STRATIFY

Transforming Ideas into Action.
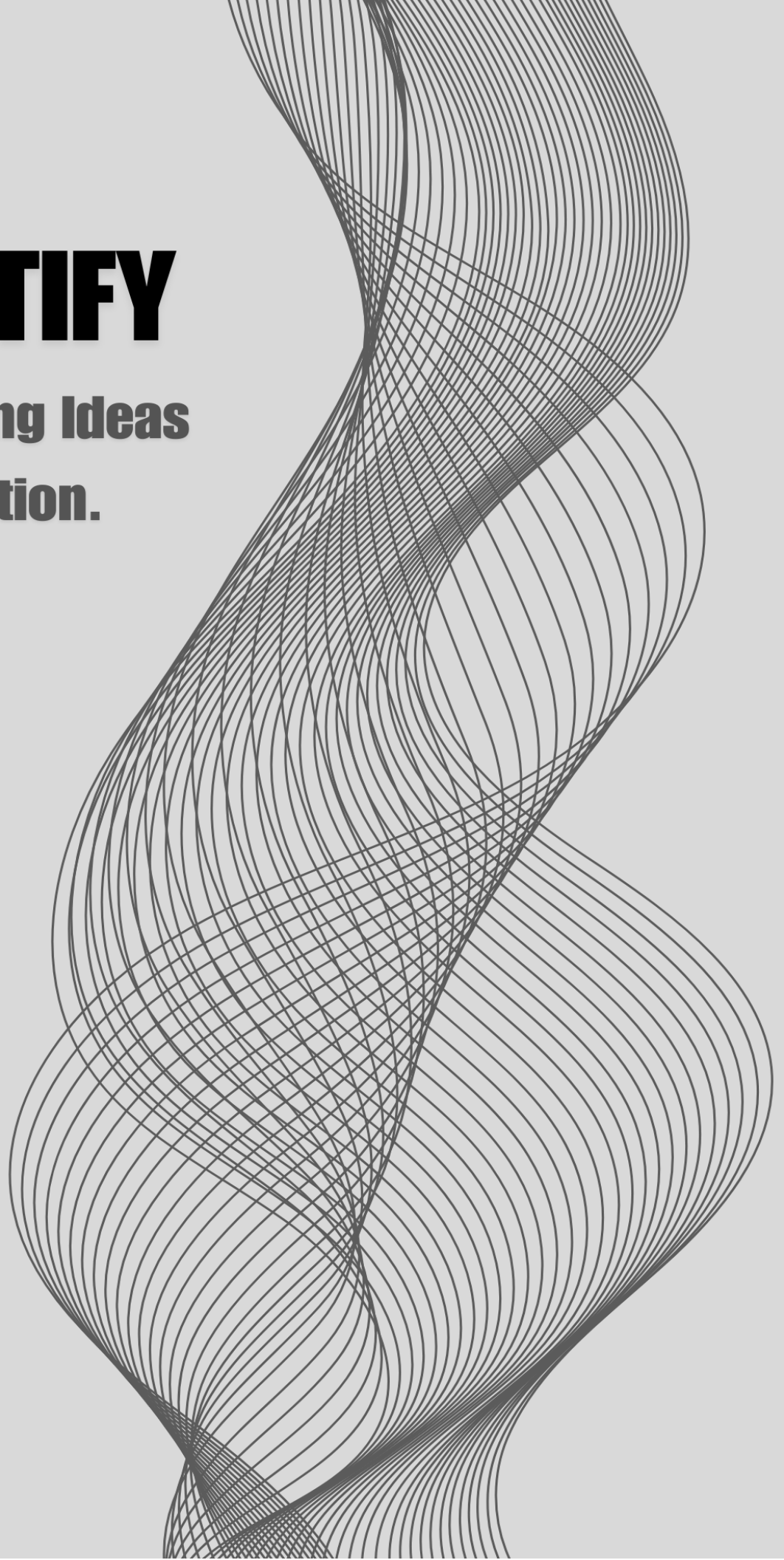
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EXECUTIVE SUMMARY

This document presents an extensive look at the strategic planning which aims at improving organizational cohesion, optimizing resource use, and promoting sustainable growth. There is a wide array of functions the system provides that helps in achieving this goal. It includes features such as structured approach to setting goals, evaluating internal and external factors, and implementing strategies that drive sustainable success. By meticulous planning and a data informed framework, this strategic planning system enables leaders to make well informed decisions, adapt to changes in the market, and overall gain a competitive edge.

COMPANY DESCRIPTION

Phoenix Consultancy is a consulting firm that helps companies grow their infrastructure by developing and optimizing their processes through a system that specifically suits their needs. We help companies make better decisions to further grow their company and help them achieve long-term success. Few companies that we have helped achieve success are:

- Horizon Motors
- Miral Health and Safety
- Loyla Limited

SYSTEM DEVELOPMENT METHODOLOGY

Our strategic planning and performance management system has been built using the Agile development methodology.

Here are two reasons why the Agile development methodology works best for our system:

1. Constant communication with customers: It enables customers and stakeholders like executives, managers, and employees to be continually involved with the development team. This way, customers and stakeholders can give their feedback and help improve the system.
2. Allows room for enhancements: The iterative nature of Agile development allows room for any changes to be made and welcomes new requirements depending on customer needs.

SYSTEM VISION DOCUMENT

Problem Description

In today's fast-moving automotive world, Companies like Highland Motors are continuously struggling between sustainability-oriented long term objectives and daily operational parameters. Highland Motors aim to reduce their carbon footprint, adopt effective waste management methods and greener manufacturing processes, but its existing infrastructure and supply chains are designed for traditional manufacturing methods. They also wish to enter the highly competitive EV (Electronic Vehicles) market with emerging companies coming up with innovative products at varying price points. In order to compete effectively, Highland Motors would require a strategic planning system that is simultaneously efficient and agile which would help them achieve their sustainability goals and enable them to transition to the EV market.

System Capabilities

The Stratify System Would Need to:

Give live updates on important KPIs such as factory Yield, inventory position and car sales at different units or departments

• Monitor the status of the supply chain activities, vehicle assembly, quality assurance processes and key operations.

• Offer the ability to manage and oversee production lines remotely, encouraging managers to tweak schedules or redistribute resources without impact on any core processes such as safety systems.

• Compare overall performance with past performance, as well by deliverable standards how much stuff makes it out the door and at what cost or when.

Business Benefits

1. A Market Expansion

The system helps provide an environment to develop cutting-edge green vehicles, attract environmentally aware customers and provides a doorway to expanding Highland Motors into new markets.

2. Operational Efficiency

The system will also reduce operating costs and increase profitability by optimizing resource utilization, minimizing waste generation while providing a strong backbone for the company's sustainability initiatives.

3. Innovative Revenue Streams

These data-driven innovation cycles can speed up the process of developing, designing, and launching new vehicles. This results in getting their products into the market faster.

4. Enhanced Customer Loyalty

You will build new customers by better aligning product-development with customer expectations for sustainability, which would also strengthen brand loyalty and ensure elevated repeat business from eco-aware consumers.

5. Risk Mitigation

Better performance visibility and strategic alignment will also enable Highland Motors to avoid the risk of market irregularities.

PESTEL ANALYSIS

Political – The UAE government has launched initiatives such as Net Zero by 2050, Our system allows Highland Motors to ensure and comply with these initiatives set by the UAE government. This ensures that Highland Motors stays competent and aligns with government policies. (Volkswagen AG, n.d.).

Economical- The system helps Highland Motors to work with cost differences and also forecast the possible costs in the future that can come with developing electric vehicles, helping with research and development, running costs, and sourcing with the aim for longevity and an increase in capital. The system allows Highland Motors to stay financially sustainable by taking advantage of government incentives.

Social- With a growth in interest and demand for EV vehicles our system allows Highland Motors to track market trends and act accordingly. Our system allows Highland Motors to change their marketing strategies and manufacturing strategies based on the consumers. Helping Highland Motors place itself in a position where it can comfortably place itself as a leader in the EV industry.

Technological- Since the EV industry is rapidly growing our system helps Highland Motors strategize and develop EV's with new advancements, helping manage research and development in newer technologies like battery advancements or self-driving capabilities. Also, our system allows Highland Motors to accommodate changing technological trends to remain ahead of the competition

Environmental- Our system allows Highland Motors to reduce environmental impacts by business decisions in mind and accommodate it into a strategy to have the least possible effect on the environment such as reducing carbon footprint and using renewable energy sources. Helping strategizes

to efficiently and effectively reuse and recycle. Our system helps keep Highland Motors in a position where its brand reputation increases and brings more long-term benefits to the company.

Legal- Legal compliance is an important factor for an EV company. The system allows strategizing with safety regulations and emission requirements. Overseeing compliance across UAE and international laws. Our system helps with patents of new innovations protecting the company and lowering legal risk.

GANTT CHART
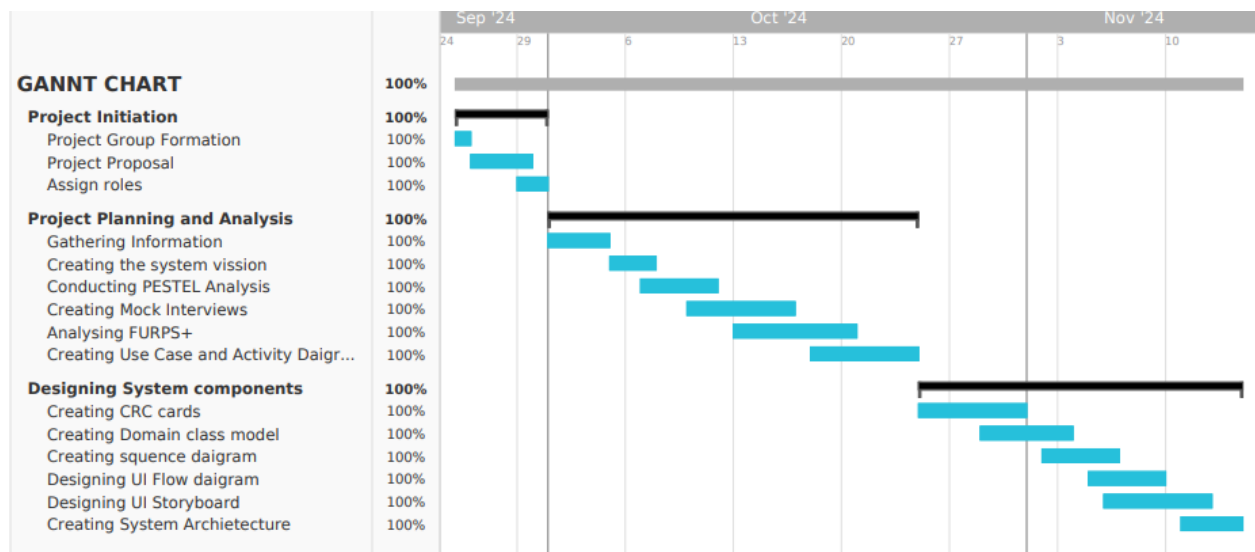
Gathering detailed information about the system

Interview Questions:

1. What specific challenges are you currently facing with the existing system that you would like the Stratify system to address?

2. Can you elaborate on the system's key functionalities?

3. How does the system guarantee the accuracy and responsiveness of the real-time updates on performance metrics?

4. What features support remote management, and how do they ensure the safety and integrity of production processes?

5. How does the system prioritize recommendations for efficiency improvements?

6. What challenges have been faced during the implementation of the Stratify System?

7. How user-friendly is the Stratify System for employees at different levels?

8. How does the system handle data backup and recovery?

9. How does the system contribute to sustainability efforts within the organization?

Mock Interview Answers:

1. The challenge for our existing system is old-time updates, which impacts decision-making in matters of production efficiencies and inventory. Since we have no solid picture of where and how each department is performing, resource allocation can be tricky. The ability to have real-time updates and remote management features that the Stratify System offers would be beneficial in overcoming these challenges.

2. We plan to provide real time update on performance metrics, track current status on critical operations, enable remote management, present comparative insights, offer suggestions for process optimizations, gather and integrate feedback from managers and employees.

3. We use advanced data analytics and IoT technology to collect and process data in real time which ensures the metrics are both accurate and timely. Data is also regularly checked to ensure everything is in place.

4. Features include remote dashboards, real-time alerts, and mobile access. We use security protocols and access controls to ensure that only authorized personnels are allowed to view and make changes.

5. It is based on potential impact, cost effectiveness and alignment with the goals of the company. It also takes into consideration the feedback of the employees.

6. The initial resistance of change has been the most difficult change. There were also difficulties in integrating existing systems. However, through training and proper communication between everyone involved, the transition was easier to manage.

7. The system was designed keeping in mind that it had to be user-friendly no matter what. Hence, an intuitive interface was designed so that all the employees at every level won't find it difficult to interact with it. We also made sure to provide the required training to all the employees to navigate the system effectively.

8. The Stratify System includes automated data backup protocols and a robust disaster recovery plan to ensure that data is protected and can be restored quickly if needed.

9. We plan on achieving this by optimizing resource and managing waste to keep it at a minimal. The system supports our sustainability goals by minimizing excess inventory and adopting eco-friendly practices.

Stakeholders

1. Shareholders

   Role: Primary role is to provide capital for the project.

   Responsibilities: Secure funding, make key decisions and provide overall goal of the project.

2. Project Manager

   Role: The Project Manager manages the day-to-day operations of the project.

   Responsibilities: Create and manage project plan, monitor progress, manage resources, communicate with the employees' part of the project. They are also the one that communicates with the stakeholder.

3. Data Analyst

   Role: Interprets and analyzes the data of Stratify System that provides insight for the stakeholders and employees involved with the project.

Responsibilities: Analyzes trend, provides reports and creates a visual dashboard for stakeholders. Their insights help inform strategic adjustments and operational improvements.

4. Employees

Roles: They will interact with the system on a daily basis.

Responsibilities: They mainly use the software to perform their daily tasks. They provide feedbacks on the functions of the system and report challenges they face. Their feedback is necessary for the improvement of the system.

5. Marketing Team

Role: Their main task is to advertise the software. Marking team uses the insights from the data analyst to develop marketing strategies and make sales efforts.

Responsibilities: Analyze the performance metrics based on sales and production to have a better idea of the market demand, making promotional activities.

6. Training and Development Team

Role: The training and development team ensures all the employees are capable of using the Stratify System.

Responsibilities: Create training materials, conduct workshops, and provide ongoing support to employees.

7. IT Department

Role: They are responsible for ensure the system is integrated smoothly into the existing infrastructure.

Responsibilities: Manage software installation, ensures data is secured, provides system maintenance and responsible for any technical difficulties.

8. Supply Chain Managers

Role: Oversees the management of materials within the organization.

Responsibilities: Responsible for product schedule, ensures Stratify System effectively tracks inventory level.

Research on similar business cases

1. Volkswagen with the aid of the consulting firms by targeting electric vehicles, renewable energy as well as digitalization as their focus areas. This involves repositioning the company strategy so that sustainable mobility could be achieved, by having specific ambitions, for example having a robust strategy for decarbonization and being an electric mobility leader. Volkswagen envisions having all its entities operating completely on renewable energy and carbon free. Strategic planning of this kind illustrates integration, comprehensive approaches towards issues where every element of the business is directed towards the ultimate objectives of managerial concern – sustainability and innovation which undoubtedly requires consulting logics as the backbone of successful transformation. (Volkswagen AG, n.d.).

2. BMW had a strategic collaboration with Boston Consulting Group (BCG) to innovate and promote sustainability. In this context, BMW has defined the "Number One > Next" strategy which focuses on EV expansion, autonomous vehicles, and digital transformation. The partnership focuses on the application of structured long term planning, long term operational strategies driven using measurable data to allow BMW to commit to target towards emission cuts and further meet its target of increasing the number of electric automobiles it sells. With inputs from BCG, BMW strengthens its competitive edge in the market as well as its commitment to principles of sustainability. (BMW Group, n.d.) (BCG, n.d.).

FUNCTIONAL AND NON-FUNCTIONAL REQUIREMENTS (FURPS+)

Functionality

- User can setup and define custom goals with descriptions, assign and manage task linked to a particular goal.

- Allows users to use status updates to track goal and task progress

- Generates Reports on the status of goals and tasks, covering milestones achieved, pending, overdue or future actions

- Market data and trend analysis to help the user align their objectives with actionable tasks as per market conditions

- Energy management systems (EMS) for better use of energy and coordination of renewable technologies.

Usability

- The system has a friendly command interface for navigation purposes across various departments.
- All the provided training materials are sufficient and appropriate for user adoption.
- It is obtainable on numerous devices for convenience.

Reliability

- Guarantees data accuracy in reporting when conducting market surveys.
- The system has a good uptime in order for access to be continuous.
- There are effective backup and recovery procedures in place.

Performance

- The system offers fast analysis.

- It is scalable to accommodate growth in data and users.
- Resource utilization to enhance sustainability.

Security

- Strong authentication is put into place within the system to prevent access to sensitive information.
- The company indefinitely carries out regular updates and security checks.
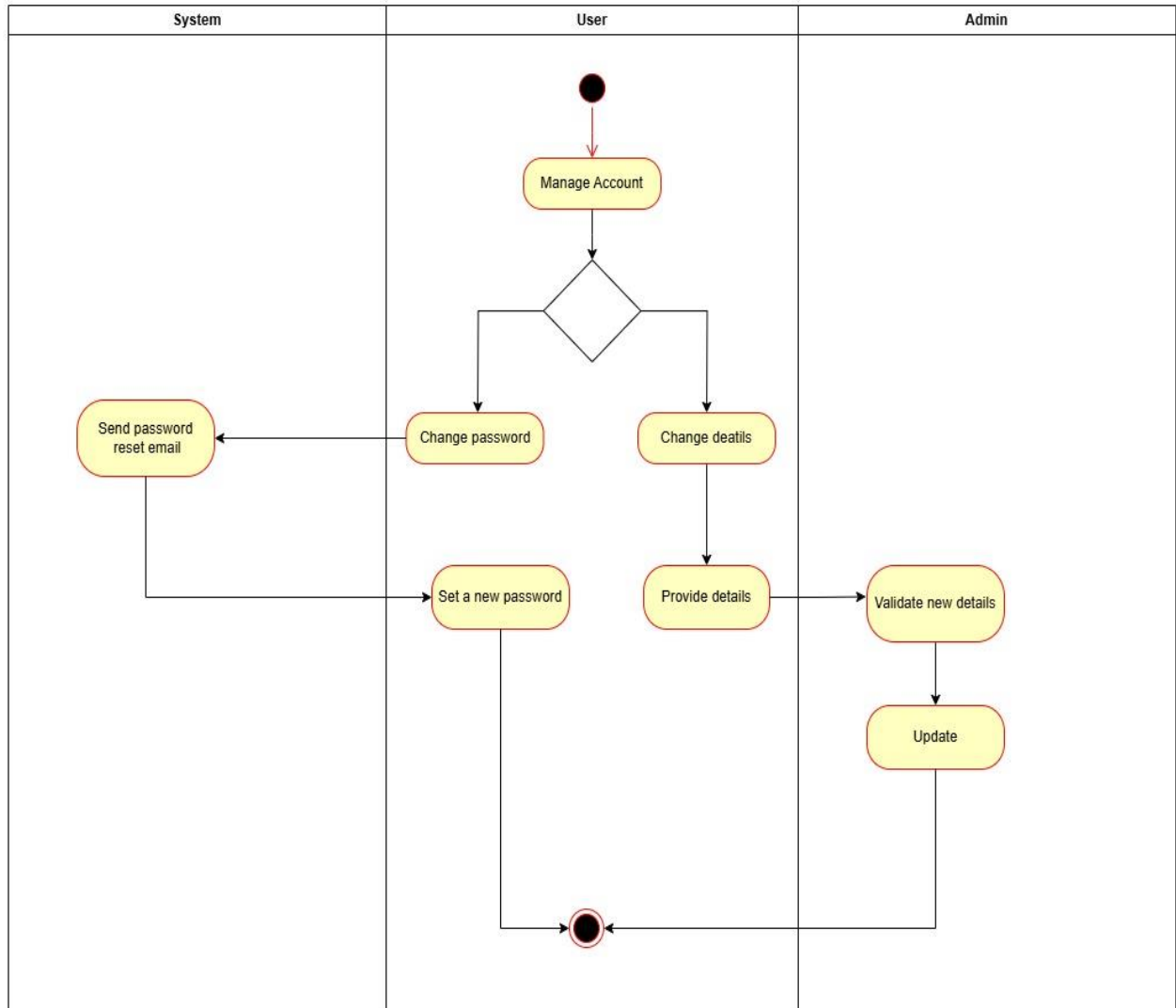- Data is encoded to maintain confidentiality and integrity of information.
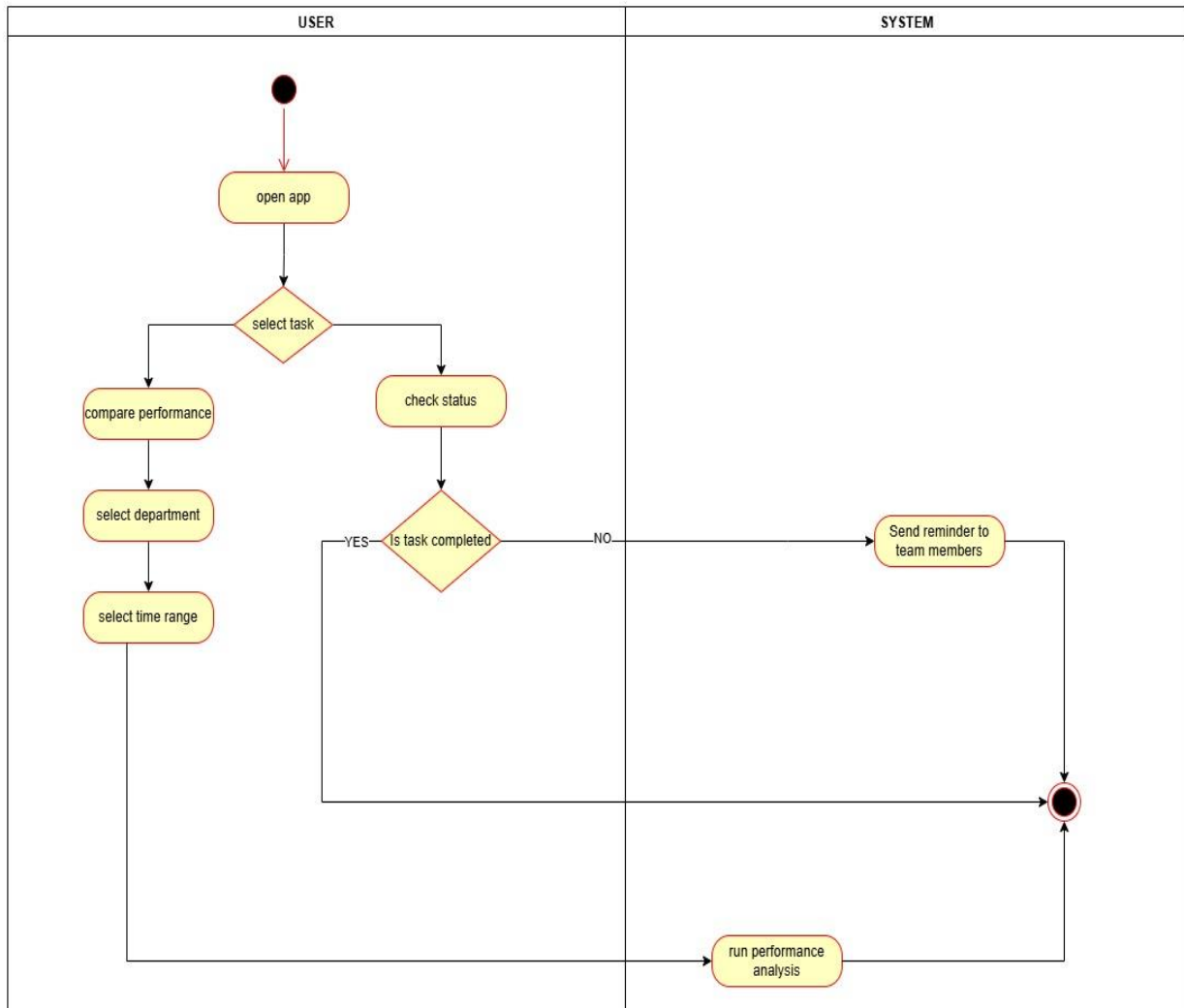
USECASE DIAGRAM
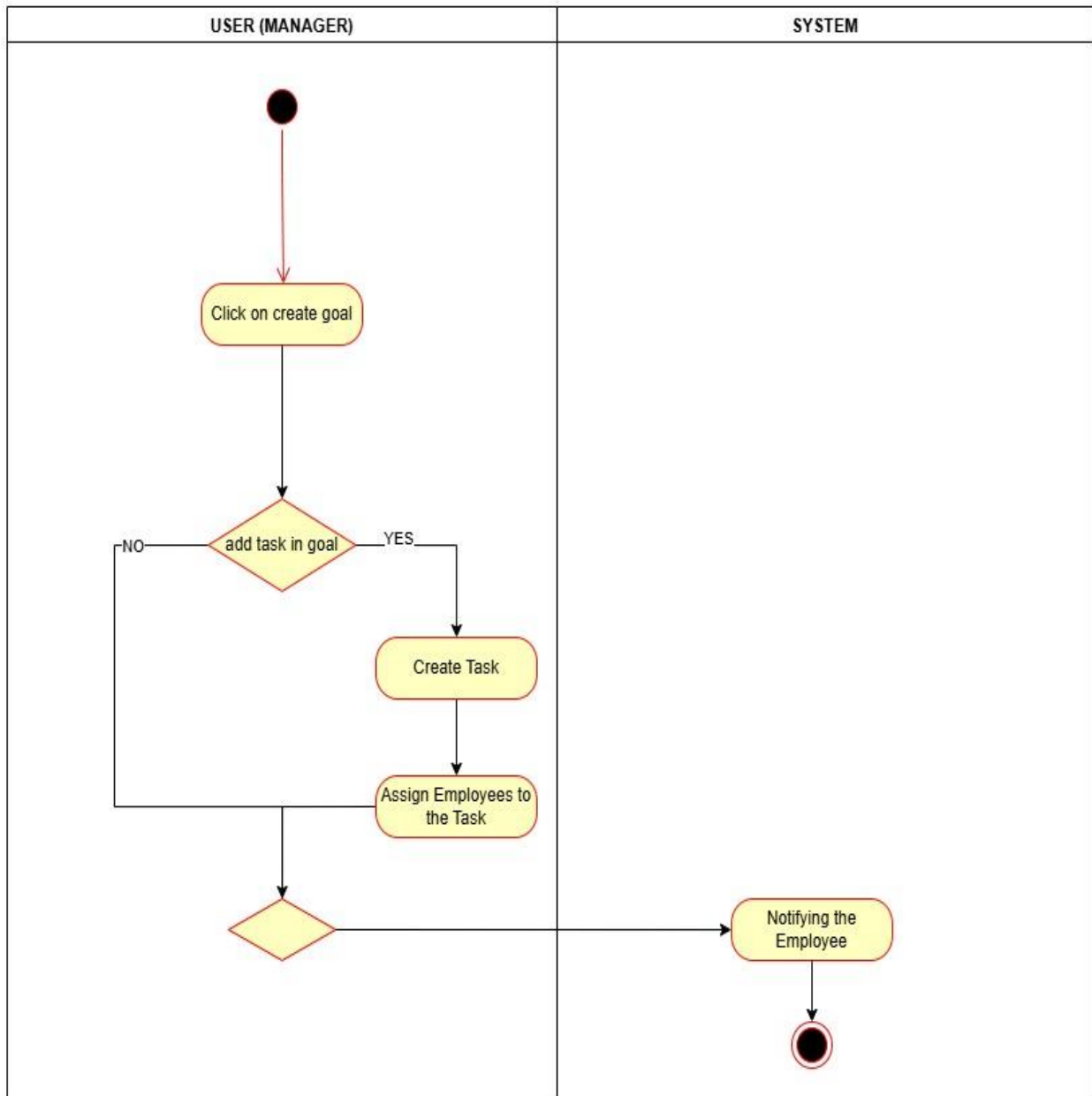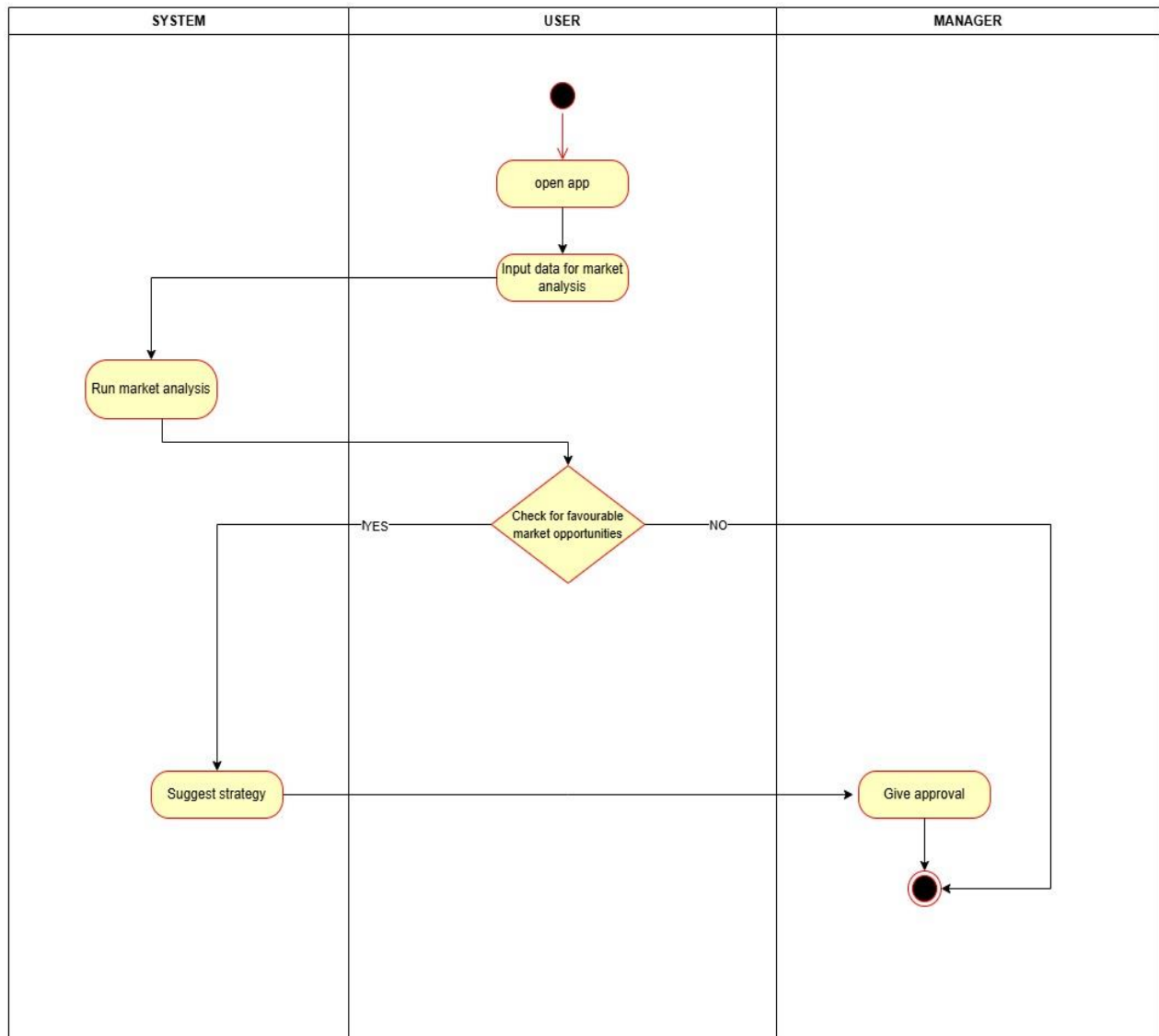
ACTIVITY DIAGRAMS
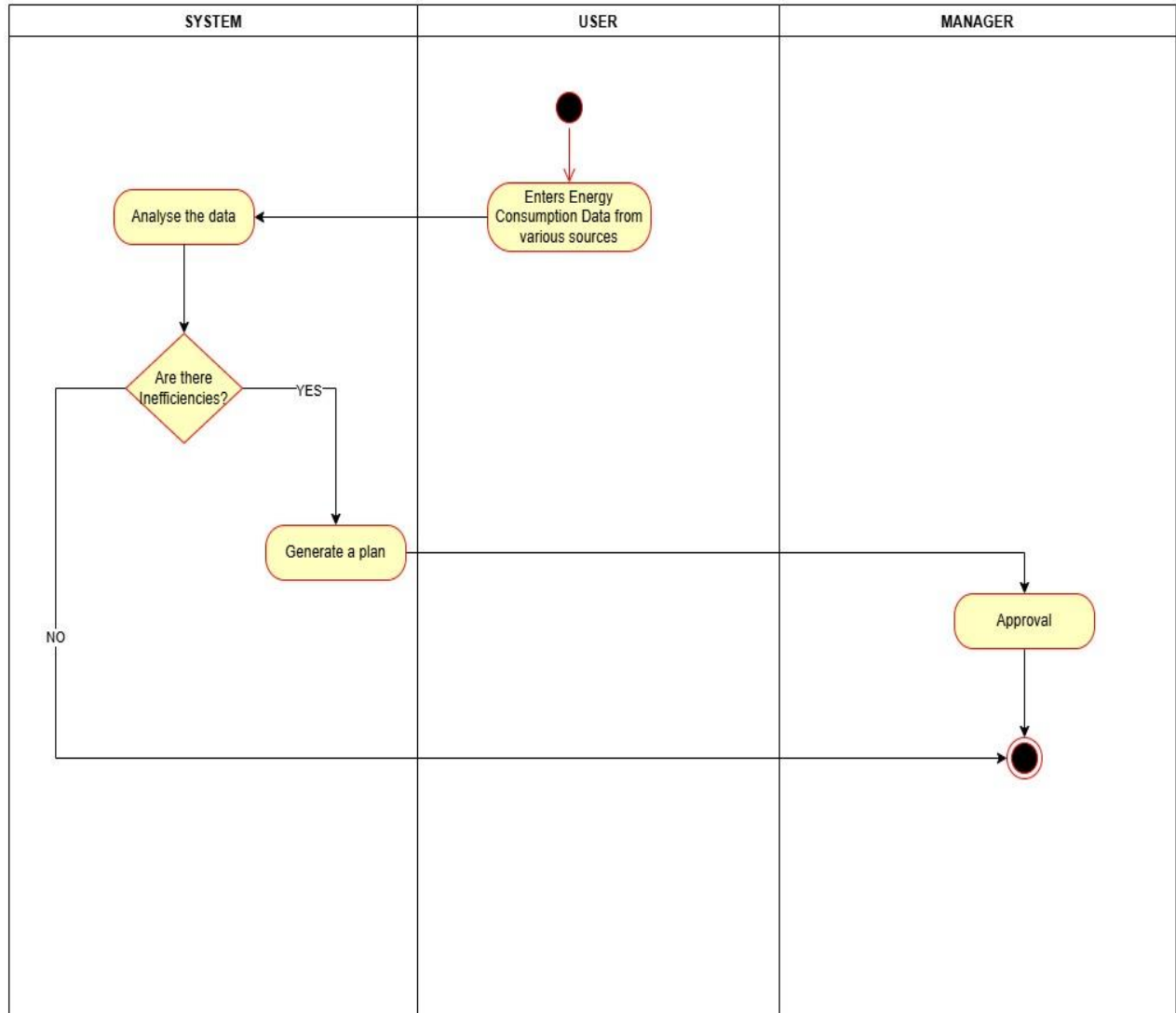
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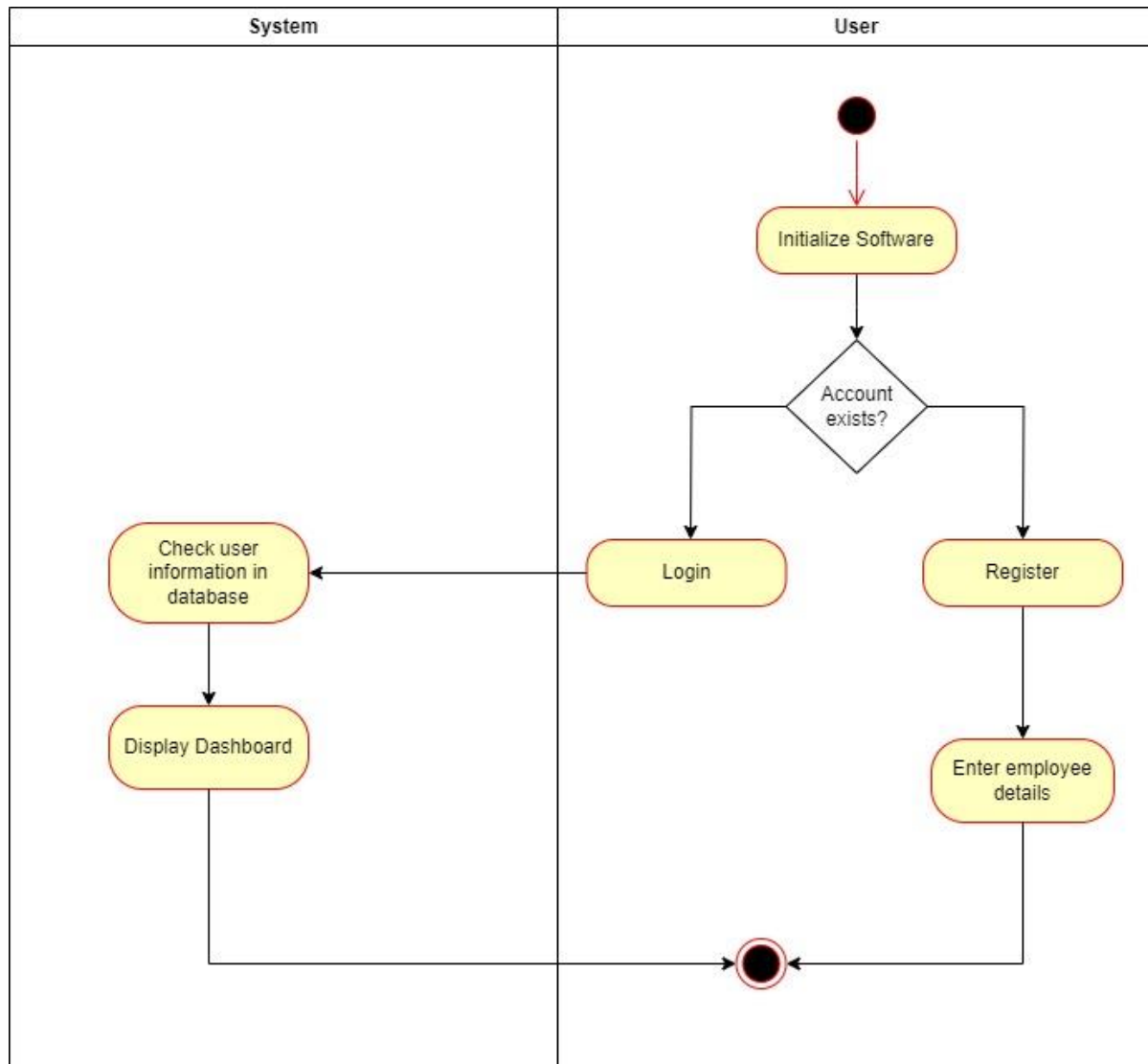
EDIT ACCOUNT:

MONITORING TASKS:

CREATING GOALS:

USER (MANAGER)	SYSTEM

Click on create goal

add task in goal
- NO
- YES

Create Task

Assign Employees to the Task

Notifying the Employee

ANALYZING MARKET TRENDS:

ENERGY MANAGEMENT SYSTEM:

SYSTEM	USER	MANAGER

Enters Energy Consumption Data from various sources

Analyse the data

Are there Inefficiencies?

YES

NO

Generate a plan

Approval

ROBUSTNESS DIAGRAMS
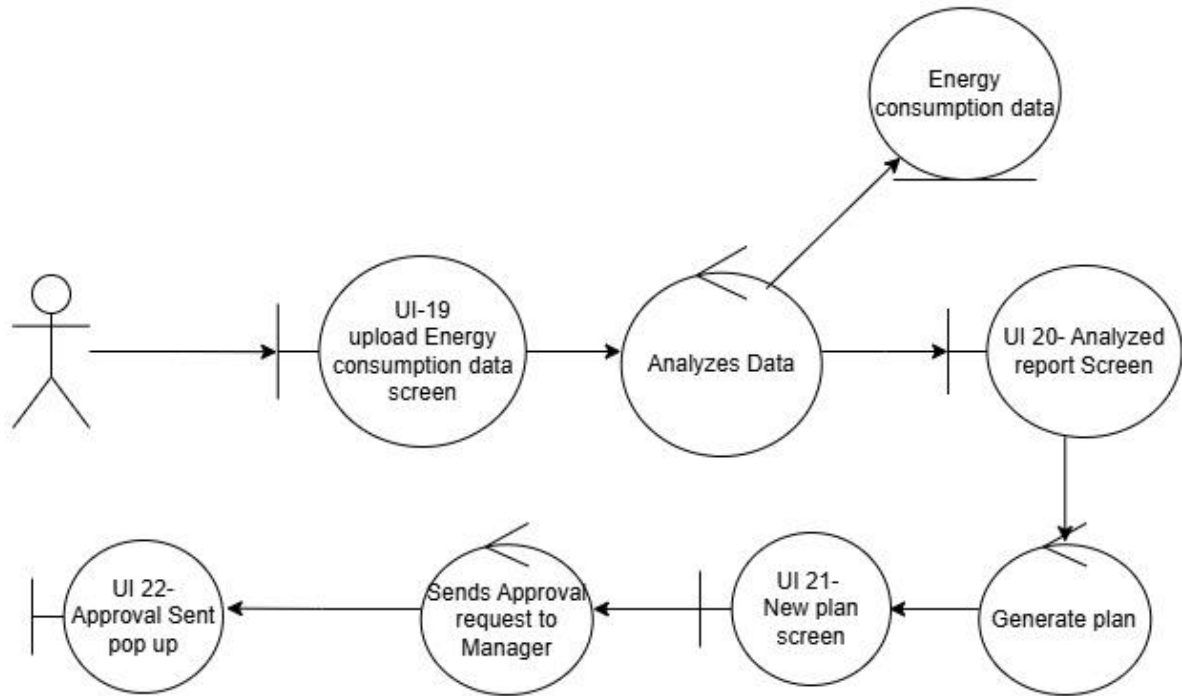
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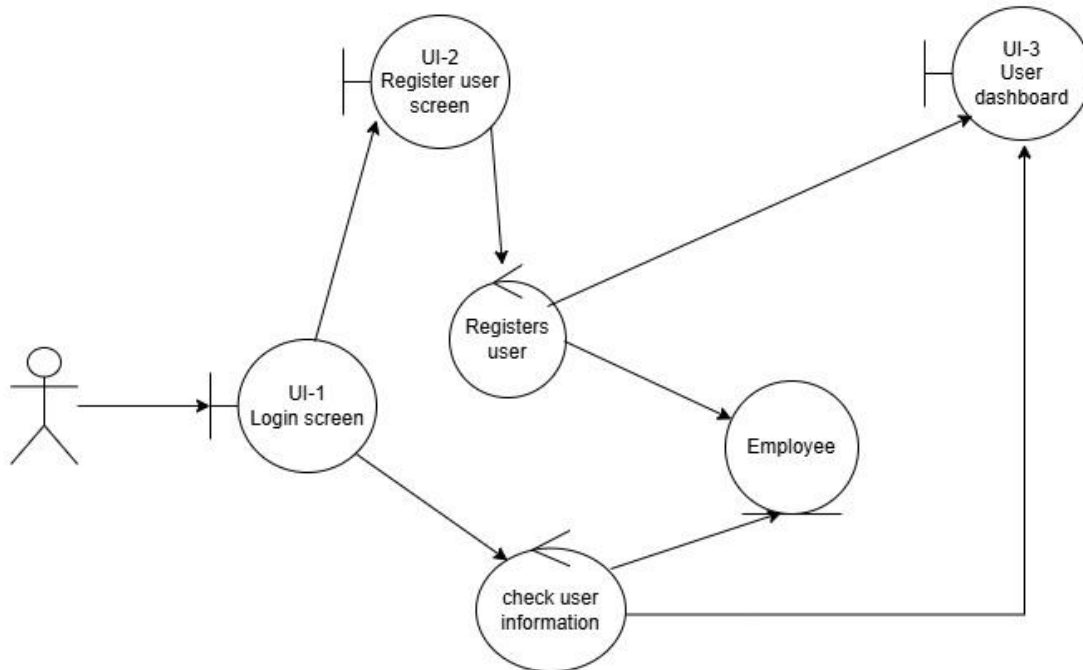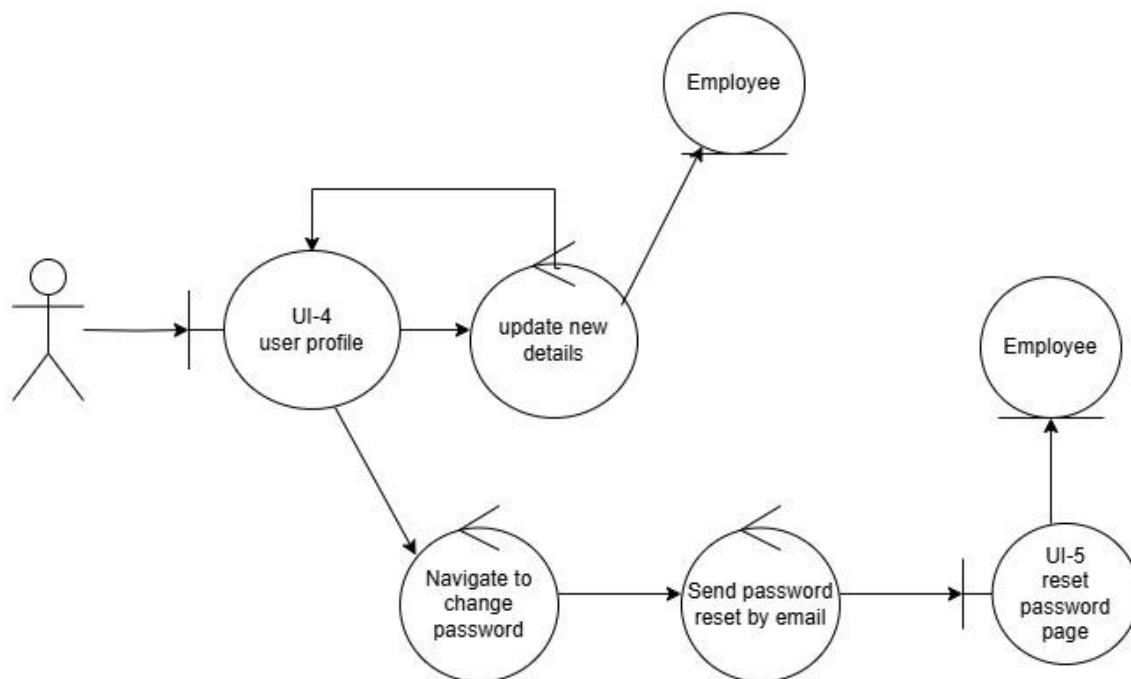
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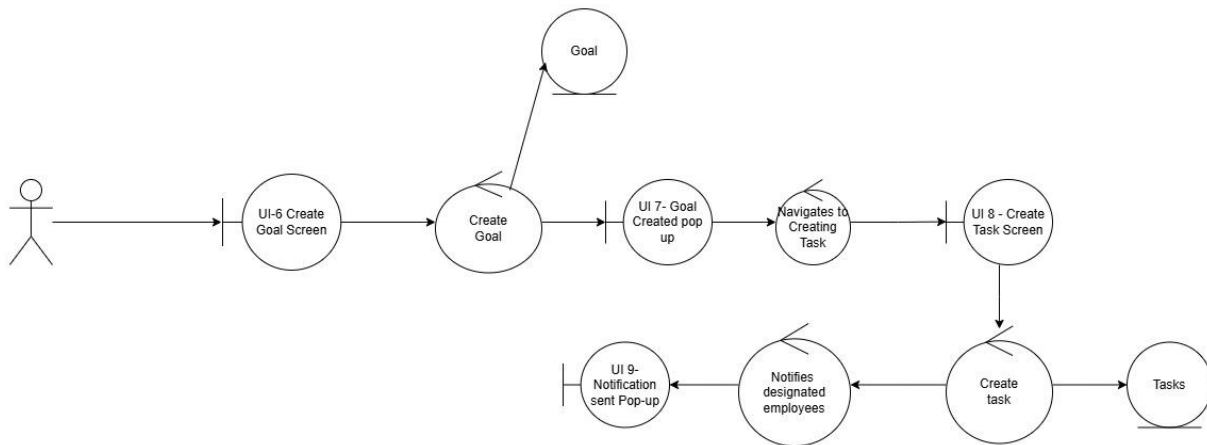
CREATE GOALS:

MONITOR STATUS:
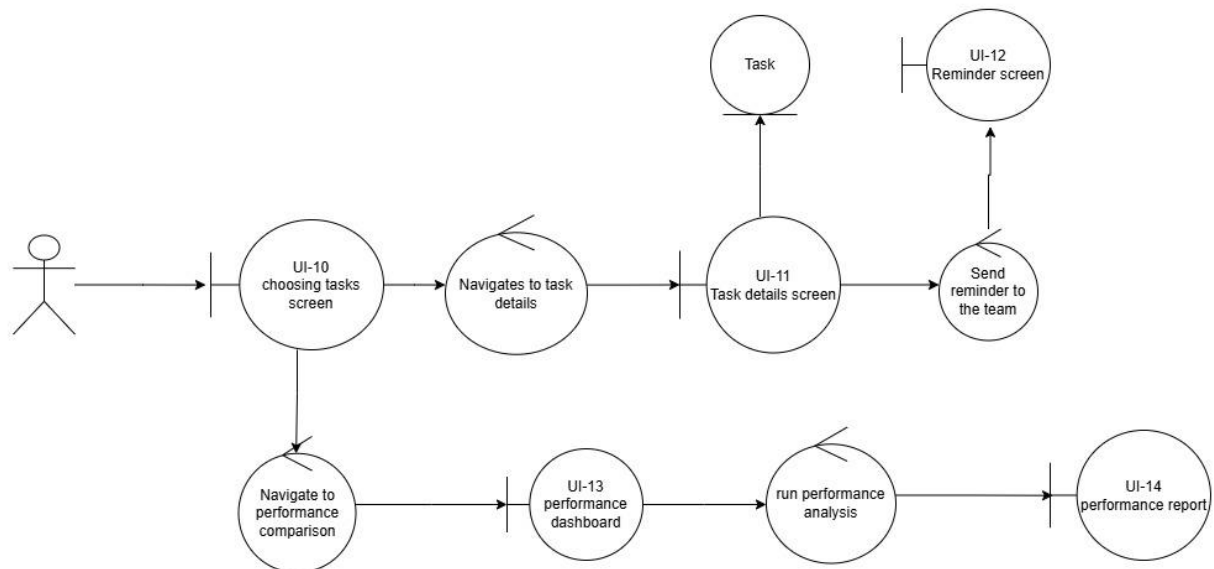
ANALYZE MARKET TRENDS:
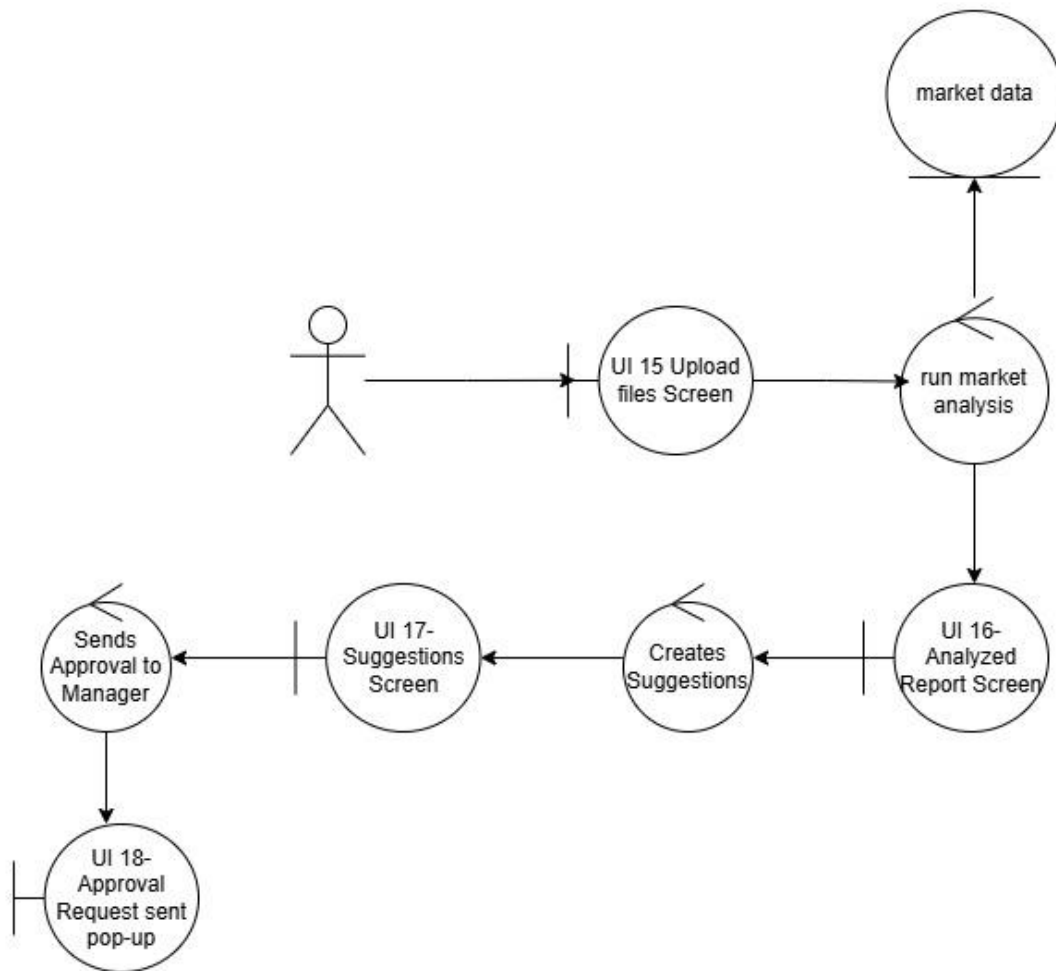
ENERGY MANAGEMENT SYSTEM:

CRC CARDS:

User	
Username	Task
User ID	Manager
Phone Number	Reminder
Email	Goal
Input Task Detail	
Edit Account Detail	

Manager	
Approve Stratergies	User
Create Goals	Goal
Manage Team Members	Reminder
Compare Performance	

Goal	
Title	Reminder
Description	Task
Team Members	Manager
	User

Task	
Title	Reminder
Description	Goal
Deadline	User

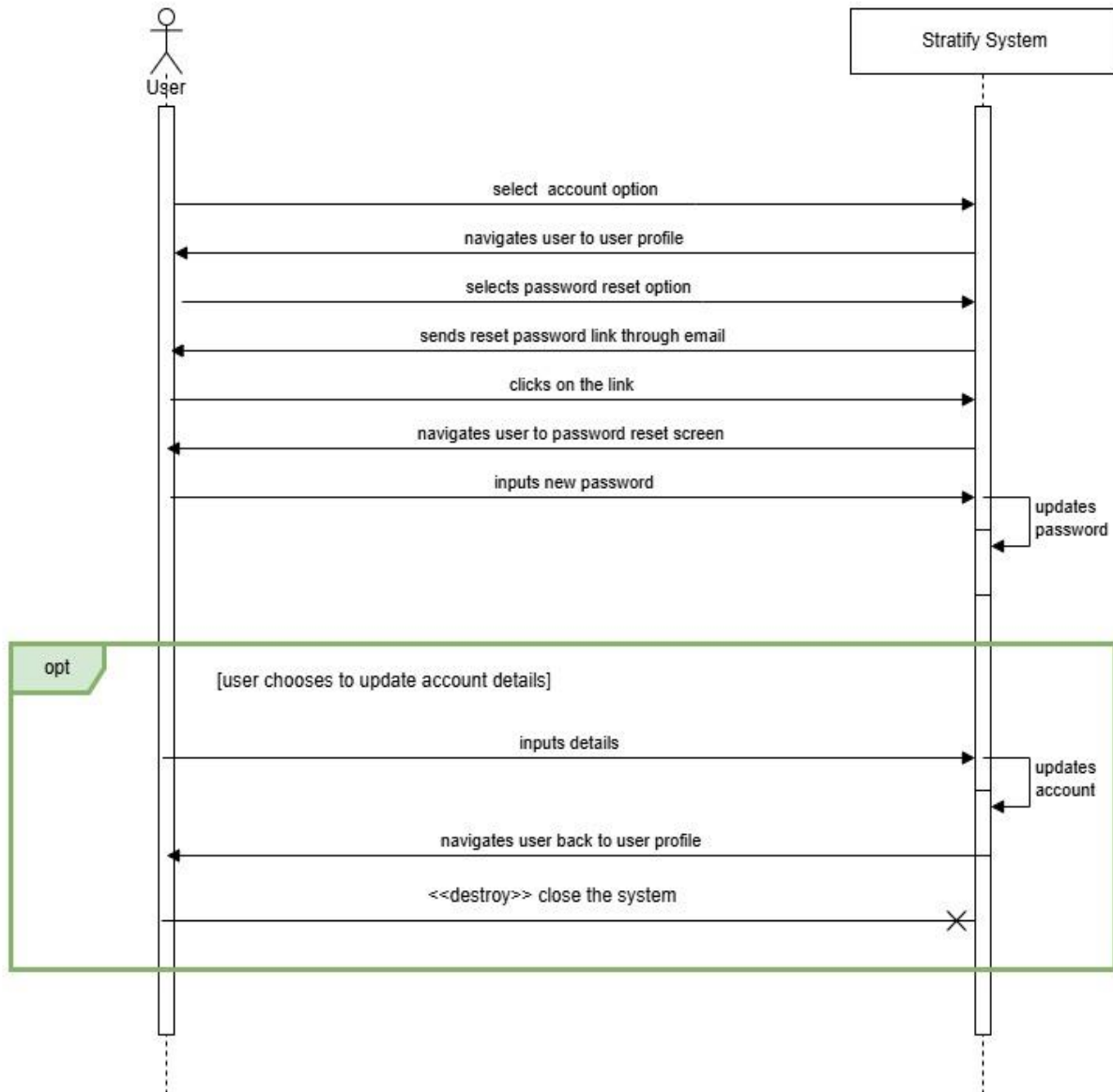| Reminder	
Reminder Type	Goal
Information	Task
	User
	Manager

DOMAIN MODEL CLASS DIAGRAM:
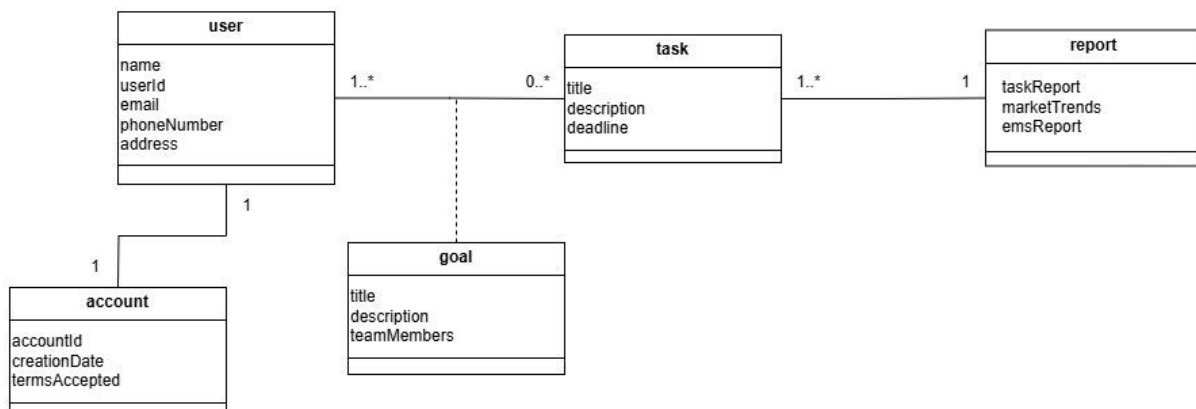
SQUENCE DAIGRAMS:

LOGIN/REGISTER:

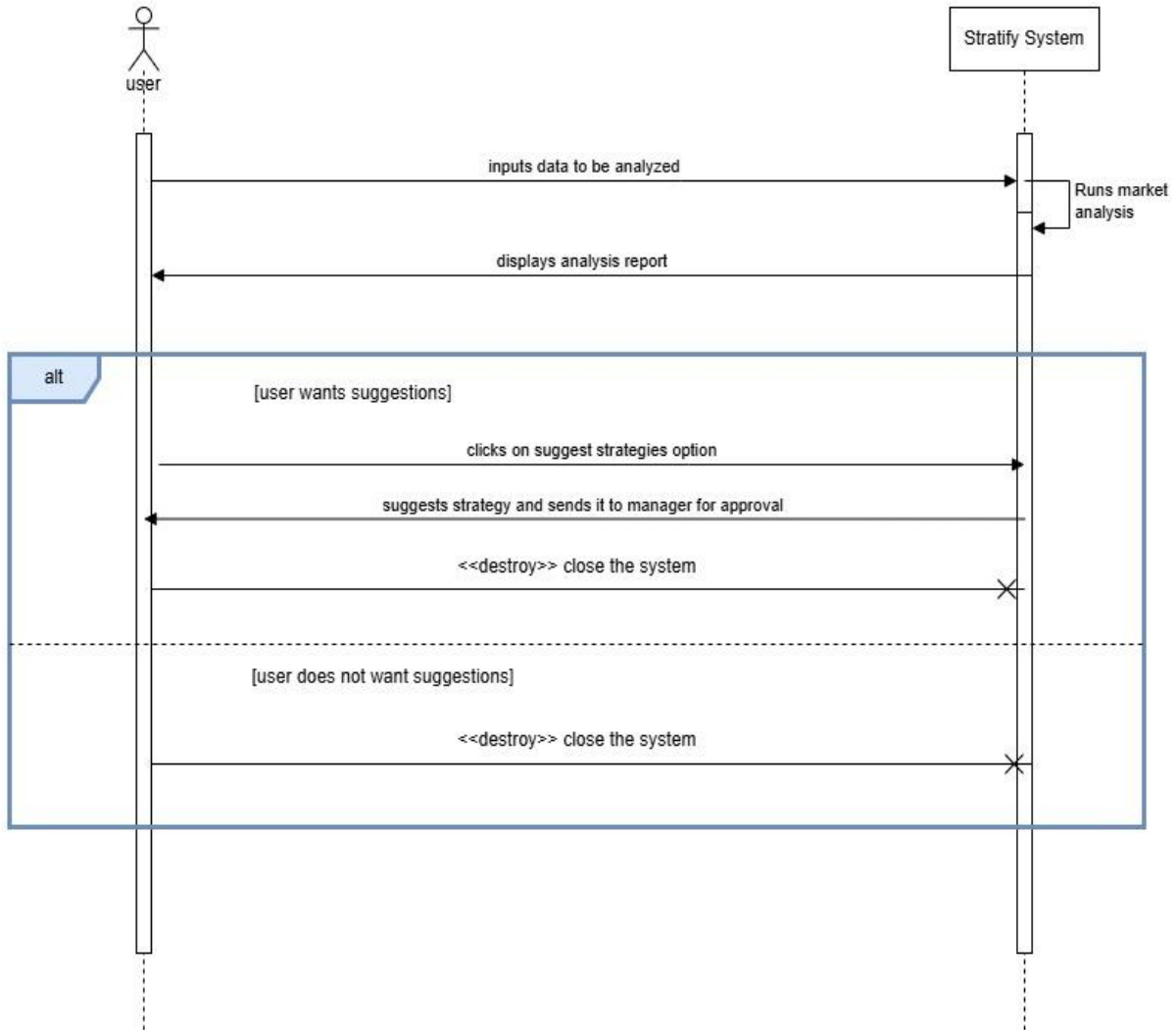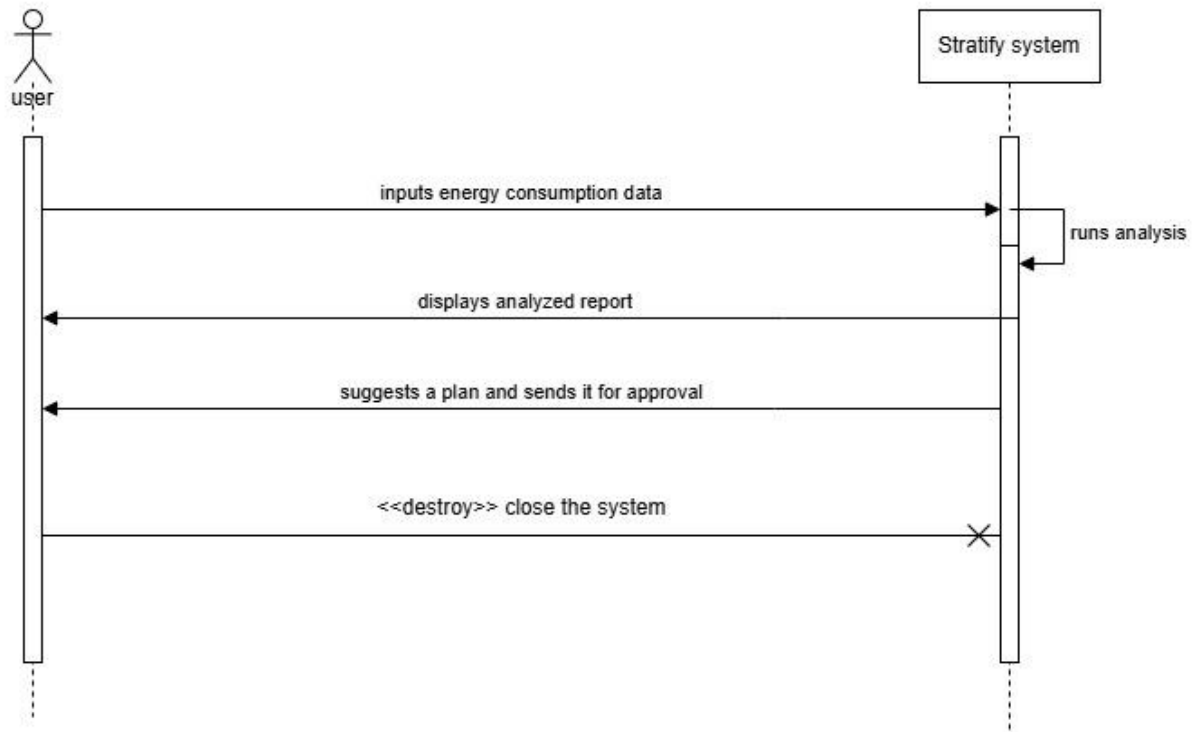## EDIT ACCOUNT:

CREATE GOALS:

A sequence diagram titled CREATE GOALS showing interactions between User and Stratify system:
- User → Stratify system: selects create goal option and enter details
- User → Stratify system: input goal details
- Stratify system → User: navigates user to task screen
- User → Stratify system: selects create task option
- User → Stratify system: enters details of the tasks
- Stratify system: updates task in database
- Stratify system → User: notifies user and assigned employees
- User → Stratify system: <<destroy>> close the system

MONITOR STATUS:

Sequence diagram with lifelines "user" (actor) and "Stratify system".

- user → Stratify system: chooses a task from the tasks screen
- Stratify system → user: navigates user to task details

opt [Task is not completed]
- user → Stratify system: selects send reminder option
- Stratify system → user: sends a reminder to team members
- user → Stratify system: <<destroy>> close the system

opt [user chooses to compare performance]
- user → Stratify system: selects a department and time range
- Stratify system: runs performance analysis
- Stratify system → user: displays performance report
- user → Stratify system: <<destroy>> close the system

ANALYZE MARKET TRENDS:

ENERGY MANAGEMENT SYSTEM:

UI FLOW:
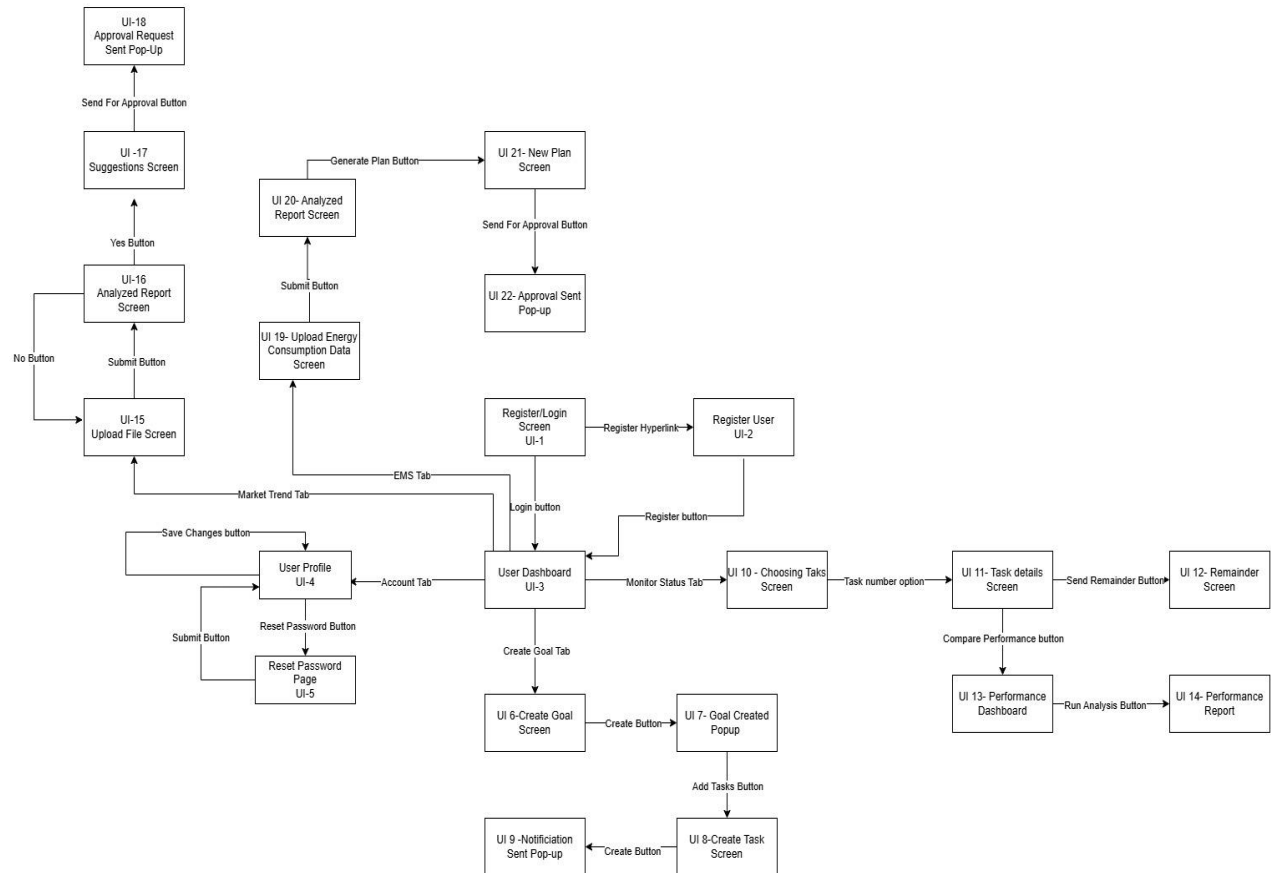
UI STORYBOARD:

LOGIN / REGISTER

EDIT PROFILE

CREATING GOAL AND TASKS

MONITORING STATUS

MARKET TRENDS

EMS

SYSTEM ARCHIETECTURE:

1. **Presentation Tier**

The Presentation Tier serves as the primary interface between users and the system, facilitating direct interaction and data visualization. This tier comprises:

- **Mobile Application / Web Application**: This platform is designed for end users, including planners, managers, and employees. It provides access to strategic objectives, performance tracking, and updates on goal progress. Information displayed is tailored based on the user's role to ensure relevance and clarity in line with their responsibilities.

- **Administrator Console**: A dedicated web-based interface for system administrators, allowing them to oversee and configure the system. Administrators can define strategic goals, monitor progress, assign responsibilities, and control user permissions. Additionally, the console offers reporting and analytical tools for comprehensive oversight.

2. **Application Tier**

The Application Tier is responsible for processing and managing the core functionalities of the system. It includes several essential services:

- **User Profile Service**: This service maintains user information, such as roles and preferences, to support a personalized user experience. By tailoring information display

based on individual profiles, the service enhances relevance and engagement for each user.
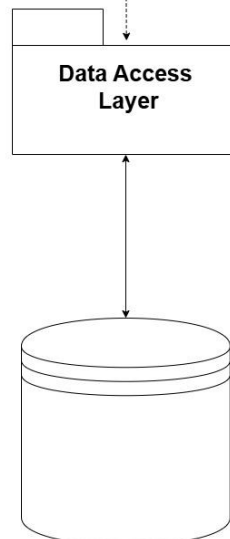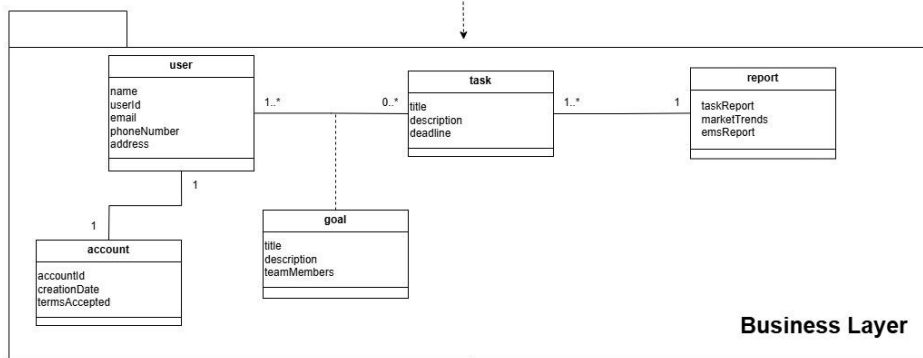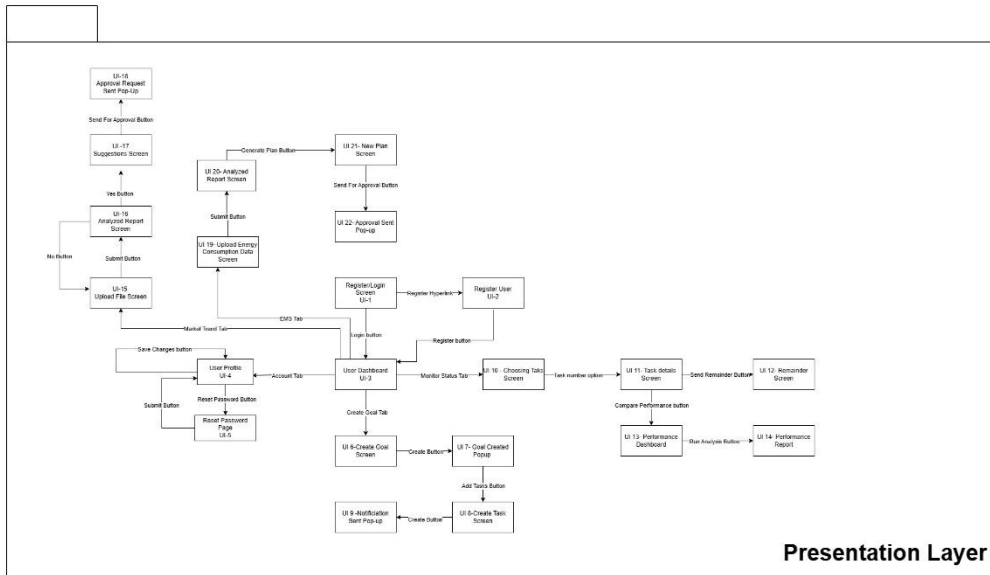
- o **Task/Goal Management Service**: This component facilitates the creation, assignment, and monitoring of tasks and objectives within the organization. It ensures alignment with strategic goals by organizing tasks and tracking their progress, thereby supporting cohesive organizational efforts.

- o **Environmental Management System (EMS) Service**: Dedicated to managing the organization's sustainability initiatives, this service tracks environmental tasks, metrics, and compliance requirements, ensuring alignment with environmental standards and goals.

- o **Market Trends Analysis Service**: This service performs analyses on current market data to identify emerging trends. By providing insights on potential opportunities or threats, it aids in strategic planning and helps the organization adapt to changes in the market environment.

3. **Data Tier**

The Data Tier is responsible for secure and organized data storage across the system. This tier includes:

- o **User Database**: This database stores user-specific data, including roles, preferences, and historical progress. This information is essential for maintaining user profiles and supporting personalized experiences.

- o **Task/Goal Database**: Dedicated to storing all organizational tasks and goals, this database includes detailed information such as descriptions, deadlines, and statuses, supporting real-time tracking and historical review of objectives.

- o **Reports Database**: This database archives all generated reports, providing a repository of past performance records and analyses. It enables users to track historical performance data and retrieve prior insights for comparison and trend analysis.

Presentation Layer

UI-18
Approval Request
Sent Pop-Up

Send For Approval Button

UI -17
Suggestions Screen

Generate Plan Button

UI 21- New Plan
Screen

UI 20- Analyzed
Report Screen

Send For Approval Button

Yes Button

Submit Button

UI 22- Approval Sent
Pop-up

UI-16
Analyzed Report
Screen

UI 19- Upload Energy
Consumption Data
Screen

No Button

Submit Button

UI-15
Upload File Screen

EMS Tab

Register/Login
Screen
UI-1

Register Hyperlink

Register User
UI-2

Market Trend Tab

Login button

Register button

Save Changes button

User Profile
UI-4

Account Tab

User Dashboard
UI-3

Monitor Status Tab

UI 10 - Choosing Task
Screen

Task number option

UI 11- Task details
Screen

Send Remainder Button

UI 12- Remainder
Screen

Submit Button

Reset Password Button

Reset Password
Page
UI-5

Create Goal Tab

Compare Performance button

UI 13- Performance
Dashboard

Run Analysis Button

UI 14 - Performance
Report

UI 6-Create Goal
Screen

Create Button

UI 7- Goal Created
Popup

Add Tasks Button

UI 9 -Notification
Sent Pop-up

Create Button

UI 8-Create Task
Screen

Business Layer

user
name
userId
email
phoneNumber
address

1..*   0..*

task
title
description
deadline

1..*   1

report
taskReport
marketTrends
emsReport

1

1

account
accountId
creationDate
termsAccepted

goal
title
description
teamMembers

**Data Access
Layer**

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