IT Strategic Assessment Report

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# Mission Statement

At Tsom Futbol, our mission is to empower athletes of all skill levels to unlock their full potential on and off the field. Through comprehensive training, we sharpen their technical mechanics, enhance their understanding of game flow, and instill the mental and physical discipline needed to excel.

# History and Purpose

## History of the Tsom Futbol

Tsom Futbol was founded by Coach Haji Abdikadir, a professional footballer currently playing as a defender for Southern Indiana FC in the USPL. Drawing from his experience in competitive soccer, Haji established Tsom Futbol to provide high-quality training to young athletes aspiring to improve their game.

## Purpose of the Tsom Futbol

Tsom Futbol is dedicated to helping young talents reach their full potential by offering structured and professional training programs. The goal is to develop players technically, tactically, and mentally to succeed at various levels of the game.

# Stakeholders

As the founder and head trainer, Haji Abdikadir is responsible for overseeing all aspects of Tsom Futbol. He makes key business and training decisions that impact the organization’s success.

## Haji Abdikadir

The stakeholder of Tsom Futbol and the founder coach Haji Abdikadir. He

is a professional footballer currently playing as a defender for Southern Indiana FC in the

USPL. Alongside his football career, he runs TSOMFutbol, a personal training program

dedicated to helping young talents reach their full potential. Coach Haji is also a proud

University of Louisville alumnus, where he was a standout player for the Cardinals soccer

.

### **Haji Abdikadir Experience and Background**

Coach Haji Abdikadir is a dedicated professional footballer and an influential figure in the world of youth soccer development. Currently, he plays as a defender for Southern Indiana FC in the USPL, where his skills, leadership, and tactical awareness make him a key asset to the team. His passion for the game extends beyond his professional career, as he is also the founder of TSOM Futbol, a personal training program dedicated to nurturing young athletes and helping them unlock their full potential. Through TSOM Futbol, he has mentored and guided numerous aspiring players, providing them with the technical training, discipline, and mindset required to excel in the sport.

Born in Kenya, Coach Haji later moved to the United States, where he quickly established himself as a promising young talent. He attended Louisville Collegiate High School, where he stood out for his exceptional skills, work ethic, and natural leadership on the field. His impressive performances earned him the opportunity to play for the University of Louisville, where he became a standout player for the Cardinals soccer team. As a proud alumnus, he continues to give back to the soccer community, using his experience and knowledge to inspire and train the next generation of players.

Coach Haji’s commitment to the game goes beyond just playing—he is passionate about fostering talent, instilling confidence in young athletes, and providing them with the tools to succeed both on and off the field. His journey, from a talented young player to a professional footballer and mentor, is a testament to his dedication, perseverance, and love for the sport. Through his playing career and coaching endeavors, he remains a respected figure in the soccer community, continually shaping the future of aspiring athletes.

## Property Owner/ Investors

The Tsom Futbol team is proudly sponsored by two local restaurants that are deeply committed to supporting the development of young athletes and fostering a strong community. La Lupita: A beloved local business that plays a vital role in nurturing the next generation of athletes by providing financial support and resources to help them succeed both on and off the field. Their dedication to youth development makes a significant impact on the team’s growth. El Napol: More than just a restaurant, El Napol actively invests in the future of Tsom Futbol, ensuring that players have access to the necessary equipment, training, and opportunities to enhance their skills. Their commitment to the sport and the community strengthens the foundation of the team. Through their generous support, La Lupita and El Napol help Tsom Futbol continue to thrive, empowering young athletes to pursue their passion and achieve their goals.

# Generic Strategy

Tsom Futbol operates with a strategic approach to attract players and grow its presence in the soccer community. The organization specifically targets aspiring soccer players who are eager to develop their skills and elevate their game. They provide specialized training tailored to individual needs, covering essential aspects such as dribbling, shooting, ball control, and overall technique.

Rather than focusing on competition with other training programs, Tsom Futbol sets its pricing based on the quality of instruction and the value it provides to athletes. While their services may not be entirely unique, they cater to a dedicated audience that deeply appreciates the training and development opportunities offered.

At Tsom Futbol, the mission is to empower athletes of all skill levels to reach their full potential both on and off the field. Through comprehensive training programs, players refine their technical abilities, deepen their understanding of game strategy, and develop the mental and physical discipline necessary to excel in soccer and beyond.

# Industry Competitive Analysis

## Competitive Rivalry

Tsom Futbol faces a moderate level of competition, as it has already built a recognizable name within the soccer community. Several other training programs cater to similar audiences, including small group and one-on-one coaching focused on skill development, agility, and personalized training.

Local college coaches also offer individual training sessions to players, particularly those looking to advance their game at the collegiate level. Additionally, a well-known speed and agility coach in the area attracts many of the same athletes who might consider training with Tsom Futbol.

Other competitors include private trainers who provide personalized sessions at a player’s home or a convenient nearby location, such as a backyard or local park. While Tsom Futbol is still relatively new, it continues to establish itself as a valuable training option for athletes looking to improve their skills and performance.

## Legal Threats

Tsom Futbol faces several threats that could impact its operations. Competition from rival academies and free community programs can make it harder to attract and retain players. Economic downturns may lead families to cut sports expenses, affecting revenue, while sponsorship losses can further strain finances.

Legal and liability risks are also concerns, as player injuries could lead to lawsuits or increased insurance costs. Stricter child safety regulations may require additional compliance efforts. Weather disruptions, overtraining, and health crises like pandemics can impact training sessions, leading to cancellations and financial losses.

Technological threats include cybersecurity risks, data breaches, and weak online presence. Negative social media exposure can damage reputation quickly. Additionally, regulatory changes, tax laws, and facility restrictions may create administrative burdens, limiting growth and increasing costs. To stay competitive, Tsom Futbol must proactively address these challenges through strong planning and risk management.

## Threats of Competitors

Competitors pose a major threat to Tsom Futbol by attracting players with better facilities, lower fees, or more experienced coaches. Some academies have advanced training tools, professional club connections, or college recruitment programs, making them more appealing. If parents see these as better opportunities, they may switch their children to a competitor.

Beyond direct rivals, alternative sports like basketball, martial arts, and esports can pull players away. Free or low-cost community programs also reduce demand for paid training, making it harder to maintain enrollment.

Marketing is another challenge. If competitors have stronger social media presence or better advertising, they will attract more players. To stay competitive, Tsom Futbol must improve its programs, strengthen marketing efforts, and build strong community relationships.

## Bargaining Power of Suppliers

Tsom Futbol's bargaining power with suppliers is relatively low. Soccer equipment is easy to obtain from various sources, such as local sports stores or online retailers, so finding the necessary gear isn’t an issue. The company’s tech equipment, like their computer and iPad, were one-time purchases, meaning the focus is mostly on maintenance or replacements when necessary.

The main supplier for Tsom Futbol is the rental of their training locations. They have been using the Louisville Collegiate fields for outdoor sessions and Bardstown Road for indoor sessions during colder months since the company started nearly two years ago. The rental agreement has been stable, with the company maintaining a good relationship with the property owner.

## Bargaining Power of Customers

The bargaining power of customers at Tsom Futbol is moderate. While players and their parents have the option to go to other competitors or find substitutes, they are less likely to leave due to the strong reputation of Haji Abdikadir in the community. His extensive experience and devoted coaching style help him attract new players and keep them loyal. Tsom Futbol has a high demand, with many parents and players on the waitlist due to limited space. If customers are unhappy with certain aspects, like pricing, they can choose to go elsewhere, but they would be replaced by someone on the waitlist. Haji's community connections and dedication to coaching ensure that Tsom Futbol continues to retain players, and the company is strategically looking to open more facilities to accommodate the growing demand.

# Current IT Environment

## Hardware

The IT hardware of Tsom Futbol is very minimal. Tsom Futbol has CCTV security cameras, a Wi-Fi router, a computer, an iPad, an iPhone 13, and Wearable GPS Trackers.

### 2 CCTV Security cameras

The two CCTV cameras installed in the facility are dome-shaped, black security cameras designed to provide real-time surveillance of all activities taking place within the premises. These cameras are strategically positioned to cover key areas, ensuring comprehensive monitoring and security. They feature high-definition video quality, allowing for clear and detailed footage of players, coaches, and visitors. The system supports simultaneous recording and live viewing, enabling staff to monitor the facility in real time while also maintaining a recorded history of events. This enhances safety, helps in resolving disputes, and ensures compliance with facility regulations. Additionally, the cameras may include night vision capabilities and motion detection, further improving security during off-hours or when the facility is closed.

Wi-Fi router The Wi-Fi router provides Tsom Futbol with a reliable and stable internet connection throughout the facility, ensuring seamless connectivity for staff, coaches, and visitors. It enables essential online activities such as managing player registrations, accessing training materials, streaming game footage, and communicating with players and parents via email or messaging platforms. The router supports multiple devices simultaneously, allowing for smooth operation of administrative tasks, security systems, and any smart training equipment that relies on internet access. Additionally, it helps maintain connectivity for mobile devices and tablets used by coaches for analyzing player performance, reviewing game strategies, and staying organized during training sessions. If needed, the network can also be expanded with additional access points to enhance coverage in larger areas, ensuring a strong and consistent signal throughout the facility.

### TSom Ipad

The iPad offers a wide range of advanced features that enhance productivity and convenience for Tsom Futbol. It boasts a high-resolution touchscreen display, providing sharp visuals and a smooth user experience. The device is highly responsive, allowing coaches and staff to seamlessly switch between multiple apps, whether they are managing player schedules, analyzing game footage, or taking notes during training sessions. Its powerful processor ensures fast performance, even when running demanding applications, and its multitasking capabilities enable users to browse the web, stream videos, and use sports analytics software without lag. Additionally, the iPad supports Apple Pencil and external keyboards, making it even more versatile for tasks like drawing tactical plays or typing reports. With a long battery life, it remains operational throughout long practice sessions, ensuring uninterrupted use. Furthermore, its lightweight and portable design make it easy to carry around the facility, providing on-the-go access to essential information and tools.

### iPhone 14

The iPhone 14 is equipped with one of the most advanced cameras ever seen on an iPhone, featuring a high-quality lens system that allows for stunning photo and video capture. It offers Cinematic Mode, which creates a professional-grade depth effect when recording in Dolby Vision HDR, ensuring crisp, vibrant, and visually immersive footage. With 128GB of storage, Tsom Futbol can store a large collection of high-resolution videos and photos without worrying about running out of space. The phone's advanced image stabilization helps capture smooth footage, even during fast-paced training sessions and games. Additionally, its Night Mode and Smart HDR 4 allow for clear and well-lit recordings in various lighting conditions, making it perfect for both indoor and outdoor settings. Tsom Futbol leverages this powerful device to record training sessions, highlight reels, and promotional content, which they use to showcase their coaching methods, player progress, and overall brand online. By sharing high-quality videos on social media and their website, they enhance engagement, attract new players, and strengthen their digital presence.

### Wearable GPS Tracker

The wearable GPS tracker is an essential tool that helps Coach Haji monitor and analyze his players' performance in real time. This advanced device provides valuable data on key metrics such as speed, distance covered, acceleration, deceleration, heart rate, and overall movement patterns during training sessions and matches. By using this technology, Coach Haji can gain deeper insights into each player’s physical condition, stamina, and workload, helping him tailor training programs to optimize performance and reduce the risk of injuries.

The GPS tracker allows for post-session analysis, enabling the coaching staff to review individual and team performance trends over time. This data-driven approach helps in setting benchmarks, tracking progress, and making informed decisions about player development. Additionally, the device can assist in identifying areas where players need improvement, such as endurance or agility, and adjust training intensity accordingly.

With real-time tracking and detailed analytics, the wearable GPS tracker enhances Tsom Futbol’s training methodology, ensuring that players are performing at their best while maintaining their fitness levels. This technology also provides a competitive edge, aligning Tsom Futbol with modern, professional training standards.

### **Digital Scoreboard**

The digital scoreboard is a vital piece of equipment used inside the facility to keep track of scores during practice games, providing real-time updates for both players and coaches. This scoreboard features a large, clear display that is easy to read from anywhere in the facility, allowing everyone to stay informed about the progress of the game. It not only shows the score but also displays the remaining time, helping players and coaches manage the pacing of practice sessions.

In addition to tracking scores, the digital scoreboard can be customized to include other relevant information, such as the number of fouls, substitutions, or penalties, making it a versatile tool for different types of drills and practice matches. The display is highly visible, even from a distance or across the room, ensuring that everyone is on the same page during fast-paced drills.

The use of the digital scoreboard enhances the overall training experience, as players can see how well they are performing in comparison to their teammates and can use the information to stay motivated and focused. It also enables coaches like Haji to make in-the-moment adjustments to the practice, analyzing how the game is progressing and ensuring players are adhering to the intended training objectives. Additionally, the scoreboard fosters a more engaging and competitive atmosphere, encouraging players to perform at their highest level during each session.

## Software

The IT usage of software in Tsom Futbol is also very minimal. There is the Tsom Futbol Soccer training website, SportEngine, QuickBooks, Google Drive, Gmail, and GroupMe.

### Tsom Futbol Soccer training website

Tsom Futbol’s website embodies all the essential qualities that a company of its size and status should have. The website is organized with a convenient hamburger menu that includes six key sections: **About, Soccer Training, Other Programs, Blog, Testimonials,** and **Contact Us.** Each menu provides clear and relevant information based on its title, giving visitors a thorough understanding of what the company offers.

The website includes detailed contact information, ensuring that potential clients can easily access everything they need to know about Tsom Futbol and what to expect. There are also direct options for signing up and contacting **Haji** via the website, streamlining the registration process. Additionally, the site links to the Tsom Futbol online store, allowing users to purchase branded attire and accessories.

This website serves as a powerful informational hub for Tsom Futbol, offering potential clients the opportunity to familiarize themselves with the company’s services and offerings. Visitors can learn about the trainers, view profiles, and read about the various programs available. The site acts as the first point of contact for new clients, where they can reach out and sign up. After this initial contact, communication continues via email and text.

Moreover, the website features an introduction and preview video, providing a visual and auditory look at the facilities and environment, giving prospective clients a firsthand experience of how things run at Tsom Futbol.

### Sport Engine

**SportEngine** is a powerful platform that Coach Haji greatly relies on for managing various aspects of Tsom Futbol’s operations. One of its key features is the ability to **manage player registrations** efficiently, allowing parents and players to sign up for training sessions and events with ease. This feature streamlines the administrative process, reducing paperwork and minimizing errors. The platform also offers robust **scheduling tools**, enabling Coach Haji to create and share training session schedules, practice times, and game dates in an organized manner. This ensures that both players and staff are well-informed and prepared for upcoming sessions.

In addition to scheduling, SportEngine helps **track player attendance**, allowing coaches to monitor who is attending practices and games. This feature is invaluable for maintaining consistency in training and helps Coach Haji identify any attendance patterns that may require attention. It also assists in tracking player performance and engagement, which can inform future training decisions.

The platform also serves as a **communication hub**, making it easier for coaches, parents, and players to stay connected. Coaches can send out messages or notifications to the team, update parents on any changes to the schedule, and answer any questions directly through the platform. This reduces the need for multiple communication channels and ensures that everyone involved stays up-to-date on important information. Whether it’s sending reminders about an upcoming training session, sharing training materials, or addressing individual player needs, SportEngine helps Coach Haji and the team stay organized and connected throughout the season.

### QuickBooks

**Accounting software** is an essential tool for Tsom Futbol, helping the company efficiently manage and track its financial health. This software enables the organization to **monitor cash flow**, ensuring that income from player registrations, merchandise sales, and other sources is properly tracked. It provides real-time visibility into the company’s financial status, helping Coach Haji and the team make informed decisions about budgeting, spending, and growth.

With robust features for **managing invoices**, the software simplifies the process of generating and sending professional invoices to clients for training fees, events, or merchandise. It helps ensure that payments are tracked and properly recorded, reducing the risk of errors or missed payments. **Payment processing** is also streamlined, allowing Tsom Futbol to accept payments securely and efficiently, whether through credit cards, bank transfers, or other methods. This ensures that both clients and the business have a smooth and transparent transaction experience.

In addition to invoicing and payments, the accounting software helps manage **payroll** by automating the process of calculating wages, tracking employee hours, and ensuring compliance with tax regulations. It can generate pay stubs, calculate taxes, and even integrate with other financial tools to ensure that employees are paid accurately and on time. This is particularly helpful for managing any staff or trainers that work with Tsom Futbol.

Moreover, the software generates **financial reports** such as balance sheets, profit and loss statements, and tax summaries, providing valuable insights into the company’s profitability and areas for improvement. By having access to detailed financial records, Tsom Futbol can plan for the future, track expenses, identify trends, and ensure the financial health of the business is maintained over time.

### Google drive

**Google Drive** is a versatile and reliable platform that greatly benefits Tsom Futbol by enabling **easy file storage, sharing, and collaboration**. With its cloud-based structure, Google Drive allows the team to securely store important documents, such as player registrations, training schedules, and administrative files, without the risk of losing or misplacing them. This ensures that all critical information is easily accessible from any device, whether in the office, on the field, or while traveling.

The platform also facilitates **seamless sharing**, enabling coaches, staff, and players to quickly access and exchange files with just a few clicks. Training videos, practice drills, player highlights, and other media can be uploaded and shared with the team in real-time. This allows everyone involved to stay up-to-date on key materials and content, ensuring effective communication and the smooth operation of the training process.

Furthermore, **Google Drive** supports **collaboration**, making it an ideal tool for teamwork. Multiple users can work on the same document simultaneously, whether it’s creating training plans, compiling reports, or reviewing player performance. This feature is particularly helpful for coaches like Haji, who can easily share their notes, feedback, and updates with players and other staff members. It eliminates the need for back-and-forth emails, making the process of gathering input and finalizing documents faster and more efficient.

Additionally, Google Drive’s integration with other Google tools, such as **Google Docs**, **Sheets**, and **Slides**, makes it even easier to create, edit, and organize documents, spreadsheets, and presentations directly within the platform. Whether reviewing player stats, planning practice sessions, or preparing for meetings, the ability to store, share, and collaborate on files in one unified system simplifies daily operations and enhances productivity.

### Gmail

**Gmail** is an essential tool for Tsom Futbol, providing a secure and efficient means of communication between the company, its clients, and **Coach Haji**. With its strong **security features**, Gmail ensures that sensitive information, such as player details, schedules, and payment transactions, is protected from unauthorized access. The platform uses **two-factor authentication**, encryption, and other advanced security measures to safeguard all communication, giving both clients and staff peace of mind when exchanging important information.

Gmail also offers a **professional, streamlined communication system**, allowing Coach Haji to stay in constant contact with players, parents, and potential clients. Whether it’s responding to inquiries, sending reminders about practice schedules, or providing feedback on training sessions, Gmail makes it easy to manage and organize communication efficiently. The platform’s user-friendly interface helps keep messages sorted and accessible, ensuring that important emails don’t get lost or overlooked.

Additionally, Gmail's **integration with other Google tools**, such as **Google Calendar** and **Google Drive**, enhances its usefulness. Coach Haji can quickly send calendar invites for upcoming sessions, share training materials, or update clients on any changes in schedules—all directly from within the email system. This ensures that communication is fast, efficient, and well-coordinated, creating a smooth and professional experience for everyone involved. With Gmail, Tsom Futbol can maintain strong relationships with its clients, ensuring that their needs are addressed promptly and securely.

### Group me

**GroupMe** is an effective communication tool used by Tsom Futbol to quickly and easily connect with players and provide important updates. Whether it's notifying players about **practice cancellations**, changes to training schedules, or last-minute event updates, GroupMe allows Coach Haji to send messages to the entire team instantly. This ensures that everyone is on the same page, eliminating any confusion and ensuring that players are always informed.

With its **group chat feature**, GroupMe allows for seamless, real-time communication, enabling coaches and players to interact with one another in one centralized platform. Players can ask questions, share updates, and receive quick responses, making it an ideal tool for fostering engagement and keeping everyone connected.

The platform also allows for the sharing of important **documents, images, and videos**, such as training schedules, drills, or highlights, which can be easily accessed by the team. Additionally, **GroupMe** has a simple and user-friendly interface, ensuring that players, parents, and coaches can quickly learn how to use the app, making it a convenient tool for everyday communication. By using GroupMe, Tsom Futbol can ensure that all team members are always up-to-date with the latest information and can respond quickly to any changes.

## Staff IT Skills/Training

The IT skills of the staff at Tsom Futbol are currently quite limited. Coaches primarily use simple, easy-to-use applications to carry out their daily tasks. These tools are usually accessed through personal smartphones or the company’s iPad. The trainers use these devices to manage training schedules, track player progress, and communicate with parents, all of which are crucial for running the sessions smoothly. The apps they use are straightforward, allowing them to focus on coaching rather than learning complex technology.

While these devices and apps are effective for basic tasks, they do not support more advanced functions that could help improve player tracking, enhance training quality, or streamline business operations. The staff’s limited IT skills may prevent Tsom Futbol from taking full advantage of more sophisticated tools that could further optimize their training sessions and organizational processes.

With a focus on staff development and IT training, Tsom Futbol could significantly improve efficiency. Training staff to use advanced platforms for performance analytics, schedule management, and client communications would allow for a more streamlined approach to running the business. This would not only enhance the training experience for the players but also empower coaches to make more informed, data-driven decisions, improving both their productivity and the overall quality of service.

## IT Budgeting and Spending

All IT budgeting and spending at Tsom Futbol are decided and managed solely by Coach Haji. He is the only individual with the authority to allocate and spend funds related to IT needs for the company. This includes purchasing equipment, software, and any other technology-related expenses. There is currently no one else authorized to access or make decisions regarding the IT budget or spending, ensuring that all financial decisions related to technology are centralized and controlled by Coach Haji. This streamlined approach helps maintain consistency and accountability in managing the company’s IT resources, but it may limit the opportunity for other team members to contribute to decisions or identify areas for additional IT investments.

# Envisioned IT Capabilities

## Leadership’s Vision

The **attitude standard** at Tsom Futbol is crucial to the organization’s success, and it is primarily driven by **Coach Haji.** He strongly believes that maintaining a positive, focused, and respectful attitude is essential not only for player development but also for the overall success of the team. Coach Haji sets the tone for the culture at Tsom Futbol by leading with a mindset that encourages hard work, discipline, and resilience.

For Coach Haji, the right attitude is the foundation for success, both on and off the field. He stresses the importance of players approaching every training session and match with determination and a willingness to improve. By fostering this mindset, Coach Haji ensures that Tsom Futbol remains a place where players grow not just as athletes, but as individuals committed to personal and team success.

## Top 10 Technology Issues

### Issue 1

The first technology issue Tsom Futbol is facing involves the functionality of the website, which is currently suspended due to an expired domain. This has caused the website to become temporarily unavailable, hindering potential clients and players from accessing important information about the programs, schedules, or contact details. The suspension of the website also affects the team’s ability to market their services effectively, as the online store and promotional content are no longer accessible. Resolving this issue is a priority to ensure the website is up and running, allowing Tsom Futbol to regain a strong online presence and continue engaging with their community.

### Issue 2

The second technology issue Tsom Futbol is facing involves QuickBooks. Users frequently encounter problems with QuickBooks not syncing properly with bank accounts, credit cards, or other third-party applications. This results in discrepancies in financial records, which can affect the accuracy and reliability of financial data.

### Issue 3

The third issue Tsom Futbol is facing is the lack of trainers as the company grows. Currently, Coach Haji is responsible for managing all aspects of the business, including player training, scheduling, and communication. As the company expands and the demand for training increases, Coach Haji is struggling to manage everything alone. This workload is becoming overwhelming and could potentially impact the quality of training and the overall efficiency of the business.

### Issue 4

The fourth technology issue Tsom Futbol is facing involves problems with the **GPS tracking apps or devices** used to monitor player movements and field usage during training. These tools are essential for tracking player performance and ensuring efficient use of training fields. However, Tsom Futbol has been experiencing issues with inaccurate data, poor device syncing, or malfunctioning apps. These problems make it difficult to track player progress, adjust training plans, and manage field usage, leading to inefficiencies and potentially affecting the quality of training sessions.

### Issue 5

The fifth issue Tsom Futbol is facing is the lack of a system to back up data. Without proper data backups, important information such as player records, training schedules, and financial data is at risk of being lost in case of device failure or technical issues. This creates a vulnerability for the company and makes it difficult to recover important data in the event of an emergency.

### Issue 6

The sixth technology issue Tsom Futbol faces is relying on GroupMe as the primary communication tool for its members. One major drawback of GroupMe is its limited organization features, making it difficult to manage large groups effectively. Messages can quickly become disorganized, and important updates may get lost in long conversation threads. Additionally, GroupMe lacks read receipts, making it hard to confirm whether players or parents have seen important announcements. These limitations can lead to miscommunication and inefficiencies in managing team updates.

### Issue 7

The seventh technology issue Tsom Futbol faces is that the iPad used for operations has no password protection, leaving sensitive information vulnerable. This device contains important data, including player records, training schedules, and financial details. Without a password or security measures in place, anyone with access to the iPad could view, alter, or even delete critical information, posing a serious risk to the organization’s data security and privacy.

### Issue 8

The eighth technology issue Tsom Futbol faces is that its automated payment system occasionally overcharges clients. This issue can lead to customer dissatisfaction, refunds, and potential loss of trust in the organization. Incorrect charges may result from system errors, improper setup, or glitches in payment processing. Without regular monitoring and troubleshooting, these overcharges could negatively impact Tsom Futbol’s reputation and customer relationships.

### Issue 9

The ninth technology issue Tsom Futbol faces is the lack of AI-driven training tools. While this may not seem like an immediate problem, integrating AI could enhance player development and give the organization a competitive edge. AI-powered systems can analyze player performance, provide personalized training recommendations, and track progress more effectively than traditional methods. Without AI, Tsom Futbol may miss opportunities to improve training efficiency and stay ahead in the evolving sports industry.

### Issue 10

The tenth technology issue Tsom Futbol faces is that emails sent to players or parents often land in spam folders or are not received at all. This can lead to missed important updates, schedule changes, or payment reminders, causing confusion and miscommunication. The issue may stem from email filtering systems, improper email settings, or the lack of a verified domain, making it difficult to ensure reliable communication with members.

# Closing the Gap

## Recommendation 1

Tsom Futbol is currently facing a technology issue with their **suspended website** due to an expired domain. This issue has caused the website to be temporarily unavailable, preventing potential clients and players from accessing important information such as schedules and program details. Additionally, the suspension has hindered the team's ability to effectively market their services and engage with the community.

To resolve this issue, the first step is to **renew the expired domain** as soon as possible. Once the domain is renewed, Tsom Futbol should also ensure that the **hosting plan** is active and properly set up. To prevent future disruptions, setting up **auto-renewal** for both the domain and hosting services is recommended. Furthermore, Tsom Futbol should **back up website files** regularly to ensure data is protected.

While the website is down, Tsom Futbol can use **social media or email** to keep clients and players informed about the situation. Moving forward, implementing a **regular maintenance schedule** will help ensure the website stays functional and avoids future issues with domain expirations. By following these steps, Tsom Futbol can restore their online presence and continue engaging with their community effectively.

## Recommendation 2

To resolve the syncing issues with **QuickBooks** that Tsom Futbol is facing, several steps can be taken to improve the accuracy of their financial records. First, it's essential to **keep QuickBooks updated** to ensure that any bugs or glitches are fixed, which can help resolve syncing problems. Additionally**, checking the connection settings** for bank accounts and credit cards is crucial to ensure that login credentials are correct and up to date.

If the problem persists, **contacting QuickBooks customer support** for guidance can be helpful in troubleshooting the issue. Another solution is to **clear the cache and data** in the app, which can often fix syncing problems. If necessary**, manually reconciling accounts** can ensure the financial records are accurate until the syncing issue is resolved.

Lastly, it’s important to **verify third-party integrations** to ensure compatibility with QuickBooks, and if needed, consider using **a third-party syncing tool** to improve data consistency. By following these steps, Tsom Futbol can address the syncing issues and maintain accurate financial records.

## Recommendation 3

To address the issue of the lack of trainers, Tsom Futbol should consider hiring additional trainers to help manage the growing demand for training sessions. By bringing on more staff, Coach Haji can delegate training responsibilities, allowing him to focus on the strategic aspects of the business and ensuring that players receive the attention they need. Hiring experienced trainers or providing training to new hires will help distribute the workload, improve the quality of training, and support the company's continued growth.

## Recommendation 4

My last recommendation would be For better player tracking, upgrading GPS devices or ensuring they are regularly updated will improve accuracy. Implementing cloud storage solutions and automated backups will secure critical data, while switching to more secure communication platforms like WhatsApp or Slack will improve message reliability and organization. Enhancing the security of the iPad with password protection and encryption will safeguard sensitive information.

# Conclusions

In conclusion, Tsom Futbol is a growing company that is actively working to integrate and incorporate IT technology as it continues to expand. While the organization has made strides in utilizing technology, there are several areas where improvements can be made to streamline operations, enhance communication, and secure sensitive data. By addressing key challenges such as website functionality, data backup systems, and communication platforms, Tsom Futbol can strengthen its operations and stay ahead of the competition. Embracing new technologies, such as AI-driven training tools and more reliable GPS systems, will further support player development and ensure long-term success. With the right investments in IT, Tsom Futbol can continue to thrive and provide high-quality services to its players and community.

# Appendices

## Basis of Analysis

N/A

## Technology Inventory

N/A

## Top 10 Technology Issues

N/A

## Strategic Planning/Visioning Documents

N/A

## IT Budget/Spending Documents

N/A