

IT Strategic Assessment Report

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1. Executive Summary

The purpose of this Assessment Report is to analyze and define high-level needs and features for the Louisville Language and General Services to be successful. Starting with the history of the business and its purpose. This will give a better image of as to why this business has started and operate like it currently does. Then we will look at the major requirements needed to fulfill the business requirement, its mission and purpose. Then I will go over into the IT functionality of the business and assess its Hardware/Software that is currently being used by Louisville Language and General Service as well as its spending. I will also examine the resources of IT and state any issue that they may have and provide them with several recommendation and steps to take to make their business more successful.

2. History and Purpose

2.1 History of the Louisville Language and General Service

Louisville Language and General Services was first opened in 2017 by the partnership of two owners, Mohammed Kassim and Muhanad Abdalghani. Both Partners Muhanad and Mohammed have been licensed to translate since 2016, Both partners have been helping many Arabic and Swahili with interpretation service that is provided by the hospital or other services. Mohammed and Muhanad are known throughout the interpretation service many large organization's staff usually request their independent services because they usually provide a high-quality interpretation for Arabic speakers and Swahili. The reason this business was opened at low operational cost, meaning that since they already certified translators in many areas including finance, law, healthcare

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and technology into personal documents, schools & municipalities and many more. Thus, it only costed them for a business license equipment which we will discuss later, and the office.

2.2 Purpose of the Louisville Language and General Services

Mohammed and Muhanad decided to open this business in hope to provide better translation opportunities to Arabic and Swahili Language speakers at cheap cost while providing high-value communication services to a wide range of industries. Their hope is serving the non-English speaking community by assisting them with English language needs, the business goal is to grow into multiple branches, increase their translation opportunities and to add other language services such as Russian, Turkish, Spanish, and more in hoping to become Louisville's top Language's service.

3. Management and Business Processes.

3.1 Effectively Assisting New Clients

Louisville Language and General Service currently offers Arabic and Swahili translation; it mainly focus on one-to-one service, a client must call and set up an appointment based on their availability that meets their schedule, the client can either meet with Mohammed or Muhanad depending on the service, if the client has a hospital appointment then they will meet at the designated location, however if a client cannot drive then Mohammed or Muhanad can go to their house and pick them up to the desired location in order to provide a high quality service. In the goal it states that "If you don't manufacture a quality product all you've got at the end is a bunch of expensive mistakes." (Goldratt) this is great for their business even though they do not offer

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products, however the service they offer is outstanding.

3.2 Storing information and records

Louisville Language and General Service provides document translation and paperwork help for clients from government, hospitals, and financial services.

Mohammed or Muhanad do not keep or make copy of these documents as they include sensitive information about the client, however, they use Microsoft Access to record, client name, date, reason for the visit and type documents translated if there is any.

Keeping this information is important for them because they can track how many visits they get each month and the types of service, they provide the most. This information is kept securely on one drive, if they get a call when they are not in the office, they can input the information from their phone. When documents are left over for a client to be filled for the next day, they keep that information in filing cabinet, with the client's name and phone number, after the forms that are needed to be filled done, they simply call the client to come and pick them up.

3.3 Maintaining Satisfaction of the Clients

The most important part of Louisville Language and General Service is customer satisfaction, without the customer being satisfied with the interpretation service, the business would not do so well, in any business, the customer must receive a certain level of satisfaction with the service they receive, or they will take their business elsewhere. And due to this business being small, it is very important to keep the clients satisfied.

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3.4 Facilitating Relationship between client and service

Every client is crucial to the existence and purpose of Louisville and General Service's. This business must maintain a good relationship with its client, as they are a major key to the growth of this business, Mohammed and Muhanad tend to provide as much as possible of high service as they can, for example, if a client does not drive or have someone to pick them up, they simply get the address and go pick the client up and translate for them, if it's a simple paper work they are also willing to do it at the client specified location in one setting. Keeping a good relationship between the business and clients will allow for them to have significant growth in the future. When a customer is satisfied with their service, they are most likely to recommend people to it, and for them to come again.

3.5 Payment

A crucial process to consider for Louisville General and Language Service is the payments, this business offers variety of services and it general depends on the service that is being done for each client. Both Mohammed and Muhanad use Square Reader to accept credit/debit card payments they also do accept cash and checks as well. As stated in the goal, the goal of an organization is "make money now and in the future" (Goldratt) this business must gain profit in order for it to be maintained.

4. Current IT Environment

Information Technology is a crucial part to any business as it helps them manage the daily tasks and communications, Louisville Language and General Service IT structure includes:

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4.1 Hardware

The current IT Hardware at Louisville Language and General Service is limited due to its small size office. The hardware inventory consists of:

Hardware	Details
Laptop	1 personal laptop belong to Muhanad, Lenovo T40-70 running Windows 10
Desktop Computer	1 HP G410-010 Desktop Computer running Windows 10, mainly used by Mohammed
Phone	1 Landline in the office, and two personal cell phones each for Muhanad and Mohammed
Monitors	21" HP Monitor
Keyboard	1 HP Keyboard
Mice	Two Mice, one is used for the laptop and the other is for the desktop computer
Headphone	1 Logitech USB headset
Routers/Modems	NETGEAR N300 WIFI/CABLE MODEM ROUTER
Paper shredder	1 PEN PLUS paper shredder
Square Reader	2 square readers for Mohammed and Muhanad used to collect payments

4.2 Software

Louisville Language and General service does not have or use a whole lot of

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software, however what this business use is Microsoft Access, which they store client information, appointments, and type of service provided. Another important piece of software or app they use is Square Point, in which it helps them collect payments from client who wants to pay for their service with credit/debit card, square reader is a free app that anyone can download either on the iPhone or Android and the hardware pieces only costed them about \$10 each excluding shipping and handling fees. For communication they use their personal phone or landline to communicate however, if they are needed to provide service for a hospital or other industries, they use Google Mail and Outlook for email service for their appointments.

4.3 Staff IT Skills/Training

Louisville Language and General Service does not have any IT department or an IT position. According to Muhanad currently, he is responsible for doing any computer maintenance such as updates, installing new software or make any backup if needed. Both Mohammed and Muhanad are believe that if any IT issue to happen in their business would be a simple fix, due to their current business size. Muhanad and Mohammed have been licensed to translate since 2016, Both partners have been helping many Arabic and Swahili with interpretation service that is provided by the hospital or other services. Mohammed and Muhanad are known throughout the interpretation service many large organization's staff usually request their independent services because they usually provide a high-quality interpretation for Arabic speakers and Swahili.

4.4 IT Budgeting and Spending

Louisville Language and General Service has an IT budget of one thousand dollars per year. This budget is only used for the maintenance and improvement of the

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technology used through the business. If the business requires more than one thousand dollars, then both partners would find away to increase it as required.

5. Envisioned IT Capabilities

5.1 Leadership's Vision

Louisville Language and General Services leadership vision stems from their organizational mission vision, which is to provide better translation opportunities to Arabic and Swahili Language speakers at cheap cost while providing high-value communication services to a wide range of industries. Their hope is serving the non-English speaking community by assisting them with English language needs, the business goal is to grow into multiple branches, increase their translation opportunities and to add other language services such as Russian, Turkish, Spanish, and more in hoping to become Louisville's top Language service.

5.2 Top 10 Technology Issues

Louisville Language and General Service has few technology issues surrounding their business operation. Although this business has been successful despite lack of technologies, I do believe that technology could boost their business even more, below are the top ten technology related issues that needs to be changed that are impacting Louisville Language and General Service.

1. No Company Website/Email Domain

One of the main problems this business is facing is there is no website for the business. In this current time, I believe that its is very important for every organization to have a presence on the internet,

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without one it is very difficult to gain other industries attention or client are looking for translation service through the internet. Website can be very beneficial for this business as it could attract potential clients and creates more revenue. Having an official email domain would make the business look more professional.

2. Backups:

Currently there are not scheduled backups for the MS Access files that they use, Mohammad and Muhanad do back up the files but only when they have the chance, backup is always important for anyone specially business, because if they lose the files or their hard drives get damaged, all their client appointment records would be gone and there is no other way to retrieve it, so it is always important to have a scheduled backup for all files. backups must be encrypted and must have a delegated access only to Mohammed and Muhanad.

3. Social Media Presence

Social media presence is also an important role when you want to increase your business presence it can also be a used as communication method, a lot of marketing agents for big organizations use social media such as Facebook, Facebook and even Instagram, however these online tools also need to be monitored and utilized to as they can provide updates and information to clients. This could also create community involvement, which would increase the presence of the business within the community.

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4. Online Appointment Booking

In order to fully utilize their appointment service, and after creating a website, an online appointment booking option should be available as this tool could help them manage their calendar more efficiently, this tool could also add the option for them to receive a text or an email to remind them ahead of the appointment times as a reminder.

5. Long term IT planning

Louisville Language and General Service is currently doing well, however one of the main concerns for them is lack of long-term IT planning. The current business does not have any future budgeting plans, one thing that would really benefit this business is having a robust budget for IT in case any hardware or software failure, this business also needs to focus on building a website and having the ability to maintain it.

6. Anti-Virus

The current organization does not have any anti-virus/anti-malware installed on any of its devices, since this is a business that hold clients records, I believe that it should have an anti-virus program other than Windows Defender that is already pre-installed by windows. It is an initial step that needs to be taken to stay protected.

7. Hardware products

The Hardware inventory is not enough if the Louisville Language and

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General Service wants to become a large influence in the community. The partners would greatly benefit from an office where the organization can be operated from both home and office.

8. Hardware Updates

The current office has mediocre inventory hardware due to its size, although they inventory, they do have needs to be updated or replaced. The HP Desktop they have along with the laptops are very old even though they have Windows 10, it does not increase the performance of the machine some of the equipment's such as the RAM, CPU and even the Graphics cards of the machine are outdated which causes a slow performance, I believe having to update these would be beneficial for them.

9. Physical Security

The physical security aspect of this organization describes how this business denies unauthorized access to the office, assets, and resources and provide protection for the owners and property from any damage or harms. Louisville Language and General Service does not have any special security system that protects it against any unauthorized entrance. The main office door is locked with regular home lock and both Mohammed and Muhanad have a copy of the key, the building has many other suits, which have the same protection and the main door stays open, also there are no security personnel or cameras inside or outside the building, these can be considered as a vulnerability for the business and should be considered.

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10. Lack of Information Security

The most important aspect of information security is protecting sensitive data, Information security systems are never perfect in an organization but there are many ways to reduce it. The C.I.A triad is one of the most important as it describes the Confidentiality, integrity, and availability in which they are the three main standards of information security. If any of these we to be compromised, then it will leave systems and critical information in a huge threat. Utilizing a full, and active approach to information security is to create a secure network, make a strong security policy, and to reduce formal exposure to the information security threats are of the highest importance. Without this, a business could find itself in a very large cost of files due to the lack of protection against its system.

6. Closing the Gap

Based on the top ten issues listed above, the top five priorities Louisville Language and General should consider are:

6.1 Company Website/Email Domain

As stated above important for every organization to have a presence on the internet, without one it is very difficult to gain other industries attention or client are looking for translation service through the internet. Website can be very beneficial for this business as it could attract potential clients and creates more revenue.

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6.2 Social Media Presence

Social Media increases the business presence, it can also be a used as communication method, as a lot of marketing agents for big organizations use social media such as Facebook and even Instagram, however these online tools also need to be monitored and utilized to as they can provide updates and information to clients.

6.3 Hardware Updates

The HP Desktop they have along with the laptops are very old even though they have Windows 10, it does not increase the performance of the machine some of the equipment's such as the RAM, CPU and even the Graphics cards of the machine are outdated which causes a slow performance

6.4 Long term IT planning

The current business does not have any future budgeting plans, one thing that would really benefit this business is having a robust budget for IT in case any hardware or software failure, this business also needs to focus on building a website and having the ability to maintain it.

6.5 Strengthen the Information Security

Information security is about protecting sensitive data. Utilizing a full, and active approach to information security is to create a secure network, make a strong security policy, and to reduce formal exposure to the information security threats which are one of the highest levels to keep client and business data secured. Without this, a business could find itself at a very large cost of files due to the lack of protection against its security flaws.

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The world of network security is complex, too much for a sensible amount of people to do themselves without some assistance from some potentially equally complex (or even quite simple) technological solutions. There is a wide span of software solutions available to those who wish to tighten up their hold on their network, thus an organization must invest or learn about these as soon as they could to prevent future flaws.

7. Conclusions

After looking at Louisville Language and General Service, I believe that they are doing great progress so far, most of their IT issues can be solved quick, cost-effective manner. I believe that some of my recommendation such as creating a website should be implemented immediately, a website can be very beneficial for this business as it could attract potential clients and creates more revenue. Creating a social media accounts comes at no cost and it is also beneficial because when these tools are monitored and utilized, they can provide updates and information to clients.

8. Appendices

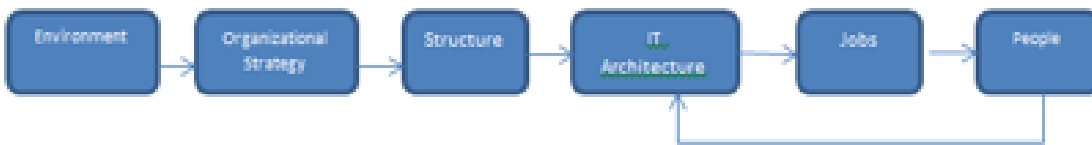
8.1 Basis of Analysis

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

My analysis for Louisville Language and General Service is based on different kind of theories and models we have learned throughout the semester. And each theory will illustrate a distinct aspect of the business and defines the business model, as well as the threats and opportunities that the business might have.

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8.1.1 Cash Model



In this model above, each section reflects an important part of an organization. Which is Environment, organizational structure, Strategy, IT Architecture, jobs, and people. Every business or an industry has these five elements. These elements depend on each other. When planning or implementing an idea for an IT issues, each section must be carefully analyzed. Another model that most talked about throughout the course is Porter's Five Forces.

8.1.2 Porters Five Forces

Threat of New Entrants: High

When looking at Louisville Language and General Service the threat of new entrants is very high, anyone who is able to speak multiple language especially Arabic and or Swahili is able to start their own business with few obtainable licenses and certifications at low cost

Threat of Substitutes: High

Threats of Substitutes is very high due to the amount of Arabic and Swahili translators in the Louisville Kentucky area, any client who is not satisfied with the service or thinks the prices are too high can easily switch.

Bargaining Power of Customer: High

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Customers bargaining power is also high due to the amount of translation services that is offered as well. If a customer thinks that the documentation translation service is too high, they can simply look for find another service due to the threat of substitution being high as well. Industries if they find others that can provide, the same service that Mohammed and Muhanad offer then they would also pick someone else.

Bargaining Power of Supplier: High

Louisville Language and General Service's bargaining of supplier is high, both Muhanad and Mohammed need to renew their translator certification in order to be recognize by industries as interpreters, if both are not able to get a certification, then they would not be able to do work with other industries. Business location is also a priority for them, if the owner of the building decided to increase their lease then they will either have to pay more or find a different location.

Intra-Industry Competition

Intra-Industry competition for Louisville Language and General Service is relatively high. This is due to other similar services in the same Louisville area. There are plenty of other translators out there. Even though a small of them are certified, there are many alternatives they can choose from.

8.1.3 Generic Strategy

Differentiation strategy, every successful business has their own strategic way to become a unique successful business, such as what does this business offers that others do not? How will this convince people to choose this service over the others? Louisville General and Language Services generic strategy are differentiation. They have a specific target, which is currently Arabic and Swahili Language speakers. They provide unique

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translation service which differentiates them from others, for example if the client has a hospital appointment then they will meet at the designated location, however if a client cannot drive, then Mohammed or Muhanad can go to their house and pick them up to the desired location in order to provide a high-quality service. In addition to other services, they offer.

8.1.4 Organizational structure

The current organizational structure for Louisville Language and General Service is Partnership structure, this is due to the fact that the current business is led by the two partnership owners Mohammed and Muhanad.

8.1.5 Stakeholders:

Owners – Muhanad and Mohammed are the Primary stakeholders of the Louisville Language and General Service; they are the ones who take actions and are responsible for improvements and solution to maintain the business. Their actions will have huge impact on the business.

Clients – This group of stakeholders are the people who are getting the translation service, if the business decided to shut down, they will most likely have to find another translation service provider.

Industries – This group of stakeholders are the people who chose to request Louisville Language and General Service translation service for external clients.

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8.2 Technology Inventory

Hardware

One Personal Laptop belong to Muhanad, Lenovo T40-70 running Windows 10

One HP G410-010 Desktop Computer running Windows 10, mainly used by Mohammed

One Landline in the office, and two personal cell phones each for Muhanad and Mohammed

One 21” HP Monitor

One HP Keyboard

Two Mice, one is used for the laptop and the other is for the desktop computer

One Logitech USB headset

NETGEAR N300 WIFI/CABLE MODEM ROUTER

One PEN PLUS paper shredder

Two square readers for Mohammed and Muhanad used to collect payments

8.3 Top 10 Technology Issues

1. No Company Website/Email Domain
2. Backups:
3. Social Media Presence
4. Online Appointment Booking
5. Long term IT planning
6. Anti-Virus
7. Hardware products
8. Hardware Updates
9. Physical Security

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10. Lack of Information Security

8.4 Strategic Planning/Visioning Documents

[Not Available.]

8.5 IT Budget/Spending Documents

[Not Available.]

9. Citations

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