Summary of AD & D Tech Case Study

Needs

A&D High Tech must develop an online store to maintain its competitive edge and expand its market reach. Historically, the company has relied heavily on retail outlets and phone orders. However, with the rise of e-commerce, there is a pressing need to adapt to online sales. The project aims to leverage technology to increase operational efficiency, reduce costs, and provide a consistent customer experience across all sales channels.

Project Requirements

The online store project, led by Chris Johnson, requires several key components to be successful:

* Business Requirements: The system must handle new orders, add-on orders, order amendments, order status, and lead capture. It should provide configuration, pricing, delivery dates, real-time payment processing, validation, customer data collection, and ERP integration.
* Process Flows: The introduction of online sales should integrate seamlessly with existing business processes, adding support for exception handling and other new activities.
* Technical Architecture: The system will use an N-tier architecture with Microsoft technologies (IIS, ASP, MTS, SQL Server) to ensure flexibility and scalability.
* Physical Infrastructure: The project requires 12 Windows 2000 workstations and 5 Windows 2000 servers, with a secure setup involving two firewalls and a DMZ.
* Prototyping and Design: A prototype demonstrating the user interface and system flow has been approved, serving as a foundation for the final design.
* Work Breakdown Structure (WBS): Detailed tasks for system requirements, design, development, testing, and deployment have been identified and estimated.

Key Stakeholders

Ted Walter (CEO): Initiated the project to enhance the company's market competitiveness.

Jeff White (VP of Sales): Advocated for the online store to leverage the internet's sales potential.

Matt Webb (CIO): Responsible for overall project oversight and strategic decision-making.

Chris Johnson (Project Manager): Ensure the project is completed on time and within budget.

Eric Robertson (Initial Project Manager): Before taking a leave of absence, set the foundation for the project.

Development and Functional Leads: Responsible for the project's various technical and functional aspects, ensuring requirements are met and the system is robust.

BACCM Application

Using the Business Analysis Core Concept Model (BACCM), we can analyze the case as follows:

* Change: Transitioning to an online store represents a significant change for A&D High Tech, shifting from traditional sales channels to e-commerce.
* Need: The primary need is to remain competitive by adopting online sales, addressing customer demand for convenience, and reducing operational costs.
* Solution: The solution involves developing a custom-built online store that integrates with existing systems and processes.
* Stakeholders: Key stakeholders include executive leadership, project management, IT personnel, and sales departments, each playing a crucial role in the project's success.
* Value: The project aims to create value by increasing sales, improving customer satisfaction, and enhancing operational efficiency.
* Context: The context involves a competitive market environment where other companies have successfully leveraged online sales to grow their revenue.

**Conclusion:** The AD&D High Tech online store project is essential for maintaining competitiveness and meeting customer demands in a growing e-commerce market. By addressing the identified needs and leveraging a robust project plan, AD&D can achieve operational efficiency, increased sales, and enhanced customer satisfaction.