

Part I – Analysis and Revision of Application Letter:

Faults Found:

1. Doesn't use the receiver's name.
2. Doesn't gain the reader's attention in the first paragraph. Uses a rather passive opening.
3. Doesn't ask for an interview.
4. Doesn't refer to a résumé at the end.
5. Doesn't make it easy for the reader to respond (i.e., no phone or email).

Revision:

Amusing note, this reminds me of a Monty Python song: "It's fun to charter an accountant and sail the wide accountancy. To find, explore, the funds offshore and skirt the shores of bankruptcy!"

STEFFEN L. NORGRN

13872 MALABAR AVENUE WHITE ROCK, BC V4B 2X9

TEL (604) 536-6621 EMAIL IRONIX@GMAIL.COM

February 21, 2008
Mr. Richard Summers
Human Resources Director
Business Accountants Inc.
3781 Marine Drive,
Vancouver, BC V5R 2E3

Dear Mr. Summers,

Your advertisement for a staff accountant, appearing in the Vancouver Sun, struck me as an excellent opportunity for the both of us, as I have recently completed four intensive years of accounting studies at BCIT and have volunteer experience with VITA during the last tax season.

For four years I have been part of an intensive accounting program at BCIT, which has left me fully trained for full-charge bookkeeping as well as electronic and on-line accounting. As part of this four-year program, I have also been trained in business law, economics, statistics and statistical analysis, finance, management, and marketing. As you can see, my four years in the accounting program has given me a well rounded education in all the various aspects of a business as well.

In addition to my recently completed accounting program, I have been a student volunteer for VITA during the income tax season. This is a project that aims to help individual sin the community prepare their income tax returns, and it has given me a great deal of experience in regards to tax accounting as well as dealing with clients on a one-on-one basis. Additionally, I have had a more general exposure to general accounting while working with Copy Quick, Inc. as an office assistant.

In addition to my volunteer work, I have been a member of several college and social organizations, as well as having held elective office within the BCIT Accountancy Club.

You will find that with the training I have received, as well as my experience with VITA, has given me a strong foundation in accounting and dealing with customers and co-workers. My strong desire for perfection and success would be an excellent asset to your company, as well as the fresh outlook of a recent BCIT graduate.

Once you have examined the enclosed résumé for the details of my qualifications and experience, I would be more than happy to answer any questions that you may have. Please call me to arrange an interview at your convenience so that we may discuss how my accounting training and personal skills could benefit Business Accountants Inc.

Sincerely,

Steffen L. Norgren

Part II – Persuasive Memo: *(had a copy of the letterhead on the computer)*



A Division of Highlight Investments Inc.

Highlight Investments Inc.
4541 Mapleridge Dr.
North Vancouver, BC
Canada V7R 4M7

TO: Vladimir A. Korzinine, President & CEO
FROM: Steffen L. Norgren, Systems Support & Operations
DATE: February 21, 2008
SUBJECT: Intermittent failure of our main servers at Harbour Centre.

Dear Mr. Korzinine,

Would you rely on a real-time market service that randomly cuts out during market hours? I know I wouldn't, but that is exactly what our main servers are doing at this exact moment.

As you well know, our two main servers at Harbour Centre, act as redundant interfaces to each other. If one goes down, the other immediately takes over. However, this is not without a brief interruption in service for the customers using our service, which can approach several hundred at any point in time. Even if both servers (SV1 & SV2) were to go down at once, we still have our third (SV3) backup server hosted off-site. However, its connection is much slower and when peak traffic is redirected to it our customers notice a substantial lag in our services.

On February 1, I replaced the RAM in our main server, SV1, in an attempt to correct its reliability issues, however, after two weeks of operation it started to randomly reboot once again. As it stands right now, our main server has had the following outages since the RAM was replaced:

- February 15 – 09:55 to 10:12, 13:10 to 13:21
- February 18 – 10:41 to 10:55, 21:30 to 21:38
- February 19 – 09:54 to 10:05, 11:37 to 11:44, 13:32 to 13:42, 17:12 to 17:23
- February 20 – 06:21 to 06:34, 11:43 to 11:52, 12:56 to 13:09

Each of these failures represent periods where any customers connected to our sites or using our charts would experience a discontinuity in service for up to one minute as they are redirected to our backup server. One minute might not seem like a large amount of time, but when trading stocks, options, or futures, it can mean the difference between having a profit or losing one's shirt. This is also why we've been seeing an increase in cancelations from our customers recently as well.

Considering the RAM was replaced recently and I was unable to detect any other hardware related issues with the servers, it is my belief that the reliability issue is software based. We have been running Windows 2000 Advanced Server on these two machines for over five years now, without a single reinstall of the system. In Microsoft operating systems, problems and errors tend to build up over time and I believe this is what we're beginning to experience with our main servers now.

What I propose is a complete system reinstall to bring all three of our servers up to date with the latest Microsoft server operating system, which is Windows 2003 Advanced server. However, this can be done without any impact on our customers, as I could work on upgrading one system at a time. I suggest that I start with our off-site backup server, SV3, as it is only ever used by our customers if our two main servers go down simultaneously. This would allow me to gain some experience with Windows 2003 before installing it on our main servers. Once we have seen that SV3 works properly with the new system for a week or two, I could move onto installing it on our second backup server, SV2. Finally, if everything goes well, I would install it on SV1.

Using this strategy, we could upgrade all of our servers without the customers noticing any change in our services. Additionally, with the increased reliability of our main servers, we would see a far lower attrition rate with our customers, which would save us more money over time than the cost of having to implement these upgrades.

Call at (604) 536-6621 if you have any questions regarding what I have outlined here. Our server hardware is still good, but the software is getting a bit flakey. With your approval to proceed by February 28, I can begin work on upgrading our servers as early as Saturday, March 1. It shouldn't take more than one weekend per server.

Sincerely,

Steffen L. Norgren
Systems Support & Operations
Highlight Investments Inc.