**Case Studies NOTE:**

**MCTV**

* Points to Remember:
  + Derek
  + Derek, eldest son at 36 years of age who manages the Sales & Marketing function
  + Roberta at 30 years of age that has recently qualified as an Accountant and aspires to be the Financial Controller for the company having worked for MCTV all her life just like Derek
  + Two other sons Mark and Liam (twins at 22 years of age) are both in their final year in University of Limerick. Mark is pursuing a BSc in Computer Science while John is pursuing an Electronics degree.
  + They are currently using MS Excel to record all the information related to the business together with paper based documents and reminder letters to customers of amounts owing that they have created in MS Word as part of the Microsoft office suite of products that they run in a networked environment.
  + Each of the staff members use Gmail as their email client and Roberta creates reminder letters to customers of the amounts owing at the end of the month.
* **Derek** wearing his Sales & Marketing hat was the first to respond. “Our point of Sale system since we introduced it as part of the Sales & marketing function under my management has been responsible for increasing Sales by close to 20% every year”. Derek mentioned that the functioning need for any business should be driven by customer relationships and the need for a CRM system to further enhance this. He suggested that Microsoft Dynamics would be a worthwhile investment for the €100,000 as they already had Microsoft Office and this CRM package would facilitate strengthening customer relationships.
* **Mark** as the IT Manager took the opportunity of indicating that the website that had been created using Word press was basic and needed to be enhanced further as this was the ‘virtual shop window’ for the company and the “marketspace’ was more significant for MCTV Limited for the future than the traditional marketplace”. He suggested that enhancing the website to allow for on line payments in a cloud based environment would be a worthwhile investment for the €100,000.
* **Roberta** as the Financial Accountant suggested that as the company had put most of the files on Excel sheets the next move should be to move to an integrated accounts package. She was in favour of Sage Line 50 and advocated that they could ‘seamlessly transfer all of the existing Excel based files to Sage Line 50 while enjoying the benefits of an integrated accounts package’. Roberta supported the investment of €100,000 in Sage Line 50 and further added that ‘in her Report she would also investigate whether they should consider a cloud based version of Sage – Sage Live’.
* Finally, **Liam** who spends a lot of his time using social media and collaborative software opined that collaborative software (as facilitated by the cloud) was where the investment of €100,000 should be spent. He declared that there is no point in running each function in an isolated independent manner or as he called them ‘silos of information’. He added “We need to realise the value of the information that we have not just on our customers or our suppliers or our stock or other parts of the business and act collaboratively together to share that information and add value to Mum & Dad’s business so that we can grow the business for the future. Collaborative software is where we need to spend the €100,000”
* Owner - Michael & Doreen
  + Employees:

PRODUCTS / SERVICES:

* LCD TV
* Plasma TV
* DVD Recorder
* TV Stands