



CIS 5040 - INFORMATION SYSTEMS
REQUEST FOR PROPOSAL DOCUMENT

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1. INTRODUCTION:

Netflix is a leading streaming service provider that offers television shows, movies, documentaries, and more to subscribers around the world. The company was founded in 1997 in California and originally offered a DVD-by-mail service before transitioning to a streaming-based model in 2007. Netflix has become a global entertainment powerhouse, producing, and distributing a vast array of original content.

Netflix is known for having a unique and innovative organizational culture, which includes a flat organizational structure with few layers of management. The three main divisions of the Netflix organizational structure are functional, geographical, and products team. The company does still operate using a functional or U-form organizational structure, with departments organized around specialized functions.

2. RFP OVERVIEW:

The purpose of this RFP is to identify potential partners who can help us achieve our business objectives, specifically, we are looking for vendors who can provide recommendations on password sharing policies that balance user convenience with security considerations, as well as offer solutions for creating and producing high-quality original content. In addition, we are open to exploring subscription fee discount options that align with our revenue goals and pricing strategy. We also plan to expand our kids content catalog.

3. TRANSFORMATION

Significance and benefits of the transformation

3.1 Transformation 1: Password sharing

- i. Loss of revenue: When multiple people share one Netflix account, the company loses out on potential revenue from those additional users who are not paying for their own accounts. This can have a significant impact on the company's bottom line.
- ii. Piracy and unauthorized access: Password sharing can also lead to piracy and unauthorized access to Netflix's content. When people share their login information with others, they may also be inadvertently giving access to individuals who are not authorized to use the service.

- iii. Personalization and recommendations: Netflix uses data and algorithms to personalize content recommendations for each individual user. When multiple people share one account, this data can become skewed and lead to inaccurate recommendations, which can negatively impact the user experience.
- iv. Cracking down on password sharing can help protect the company's content licensing agreements and ensure that users are paying for their own accounts. This can help boost revenue and prevent the loss of potential revenue from users who are not paying for their own accounts.

3.2 Transformation 2: Adding kids content.

Adding more kids content is an important strategy for Netflix to attract and retain subscribers, increase engagement, expand into new markets, and differentiate from its competitors. Adding more kids content can improve the user experience for a significant portion of Netflix's user base. By providing quality content for young viewers, Netflix can increase user engagement and potentially drive more viewing hours, leading to increased revenue.

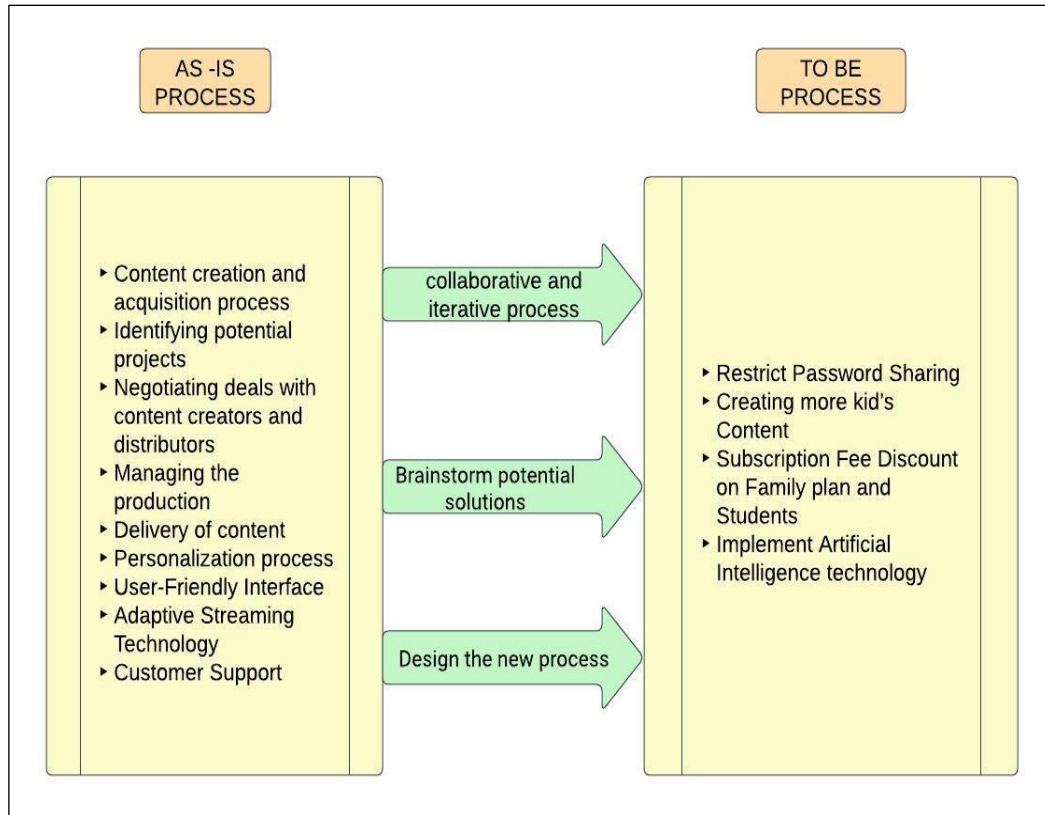
3.3 Transformation 3: Revamp entry level subscription fee

Subscription fee discounts can be an important tool for Netflix to attract and retain subscribers, compete with other streaming services, upsell subscribers to higher-tier plans, and encourage engagement with the platform. Reducing subscription fees can help attract and retain subscribers, which is crucial for the company's revenue streams. By providing a more affordable subscription option, Netflix can appeal to a wider audience, potentially increasing its user base and overall revenue.

3.4 Transformation 4: Implementing AI

Implementing AI is important for Netflix to personalize content recommendations, improve content discovery, make more strategic content decisions, optimize video quality, save costs, and ultimately improve the user experience on the platform.

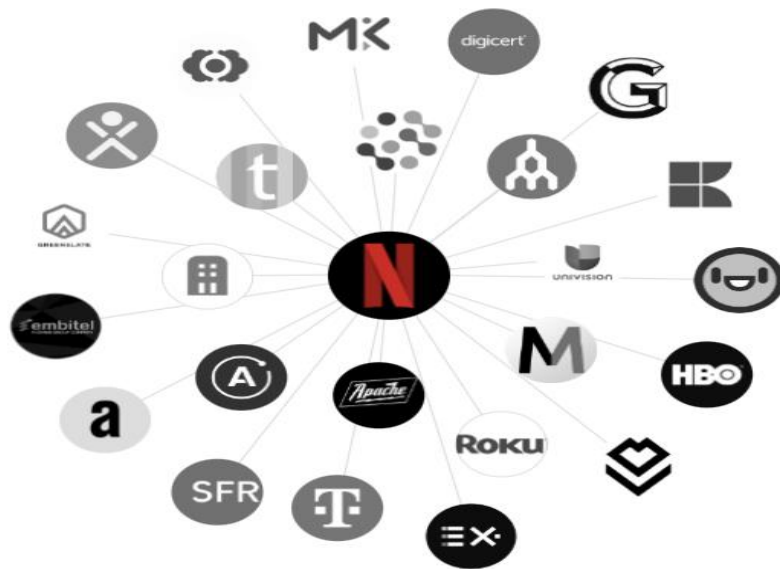
Finally, implementing AI can improve the user experience on the platform, which is crucial for retaining subscribers and attracting new ones. By providing personalized content recommendations, optimizing video quality, and automating certain processes, Netflix can offer a better user experience and potentially increase user satisfaction and engagement, leading to increased revenue and company value.



Overall, these tasks are high priority for Netflix to achieve multiple objectives, including boosting revenue, providing a better user experience, and increasing company value. By addressing these areas, Netflix can remain competitive in the streaming market and continue to provide value to its subscribers.

4. INTERNAL BUSINESS PARTNER(s):

Netflix currently has 141 partners who contribute to the success of our platform. The company proposing to implement AI technology into our technology may be required to work with some of our partners as part of the project. Therefore, it is imperative that the proposed company has the ability to create and maintain positive relationships with our partners. This will require effective communication, collaboration, and an understanding of the unique needs and goals of each partner. A strong relationship with our partners will be critical in ensuring a successful project outcome and continued success for the Netflix platform.



Internal Business Sponsors:

Internal business sponsors could include executives from departments such as technology, product, marketing, and customer service. These stakeholders would be involved in the decision-making process and would provide funding and resources to support the project.