**Individual report**

**M.C.T.V - collaborative software**

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**Abstract:**

My reasoning for creating this report is to outline my idea of spending €100,000 to invest in a collaborative software. In my opinion, this will greatly benefit the business and will also benefit the staff. I believe this investment is much more important for M.C.T.V than the other ideas suggested because this will allow the staff to work together as team. I also believe, the staff should have a place where collaboration can take place. In this report I will discuss why this is the best option and how it can benefit M.C.T.V.

**Introduction:**

Collaborative Software (Group ware) is a software application that allows multiple staff members to get together and achieve a task that requires a team. I believe that, collaborative software is very important to share information and this information should not be individually shared. All staff members should be able to share information (related to clients, suppliers and other business-related information) to a cloud. Every staff member should be able to access it.

I also believe this will add value to the business and help it grow. In my opinion, there is any point of running each function in an isolated manner. There are multiple types of collaborative systems out there that we can invest in like Wrike, Cureo, Workfont and Samepage. In this report I will mainly discuss these systems and which one we should invest in. I will also talk about the advantages of having a collaborative system and how we will be able to benefit from it.

**Body:**

According to me, investing into Mark’s, Derek’s and Roberta’s idea can be useful to the business but, it is not the priority and is not in great need by the business.

**Mark’s** idea of creating a new website via coding/WordPress can benefit to the business but, it is not crucial as the business has been doing great with the current website and introducing online payment at this time will put a lot of unwanted stress on the business and all of the staff and customers will need to get used to new website and the new system that will be created to take in online payments. I also believe getting in touch with our customers allows us as consumers communicate with the customers allows for less mistakes to be made.

**Roberta’s** idea of investing in a new accounting software called sage is beneficial to the accounting department to keep track. This can be a great future investment but, it currently does not benefit everybody, I believe at the moment M.C.T.V needs something that gets us all together to help each other and work as a team. Excel is also a great software that works, is up to date and keeps track of all our recent orders and information of clients. If we convert to a new system like sage, we will have to reset all our past data into the new software which is not ideal as this will call for extra work. This can also cause some major problems like loss of data.

**Derek’s** idea of investing in CRM system like Microsoft dynamic is great and can definitely increase our sales. However, there are other methods of increasing sales then just investing in expensive software. I believe customers also look for a firm that is simple and is not moving to fast for its own pace. If we get a CRM, we will be taking pre orders which will not only need getting use to but will cause more pressure on the staff to complete orders. In my opinion, customers also want to get their delivery on time and all the services to be completed on time. This will not always be the case if we start pre orders.

Investing in a collaborative software is the best option for the company because not only is it cheap but it is the only option that will benefit every area in the company. The advantages of a collaborative software are, that they allow the staff to communicate with each other, it allows all staff access information when needed and it also allows all of the staff to get together and work on a task together to achieve a goal and it is also a very professional/reliable way to work.

After my research on collaborative software, I realised that is a very cheap method of working together using the cloud. The software that I feel is the best for our company is **Slack**. This software is priced at €11.75 monthly payment for the plus membership and €6.25 monthly for the standard membership. This is a great price as it will last us years. This investment is great as we could spend the leftover money to invest in other software. I chose this software because it consists of a lot of features such as Searchable messages, Apps, unlimited calls (including group calls), file storage, external access, administration and support from Slack the company themselves.

After my research I discovered that Slack is the type of software we need as it will fit to all our needs like sharing files, communicating and working on projects. Most software’s only allow users to message each other but slack allows us to group call etc. This will allow us to physically communicate with each other. If we decide to approach the plus membership we are given a 99.99% uptime guarantee. I think this is great as it shows us that slack is a reliable software. Slack is the most reviewed and a 4.5 star rated software by Capterra. Another benefit of Slack is that it allows users to use different apps inside the software. The software also allows new company staff to access all the messages in the past as all conversations are stored and saved. This is great to keep track of past activities and help teach new staff. “Someone new that joins the company tomorrow has access to all of the conversations we’ve had since we.ve been using Slack” by Brent Chudoba, CRO SurveyMonkey.

**Cureo** is an amazing Software like Slack but it does not consist of calls, which I think is very important. I believe the staff should be able to talk and communicate other ways then text. Other then it consists of similar features and is priced low as well. Cureo are not as responsive as Slack and their feedback system is very slow. This software is also not tested much and there are not many great reviews about it.

**Samepage** is also a great software but consists of the same problem as it does not have group calls or calls in general. This is a very big down part for me. It also does not consist of as many features as slack. Workfont plus is priced at €7 monthly. I think this is amazing price but some of the features we need are just not there. This software is not built for companies as they mainly promote group projects and there is no real way to share information, this is our main priority.

**Workfront(Mavenlink)** is probably at the bottom of my list as their software does not look professional and I believe it is not suited for the company as they are mainly built for school and college projects. They are also not responsive, I know this as I emailed the to check their pricing, but I did not get a reply. I believe the software can be improved in the future but at the moment it will not be any help to us. The software company shows laziness which is something I believe we are not looking for. Other then I believe this can be a great software in the future.

Comparing to all the other software’s I believe Slack is my favourite.

**Conclusion:**

I stand by my case of investing in a collaborative software as, I believe it will help the business to work together more efficiently and with professionalism. It will be a great long-term asset for the company and it is a good first step for the company to start using the cloud. In my opinion, other investments are also a great option, but it is to early for the business to get such expensive/difficult software and a collaborative is the only option that allows information to be shared and helps all sectors of the company.

To conclude, I believe that a collaborative software is our best investment currently.

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