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**Final Assignment**

**Pearson Higher National Diploma (HND) in Business**

**Management**

Unit 06: Managing a successful Business Project

**Assessor: Ms.**

**Name:**

**Student ID:**

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**Task 1: Business processes and business intelligence at tech labz**

# **Background of Tech Labz**

Tech Labz is a pioneer in the technology solutions sphere that specializes in software application development, IT consulting, cloud services, and digital transformation. The company operates in various regions, serving clients in markets ranging from healthcare, finance, retail to education. Tech Labz has more than 500 employees and is a trusted partner for professional and custom technology solutions.

## **Company overview**

Tech Labz is one of the prominent names in the technology domain, providing dynamic software and digital services to clients across industries such as finance, healthcare, education, and retail. Established in 2012, this has transformed into a global brand with offices in different regions. Its strength lies in its reputation for delivering high-quality, customized IT solutions.

## **Vision and mission**

As embodied in its vision, Tech Labz seeks to help businesses with technology to transform their operations and become systems of sustained growth. The mission is to deliver scalable, secure-auditable, and easy-to-use digital platforms that are keeping pace with evolving needs of the modern organization.

## **Core competencies**

Tech Labz is a professional company for software development, cloud computing, IT consultancy, system integration, and data analytics. Incubator methods and new technology, definitely, are applied for effective and timely project delivery. All these services are rightly supported by experienced developers, analysts, and project managers. (S., 2024)

# **Business processes and supporting process models at Tech Labz**

## **Core business processes**

Most of the core business functions at Tech Labz revolve around the software development life cycle (SDLC), which consists of planning, designing, developing, testing, and deploying software solutions. The company adheres to the agile methodology which enables iterative steps, makes room for customer collaboration, and offers constant feedback. Further, client onboarding is also one of the key processes that involves inquiry, requirement specifications gathering, proposal development, and contract finalization.

## **Supporting processes**

Examples of supportive processes are internal operations and service delivery processes. Among which are Human Resource Management or HR processes; recruitment, onboarding of employees, payroll management, payroll processing, and performance evaluation processes. Procurement processes include supplier selection, equipment purchases, and inventory management. IT support services are incident reporting, ticket resolution and system maintenance based on ITIL.

## **Process model integration**

Workflow automation tools and project management systems such as Jira and ServiceNow integrate these processes into workflows. Thus, the alignment of primary and supportive functions enables collaborative work toward meeting project objectives and customer expectations with optimal efficiency. (Khan, 2024)

# **Data used in the different process models**

## **Data in core processes**

Core processes, namely the software development, are very fundamental for the Tech Labz and therefore uses a structured and semi-structured format of data. This would involve collecting and storing technical documentation, client specifications and draft schedules at requirement analysis and project planning. The development and testing phases generate code repositories, test cases, bug reports and performance metrics which are essential for tracking progress and quality assurance.

## **Data in supporting processes**

Supporting functions rely on information concerning an employee's records, payroll details, vendors, and inventory logs for their processes, whereas HR systems manage structured data, including attendance, salaries, and evaluations, as per the requirements of procurement, supplier databases, order history, and invoice records. In addition, the IT support system keeps ticket logs with issue descriptions and resolution times.

## **Data management and usage**

All this data is put into one central database system and cloud platforms to have smooth communication across departments. At the same time, this data drives business intelligence tools for performance monitoring and decision-making. (Resources, 2025)

# **Data classification at tech labz**

## **Structured data**

At Tech Labz, structured data such as customer data, employee data, business transactions, project schedules, and logs generated by the system are stored in relational databases and designed enterprise resource planning (ERP) systems. Structured data, as it is easy to query, analyze, and integrate into dashboards and reports, supports operational efficiency and is essential in decision-making.

## **Semi-structured data**

Semi-structured data is often found in communication and collaboration platforms such as: e-mails, JSON/XML API responses, and feedback forms. Something considered as semi-structured in software development includes user stories, issue-tracking systems such as Jira, and cloud documents. These are data kept away from traditional databases, with identifiable markers and structure that facilitate partial processing and analysis.

## **Unstructured data**

At Tech Labz, unstructured data includes chat messages, client calls, meeting notes, design sketches, video tutorials, and scanned documents. Such data are difficult and resource-consuming to analyze using traditional tools, yet they bring a lot of essential insight about clients' minds, user behavior, and employee engagement.

## **Importance of classification**

Proper classification will allow Tech Labz to determine proper data management, security, and analytical techniques. The proper classification will allow the company to comply with data privacy regulations while simultaneously enhancing its ability to extract meaningful information out of diverse data sources. (Team, 2025)

# **Application software used in process models**

## **Project management and development**

Tech Labz employs Jira and Trello for tracking projects and managing tasks. These tools assist teams in efficiently executing agile workflows by allocating tasks, keeping tabs on the progress, and recording deadlines. The integrated development environments Visual Studio Code and IntelliJ IDEA are also employed during software development and are supplemented by version control systems like GitHub to house source code and keep teams collaborative.

## **Communication and collaboration**

The Tech Lab depends on Microsoft Teams and Slack for its internal and external communication. The functions of these platforms include team chats, video conferencing, and file sharing, enabling seamless coordination among departments and clients. Google Workspace and Microsoft 365 are used primarily for document creation, storage, and co-authoring.

## **Data management and analysis**

Tech Labz makes use of MySQL and MongoDB for handling a hefty data load, which is made to include structured and semi-structured databases. In addition, it employs advanced tools, such as Power BI and Tableau, for actual data analysis and reporting purposes, as well as real-time dashboards and visualizations to help keep an eye on performance.

## **Customer relationship and support**

To assist in client interaction, sales pipelines, and customer support, there are CRM solutions like Salesforce and Zoho. For the IT support team to assign tickets and resolve technical issues, ServiceNow provides necessary assistance. (Grigori, 2004)

# **Benefits and drawbacks of application software in business processing**

## **Benefits**

The application software enhances business processing at Tech Labz significantly concerning efficiency and accuracy. Automated routine tasks reduce manual labor and errors. Project management tools allow proper planning and resource allocation for the timely delivery of any assignment. Data analytics software supports higher-speed and informed decision-making based on the trends and insights provided in real time. Communication platforms facilitate collaboration, especially for remote teams or cross-functional teams, which positively impact productivity and team alignment. CRM software also helps in nurturing customer connections and providing better service to increase satisfaction and loyalty.

## **Drawbacks**

However, with the benefits come challenges in the application software. The organization may face initial heavy investment costs for licensing, training, and system integration. Users may resist change, especially when it is with new systems. The other common risky areas are data breaches and failure of the system if required security mechanisms were not put in place. Loss of human supervision can occur, as full reliance on software may overlook context-based judgment. Last but not least is the need for constant updates and maintenance, which demands more dedicated IT support, thereby compounding the complexity with which the organization operates. (Rehman, 2022)

# **Business intelligence functionalities at Tech Labz**

## **Data integration and warehousing**

Business intelligence (BI) at Tech Labz commences with the integration of data obtained from multiple sources, such as project management tools, customer databases, and financial systems. There, data are safely stored in a central data warehouse, ensuring easy access and consistency for the organization.

## **Data analysis and reporting**

Tech Labz gets all the advanced data analytics done using BI tools such as Power BI and Tableau by bringing out patterns, trends, and areas for improvement. They have automated reporting dashboards that show insights into project completion, employee productivity, customer satisfaction, and health within finances in real-time. All the reports make decision-making faster and more evidence based.

## **Predictive analytics**

Tech Labz uses predictive analytics to assess project deadlines, resource requirements, and predict customer behavior through historical data. It employs machine learning models to evaluate risks and propose actions to facilitate project success.

## **Performance monitoring**

Business Intelligence functionality permits Tech Labz to monitor key performance indicators (KPI) continuously across departments. Alerts and notifications of anomalies enable management to take prompt action and avert a disaster.

## **Strategic planning**

The insights derived from business intelligence tools are essential to Tech Labz's strategic planning; hence, the gathering of business goals is aligned with market trends and internal capabilities to achieve continued growth. (Ratnayake, 2025)

# **Conclusion**

Tech Labz merges core and supporting business processes with modern data analytics and business intelligence tools. The company has streamlined operations with structured workflows and integrated software systems while utilizing data to obtain meaningful insights. Despite the disadvantages of application software, Business Intelligence, with its process models, enables Tech Labz to keep its competitive edge intact while rendering its services of the highest caliber to its clientele. (Sigma, 2025)

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