IT Strategic Assessment Report

March 1, 2025

Revision History

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Table of Contents

1. Executive Summary 4

2. History and Purpose 4

2.1 History of Game X Change 4

2.2 Purpose of Game X Change 4

3. Management and Business Processes. 5

3.1 Practice 1 5

3.2 Practice 2 5

3.3 Practice 3 5

3.4 Practice 4 5

3.5 Practice 5 5

4. Current IT Environment 5

4.1 Hardware 5

4.2 Software 5

4.3 Staff IT Skills/Training 5

4.4 IT Budgeting and Spending 5

5. Envisioned IT Capabilities 5

5.1 Leadership’s Vision 5

5.2 Top 10 Technology Issues 5

6. Closing the Gap 5

6.1 Recommendation 1 5

6.2 Recommendation 2 5

6.3 Recommendation 3 5

6.4 Recommendation 4 5

6.5 Recommendation 5 5

7. Conclusions 5

8. Appendices 5

8.1 Basis of Analysis 5

8.2 Technology Inventory 5

8.3 Top 10 Technology Issues 5

8.4 Strategic Planning/Visioning Documents 5

8.5 IT Budget/Spending Documents 5

9. Bibliography 5

# Executive Summary

Game X Change’s IT infrastructure plays an important role in supporting their daily business operations- including transactions, inventory, and customer engagement. In creating this strategic assessment, it hopes to identify, evaluate, and summarize the current technological practices, challenges, and potential recommendations for improvement where possible. Such possible areas of focus include physical and cybersecurity as well as maintaining up-to-date systems.

This project has been conducted in collaboration with the store manager- whom has agreed to participate in and provide data where appropriate. The primary contact for this assessment is Store Manager Kaleb Barbour, reachable either by email (Valleystation@gxc-stores.com) or phone (502-835-3996).

# History and Purpose

## History of Game X Change

Game X Change was founded in 1992 by Chris Runyan, who opened his first location in Milford, Connecticut nearly 20 years later in 2009. Originally planned as six stores in three years is now over 100 stores across more than 11 states- including Texas and Kentucky. Runyan was quoted during an interview saying “With that relationship, I knew the stores, how effective they were, and the success he was having, and expansion-” In reference to a corporate owner he knew from Arkansas- “I needed something to do, coming up to Connecticut, and I thought it was a good fit.” (Holt, 2013)

This specific location, located on Dixie Highway in front of where a Target stood a decade ago and taking the place of a GameStop that closed during the Covid-19 pandemic, is the one I am most familiar with. While I do not work at the location myself, I am close friends with several people that are current high-level employees.

## Purpose of Game X Change

Game X Change caters to a wide aspect of the gaming community, ranging from collectors of retro video games, trading card enthusiasts, collector’s items, and other merchandise to satisfy the fans of many communities. According to their FAQ, they credit their critical differences compared to other similar companies with three factors: (Game X Change, 2021)

1. Paying the most cash or store credit for our customers’ unwanted items.
2. Offering the best value and variety in new and used games, electronics, tech, smart phones, collectibles, trading cards, gifts, toys, music, movies, anime, and models, in the industry.
3. Our helpful and knowledgeable staff makes the buying or selling process enjoyable.

In other words, Game X Change aims to provide gamers with an affordable, convenient, and reliable place to buy, sell, and trade their items at reasonable prices. The company’s IT, as a result, supports their mission by creating a system for managing inventory stock, streamlining their day-to-day transactions, determining the value of rarer products (most prominently with trading cards and retro gaming), and repairing damaged systems. As they are a small retail chain, Game X Change will be competing with both large-scale stores like GameStop and local-based businesses like Card-N-All. As such the business must rely on their IT-centric operations to keep a competitive edge in a market that’s exponentially evolving in favor of online stores.

# Management and Business Processes.

## Inventory Management

The location’s inventory management is audited by both the Store Manager and Area Manager with the primary sections referred to as General Inventory, Electronics, Systems, Trading Cards, and Retro Games. The two of them ensure that all high-dollar, high-priority items in each category are either still available in-store or sold out, and furthermore ensure that they’re properly priced.

## Point-of-Sales System

The Game X Change store uses a proprietary PoS system to track prices based on a website called pricecharting.com- typically charging around market value for selling, and paying 20-30% of market value for buying. Anything not listed through PriceCharting is handled with other market-based websites like eBay or usedprice.com. Using SKUs (Stock-Keeping Units) they also adjust the payout price in increments of 10.

# Current IT Environment

## Hardware

## Software

## Staff IT Skills/Training

## IT Budgeting and Spending

# Envisioned IT Capabilities

## Leadership’s Vision

## Top 10 Technology Issues

# Closing the Gap

## Recommendation 1

## Recommendation 2

## Recommendation 3

## Recommendation 4

## Recommendation 5

# Conclusions

# Appendices

## Basis of Analysis

[In this section, explain findings in light of the theories and models used in the course, as outlined in Dr. Barker’s class meetings.]

## Technology Inventory

[Include details from Section 4.]

## Top 10 Technology Issues

[Include organizational documentation, if available.]

## Strategic Planning/Visioning Documents

[If Available.]

## IT Budget/Spending Documents

[If Available.]

# Bibliography

Contacts from Business:

* Kaleb Barbour, Store Manager
* Killian VanOver, Assistant Store Manager

References for Business:

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* Game X Change. (2021, October 11). FAQ. Game X Change - FAQ. https://www.gogamexchange.com/faq/
* Holt, J. (2013, September 10). *Game Xchange owner named Connecticut Small Business Person of the Year by SBA*. Connecticut Public. https://www.ctpublic.org/business/2013-05-07/game-xchange-owner-named-connecticut-small-business-person-of-the-year-by-sba
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