deep dive sessions with custom plans, wireframes, and storyboards

Recommendation #4

Now is the time .

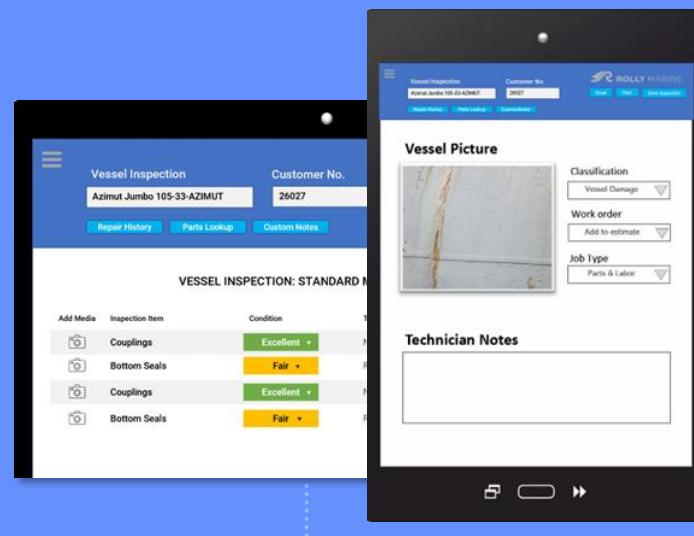
Improve the [endpoint experience](#) for frontline workers



DIGITAL VESSEL INSPECTION APP

Section IV: Future State Platform Architecture

Implement a Digital Vessel Inspection App



**Streamline Vessel Inspections
and improve efficiency & consistency**

Improve the Efficiency & Consistency of Rolly's Vessel Inspections

Technology can be used to significantly improve the Vessel inspection with a streamlined, integrated workflow to improve the efficiency and consistency of vessel inspections.



Improve the Efficiency of Vessel Servicing Jobs

Techs can perform their jobs better and faster on mobile apps. They will be able to collect images, videos, and notes recorded digitally for each servicing job.



Standardize the Inspection process for a consistent experience

Standardize how data is collected and recorded using inspection templates, so reports are consistent regardless of who performs the inspection.



Improve accuracy and reduce costly errors and omissions

Using standardized processes, spell checking, grammar checking, data validation rules, and more to control the integrity of the data from the vessel inspection process.



Automation of inspection and vessel check-in workflows

Automation such as push notifications, email notifications, SMS Alerts, and more provides the basis for a fully-integrated Service Management process.

NOTE

Consulting workshops will be required to cover deep dive sessions with custom plans, wireframes and storyboards

BUSINESS PROCESS & ASSET TRANSFORMATION

INSTRUCTIONS

The following pages contain information regarding Business Asset transformations in a tabular format. The references provided below are helpful for reading the data in the subsequent pages of this report:

TABLE OF DEFINITIONS

Item	Description
OBS	Acronym for Object Breakdown Structure which reflects relationships between objects
Current Asset/process	The Current State business asset or business process in-use.
Asset Type	Form, Process, Package
Process XFORM Reference	Denotes the net new or re-engineered business processes where business assets are in-scope or is a parent or sub for other business processes
Process Dependencies	Denotes the business processes which depend on the XFORM business process

TABLE OF ACRONYMS

Item	Short name	Valid Choices
Digital Customer Portal	DCP	Yes, No
Asset/process Transformation	XFORM	Full, Partial
Digital Vessel Inspection	DVI	Dock, Ops
Web Content Management	WCM	Page, CTA
Email Campaign Management	ECM	Pre-sale, Post-Sale
System of Record	SoR	Molo, MS SharePoint, SVM System, QuickBooks

BUSINESS PROCESS & ASSET TRANSFORMATIONS

SERVICE SCHEDULING

The items in the table below are the recommended transformations for current business forms and business systems based on recommendations for new platform architecture.

OBS	Current Asset/Process	Asset Type	XFORM	WCM	DCP	DVI	ECM	SoR	Process XFORM Reference	Process Dependencies
1.	Client Sign-in Package	Package	Full	CTA	Yes	No	Pre-sale	Molo	<ul style="list-style-type: none"> DCP vessel servicing onboarding workflow 	<ul style="list-style-type: none"> Security Site Visitor Management
1.1	Data capture of vessel information	Process	Full	No	Yes	Dock Ops	Post-sale	Molo	<ul style="list-style-type: none"> DCP vessel servicing onboarding workflow 	<ul style="list-style-type: none"> Vessel Servicing Operations
1.2	Vessel & Crew List	Form	Full	No	Yes	No	Post-sale	Molo	<ul style="list-style-type: none"> DCP vessel servicing onboarding workflow 	<ul style="list-style-type: none"> Security Site Visitor Management (Vehicle information)
1.3	Data capture of vessel requirements	Form	Full	No	Yes	Dock	Post-sale	Molo	<ul style="list-style-type: none"> DCP vessel servicing onboarding workflow Digital Vessel Inspection Dockage Concierge 	<ul style="list-style-type: none"> Rolly Dockage Service Management Parts Fulfillment Process
1.4	Captain/Broker authorizations	Form	Full	No	Yes	Dock Ops	Pre-Sale	DocuSign	<ul style="list-style-type: none"> DCP vessel servicing onboarding workflow Digital Vessel Inspection Dockage Concierge 	<ul style="list-style-type: none"> Legal Discovery & Litigation Holds Security Site Visitor Management
1.5	Capture payment information	Form	Full	No	Yes	No	No	Molo QuickBooks	<ul style="list-style-type: none"> DCP vessel servicing onboarding workflow Onsite Service Desk (Parts) 	<ul style="list-style-type: none"> Operations Financial Management

BUSINESS PROCESS & ASSET TRANSFORMATIONS

SERVICE SCHEDULING

The items in the table below are the recommended transformations for current business forms and business systems based on recommendations for new platform architecture.

OBS	Current Asset/Process	Asset Type	XFORM	WCM	DCP	DVI	ECM	SoR	Process XFORM Reference	Process Dependencies
1.6	Domestic/Intl Wire Information	Paper Notice	Full	No	Yes	No	No	QuickBooks	<ul style="list-style-type: none"> DCP vessel servicing onboarding workflow 	<ul style="list-style-type: none"> Parts Fulfillment Process Rolly Dockage Service Management
1.7	Welcome Letter	Paper Notice	Full	Page	Yes	No	Post-Sale	Molo	<ul style="list-style-type: none"> Captain & Crew Lounge Web Content Post-onboarding email confirmation 	<ul style="list-style-type: none"> Customer schedules Vessel for service or repair
1.8	Help Keep Our Marina Clean	Paper Notice	Full	Page	Yes	Dock	Post-Sale	Molo	<ul style="list-style-type: none"> Web Content for Rolly Marina Cleanliness Standards Post-onboarding email confirmation Onsite Dockage Debrief and Key Exchange with acknowledgements Rolly Digital Signage 	<ul style="list-style-type: none"> Vessel pump-out order at online service scheduling Rolly Digital Signage (Regulations for gray/black water). Stock low and non-phosphate soaps
1.9	Notice: Captains & Crew You can Sink On Land	Paper Notice	Full	No	Yes	Dock	Post-Sale	Molo	<ul style="list-style-type: none"> DCP vessel servicing onboarding workflow Rolly Digital Signage Post-onboarding email confirmation DVI Customer Acknowledgement Capture 	<ul style="list-style-type: none"> Rolly Digital Signage (Regulations vessel washing, Supply Storage, Insurance requirements, Limitation of Liability).

BUSINESS PROCESS & ASSET TRANSFORMATIONS

SERVICE SCHEDULING

The items in the table below are the recommended transformations for current business forms and business systems based on recommendations for new platform architecture.

OBS	Current Asset/Process	Asset Type	XFORM	WCM	DCP	DVI	ECM	SoR	Process XFORM Reference	Process Dependencies
1.10	Rules & Regulations	Form	Full	Page	Yes	No	Post-Sale	Website Molo DocuSign	<ul style="list-style-type: none"> DCP vessel servicing onboarding workflow Rules & regulations web page for dynamic updates Rolly Digital Signage Post-onboarding email confirmation 	<ul style="list-style-type: none"> Customer schedules Vessel for service or repair
1.11	Hurricane Storage Agreement	Form	Full	Yes	Yes	Dock	Post-sale	Molo QuickBooks	<ul style="list-style-type: none"> Digital Customer Portal Online vessel service scheduling 	<ul style="list-style-type: none"> Online Customer Authorizations for service scheduling Captain & Crew Dockside for safety debrief and digital acknowledgement
1.12	Requirements for Sub-contractors	Form	Full	Yes	Yes	Dock	Pre-sale	Molo DocuSign	<ul style="list-style-type: none"> DCP vessel servicing onboarding workflow Post-onboarding email confirmation Rolly Digital Signage 	<ul style="list-style-type: none"> Online Customer Authorizations for service scheduling Captain & Crew Dockside for safety debrief and digital acknowledgement
1.13	All Vessel Must Pay their Bills in Full before leaving our facility	Paper Notice	Full	No	Yes	Dock	Pre-sale	Molo DocuSign	<ul style="list-style-type: none"> DCP vessel servicing onboarding workflow 	<ul style="list-style-type: none"> Online Customer Authorizations for service scheduling

BUSINESS PROCESS & ASSET TRANSFORMATIONS

SERVICE OPERATIONS

The items in the table below are the recommended transformations for current business forms and business systems based on recommendations for new platform architecture.

OBS	Current Asset/Process	Asset Type	XFORM	WCM	DCP	DVI	ECM	SoR	Process XFORM Reference	Process Dependencies
2.	BitMarine Work Order	Printed Record	Partial	No	Yes	No	Post-sale	Molo	<ul style="list-style-type: none"> • Molo Printed Digital Word Order • Post online scheduling email work order summary 	<ul style="list-style-type: none"> • Online and Onsite Customer Authorizations for approval of changes to work orders
2.1	Customer Approvals	Digital Record	Partial	No	Yes	Dock Ops	Pre-sale	Molo	<ul style="list-style-type: none"> • DCP vessel servicing onboarding workflow • DVI Customer Acknowledgement Capture 	<ul style="list-style-type: none"> • Online and Onsite Customer Authorizations for approval of changes to work orders
2.2	Customer Invoicing	Printed Record	Partial	No	Yes	No	Post-sale	Molo QuickBooks	<ul style="list-style-type: none"> • DCP vessel servicing onboarding workflow 	<ul style="list-style-type: none"> • Online and Onsite Customer Authorizations for approval of changes to work orders
2.3	Job Posting	Printed Notice	Full	No	No	Ops	Post-sale	Molo	<ul style="list-style-type: none"> • Service Progression notices sent to customers 	<ul style="list-style-type: none"> • Work Order Approval by Service Writer
2.4	Labor Tracking	Timecard	Partial	No	No	No	No	TimeTrax QuickBooks	<ul style="list-style-type: none"> • QuickBooks TimeTracks Labor tracking automation 	<ul style="list-style-type: none"> • Clock-in and clock-out events by service technicians • Streamlined integration of TimeTrax and QuickBooks
2.5	Part Fulfillment	Process	Partial	No	Yes	Ops	Post-sale	Molo QuickBooks	<ul style="list-style-type: none"> • DCP vessel servicing onboarding workflow • DVI Customer Acknowledgement Capture 	<ul style="list-style-type: none"> • Online and Onsite Customer Authorizations for approval of changes to work orders

BUSINESS PROCESS & ASSET TRANSFORMATIONS

VESSEL HAULING & LAUNCHING

The items in the table below are the recommended transformations for current business forms and business systems based on recommendations for new platform architecture.

OBS	Current Asset/Process	Asset Type	XFORM	WCM	DCP	DVI	ECM	SoR	Process XFORM Reference	Process Dependencies
3.	Vessel Haul/Launch	Process	Partial	No	No	Dock	Pre-sale	Molo	<ul style="list-style-type: none"> • DVI Customer Acknowledgement Capture • Rolly Digital Signage 	<ul style="list-style-type: none"> • Onsite Customer Authorizations for final approval and close out of work orders
3.1	Liability Management	Process	Partial	No	No	Dock	Pre-sale	Molo	<ul style="list-style-type: none"> • Onsite Service Desk (Parts) • DVI Customer Acknowledgement Capture 	<ul style="list-style-type: none"> • Onsite Customer Authorizations for final approval and close out of work orders
3.2	Close-out Payments	Process	Partial	No	Yes	No	Pre-sale	Molo QuickBooks	<ul style="list-style-type: none"> • Onsite Service Desk (Parts) • DCP vessel servicing onboarding workflow 	<ul style="list-style-type: none"> • Onsite Customer Authorizations for final approval and close out of work orders
3.3	Haul for Survey	Process	Partial	No	Yes	Dock	Post-sale	Molo QuickBooks	<ul style="list-style-type: none"> • Onsite Service Desk (Parts) • DCP vessel servicing onboarding workflow 	<ul style="list-style-type: none"> • Online scheduling of Haul-for-survey jobs



Now is the time .

To [establish two-way conversations](#) with the Rolly team [about our plans for change](#)



ORGANIZATIONAL CHANGE MANAGEMENT

CHANGE MANAGEMENT OBJECTIVES

COMMUNICATING THE CHANGES AND ESTABLISH FEEDBACK LOOPS

Develop plans to maximize the adoption and value of new systems and processes, encourage a culture of innovation, provide access for staff to develop skills, and gamify users to increase system adoption and innovation feedback.

Spread the word soon and often

People are more likely to stay aligned with transformation efforts when they understand why things are changing, so CX programs must keep employees and partners informed about the value and progress of their efforts.

Timeline: ASAP

Frequency: At least once a week

Develop CX Feedback Mechanisms

Begin to identify and expand the visibility of other "CX" activities across the organization. May use enterprise CRM or a simple approach/tool to gather customer feedback and share data from customer surveys on a limited basis across the organization.

Timeline: One to three months

Frequency: Whenever onboarding customers

CHANGE MANAGEMENT OBJECTIVES

PREPARING THE STAFF FOR CHANGE OF SYSTEMS AND PROCESSES

Develop plans to maximize the adoption and value of new systems and processes, encourage a culture of innovation, provide access for staff to develop skills, and gamify users to increase system adoption and innovation feedback.

Plan for Structured Staff Training

Since CX requires people to learn new behaviors and practices, organizations will need to build, proliferate, and enhance essential CX skills.

Timeline: One to three months
Frequency: Twice a month

Implement CX Planning Workshops

Generate actionable insights by combining operational data – such as product sales and interactions –with online experience data. Bringing these disparate data sources together will garner hard-to-identify insights on customers' behaviors and buying signals.

Timeline: Three to five months
Frequency: Once a quarter

Gamify for improved engagement

Companies must ensure that their employees and partners have the skills, training, tools, and motivation to adopt customer-centric behaviors successfully.

Timeline: One to three months
Frequency: Once a month



Section IV
End of Section

[Next Section](#)
[Financials](#)



Section V: Report on Findings Financials

Budgetary Considerations

This section outlines the required investment for implementing new platform architecture initiatives.

EXPECTED OUTCOMES

- Outline required capital and operational expenditures for new platform architecture
- Provide recommended implementation timeline for each initiative
- Provide an estimate of professional services hours to be billed against the open retainer

Lead Analyst
Andrew Ramirez

Period of Analysis
04.06.2022 – 05.24.2022

Primary Audience
Sheryl Lopez, General Manager

BUDGET & COST ANALYSIS

Cost of transition to new Platform Architecture

Annual cost savings will differ for every customer. Business Value & Cost Savings here are estimated from the Microsoft Value Calculator based on the Forrester Total Economic Impact product analysis referred to in the disclaimer.

Technology Modernization

Description	Totals
Configuration A1 SonicWALL & Ubiquiti Networking	\$ 29,594.00
Configuration A2 Cisco Networking	\$ 50,915.33
Configuration B1 Data Center Upgrades	\$ 13,172.00
Configuration C1 Compute Layer	\$ 11,054.00
TOTAL INVESTMENT	\$ 44,820.00 A2:\$ 66,141.33

Operational Expenses

Description	Totals
Operational Expenses Telecom Services	\$ 1,896.35/mo. + 3,950.00 OTC
Operational Expenses Applications & Platforms	\$ 49,260.00 + 21,450.00 OTC
TOTAL RECURRING CHARGES	\$1,896.35/MRC \$49,260.00/ARC

Other Expenses

Description	Totals
Milestone Payment #3	\$ 44,982.00
Technical Services Retainer Additional Hours	\$ 44,460.00
TOTAL INVOICE	\$ 89,442.00

CONFIGURATION A1 | SONICWALL & UBIQUITI NETWORKING

BUDGETED ITEM	SUBTOTAL	CONFIGURATION NOTES
SonicWall TZ-370 Firewall Replacement Replaces discontinued production firewalls. Includes 3-year Threat Management subscription.	\$ 6,120.00	<ul style="list-style-type: none"> • (2) SonicWALL TZ-370 • 3-yr Advanced Threat Protection
Ubiquiti Layer 3 Switching To be deployed and used in the MDF, replacing the SonicWall TZ-300 firewall	\$ 4,154.00	<ul style="list-style-type: none"> • (4) 24-port POE w/ 2 SFP+ • (2) 8-port POE w/ 2 SFP+
Ubiquiti Wireless Network Upgrade Replaces the existing Ingenuous wireless access points deployed across the Rolly premise for improved wireless load management and performance	\$ 1,770.00	<ul style="list-style-type: none"> • (6) Ubiquiti Wireless Access points • Unifi Dream Machine Pro • Cloudkey HSM

	90 hours of implementation hours required
	Moderate level implementation complexity and risk
	Pay on receipt terms of payment
	1-3 months recommended implementation timeline

Total expenses for Hardware & Software and Materials:

\$ 12,044.00

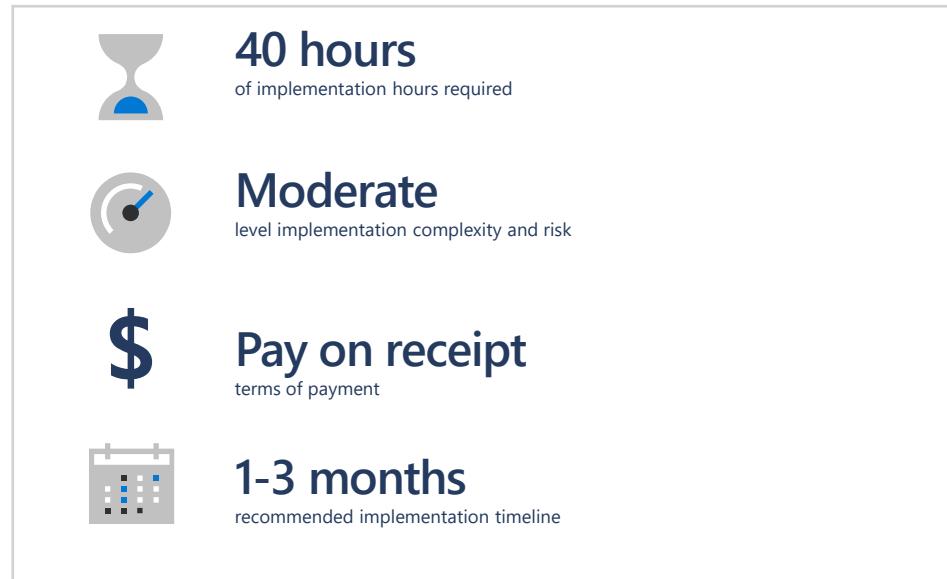
↳

TOTAL INVESTMENT REQUIRED:

\$ 29,594.00

CONFIGURATION A2 | CISCO NETWORKING

BUDGETED ITEM	SUBTOTAL	CONFIGURATION NOTES
Cisco Meraki MX Firewall Replacement Replaces discontinued production firewalls. Includes 3-year Threat Management subscription.	\$ 25,421.48	<ul style="list-style-type: none"> • (2) Meraki MX105 • 3-Year Advanced Security License
Cisco Meraki Wireless Network Upgrade Required for UNIFI WAP aggregation and remote management of Rolly wireless networks	\$ 17,693.85	<ul style="list-style-type: none"> • (3) MR42 Indoor Wireless Access Points • (4) MR58 Outdoor Wireless Access Points • (7) MR Mounting Brackets
Cisco Meraki Layer 3 Switching To be deployed and used in the MDF, replacing the SonicWall TZ-300 firewall	TBD	<ul style="list-style-type: none"> • (4) 24-port POE w/ 2 SFP+ • (2) 8-port POE w/ 2 SFP+



Total expenses for Hardware & Software and Materials:

\$ 43,115.33

TOTAL INVESTMENT REQUIRED:

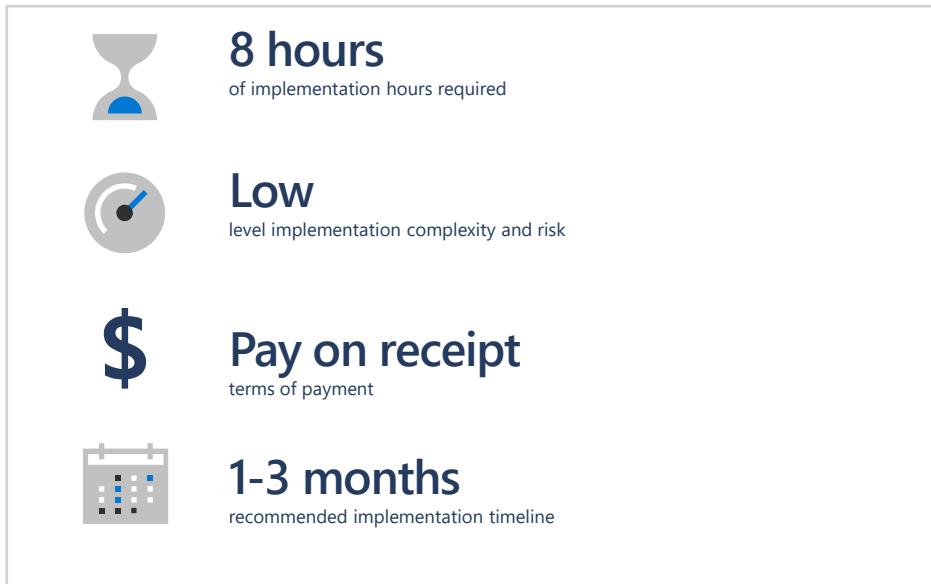
\$ 50,915.33



NOTE: This configuration is only for reference to a comparable Cisco Network Build. While this build can be selected, the cost is significantly higher than Configuration A1.

CONFIGURATION B1 | DATA CENTER UPGRADES

BUDGETED ITEM	SUBTOTAL	CONFIGURATION NOTES
APC Backup Power Solution - MDF Replaces discontinued production firewalls. Includes 3-year Threat Management subscription.	\$ 7,081.00	<ul style="list-style-type: none"> • APC SmartUPS SRT 3000VA 120V • 3-Yr Warranty for UPS for 3000VA UPS • 2-Post mounting rails • UPS Mgmt Cards
APC Backup Power Solution – Metal Shop IDF To be deployed and used in the MDF, replacing the SonicWall TZ-300 firewall	\$ 4,531.00	<ul style="list-style-type: none"> • APC SmartUPS SRT 2200VA 120V • 3-Yr Warranty for UPS for 2200VA UPS • 2-Post mounting rails • UPS Mgmt Cards



Total expenses for Hardware & Software and Materials:

\$ 11,612.00

TOTAL INVESTMENT REQUIRED:

\$ 13,172.00

CONFIGURATION C1 | ONPREMISE COMPUTE

BUDGETED ITEM	SUBTOTAL	CONFIGURATION NOTES
Enterprise Server Replacement Required to replace over-capacity server and host shared services and other on-premise workloads	\$ 7,154.00	<ul style="list-style-type: none"> • Intel Xeon Silver 4309Y 2.8G, 8C/16T, 10.4GT/s, 12M Cache, Turbo, HT (105W) DDR4-2666 • 32GB RDIMM • (2) 2TB Hard Drive SATA 6Gbps 7.2K 512n 3.5in Hot-Plug, RAID 1 • Dual Power • Broadcom 5720 Quad Port 1GbE BASE-T Adapter, OCP NIC 3.0 • Windows Server 2022 Standard,16-CORE, No CAL
User Endpoint – High Performance To be deployed and used in the MDF, replacing the SonicWall TZ-300 firewall	TBD	<ul style="list-style-type: none"> • Inquire with customer if recommendations for user endpoints are desired.
User Endpoint – Standard Build To be deployed and used in the security area, replacing the SonicWall SOHO-Wireless-N firewall	TBD	<ul style="list-style-type: none"> • Inquire with customer if recommendations for user endpoints are desired.

	20 hours of implementation hours required
	Moderate level implementation complexity and risk
	Pay on receipt terms of payment
	1-3 months recommended implementation timeline

Total expenses for Hardware & Software and Materials:

\$ 7,154.00

TOTAL INVESTMENT REQUIRED:

\$ 11,054.00

OPERATIONAL EXPENSES | TELECOM SERVICES

BUDGETED ITEM	Service Provider	Service Term	Current MRC	New MRC	NRC	Notes
Primary Internet Services 1Gbps Dedicated Internet Access (DIA)	Nitel	36	1077.37	TBD	0.00	<ul style="list-style-type: none"> 850 Mbps additional internet bandwidth for improved performance
Secondary Internet Services 200/20 Mbps Broadband Internet Access	Comcast (Nitel)	36	366.15	194.02	0.00	<ul style="list-style-type: none"> 47% reduction in monthly recurring charges for similar service levels
Cellular Internet Services Required for resilience to internet outages	Data2Go Wireless	36	NA	74.99	50.00	<ul style="list-style-type: none"> Include Plan and Peplink MAX BR1 mini - LTE Hardware Data Overage billed at \$19.95/GB
Hosted Voice Services	IPfone	36	869.59	549.97	0.00	<ul style="list-style-type: none"> Need to send letter of request to cancel autorenewal for Nexogy contract. Required implementation services for migration Will have user impact Need updated quote for Receptionist phone module. \$3 -\$5 /mo. Increase



Total expenses for Hardware & Software and Materials:

\$ 1,896.35

MONTHLY INVESTMENT REQUIRED:

\$ 1,896.35
+ 3,950.00 OTC

OPERATIONAL EXPENSES | APPLICATIONS & PLATFORMS

BUDGETED ITEM	Service Provider	Service Term	Current ARC	New ARC	NRC	Notes
Microsoft 365 E3 Microsoft 365 User licensing	Microsoft Corporation	NA	\$ 4,050.00	\$ 11,664.00	\$ 0.00	<ul style="list-style-type: none"> Recommendation to upgrade to enterprise licenses for unlimited SharePoint storage MS ROI Calculator suggests 5 times the value by using enterprise licensing.
Dealer Management System Molo Subscription priced by slip count	Molo Software, Inc.	NA	Pending	\$ 14,100.00	\$ 1,000.00	<ul style="list-style-type: none"> No 3HUE implementation hours charges as this is covered under the scope of work for Application Modernization (BitMarine Replacement) Training & Data migration included
Data Protection Services Required for resilience to internet outages	Acronis Systems, Inc.	NA	Pending	\$ 4,746.00	\$ 0.00	<ul style="list-style-type: none"> (25) Microsoft 365 Seats – OneDrive, Exchange, SharePoint (21) Workstations (2) Servers



Total expenses for Hardware & Software and Materials:

\$ 30,510.00

ANNUALIZED INVESTMENT REQUIRED:

\$ 30,510.00
+ 9,750.00 OTC

OPERATIONAL EXPENSES | APPLICATIONS & PLATFORMS

BUDGETED ITEM	Service Provider	Service Term	Current ARC	New ARC	NRC	Notes
Knowbe4 Security Awareness Training To be used as the Enterprise Learn Management System (LMS) to support training needs across the organization for Security, privacy, HR, and business operations.	KnowBe4, Inc.	36	\$ 0.00	\$ 9,150.00	\$ 0.00	<ul style="list-style-type: none"> • 25 users @ \$ 30.50/mo. Billed annually. • Diamond package selected as we intended on using this platform as the enterprise Learn Management System to support training initiatives across several areas.
HubSpot CRM Required to improve management of customer relationships, track customer engagements, build an inbound capability and automate the marketing process	HubSpot Software, inc.	12	\$ 0.00	\$ 9,600.00	\$ 0.00	<ul style="list-style-type: none"> • Email Campaign management • Website tracking • Custom Reporting • 0-2000 marketing contacts at No Cost. Additional marketing contacts are sold in increments of 5,000 for \$ 224.72/month



Total expenses for Hardware & Software and Materials:

\$ 37,050.00

ANNUALIZED INVESTMENT REQUIRED:

\$ 18,750.00
+ 11,700.00 OTC



NOTE: The solutions presented above are not covered under the scope of work for the Application Modernization (BitMarine Replacement) project and will require a separate Statement of Work.

OTHER EXPENSES | PROFESSIONAL SERVICES

BUDGETED ITEM	SUBTOTAL	NOTES
Application Modernization: Milestone 3 Replaces discontinued production firewalls. Includes 3-year Threat Management subscription.	\$ 44,982.00	• Tied to a formal Statement of Work
Technical Services Engineering Retainer Required to replace over-capacity server	\$ 44,460.00	• Estimated for future work requirements
Modern Application Development Web App & Digital Vessel Inspection Application Development	TBD	• Will require a separate Statement of Work



Total expenses for Hardware & Software and Materials:

\$ 89,442.00

TOTAL INVESTMENT REQUIRED:

\$ 89,442.00



Workplace & Application Modernization

Closing Word



Andrew Ramirez

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linkedin.com/in/aramirez-it

Closing Word by the Lead Consultant

Application Modernization projects are notoriously complex undertakings that require the synthesis and analysis of many business and technical systems, policies, standards, processes, workflows, procedures, and guidelines to support the envisioning of a future state and feasibility research of what was envisioned. Furthermore, the 3HUE consulting team needed to understand how system changes will impact Rolly Marine's core business processes and any associated operational impacts it may experience once the future state platform is in place. The structured and paced approach used by the 3HUE consulting team was paramount to mitigate the risk of business interruptions to the Rolly Marine organization and ensure maximum value is attained for the planned initiatives.

To maximize the efficacy of our structured approach, we will require the Rolly stakeholders to be fully engaged with the Application Modernization project as it relates to their processes and other areas of expertise. We will depend on the Rolly team to serve as a source of truth and guidance for the 3HUE Consulting team throughout the solution architecture planning and implementation phases. Frequent involvement will be required throughout the design and implementation phases of the project to validate designs and test releases. While our Consulting team is very adept at planning the future of your technology infrastructure and process-driven workflows, the Rolly team is the master of their unique business context, so we need all stakeholders engaged for the best possible outcomes.

In closing, it is understood that the information presented is a lot of information to consume and digest. Hence, I suggest working with the Consulting team to set up and participate in business workshops to properly align with the intended outcomes and deep dive into specific areas of the plans. While we have a long way to go in achieving the goals stated throughout this plan, I am very optimistic about the value that our proposed platform architecture will bring to the Rolly organization. Let's maintain the momentum by ensuring that the first workshop is scheduled ASAP, so we don't lose traction in our transformation of Rolly Marine Services into the boatyard of the future.



3HUE
EXECUTIVE CONSULTING

END OF REPORT



WORKPAPERS

ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset Rolly Applications & Platforms Analyst Andrew Ramirez Date of Review 03/18/2022

DIGITAL MODERNIZATION					
Application	Strategy	Risk	Cost Impact	Milestone	Assessor Findings & Notes
BitMarine DMS Explore Details	REPLACE	HIGH	HIGH	Q3 2022	<ul style="list-style-type: none"> 1. It is recommended to fully replace the BitMarine application with more modern options. New options considered should be driven by the needs of the Rolly Service Management business process; 2. Modern, SaaS versions of BitMarine are available, however, the application lacks features and functionality to meet Rolly's current state or future state business process. 3. The options on the market are limited for Modern DMS applications that serve boat servicing verticals; In cases where an ideal solution cannot be identified, consider integration and interoperability with other enterprise systems and custom-developed web applications to meet advanced requirements.
QuickBooks Enterprise Explore Details	REHOST	HIGH	HIGH	Q3 2022	<ul style="list-style-type: none"> 1. It is recommended to migrate QuickBooks Enterprise 19 to QuickBooks Online for improved compatibility with DMS applications and other solutions; 2. After May 31, 2022, access to add-on services will be discontinued for QuickBooks Desktop for Windows 2019. This includes all versions of QuickBooks Desktop Pro, Premier, and Enterprise Solutions v19.
TimeTrax Explore Details	REARCHITECT	MODERATE	MODERATE	Q3 2022	<ul style="list-style-type: none"> 1. The TimeTrax timclock solution can be integrated with the QuickBooks platform to support streamlined and automated labor time tracking management. 2. Integration and Automation options should be explored for use cases

ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

Rolly Applications & Platforms

Analyst

Andrew Ramirez

Date of Review

03/18/2022

DIGITAL MODERNIZATION																																									
Application	Strategy	Risk	Cost Impact	Milestone	Assessor Findings & Notes																																				
Symantec Backup Exec Explore Details	RETIRE	HIGH	HIGH	Q3 2022	<p>1. Backup Exec 2014 is past the End of Support Life. See Article 100038900 for End-of-Life dates.</p>																																				
Carbonite Explore Details	Replace	HIGH	HIGH	Q3 2022	<p>1. While carbonite is a capable solution, solutions such as Acronis offer better features and protection of your data for business consumers. We recommend the following solutions as potential replacements:</p> <ul style="list-style-type: none"> • Zerto Continuous Data Protection – Use one platform to support data protection and disaster recovery requirements • Acronis Advanced Backup – With Acronis you can save on-premises infrastructure or cloud-based infrastructure with the same product. <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  Acronis 301 ratings <table border="1" style="margin-top: 10px;"> <tr> <td>Overall Rating</td> <td>84% willing to recommend</td> </tr> <tr> <td>4.4/5</td> <td>5 Star: 58%</td> </tr> <tr> <td></td> <td>4 Star: 34%</td> </tr> <tr> <td></td> <td>3 Star: 6%</td> </tr> <tr> <td></td> <td>2 Star: 1%</td> </tr> <tr> <td></td> <td>1 Star: 1%</td> </tr> </table> <p>(301 Reviews)</p> </div> <div style="text-align: center;">  OpenText (Carbonite) 9 ratings <table border="1" style="margin-top: 10px;"> <tr> <td>Overall Rating</td> <td>56% willing to recommend</td> </tr> <tr> <td>3.4/5</td> <td>5 Star: 22%</td> </tr> <tr> <td></td> <td>4 Star: 33%</td> </tr> <tr> <td></td> <td>3 Star: 33%</td> </tr> <tr> <td></td> <td>2 Star: 11%</td> </tr> <tr> <td></td> <td>1 Star: 0%</td> </tr> </table> <p>(9 Reviews)</p> </div> <div style="text-align: center;">  Zerto HPE (Zerto) 141 ratings <table border="1" style="margin-top: 10px;"> <tr> <td>Overall Rating</td> <td>96% willing to recommend</td> </tr> <tr> <td>4.8/5</td> <td>5 Star: 79%</td> </tr> <tr> <td></td> <td>4 Star: 19%</td> </tr> <tr> <td></td> <td>3 Star: 1%</td> </tr> <tr> <td></td> <td>2 Star: 0%</td> </tr> <tr> <td></td> <td>1 Star: 1%</td> </tr> </table> <p>(141 Reviews)</p> </div> </div>	Overall Rating	84% willing to recommend	4.4 /5	5 Star: 58%		4 Star: 34%		3 Star: 6%		2 Star: 1%		1 Star: 1%	Overall Rating	56% willing to recommend	3.4 /5	5 Star: 22%		4 Star: 33%		3 Star: 33%		2 Star: 11%		1 Star: 0%	Overall Rating	96% willing to recommend	4.8 /5	5 Star: 79%		4 Star: 19%		3 Star: 1%		2 Star: 0%		1 Star: 1%
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ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

Rolly Applications & Platforms

Analyst

Andrew Ramirez

Date of Review

03/18/2022

DIGITAL MODERNIZATION

Application	Strategy	Risk	Cost Impact	Milestone	Assessor Findings & Notes
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Carbonite

[Explore Details](#)

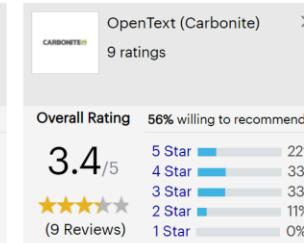
Replace

HIGH

HIGH

Q3 2022

1. While carbonite is a capable solution, solutions such as Acronis offer better features and protection of your data for business consumers. We recommend the following solutions as potential replacements:
 - Zerto Continuous Data Protection – Use one platform to support data protection and disaster recovery requirements
 - Acronis Advanced Backup – With Acronis you can save on-premises infrastructure or cloud-based infrastructure with the same product.



Rolly Website

[Explore Details](#)

Rearchitect

MODERATE

MODERATE

Q3 2022

1. The Rolly website has come a long way over the past couple of years. While the website design has been updated to a modern look & feel, the following observations were made:
 - No customer convenience options such as self-service scheduling of vessel servicing
 - Billing & service history lookups
 - Online store with boat parts and merchandise (great for getting rid of returned non-stock parts).
2. We recommend the custom development of a web application to support modern customer experiences and integrated workflows for boat service scheduling and intake.

ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset	Rolly Applications & Platforms	Analyst	Andrew Ramirez	Date of Review	03/18/2022
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DIGITAL MODERNIZATION					
Application	Strategy	Risk	Cost Impact	Milestone	Assessor Findings & Notes
Microsoft 365 E3 Explore Details	RETAIN	INSIGNIFICANT	INSIGNIFICANT	Q3 2022	<ul style="list-style-type: none">Where feasible, redeploy customer-facing email addresses as shared mailboxes for reduced cost and improved security. Reserve assignment of M365 licenses to user entities only.Consider changing subscription from Microsoft 365 Business Standard to Microsoft 365 E3 for unlimited OneDrive storage (SharePoint Plan 2) without a cost increase.

ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

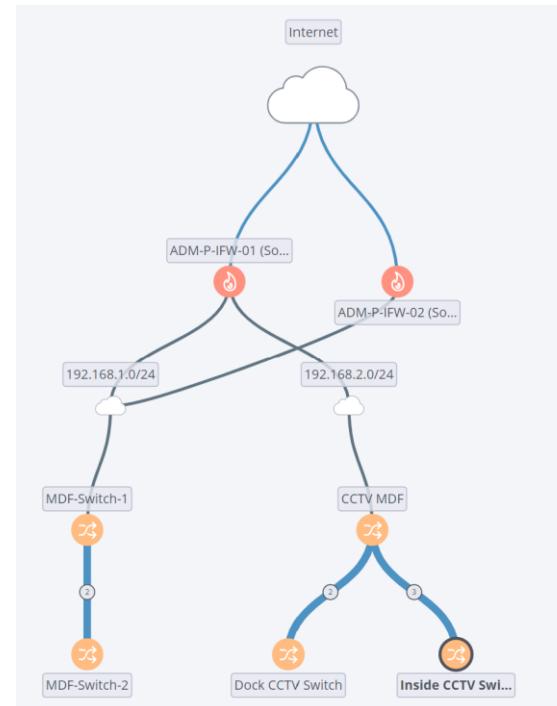
Asset	Rolly Network Topology	Analyst	Rex Mukete	Date of Review	03/18/2022
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TRUSTED

≡ NETWORK DETAILS

Network Type
Routed Network

Description



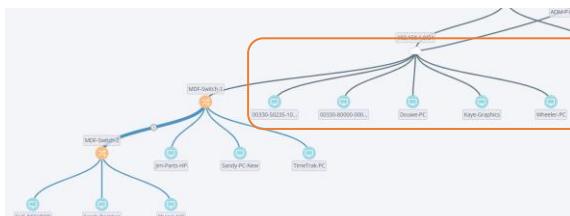
UNTRUSTED

NETWORK DETAILS

Network Type

Description

Auto	Disable		Link Down	Enable	1
Auto	Disable		Link Down	Enable	1
Auto	Disable	100 Mbps Full Duplex	Link Up	Enable	1
Auto	Disable	100 Mbps Full Duplex	Link Up	Enable	1
Auto	Disable	100 Mbps Full Duplex	Link Up	Enable	1
Auto	Disable	100 Mbps Full Duplex	Link Up	Enable	1
Auto	Disable	100 Mbps Full Duplex	Link Up	Enable	1
Auto	Disable	100 Mbps Full Duplex	Link Up	Enable	1
Auto	Disable	100 Mbps Full Duplex	Link Up	Enable	1
Auto	Disable	100 Mbps Full Duplex	Link Up	Enable	1
Auto	Disable	100 Mbps Full Duplex	Link Down	Enable	1
Auto	Disable	100 Mbps Full Duplex	Link Up	Enable	1
Auto	Disable	100 Mbps Full Duplex	Link Up	Enable	1
Auto	Disable	1000 Mbps Full Duplex	Link Up	Enable	1
Auto	Disable	100 Mbps Full Duplex	Link Up	Enable	1
Auto	Disable	100 Mbps Full Duplex	Link Up	Enable	1
Auto	Disable	100 Mbps Full Duplex	Link Up	Enable	1
Auto	Disable	100 Mbps Full Duplex	Link Up	Enable	1
Auto	Disable	1000 Mbps Full Duplex	Link Up	Enable	1
Auto	Disable	1000 Mbps Full Duplex	Link Up	Enable	1
Auto	Disable	1000 Mbps Full Duplex	Link Up	Enable	1



ROUTING &
SWITCHING

Inadequate routing configuration. The SOHO Firewall is not configured with a 192.168.2.0/24 subnet to support routing between subnets.

No support for Inter-VLAN routing. The network switches in use do not support inter-VLAN routing creating a dependency on the firewalls for routing between the 192.168.1.0/24 and 192.168.2.0/24 subnets.



NETWORK ISOLATION

Adequate for current workloads. The max total bandwidth consumed is 241 Mbit/s, which falls within the capabilities of the SonicWall TZ-300 platform.

SonicWall TZ-300 has been discontinued. ADM-P-IFW-01 (SonicWALL TZ-300) has reached discontinuation as of 4/2020.



TRAFFIC ANALYSIS

Network Fabric speed is inconsistent. Most ports auto-negotiate to 100Mbps based on several factors – structured cabling, legacy interfaces, and misconfigurations.



SECURITY
HARDENING

NMAP of the external interface shows network ports open for sensitive services. The Network mapping scan was performed against interface [65.23.14.121](#) revealed MSSQL (1433) and SMB ports (135), frequently exploited by bad actors

Sensitive Network Ports exposed to the Internet. NMAP of the external interface shows network ports open for sensitive services. The Network mapping scan was performed against interface 65.23.14.121 revealed MSSQL (1433) and SMB ports (135), frequently exploited by bad actors

ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

Rolly Internet Firewall

Analyst

Rex Mukete

Date of Review

03/18/2022

Product Data Sheet

ADM-P-IFW-01 (SonicWall TZ-300)



Make & Model
SonicWALL TZ 300 wireless-AC

IP Address(es)
64.191.117.42, 75.147.216.105,
172.16.31.1, 192.168.1.254, 192.168.2.1,
192.168.99.254 [+]

Serial Number
18B16986FF0

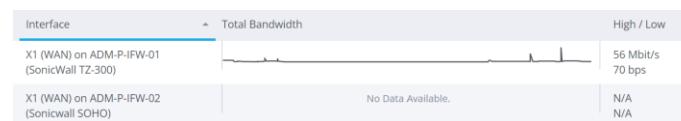
Network(s)
Subnet: 64.191.117.40/29,
75.147.216.104/29, 172.16.31.0/24 [+]

Description
SonicWALL TZ 300 wireless-AC (SonicOS Enhanced 6.5.1.1-42n)

Software Version
5.6.2.1

Firmware Version
SonicOS Enhanced 6.5.1.1-42n

CPU High / Avg / Low	Memory High / Avg / Low	Storage High / Avg / Low	Total Bandwidth	Total Bandwidth High / Avg / Low
5.3%	52%	0%		241 Mbit/s
2.6%	51%	0%		22 Mbit/s
1.6%	50%	0%		922 kbit/s



Module	Licenses
Deep Packet Inspection for SSL (DPI-SSL)	Not Licensed
Deep Packet Inspection for SSH (DPI-SSH)	Not Licensed
Virtual Assist	Not Licensed
SSL VPN	Not Licensed
Global VPN Client	Not Licensed
Global VPN Client Enterprise	Not Licensed
Comprehensive Advanced Defense Security Suite	Not Licensed
Gateway AI/Anti-Spyware/Intrusion Prevention/App Control/App Visualizer	Not Licensed
Content Filtering: Premium Edition	Not Licensed
Analyzer	Not Licensed
Capture Advanced Threat Protection	Not Licensed
Standard Support	Not Licensed
24x7 Support	Not Licensed
SonicOS Expanded	Not Licensed
Support Services	Not Licensed
24x7 Support	Not Licensed
Standard Support	Not Licensed
Software and Firmware Updates	Not Licensed
Hardware Warranty	Not Licensed
Remote Implementation Services	Not Licensed

ACCESS CONTROLS

NMAP of the external interface shows network ports open for sensitive services. The Network mapping scan was performed against interface 65.23.14.121 revealed MSSQL (1433) and WMI ports (135), frequently exploited by bad actors.

No use of MFA for admin interfaces. The firewall can be configured to require 2-factors of authentication, an important control to mitigate a password compromise by as much as 80%.

Default passwords in use. Firewall credentials do not follow the rules for strong passwords, which can result in a compromise using a simple brute force dictionary attack. It is recommended to change the password ASAP to a strong password about 15 characters in length.

Clean Up and Optimize Firewall Rule Base. De-cluttering firewall rules and optimizing the rule base can significantly improve IT productivity and firewall performance.

HARDWARE CAPACITY & PERFORMANCE

Adequate for current workloads. The max total bandwidth consumed is 241 Mbit/s, which falls within the capabilities of the SonicWall TZ-300 platform.

FW USER MGMT

No formal Access Request Process. To control changes and reduce the attack surface, the users with admin access should be limited to the operational management team with firewall expertise. It is recommended to develop access request forms and retroactively create access requests.

SECURITY HARDENING

SonicWall TZ-300 has been discontinued. ADM-P-IFW-01 (SonicWALL TZ-300) has reached discontinuation as of 4/2020 and is out of warranty as of 6/26/2019.

No current backup jobs or known good state backups. No backups of a known-good state were found, and there is no known backup cycle for firewall configurations.

Security monitoring/filtering services are not enabled. The SonicWall NSM Essentials and advanced are not licensed on this firewall and CSC Management and Reporting expired on 4/4/2020.

Sensitive Network Ports exposed to the Internet. NMAP of the external interface shows network ports open for sensitive services. The Network mapping scan was performed against interface 65.23.14.121 revealed MSSQL (1433) and SMB ports (135), frequently exploited by bad actors

ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset Rolly Internet Firewall

Analyst Rex Mukete

Date of Review 03/18/2022

ADM-P-IFW-02 (Sonicwall SOHO)



Make & Model
SonicWALL SOHO wireless-N

IP Address(es)
10.1.10.62, 10.1.20.1, 192.168.1.253

Serial Number
18B1691D6E20

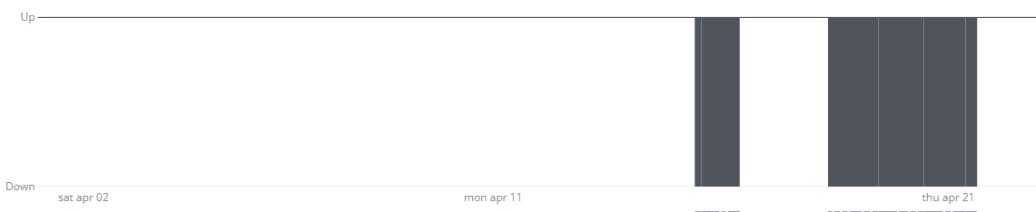
Network(s)
Subnet: 10.1.10.0/24, 10.1.20.0/24,
192.168.1.0/24 [+]

Description
SonicWALL SOHO wireless-N (SonicOS Enhanced 6.2.4.1-18n)

Software Version
5.6.1.0

Firmware Version
SonicOS Enhanced 6.2.4.1-18n

∅ ONLINE STATUS



CPU High / Avg / Low	Memory High / Avg / Low	Storage High / Avg / Low	Total Bandwidth	Total Bandwidth High / Avg / Low
2.0%	37%	0%	No Data Available.	N/A
0.5639%	10%	0%		N/A
0%	0%	0%		N/A

✗
ACCESS CONTROLS

✗
HARDWARE CAPACITY & PERFORMANCE

✗
FW USER MGMT

✗
SECURITY HARDENING

ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

Rolly Network Switches

Analyst

Rex Mukete

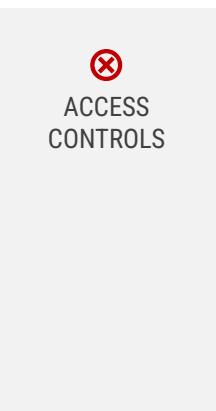
Date of Review

03/18/2022

MDF-Switch-1

 Switch

Make & Model	IP Address(es)
Netgear GS724T2v2	192.168.1.34
Serial Number	Network(s)
50X2845A00515	Access: VLAN 1 (Default), Subnet: 192.168.1.0/24
Description	
GS724TPv2	
Software Version	Firmware Version
1.1.1.3	Unknown



- Admin console accessed over HTTP on an internal network without HTTPS option. This results in sending data including passwords across networks without encryption and susceptible to sniffing attacks. Configure policies to enforce HTTPS for connection requests to the admin console
- Default or Weak password used to access the admin interface



HARDWARE CAPACITY & PERFORMANCE



ASSET CONFIGURATION



SECURITY HARDENING

ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

Rolly Network Switches

Analyst

Rex Mukete

Date of Review

03/18/2022

Product Data Sheet

MDF-Switch-2



Make & Model
Netgear GS724T2v2

IP Address(es)
192.168.1.69, 192.168.1.95

Serial Number
50X2845T0054F

Network(s)
Access: VLAN 1 (Default),
Subnet: 192.168.1.0/24

Description
GS724TPv2

Software Version
1.1.1.3

Firmware Version
Unknown



ACCESS CONTROLS

- Admin console accessed over HTTP on an internal network without HTTPS option. This results in sending data including passwords across networks without encryption and susceptible to sniffing attacks. Configure policies to enforce HTTPS for connection requests to the admin console
- Default or Weak password used to access the admin interface



HARDWARE CAPACITY & PERFORMANCE



ASSET CONFIGURATION



SECURITY HARDENING

ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

Rolly Network Switches

Analyst

Rex Mukete

Date of Review

03/18/2022

Product Data Sheet

Inside CCTV Switch Top

 **Switch**

Make & Model
Netgear GS324TP

IP Address(es)
192.168.2.138

Serial Number
5LF5115DA07AA

Network(s)
Access: VLAN 1 (Default),
Subnet: 192.168.2.0/24

Description
GS324TP S350 Series 24-Port Gigabit Ethernet PoE+ Smart Managed Pro Switch with 2 SFP Ports (190W)

Software Version
1.0.0.30

Firmware Version
Unknown



ACCESS CONTROLS

- Admin console accessed over HTTP on an internal network without HTTPS option. This results in sending data including passwords across networks without encryption and susceptible to sniffing attacks. Configure policies to enforce HTTPS for connection requests to the admin console
- Default or Weak password used to access the admin interface



HARDWARE CAPACITY & PERFORMANCE



ASSET CONFIGURATION



SECURITY HARDENING

ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset Rolly Network Switches

Analyst Rex Mukete

Date of Review

03/18/2022

Product Data Sheet

CCTV MDF	
Switch	
Make & Model	IP Address(es)
Netgear GS724T2v2	192.168.2.170
Serial Number	Network(s)
50X2845F00552	Access: VLAN 1 (Default), Subnet: 192.168.2.0/24
Description	
GS724TPv2	
Software Version	Firmware Version
1.1.1.3	Unknown



ACCESS CONTROLS

- Admin console accessed over HTTP on an internal network without HTTPS option. This results in sending data including passwords across networks without encryption and susceptible to sniffing attacks. Configure policies to enforce HTTPS for connection requests to the admin console
- Default or Weak password used to access the admin interface

HARDWARE CAPACITY & PERFORMANCE

- GS724TPv2 does not support Inter-VLAN routing. Since you need Inter-VLAN routing, I recommend the GC728XP switches.

ASSET CONFIGURATION

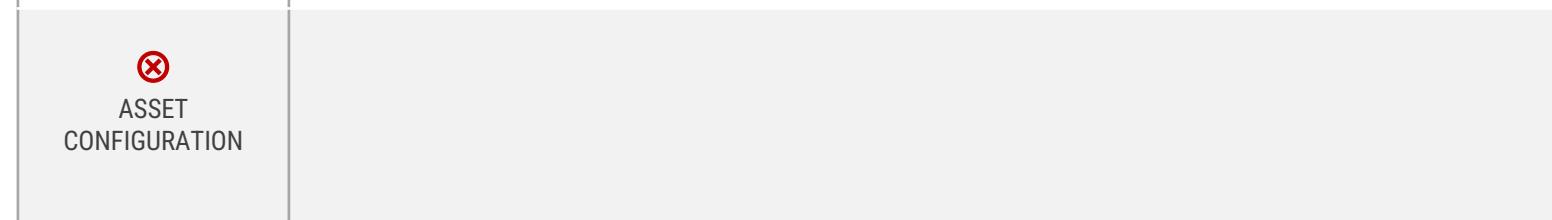
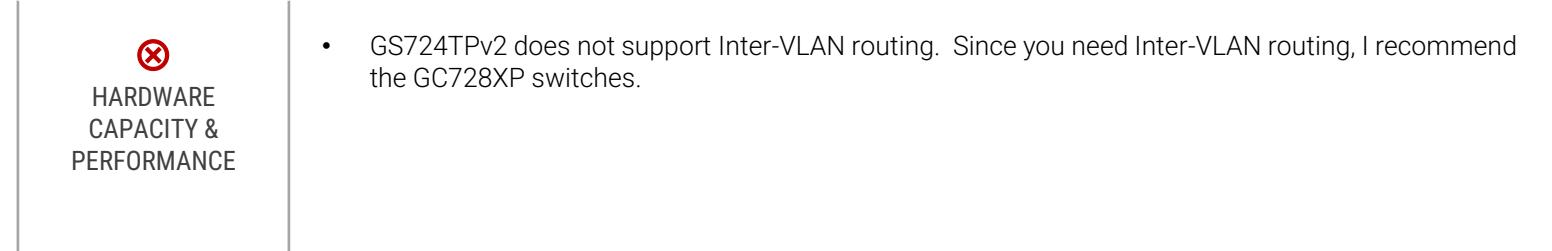
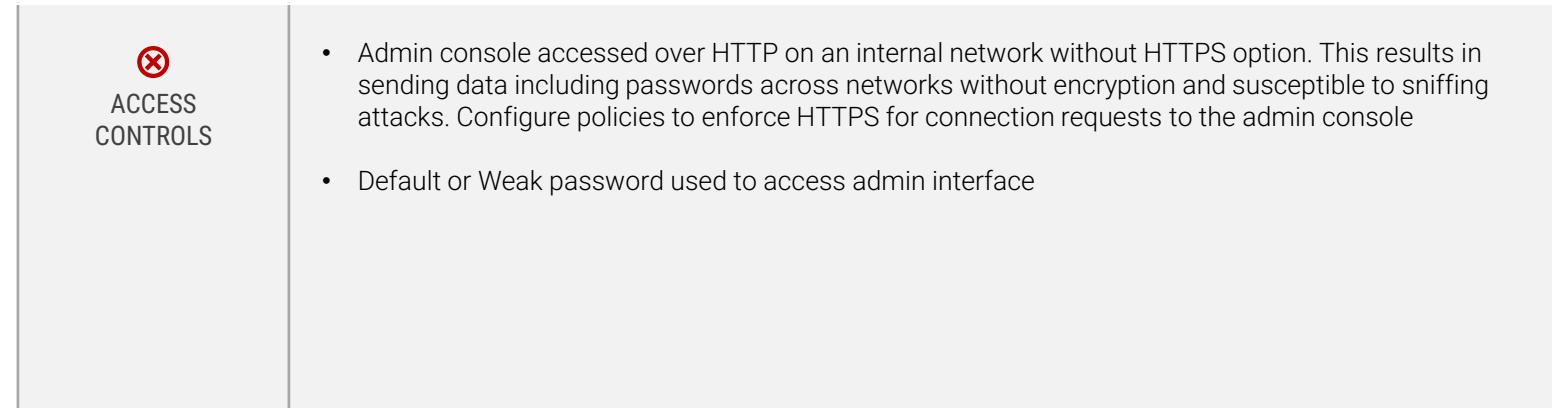
SECURITY HARDENING

ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset	Rolly Network Switches	Analyst	Rex Mukete	Date of Review	03/18/2022
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Product Data Sheet



ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

Rolly Network Switches

Analyst

Rex Mukete

Date of Review

03/18/2022

MDF-Switch-1

Switch - MDF-Switch-1

Online Status: Up
Manage Status: Managed
Make & Model: Netgear GS724T2v2
IP Address(es): 192.168.1.34
Network(s): 192.168.1.0/24, Default

Slot: 0 Port: 1 Gigabit - Level on MDF-Switch-1		wired connection	Link Aggregate on MDF-Switch-2
Admin Status:	Up	Admin Status:	Up
Operational Status:	Up	Operational Status:	Down
MAC Address:	cc:40:d0:5a:e4:f3	MAC Address:	cc:40:d0:5a:e5:2b
Connection Details:	Access: VLAN 1 (Default)	Connection Details:	Access: VLAN 1 (Default)
Negotiated Speed:	1.0 Gbit/s	Negotiated Speed:	0 bps

Link Aggregate on MDF-Switch-1		wired connection	Slot: 0 Port: 2 Gigabit - Level on MDF-Switch-2
Admin Status:	Up	Admin Status:	Up
Operational Status:	Down	Operational Status:	Up
MAC Address:	cc:40:d0:5a:e4:f2	MAC Address:	cc:40:d0:5a:e5:2d
Connection Details:	Access: VLAN 1 (Default)	Connection Details:	Access: VLAN 1 (Default)
Negotiated Speed:	0 bps	Negotiated Speed:	1.0 Gbit/s

Switch - MDF-Switch-2

Online Status: Up
Manage Status: Managed
Make & Model: Netgear GS724T2v2
IP Address(es): 192.168.1.69, 192.168.1.95
Network(s): 192.168.1.0/24, Default

MDF-Switch-2



LAG CONFIG

- Link aggregation groups (LAG) are not in use to provide fast and transparent recovery in case one of the individual links fails.
- LAGs can be used to directly connect two switches when the traffic between them requires high bandwidth and reliability, or to provide a higher-bandwidth connection to a public network.
- Management functions treat a LAG as if it were a single physical port. You can include a LAG in a VLAN. You can configure more than one LAG for a given switch.
- The same finding applies to the following link aggregates:
 - CCTV MDF ⇔ Dock CCTV Switch
 - CCTV MDF ⇔ Inside CCTV Switch Top

- Increased reliability and availability. If one of the physical links in the LAG goes down, traffic is dynamically and transparently reassigned to one of the other physical links.
- Better use of physical resources. Traffic can be load-balanced across the physical links.
- Increased bandwidth. The aggregated physical links deliver higher bandwidth than each link.
- Incremental increase in bandwidth. A physical upgrade could produce a tenfold increase in bandwidth; LAG produces a two- or fivefold increase, useful if only a small increase is needed.

ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

Rolly Wireless Network

Analyst

Rex Mukete

Date of Review

03/18/2022

INTERFACE DETAILS

Parent Device
WAP-8CalmSeasInside

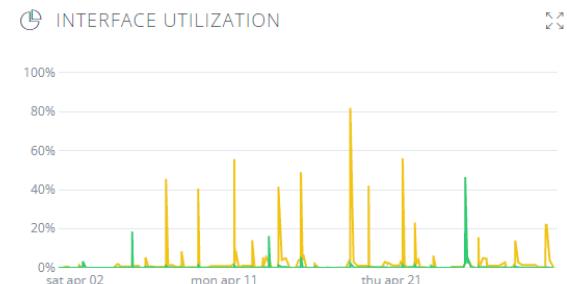
MAC Address
88:dc:96:47:a0:4a

Configuration Details

Connected To

Interface Type
WiFi

Negotiated Speed
10 Mbit/s



ACCESS CONTROLS

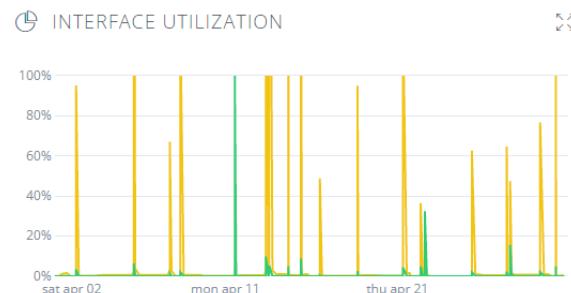
- Admin console accessed over HTTP on an internal network without HTTPS option. This results in sending data including passwords across networks without encryption and susceptible to sniffing attacks. Configure policies to enforce HTTPS for connection requests to the admin console
- Default or Weak password used to access admin interface

HARDWARE CAPACITY & PERFORMANCE

- GS724TPv2 does not support Inter-VLAN routing. Since you need Inter-VLAN routing, I recommend the GC728XP switches.

WAP9-MAINBLDG

Access Point
SENKO Networks Linux
IP Address(es)
192.168.1.14
Network(s)
Subnet: 192.168.1.0/24
Serial Number
Unknown
Description
Wireless Access Point



ASSET CONFIGURATION

SECURITY HARDENING

ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

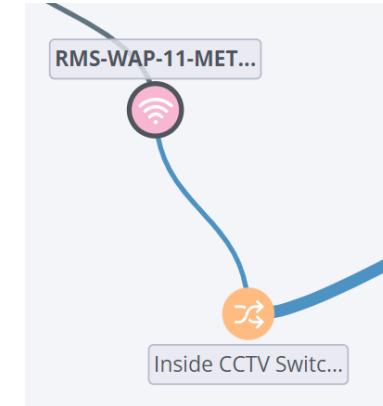
Rolly Wireless Network

Analyst

Rex Mukete

Date of Review

03/18/2022



ACCESS CONTROLS	<ul style="list-style-type: none">Admin console accessed over HTTP on an internal network without HTTPS option. This results in sending data including passwords across networks without encryption and susceptible to sniffing attacks. Configure policies to enforce HTTPS for connection requests to the admin consoleDefault or Weak password used to access the admin interface
HARDWARE CAPACITY & PERFORMANCE	<ul style="list-style-type: none">RMS-WAP-11-METALSHOP is assigned a 192.168.1.0/24 static IP address, however, is hard-wired to the Inside CCTV Switch which is on the 192.168.2.0/24 network.Recommendation to establish an IDF in the metal shop with core switching services to efficiently route traffic across networks
ASSET CONFIGURATION	<ul style="list-style-type: none">There are a group of PCs that are not connected using a hired wired connection which will be established with the implementation of an IDF in the metal shop.
SECURITY HARDENING	

ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset	Rolly Server	Analyst	Rex Mukete	Date of Review	03/18/2022
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Server



Make & Model
Microsoft Domain Controller

IP Address(es)
192.168.1.5

Serial Number
00377-40000-00451-AAOEM

Network(s)
Subnet: 192.168.1.0/24

Description
Dell Inc. PowerEdge T430(x64-based PC); Dell
System5[0000]14[1]17[A87AEA1546D1D47F]17[FFFFFFFFFFFF... [+]

Software Version
Microsoft Windows Server 2016 Standard

Firmware Version
Unknown

Vendor Device Lifecycle Information

Sales Availability
Empty Result

Software Maintenance
Empty Result

Security Software Maintenance
Empty Result

Last Support
Empty Result

✗
ACCESS CONTROLS

✗
HARDWARE
CAPACITY &
PERFORMANCE

✗
ASSET
CONFIGURATION

✗
SECURITY
HARDENING

ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

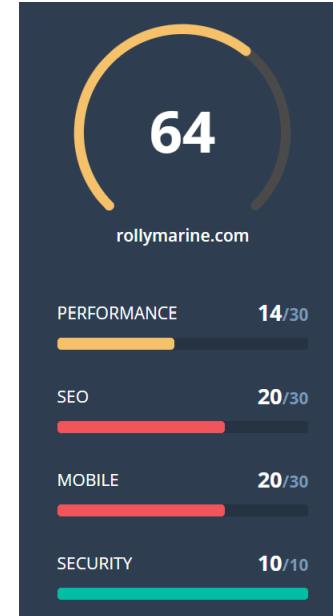
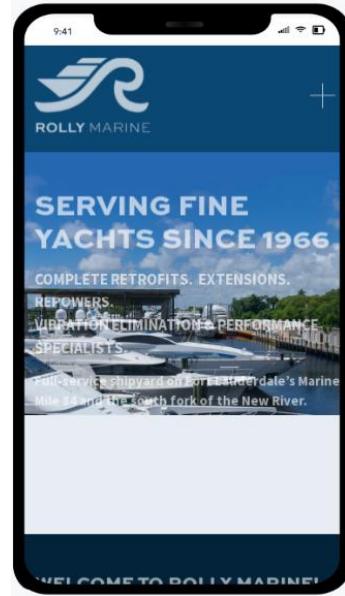
Rolly Website

Analyst

Julian Lee

Date of Review

03/18/2022



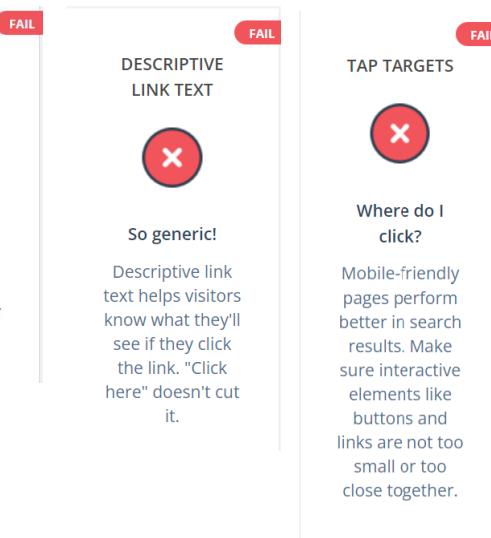
SEO/SEM

- Permission To Index. Remove the meta tag or HTTP header telling search engines not to list your page in search results.
- Add a meta description to the <head> section of your page.
- Use descriptive link text that tells visitors what they'll see if they click the link.



USABILITY

- Tap targets (e.g., links and buttons) should be at least 8px apart from each other, and at least 48px wide and 48px tall so they are clickable for mobile users.



LOOK & FEEL



CALL TO ACTIONS

ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

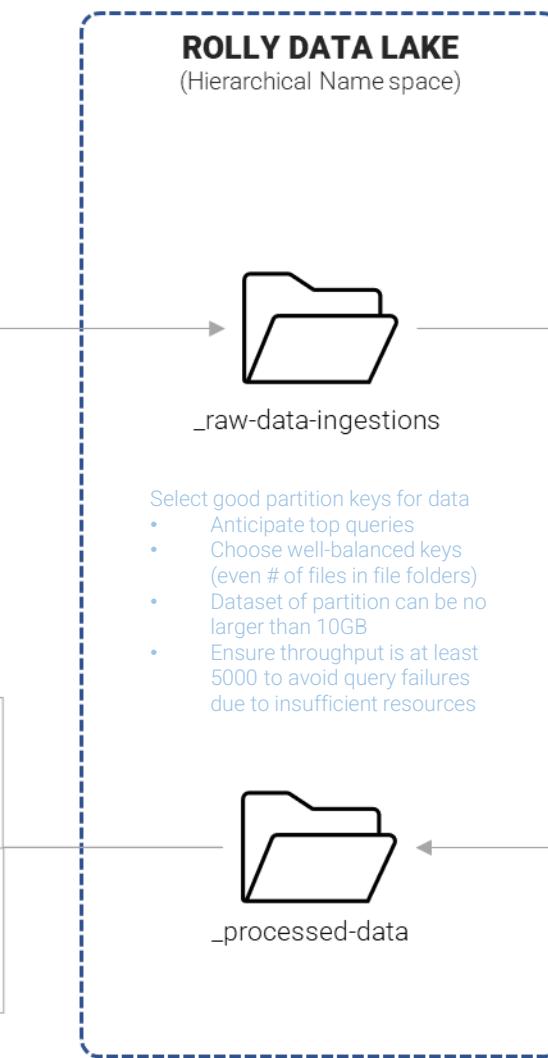
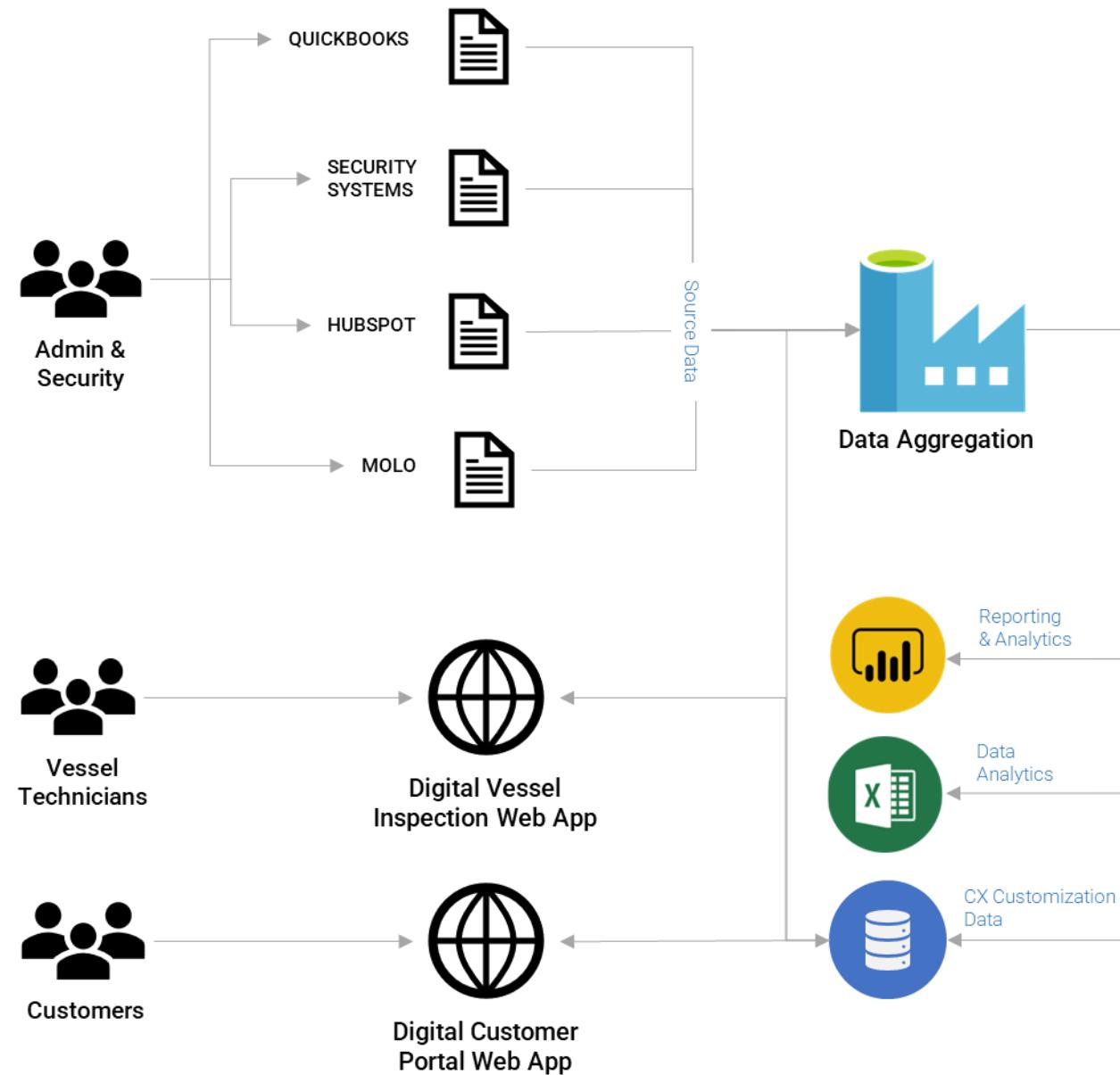
Rolly Technology Stack

Analyst

Julian Lee

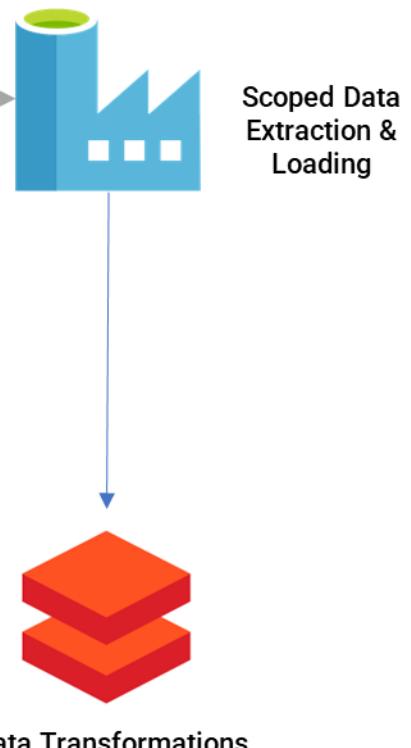
Date of Review

04/18/2022



DATA FLOW DIAGRAM

Future State – Phase One Upgrades



ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

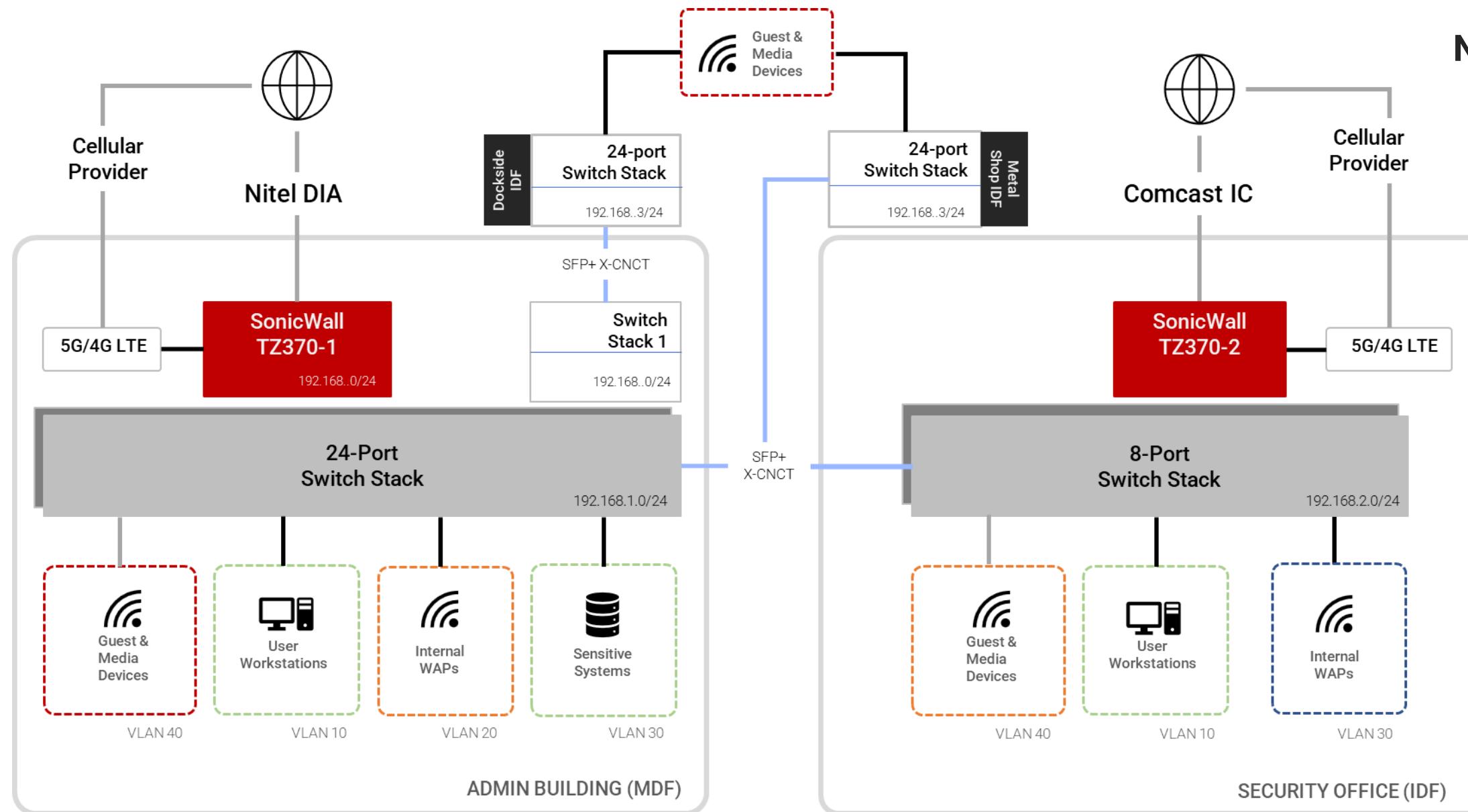
Rolly Technology Stack

Analyst

Julian Lee

Date of Review

04/18/2022



ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

Rolly Service Management Process

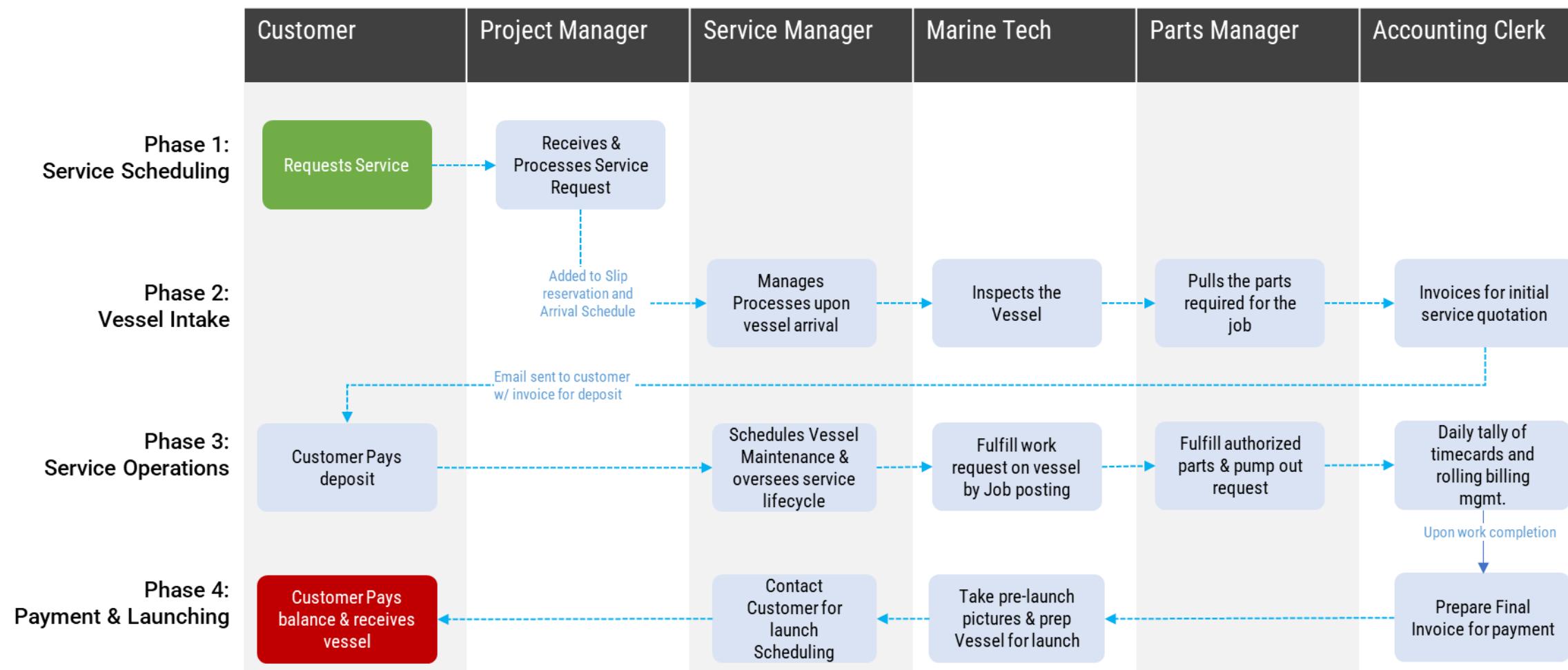
Analyst

Andrew Ramirez

Date of Review

03/11/2022

CURRENT STATE SERVICE MANAGEMENT WORKFLOW



ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

Rolly Service Management Process

Analyst

Andrew Ramirez

Date of Review

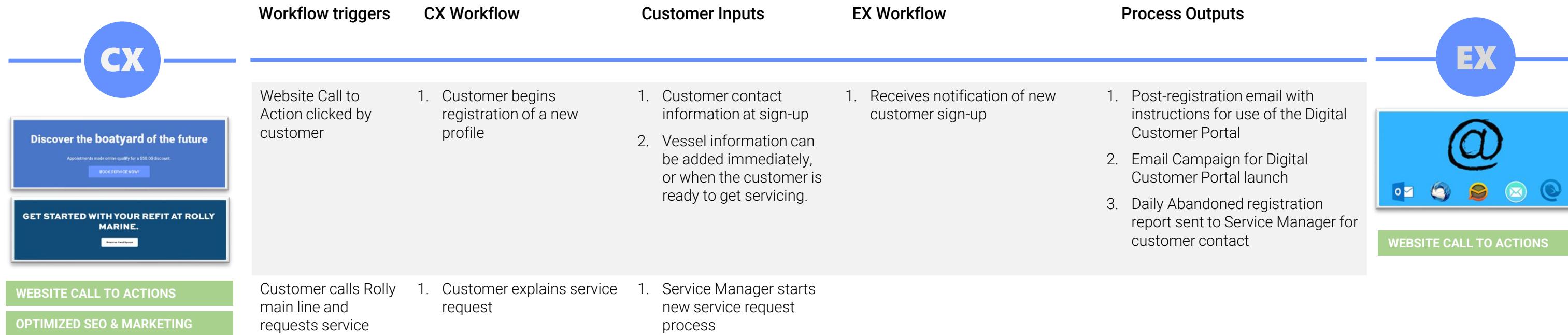
03/18/2022

BUSINESS PROCESS TRANSFORMATION ANALYSIS

CUSTOMER JOURNEY BEGIN WITH AWARENESS

Optimized SEO, Inbound Enablement & Strong Website Call to Actions

We start with the reimagination of the Rolly Service Management customer experiences from the outside intending to increase reach and engagement to seamlessly mesh the digital and physical experience supported by a well-thought-out Customization strategy to make offers and information adaptable to the specific customer situation.



ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

Rolly Service Management Process

Analyst

Andrew Ramirez

Date of Review

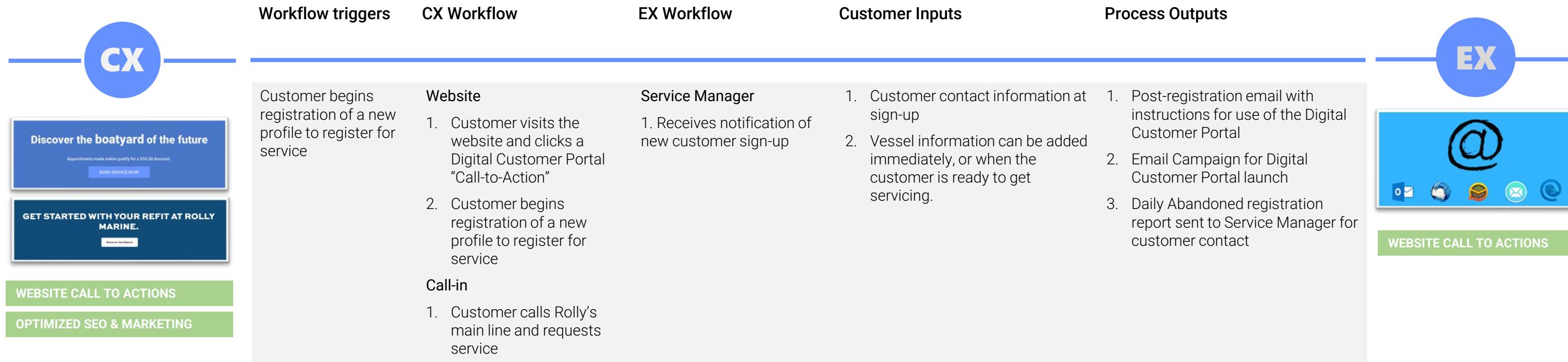
03/18/2022

BUSINESS PROCESS TRANSFORMATION ANALYSIS

CUSTOMER JOURNEY BEGIN WITH AWARENESS

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ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

Rolly Service Management Process

Analyst

Andrew Ramirez

Date of Review

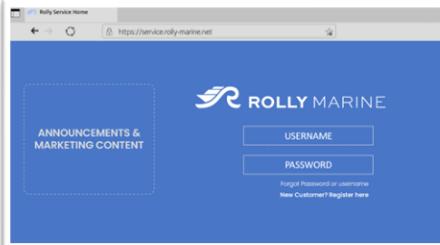
03/18/2022

BUSINESS PROCESS TRANSFORMATION ANALYSIS

CUSTOMER ENGAGEMENT

Request for Vessel Servicing

The use of cloud computing, mobile devices, and location-based geo-targeting has brought on a new wave of innovation that grants greater access to customers and prospects. The keys to our Access strategy are simplicity, convenience, flexibility, and ubiquity.

CX/EX Personas	CX Workflow	EX Workflow	Customer Inputs	Process Outputs
  CAPTAINS LOUNGE PRODUCT & EVENT MARKETING	<ul style="list-style-type: none">CustomerService Manager	<ul style="list-style-type: none">Customer creates and/or manages customer profileCustomer adds each vessel to customer profileCustomer creates a service requestCustomer fulfills signatures & acknowledgmentsVessel Servicing Security Deposits	<ul style="list-style-type: none">Service Management Group receives service request notification with service request detailsService Manager manages	<ol style="list-style-type: none">General Vessel InformationVessel dockage requirementsVessel Captain & Crew informationInsurance InformationReserve Golf CartsOrder pump-outsVessel Brokerage informationVessel Special Instructions <ol style="list-style-type: none">Post-onboarding email confirmation<ul style="list-style-type: none">a. Wireless Networks infob. Payment ReceiptDocuSign post-onboarding agreements emailScheduling of Paramount Paint Services



SLIP MANAGEMENT

CUSTOMER MANAGEMENT

ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

Rolly Service Management Process

Analyst

Andrew Ramirez

Date of Review

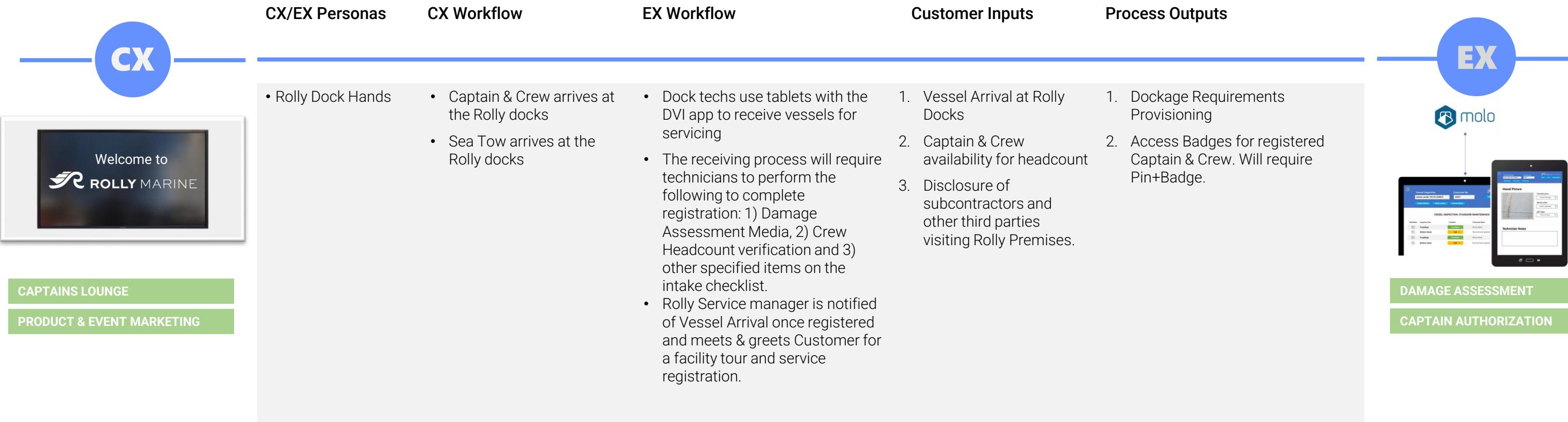
03/18/2022

BUSINESS PROCESS TRANSFORMATION ANALYSIS

CUSTOMER ENGAGEMENT

Vessel Dockside Arrival

The use of cloud computing, mobile devices, and location-based geo-targeting has brought on a new wave of innovation that grants greater access to customers and prospects. The keys to our Access strategy are simplicity, convenience, flexibility, and ubiquity.



ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

Rolly Service Management Process

Analyst

Andrew Ramirez

Date of Review

03/18/2022

BUSINESS PROCESS TRANSFORMATION ANALYSIS

CUSTOMER ENGAGEMENT

Vessel Service Inspection

The use of cloud computing, mobile devices, and location-based geo-targeting has brought on a new wave of innovation that grants greater access to customers and prospects. The keys to our Access strategy are simplicity, convenience, flexibility, and ubiquity.

CX/EX Personas

CX Workflow

EX Workflow

Inputs

Outputs

CX



CAPTAINS LOUNGE

PRODUCT & EVENT MARKETING

- Rolly Vessel Technicians

- Customer receives automated daily notifications on the progress of service
- Customer receives notification for new work order items identified after initial inspection and approves using the digital portal or standard service support

- Technicians book time against vessel servicing Jobs

- Digital Vessel Inspection (DVI) App

EX



DAMAGE ASSESSMENT

CAPTAIN AUTHORIZATION

ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

Rolly Service Management Process

Analyst

Andrew Ramirez

Date of Review

03/18/2022

BUSINESS PROCESS TRANSFORMATION ANALYSIS

CUSTOMER ENGAGEMENT

Vessel Service Estimate updates

The use of cloud computing, mobile devices, and location-based geo-targeting has brought on a new wave of innovation that grants greater access to customers and prospects. The keys to our Access strategy are simplicity, convenience, flexibility, and ubiquity.

CX/EX Personas	CX Workflow	EX Workflow	Inputs	Outputs
 CAPTAINS LOUNGE PRODUCT & EVENT MARKETING	<ul style="list-style-type: none">Rolly Vessel TechniciansCustomer Amenities	<ul style="list-style-type: none">Technicians book time against vessel servicing JobsProject manager periodically liaisons with Captain for updates on serve progress and overview of any new requirements identified.	<ul style="list-style-type: none">Digital Vessel Inspection (DVI) App	



ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

Rolly Service Management Process

Analyst

Andrew Ramirez

Date of Review

03/18/2022

BUSINESS PROCESS TRANSFORMATION ANALYSIS

CUSTOMER ENGAGEMENT

Service Payment & Scheduling

The items listed in the table below are the recommended transformations for current business forms and business systems based on recommendations for new platform architecture

CX/EX Personas	CX Workflow	EX Workflow	Inputs	Outputs
 CAPTAINS LOUNGE PRODUCT & EVENT MARKETING	<ul style="list-style-type: none">• Rolly Vessel Technicians	<ul style="list-style-type: none">• Customer Amenities	<ul style="list-style-type: none">• Vessel inspection workflow	<ul style="list-style-type: none">• Digital Vessel Inspection (DVI) App  DAMAGE ASSESSMENT CAPTAIN AUTHORIZATION

ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

Rolly Service Management Process

Analyst

Andrew Ramirez

Date of Review

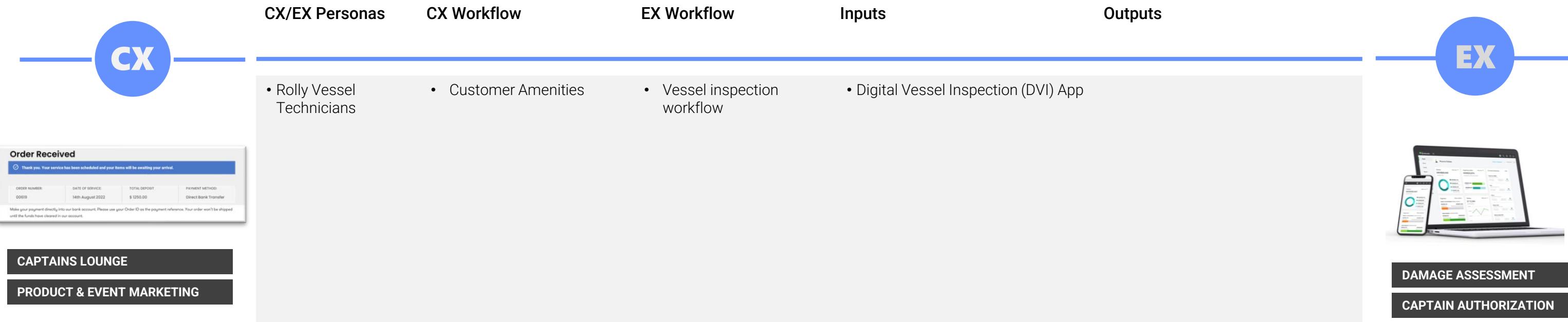
03/18/2022

BUSINESS PROCESS TRANSFORMATION ANALYSIS

CUSTOMER ENGAGEMENT

Vessel Launching

The use of cloud computing, mobile devices, and location-based geo-targeting has brought on a new wave of innovation that grants greater access to customers and prospects. The keys to our Access strategy are simplicity, convenience, flexibility, and ubiquity.



ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

Rolly Service Management Process

Analyst

Pablo Alvarez

Date of Review

02/22/2022

MEASURING IMPROVEMENTS WITH KEY PERFORMANCE INDICATORS (KPI)

The Key Performance Indicators (KPI) listed below are the measures to see and track.

FINANCIAL
Avg. Customer Revenue
$\text{SUM(GROSS CUSTOMER SALES) / COUNT(DISTINCT ORDERS)}$ GROUP BY [CustomerID]

Used to measure the average increase or decrease in customer revenue per transaction over a given period.

CUSTOMER SATISFACTION
Avg. Cost Per Customer
$\text{SUM(CREATIVE \& ADVERTISING COST, CUSTOMER FOCUSED SALARIES) / COUNT(DISTINCT CUSTOMER-ID)}$

Used to measure the increase or decrease in the average customer acquisition cost over a given period.

CUSTOMER SATISFACTION
Customer Turnover Rate
$(\# \text{ of employees at the beginning of the time period}) + (\# \text{ of employees at the end of the time period}) /$

Used to measure the attrition rate of customers over a given period.

CUSTOMER SATISFACTION
of Customers
$(\# \text{ of employees at the beginning of the time period}) + (\# \text{ of employees at the end of the time period}) /$

Used to measure the increase or decrease in customer growth over a given period.

EMPLOYEE SATISFACTION
of Employees
$\text{SUM(GROSS CUSTOMER SALES) / COUNT(DISTINCT ORDERS)}$

Used to measure the number of employees in the organization and staff over a given period.

EMPLOYEE SATISFACTION
of Voluntary Terminations
$\text{SUM(CREATIVE \& ADVERTISING COST, CUSTOMER FOCUSED SALARIES) / COUNT(DISTINCT CUSTOMER-ID)}$

Used to measure employee attrition resulting from voluntary separations over a given period.

RISK AVOIDANCE
of Physical Customer Records
$\text{SUM(CREATIVE \& ADVERTISING COST, CUSTOMER FOCUSED SALARIES) / COUNT(DISTINCT CUSTOMER-ID)}$

Used to measure the privacy exposure for an organization over a given period.

CUSTOMER SATISFACTION
of Customer Complaints
$(\# \text{ of employees at the beginning of the time period}) + (\# \text{ of employees at the end of the time period}) /$

Used to measure the increase or decrease of customer complaint over a given period.

ASSESSMENT WORKPAPERS

EVIDENCE & ARTIFACTS

Asset

Rolly Service Management Process

Analyst

Pablo Alvarez

Date of Review

02/22/2022

MEASURING IMPROVEMENTS WITH KEY PERFORMANCE INDICATORS (KPI)

The Key Performance Indicators (KPI) listed below are the measures to seed and track.

FINANCIAL
Avg. Customer Revenue
SUM(GROSS CUSTOMER SALES)/COUNT (DISTINCT ORDERS) GROUP BY [CustomerID]

Used to measure the average customer revenue per transaction.

FINANCIAL
Physical Forms in Use
SUM(GROSS CUSTOMER SALES)/COUNT (DISTINCT ORDERS) GROUP BY [CustomerID]

Used to measure the average customer revenue per transaction.

FINANCIAL
Average Servicing Duration
SUM(GROSS CUSTOMER SALES)/COUNT (DISTINCT ORDERS) GROUP BY [CustomerID]

Used to measure the average time for vessel servicing across all Jobs as a basis for future improvements.

FINANCIAL
Registration to Service Velocity
SUM(GROSS CUSTOMER SALES)/COUNT (DISTINCT ORDERS) GROUP BY [CustomerID]

Used to measure the velocity of Rolly service Scheduling as a basis for future improvement.

FINANCIAL
Days Capacity Met/per year
SUM(GROSS CUSTOMER SALES)/COUNT (DISTINCT ORDERS) GROUP BY [CustomerID]

Used to measure the average customer revenue per transaction.

FINANCIAL
Parts Shrinkage/Lost Units
SUM(GROSS CUSTOMER SALES)/COUNT (DISTINCT ORDERS) GROUP BY [CustomerID]

Used to measure the average customer revenue per transaction.

FINANCIAL
Parts Shrinkage/Lost Revenue
SUM(GROSS CUSTOMER SALES)/COUNT (DISTINCT ORDERS) GROUP BY [CustomerID]

Used to measure the average customer revenue per transaction.

FINANCIAL
Billable Hours per Vessel
SUM(GROSS CUSTOMER SALES)/COUNT (DISTINCT ORDERS) GROUP BY [CustomerID]

Used to measure the average customer revenue per transaction.

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MEASURING IMPROVEMENTS WITH KEY PERFORMANCE INDICATORS (KPI)

The Key Performance Indicators (KPI) listed below are the measures to seed and track.

FINANCIAL

Avg. Quote to Invoice Variance

```
SUM(GROSS CUSTOMER SALES)/COUNT (DISTINCT  
ORDERS) GROUP BY [CustomerID]
```

Used to measure the average customer revenue per transaction.

FINANCIAL

of days capacity met/per year

```
SUM(GROSS CUSTOMER SALES)/COUNT (DISTINCT  
ORDERS) GROUP BY [CustomerID]
```

Used to measure the average customer revenue per transaction.

FINANCIAL

New Customers per month

```
SUM(GROSS CUSTOMER SALES)/COUNT (DISTINCT  
ORDERS) GROUP BY [CustomerID]
```

Used to measure the average customer revenue per transaction.