**Project Plan**

**Database and Platform Management**

ARCANUM

Data Solutions

315 Walnut St

Chattanooga, TN 37403

February 7, 2021

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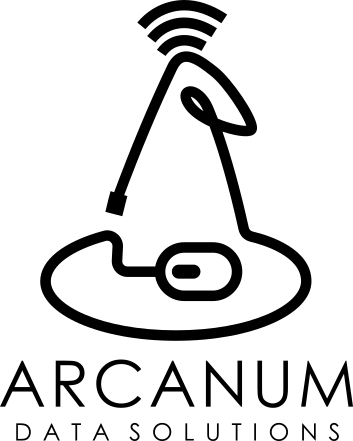
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# introduction

**Title:** Arcanum Data Solutions

**Logo:**



**Team Members:** Ketlin de Mello Moreira, Megan Farmer, Michelle DuBose

**Mission:** To provide comprehensive data-management services, database development and optimization, platform migration, and 24-hour support to businesses and organizations in the Chattanooga area.

**Vision:** Demystifying data-management and platform-modernization to transform local businesses from ordinary to spectacular.

# Market Analysis

**Regional Competitor’s:**

EnterpriseDB

MarkLogic

MariaDB

**Local Competitors:**

None

**Database Administration Salary**

$59,000 to $110,000

per year

**Target Customers:**

Local small businesses

Franchises

# SWOT Analysis

|  |  |  |
| --- | --- | --- |
|  | **HELPFUL**  to achieving the objective | **HARMFUL**  to achieving the objective |
| **INTERNAL ORIGIN**  (attributes of the organization) | **STRENGTHS**   * Educational experience * Business and marketing experience in addition to IT skills * Each team member knowledgeable in varying areas of IT * All knowledgeable in database administration * Several professors/mentors to reach out to for guidance | **WEAKNESSES**   * Lack of professional experience; competitors more established * Lack of financial resources * Have not worked together for long or at all prior to this; first major business venture for all. * No established brand; need quality marketing campaign. |
| **EXTERNAL ORIGIN**  (attributes of the environment) | **OPPORTUNITIES**   * Database jobs well-paying and always in high demand; database implementation and support helpful to any/all businesses, from large corporations to small family-owned businesses, restaurants, local organizations, etc. * No local competitors and few regional competitors that specifically handle data-management services. * Most businesses moving toward cloud-based data platforms; in need of data migration services. * Current culture supportive of locally owned and operated businesses and of woman-owned and operated businesses * Chattanooga businesses increasingly high-tech and modernized; older businesses need data infrastructure modernization to keep up. | **THREATS**   * Freelancers can be hired by businesses to develop or update data infrastructures. * Competitors may offer more variety of IT services. * Lack of financial resources could make things difficult if well-established/well-funded data management company comes to city. * Businesses can easily hire consultants from outside of the area. * Increased availability of DIY/how-to videos, blog tutorials, affordable classes, etc. online, particularly related to technology, allow small/independent business owners to learn skills necessary to implement basic database systems and bypass need for professional consultation. * High liability when working with data |

# project Charter plan

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| **Project Title** | Database and Platform Management | **Project Manager** |  |

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| --- | --- | --- | --- | --- | --- |
| **Start Date** | Jan 31, 2021 | **End Date** | Apr 25, 2021 | **Project Sponsor** |  |

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| **Business Need** |
| The Database and Platform Management project has been created to provide comprehensive and organizational database development and optimization to local business in the Chattanooga area. |

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| **Project Scope** |
| The project will include design, monitoring which will include velocity of database related stories and implementation of an example line business project for demonstration purposes. |
| **Risks and Issues** |
| Example project may not align with the client’s project.  Relational database systems may not be ideal for the client’s project. |

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| **Deliverables** |
| Teach software developers how to model businesses entities in a relational database for line of business purposes.  Create example project and perform a presentation.  Guidance through client project development. |
| **Assumptions & Dependencies** |
| IT teams will provide additional resources if necessary.  The consultants will be supporting a development team through the production of a line of business application. |

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| **Financials** |
| The budget to complete this project is $30,000 |
| **Milestones Schedule** |

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| --- | --- | --- |
| **Milestone** | **Target Completion** | **Actual Date** |
| Step 1 – Establish business domain and problem set. | Feb 8, 2021 5:30 PM | Feb 7, 2021 11:00 PM |
| Step 2 – Create a budget estimate, organizational chart, project timeline. |  |  |
| Step 3 – example data flow diagram, example database design. |  |  |
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| **Project Team** | **Review** |

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| **Project Manager** |  | **Business Manager** | Megan Farmer |
| **Team Members** | Ketlin de Mello Moreira  Megan Farmer  Michelle DuBose | **Finance Manager** | Michelle Dubose |
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# executive summary

**Opportunity:** Database administrators’ resources are expensive and scarce. Arcanum provide cost-effective access to a deep pool of DBA expertise without hiring resources or assuming additional costs.

**Mission:** Successful database consulting takes more than just theoretical ideas; it takes practical experience. Arcanum yields superior results thanks to face-to-face business solutions, real-world industry, business, and use-case-specific experience. We align your database with strategic short-term and long-term business goals and then architect for optimal database performance using tested processes, platform migration, 24-hour support, database development and optimization.

**Solution:** Arcanum works alongside to company teams to help create and modify instances and databases based upon best practices and correctly sized every time.

**Market focus:** Enterprises performing software development in Chattanooga and surrounding cities.

**Competitive advantage:** Employee-owned business with established reputation in Chattanooga and surrounding cities offering face-to-face business solutions.

**Ownership:** 20% angel investor, 80% employee owned.

**Expected returns:** Once Arcanum reaches $500,000 profit within a two-year timeframe; we are going to extend our consulting services to Knoxville area.