# IT Globalization Plan Updates

Therese M. Parks

Western Governors University

Technological Globalization, Task One

Jaynee Farmer

November 15, 2021

**IT Globalization Plan Updates**

As, the new IT consultant for *Lee and Mary’s Gourmet Ice Cream,* I understand that the business is in the middle of planning for a major global expansion. To facilitate this expansion, the company’s IT systems will need to undergo a major upgrade. Throughout this document, I will be referring to the existing five-year IT globalization plan for the company, namely, the *Five-Year IT Global Strategic Plan* document. The CEO of Lee and Mary’s Gourmet Ice Cream has asked me to adopt the role of the company’s recently departed CIO and to recommend updates to the existing plan.

The version of the plan, which has been provided to me, focuses on the company expanding its business and technology into the international markets of Great Britain and Western Europe. Lee and Mary’s Gourmet Ice Cream still has some decisions to make regarding its technology infrastructures, processes, and systems to support the expansion. I was informed that there is $20,000,000 available to improve the company’s technology systems and processes, to meet the expanded business goals. Therefore, I will evaluate the current five-year plan, research technological solutions, work with existing stakeholders, and then recommend changes to the *Activities* section of *five* of the plan targets.

1. **Summary of Current States**

I will begin by summarizing the current state of each of the established technologies related to targets in the company’s IT globalization plan, including the targets with the titles: *Data Storage, Unified Communication System, Enterprise Resource Planning System (ERP), Integrated Point of Sale System (POS),* and *Customer Resource Management System (CRM).* I will also explain how the current weaknesses identified in the plan may affect the company’s global performance.

## **Data Storage**

***Current Weaknesses***

Much of the company’s IT infrastructure is over 15 years old. The company is currently facing the problem of a consistent monthly increase in data, which causes the processing power of the current server arrays to slow down dramatically. The IT department is struggling to keep up with managing all the hardware and accessories for the enterprise, as it repairs and sends out hardware as needed. The current data center is over 20 years old and has grown as the company has grown and expanded. However, current operation is costly and hardware upkeep is intensive. This means that the current data storage system is out-of-date including data storage techniques, with disparate servers composed of obsolete hardware, and unsupported and disparate software. Some of the weaknesses faced by the old data center include aging equipment, crisis response and disaster recovery, speed of deployment, security vulnerabilities, and lack of flexibility and scalability. (Collins, 2016) An upgraded data storage solution is needed to support the technological global expansion of Lee and Mary’s Gourmet Ice Cream.

***Effect on Global Performance***

These weaknesses may affect global performance. In this current state, *Lee and Mary’s Gourmet Ice Cream’s* data storage would not be able to expand efficiently to the new international locations, without these current vulnerabilities increasing and opening the door to other major data vulnerabilities at a high cost. For example, it would be too taxing on the Dayton, Ohio IT department to manage hardware for the entire company, including the new international locations, if it is already struggling to keep up with the demand of PC and peripheral requests. Therefore, an upgraded data storage solution should be implemented to continue with the technological globalization plans.

## **2. Unified Communications System: Mail, Conferencing, and Messaging**

***Current Weaknesses***

The local area network is slower than needed, especially for newer, cloud-based applications. The email system needs refurbishment and does not include instant messaging or video conferencing on demand. The company is experiencing problems with communication among members and with its customers due to lack of communication records, communication tracking, and reminders.

***Effect on Global Performance***

If the network is slow locally, it will be many times slower with international expansion, while it runs the risk of multiple crashes. Global expansion means that *communication* is a high priority for success. Therefore, an integrated unified communication solution is needed to support the technological global expansion of Lee and Mary’s Gourmet Ice Cream.

## **3. Enterprise Resource Planning (ERP) System**

***Current Weaknesses***

The system is currently not capable of integrating with one or multiple point-of-sale (POS) systems, it does not involve a human resource management system (HRMS), nor a materials resource management (MRP) system. The company is also using very little automation in its warehouse distribution centers and all these centers are using manual and analogue means to track and distribute products. This leads to all sorts of problems, for example, there are problems of data redundancy and inaccuracy as well as missed, duplicate or wrong orders.

***Effect on Global Performance***

Without the ability to integrate with one or multiple POS systems, to manage employees or material resources, these problems would only increase when expanding internationally unless an upgrade is performed. The company has no standard or automated way to share information across departments and mistakes, such as data loss and duplication happen often. Therefore, an integrated ERP solution is needed to support the technological global expansion of Lee and Mary’s Gourmet Ice Cream.

## **4. Integrated Point of Sale (POS) System**

***Current Weaknesses***

The company is lacking it its ability to automate sales and manage customers. There are various manual and single instance systems currently existing. Manual entry of credit cards is currently taking place in the company, resulting in human errors occurring often, and time is being wasted, which frustrates customers. Customers can only pay in store or over the phone and there is no online order processing system in place. This card processing problem makes end-of-day reconciliation difficult and inefficient.

***Effect on Global Performance***

Without the ability to integrate with one or multiple POS systems, it is not possible to see how the business is doing sales-wise. Plus, it is not possible to keep track of inventory from *any* location and sell it from any location. Customers around the world cannot experience the ease and efficiency of a modern POS, which they expect from modern companies. Therefore, an integrated POS solution is needed to support the technological global expansion of Lee and Mary’s Gourmet Ice Cream.

## **5. Customer Resource Management (CRM) System**

***Current Weaknesses***

Currently, there are various and disparate manual and single instance systems currently existing. Data, tasks, and events cannot be meaningfully shared across multiple users.

Multiple people cannot be logged in at the same time nor meaningfully communicating about customer information. Information that should be shared and available to multiple people at once can only be accessed *asynchronously*. Also, user activity is not tracked, and customer service and communication are poor.

***Effect on Global Performance***

The results of this these problems could seriously damage the company’s ability to communicate and work efficiently amongst each other and managing customers. Some examples of problems arising globally could be duplicate or missed orders, and customers would be placed on *hold* during a customer service call for *long* periods of time, which could result in frustration and negative company reviews. The company runs the risk of these problems only increasing with an international expansion. Therefore, an integrated CRM system should be implemented to continue with the technological globalization plans

**Recommended Changes(B-F)**

In this section, I will recommend changes to the 5 target sections and justify how these changes will improve company performance, and how they align with the company’s goals. It is helpful to keep in mind, while reading this section that my goal was to make these solutions as unified as possible so that the company’s system seamlessly works together as if it was one solution. Therefore, I made sure that the technologies recommended are all compatible with each other, and there are as few *different* technologies as possible. While reading this section, it is good to be aware that *NetSuite* and *Salesforce* are both prominent SaaS providers. Even though they are both powerful as standalone solutions, their tools become even more useful to companies when they are used together. (Dearmer, 2021)

I have recommended Salesforce or NetSuite in the sections below based on which one I determined to be better for Lee and Mary’s Gourmet Ice Cream’s particular business goals. Although I have situationally recommended both, overall, I am suggesting the integration of NetSuite with Salesforce as one solution. Also, as I will also mention in this section, *Breadwinner* is a service which connects NetSuite and Salesforce, and *Comcast* is a unified communications technology which runs off Salesforce technologies.

## **B. Recommended Changes to Data Storage**

This section contains the changes which I recommend to the *Activities* section of the *Data Storage* target in the *Five-Year IT Global Strategic Plan* document. Along with these recommended changes, I will justify how these changes will improve company performance. Below is a table which shows the previously planned activities.

|  |
| --- |
| **Activities** |
| 1.Research a location or site to build a new data center. Consider the physical facilities that the current data center does not have and design a state-of-the-art data center to house the current and future infrastructure equipment of Lee and Mary’s Gourmet Ice Cream. |
| 2.Design and build a showcase network operations center that is overseen 24 hours a day, seven days a week. Hire additional resources to cover the various hours needed to support a global operations reach. Include facility, infrastructure, network, database, and application monitoring and support. |
| 3.Develop a plan to replace all the computing equipment, including servers, file extenders, data storage devices, core routing, edge routing and switching, power distribution units, UPS power and distribution systems, and media production and storage capabilities. |

***Recommended Changes***

To better support the technological global expansion of the company,

my recommended changes would be to set aside activities 1-3 and not to build any more physical data storage centers for this would be a costly, timely, and expensive endeavor. Instead, I recommend, as an activity, in-depth research of a *migration* of the company’s data to the *cloud*, specifically using *Salesforce* for its top-rated and award-winning cloud services.

***Justification of Improved Performance***

This solution will increase company performance, since most of the work which data administrators would usually have to perform for the company will be taken over by Salesforce’s services, and these employee’s skills can then be used in other areas in the company. Therefore, the cloud environment can help the company save overhead costs associated with technical infrastructure management. There will be quick synchronous data access, a tremendous increase in communication among all departments in the company, and the company’s operations will run more efficiently and smoothly at and between its locations around the world.

***Aligns with Goals and Objectives***

“Cloud computing is information technology that provides database storage, applications, computing power, and other IT tools through a cloud platform delivered over the internet” (Castilla, 2020, para. 1).Migrating to the cloud would be a plausible solution because it would be in line with the company’s goals and objectives. For example, one of Lee and Mary’s Gourmet Ice Cream’s goals, the *sixth* major goal, which was previously defined in the original globalization plans, is shown in the table below along with the objectives for data storage.

|  |
| --- |
| **Company’s Sixth Major Goal** |
| 6. As the company adds new cities and locations, it must onboard these sites quickly and cleanly without long infrastructure scale-ups or wait times. To accomplish this, the IT organization must review the current infrastructure and build a sustainable and scalable environment that will power quick and easy expansion into domestic and international locations. |
| **Objectives for Data Storage** |
| 1.Update the current data center facility with a modern, state-of-the-art capability to more easily support the growth of the company by organic scalability and sustainability. |
| 2.Create a more efficient operating environment that can expand to acute needs without heavy lifting and that uses more cost-effective use of resources, reducing overall costs of operation. |

Migrating to the cloud is the solution which meets the sixth company goal and objectives for data storage. The average time is takes to migrate a company’s data to the Salesforce cloud is up to 2 months. Once, the migration is complete, the data can be accessed from anywhere in the world. This means that onboarding the new company sites will be quick and without long infrastructure scale-ups or wait times.

Salesforce services provide a modern, state-of-the-art capacity to support the growth of the company more easily by organic scalability and sustainability. Salesforce provides an efficient operating environment as a service, which can expand to acute needs, removing the heavy lifting fromLee and Mary’s Gourmet Ice Cream’semployees. Salesforce uses resources more cost-effectively, reducing the overall cost of the operations. Therefore, migration to the cloud, specifically using *Salesforce* services meets the company’s objectives for data storage and supports the company’s technological globalization plans.

## **C. Recommended Changes to Unified Communications System**

This section contains the changes which I recommend to the *Activities* section of the *Unified Communications* systems target in the *Five-Year IT Global Strategic Plan* document. Along with these recommended changes, I will justify how these changes will improve company performance. Below is a table which shows the previously planned activities.

|  |
| --- |
| **Activities** |
| 1.Plan and implement Microsoft Exchange in the central data center.  Push 2016 Outlook to all PCs and company computing nodes. |
| 2.Use the instant message feature in Google Hangouts to provide user IM and pro services via their desktop. Embed Google Hangouts app on company cell phones to extend the reach of this capability. |

***Recommended Changes***

To better support the technological global expansion of the company,

my *recommended changes* would be to set aside activities 1 and 2 and not use these separate technologies for email and messaging, for they do not line up with the changes I am about to recommend. Besides, Google is taking away *Google Hangouts* as an available feature. Instead, I would recommend researching Comcast’s *Unified Communications* Service, all-in-one solution, as an *activity* that better aligns with the goal and objectives for the Unified Communications system.

***Justification of Improved Performance***

Comcast uses *Salesforce* to run its operations. Therefore, using Comcast for unified communications along with Salesforce (which I have recommended above) for the company’s data solution, would be a plausible choice, because these are two technologies which work well together.

Implementing Comcast’s unified communications will result in “streamline communications, eliminate fumbling shifts from one platform or app to another, and can be used from any location, on-site or remote, via each user’s choice of mobile device or desktop” (Comcast Business, n.d., p. 2). Since the data communications system will be housed in the cloud, the network will no longer suffer from trying to keep up with communication as it did previously when communication tools and other data and software were stored on company servers. Therefore, there will be an in increase in network speeds. Thus, the company will experience increased and hassle-free communication at and among its different locations around the world.

***Aligns with Goals and Objectives***

Comcast’s *Unified Communications* service would be a plausible solution because it would also be in line with the company’s goals and objectives. For example, one of Lee and Mary’s Gourmet Ice Cream’s goals, the *fourth* major goal which was previously defined in the original globalization plans, is shown in the table below along with the objectives for data storage.

|  |
| --- |
| **Company’s Fourth Major Goal** |
| 1. As the company expands, messaging and communication software must be upgraded to include a more robust communication system that will include email, audio, video, and telemetry capability beyond the current Gmail used today. This includes messaging (ICQ), desktop conferencing, video streaming, and conferencing. |

|  |
| --- |
| **Objectives for Unified Communications** |
| 1. Decide on a client-based email application or cloud service email. |
| 1. Email application should include an ICQ messaging center and have access to tablets and smartphones. |
| 1. Research and select a desktop video conferencing application. |

Comcast cloud communication services meets the company’s fourth major goal and objectives for unified communications. The solution includes integrated email, audio, voice, video, document and desktop sharing, desktop conferencing, video streaming, conferencing, instant messaging, and other collaborative tools, all housed in the cloud (Comcast Business, n.d.). Employees do not need to be at any fixed location, and they can be on all kinds of different devices including desktops, smartphones, and tablets; plus, they will still seem like they’re under one umbrella for communication (Comcast Business, n.d). Therefore, choosing Comcast’s Unified Communications supports the company’s technological globalization plans.

## **D. Recommended Changes to ERP**

This section contains the changes which I recommend to the *Activities* section of the *Enterprise Resource Planning (ERP)* target in the *Five-Year IT Global Strategic Plan* document. Along with these recommended changes, I will justify how these changes will improve company performance. Below is a table which shows the previously planned activities.

|  |
| --- |
| **Activities** |
| 1. Establish a project to plan and implement business planning and control systems (BPCS) version 9.6 to upgrade the current version. |
| 2.Assign a program manager to the project and identify sponsor, steering committee, and stakeholders. |
| 3.Identify and document an ERP implementation resource plan. Use knowledgeable programming and support resources that know BPCSs and attempt to document this implementation (as the previous implementation failed to fully document the changes or provide a run book for operational support and usage). |
| 4.Implement a train-the-trainer program after the version upgrade is made. Take the next year to make sure everyone in the support group and all programmers have gone through the basic new version training. |
| 5.Use the current monthly reports to keep people informed. Add a new box on the report to indicate the progress of the project. |

***Recommended Changes***

As the company’s IT consultant, my goal here is to layout the *5-year* *plan*, and not necessarily to go into *project planning details* in this document. I understand the company has the role filled for the project manager and am willing to work with her to implement any projects involved in this 5-year plan. Therefore, based on the solution which I am about to recommend, I would suggest setting aside activities 1-5, because I am recommending the research of an implementation of *NetSuite’s Enterprise Resource Planning System,* as an *activity,* to help meet the goals and objectives of the ERP system. The good news here is that NetSuite’s ERP software is *compatible* with and can be *integrated* with Salesforce technologies, which I have already recommended as the main data storage solution. This can be quickly accomplished simply by using *Breadwinner. “*Breadwinner provides businesses with a solution that fully delivers on the complexities of a Salesforce and NetSuite integration” (Breadwinner, n.d., para. 1).

***Justification of Improved Performance***

NetSuite’s Enterprise Resource Planning System would be a plausible solution because it is easily operable with Salesforce.It will help to unify people, processes, and technology across the entire organization, because information will be *centrally* located while receiving inputs from all departments including, automated business processes for insights and internal controls, human resources, manufacturing, IT, supply chain, sales, and marketing. (NetSuite ERP) NetSuite can integrate with one or more POS systems and offers its own point-of-sale (POS) solution, which I will explain in section *D*. It involves and includes human resource management system (HRMS). Also, NetSuite’s materials requirements planning (MRP).

***Aligns with Goals and Objectives***

Implementing NetSuite’s Enterprise Resource Planning System is in line with the company’s goals and objectives. For example, a couple of Lee and Mary’s Gourmet Ice Cream’s goals, the *first* and *third* major goals, which were previously defined in the original globalization plans, is shown in the table below along with the objectives ERP.

|  |
| --- |
| **Company’s First and Third Major Goals** |
| 1. As the company expands, the business systems capabilities that fueled its domestic growth will have to be improved or replaced to serve an international marketplace. This includes an enterprise resource planning (ERP) system, a customer relationship management system (CRM), and a point-of-sale system (POS).  3. As the company grows internationally, it will need an updated human resource management system (HRMS) that can service personnel management, payroll, travel and expenses, evaluation and performance, recruiting and onboarding, and individual development and training. This enhanced HRMS will replace the older system and manual processes currently in place. |

|  |
| --- |
| **Objectives** |
| Research and select a new ERP System. |
| Determine the modules and functionality of the ERP System (to include HRMS, MRP, FICO, etc.) |
| Determine the type of platform for the ERP (e.g., in premise, colocation, SaaS). |

*NetSuite’s Enterprise Resource Planning System* is the solution which meets company goals 1 and 3 and the objectives for data storage. Therefore, NetSuite’s Enterprise Resource Planning System supports the company’s technological globalization plans.

**E. Recommended Changes to POS**

This section contains the changes which I recommend to the *Activities* section of the *Point of Sale (POS)* target in the *Five-Year IT Global Strategic Plan* document. Along with these recommended changes, I will justify how these changes will improve company performance. Below is a table which shows the previously planned activities.

|  |
| --- |
| **Activities** |
| 1. the current, various POS systems and manual methods in lieu of this new system. |
| 2.Get together with the sales and marketing groups in each region and let them implement their own point-of-sale system. Make sure each of these applications can be customized to fit the Hyperion reporting system that will gather the data monthly for reconciliation and reporting. |
| 3.Consolidate all the customer data from the different regions and put it into an MS Access database. Make the database accessible to the intranet so that all employees can get to it via that portal. |
| 4.After the MS Access database is developed and implemented, train everyone who wants to be trained on the system. Try to cover all daily users and customers of the system within the current year. |
| 5.Streamline the batch data exchange between the BPCS system and the Access database with customer data. Consider going to a new format for tape that takes less time to copy and load. Current data rollovers are taking almost all night, and as the data increases, so will the rollover time to load. |

***Recommended Changes***

To better support the technological global expansion of the company,

my *recommended changes* would be to set aside activities 1-5, as they will not be needed for the solution I will recommend here. Instead, I recommend, as an activity, an in-depth research of *NetSuite’s Suite Commerce point of sales (POS) solution.* NetSuite offers a unified POS experience for instore and online. NetSuite SuiteCommerce POS unifies commerce and business management applications, bringing in-store and online together. “It provides a single source of item, inventor, customer and order insights” (NetSuite, n.d., para. 4).

***Justification of Improved Performance***

As mentioned above, information will be *centrally located* while receiving inputs from all departments including automated business processes for insights and internal controls, human resources, manufacturing, IT, *supply chain, sales, and marketing. NetSuite SuiteCommerce POS* will seamlessly be a part of NetSuite’s Enterprise Resource Planning System, which I have already recommended. The solution will provide unified ecommerce across all company locations with core NetSuite operational business systems, offering a single view of customer, order, inventory, and other critical data, while allowing for real-time visibility across the business. (NetSuite, n.d.) Therefore, *NetSuite SuiteCommerce POS* the company’s technological globalization plans.

***Aligns with Goals and Objectives***

*NetSuite SuiteCommerce POS* would be a plausible solution because it would be in line with the company’s goals and objectives. For example, one of the Lee and Mary’s Gourmet Ice Cream’s goals, the *first* major goals which was previously defined in the original globalization plans, is shown in the table below along with the objectives for data storage.

|  |
| --- |
| **Company Goals Met** |
| 1.As the company continues to expand, it will require an automated system to manage its sales operations. This will require automation and digitization of a current manual process and the ability to extend sales management internationally. |

|  |
| --- |
| **Objectives** |
| 1.Consolidate and select a point-of-sale system that will operate anywhere in the world |
| 2.Research, select, and implement a new Salesforce automation system. |
| 3.Research, select, and implement a new customer response/relationship system. |

*NetSuite SuiteCommerce POS* is the solution which meets the company’s first major goal and the objectives for POS, because it will provide an automated system to manage its sales operations. This will provide automation and digitization of a current manual process and the ability to extend sales management internationally.

**F. Recommended Changes to CRM**

This section contains the changes which I recommend to the *Activities* section of the *Customer Relationship Management (CRM) system* target, in the *Five-Year IT Global Strategic Plan* document. Along with these recommended changes, I will justify how these changes will improve company performance. Below is a table which shows the previously planned activities.

|  |
| --- |
| **Activities** |
| 1.Roll over current customer data into a consolidated SQL database and allow users that need access authentication into the database. |
| 2.Develop an offline output data source with all the different SFDC instances and make the consolidated database available to authenticated users. |
| 3.Develop a new UI in the SharePoint intranet to control and monitor the data for use by both sales and customer service. |

***Recommended Changes***

To better support the technological global expansion of the company, my *recommended changes* would be to set aside activities 1-3, as they will not be needed for the solution I will recommend here. Instead, I would recommend today’s premier provider of Customer Relationship Management (CRM) solutions, *NetSuite’s CRM* which will seamlessly work as part of NetSuite’s ERP.

***Justification of Improved Performance***

As mentioned above, NetSuite’s ERP system will help to unify people, processes, and technology across the entire organization, because information will be *centrally* located while receiving inputs from all departments. As part of the ERP solution, NetSuite’s CRM provides secure customer data storage on the cloud, allows business to track customer interactions, faster and more informed decision making with viewable data in action, and simplified collaboration among colleagues in every sector of the business. (Dearmer, 2021)

There will no longer be a need for various and disparate manual and single instance systems, and customer service and communication will dramatically increase. Data, tasks, and events will be meaningfully shared across multiple users. Therefore, NetSuite’s CRM the company’s technological globalization plans.

***Aligns with Goals and Objectives***

*NetSuite’s CRM* would be a plausible solution because it would be in line with the company’s goals and objectives. For example, one of the Lee and Mary’s Gourmet Ice Cream’s goals, the *first* major goals which was previously defined in the original globalization plans, is shown in the table below along with the objectives for data storage.

|  |
| --- |
| **Company Goals Met** |
| As the company expands, the business systems capabilities that fueled its domestic growth will have to be improved or replaced to serve an international marketplace. This includes an enterprise resource planning (ERP) system, a customer relationship management system (CRM), and a point-of-sale system (POS). |

|  |
| --- |
| **Objectives** |
| 1. Research, select, and implement a new customer response/relationship system. |
| 1. Consolidate all instances of Salesforce CRM within the company including non-SFDC CRMs and customer ticketing systems. Consolidate Salesforce customer relationship management (SFDC CRM) into a single corporate entity. |

NetSuite’s CRM is the solution will provide a consolidation of all instances of CRM withing the company and will be integrated with Salesforce as one single corporate entity. This meets the company’s first major goal as well as the objectives for CRM.

**G. Trends, Standards, Best Practices, and Initiatives.**

This section summarizes how the recommended *changes* in Sections B-F align with the company’s goals of addressing global technology trends, standards, best practices, and initiatives. For quick reference, I have provided a snapshot of the recommended changes to each of the 5 targets from the above sections B-F in the table below:

|  |  |
| --- | --- |
| **Targets** | **Recommended Changes** |
| Data storage (see target 1) | Migration of the company’s data to the *cloud*, specifically using *Salesforce* |
| Unified communications system (mail, conferencing, and messaging) (see target 2) | *Comcast’s* Unified Communications Service |
| Enterprise resource planning (ERP) system (see target 5) | *NetSuite’s* Enterprise Resource Planning System |
| Integrated point-of-sale (POS) system (see target 6) | *NetSuite* SuiteCommerce POS |
| Customer resource management (CRM) system (see target 11) | *NetSuite’s* CRM |

***Data Storage***

*Migration of the company’s data to the* *cloud*, specifically using *Salesforce*, aligns with the company’s goals of addressing global technology trends, standards, best practices, and initiatives**.**It will ensure that the company will be incorporating the newest and one of the most popular technologies. Large companies including Apple, Netflix, eBay, and Xerox have all migrated to the cloud and found success in doing so. For an expanding company, like Lee and Mary’s Gourmet Ice Cream*,* cloud migration would be a great way to expand since itis a very cost-effective, modern, scalable, sustainable, and secure solution. It will keep the company’s data in one place, making it easily accessible from multiple locations around the world. Migration of the company’s data to the *cloud*, specifically using Salesforce, among other beneficial rewards, will ensure that industry standards are met, while keeping up with global technology trends,and will allow *Lee and Mary’s Gourmet Ice Cream* to take a leading role in the industry and provide the high performance that customers and colleagues expect from a modern company.

***Unified Communications System***

*Comcast’s* *Unified Communications* service aligns with the company’s goals of addressing global technology trends, standards, best practices, and initiatives. Comcast uses *Salesforce* to run its operations. The solution includes integrated email, audio, voice, video, document and desktop sharing, desktop conferencing, video streaming, conferencing, instant messaging, and other collaborative tools, all housed in the cloud. This will boost the power of efficiency among members in the company and provide employees with easier and diverse means of communication. Plus, Lee and Mary’s Gourmet Ice Cream will now be able to maintain the standard of communication that customers and colleagues expect from a modern business.

***Enterprise Resource Planning (ERP) System***

The implementation of *NetSuite’s Enterprise Resource Planning System* aligns with the company’s goals of addressing global technology trends, standards, best practices, and initiatives. NetSuite’s ERP software is *compatible* with and can be *integrated* with Salesforce technologies, which I have already recommended as the main data storage solution. *This will provide for company operations to run smoothly among all departments and the customers will feel the positive quality of product, information, and service which the company offers. Integrating two of the most popular and top technologies for cloud services is, among other beneficial rewards, a cutting edge and trendy initiative* for Lee and Mary’s Gourmet Ice Cream to take.

***Point of Sale (POS) System***

The implementation of *NetSuite’s SuiteCommerce point of sales (POS) aligns* with the company’s goals of addressing global technology trends, standards, best practices and initiatives. NetSuite SuiteCommerce POS unifies commerce and business management applications, bringing in-store and online together. With the implementation of NetSuite’s Suite Commerce point of sales (POS),Lee and Mary’s Gourmet Ice cream will now be able to offer customers the ease and security of trendy payment processing, which they expect from a modern company, both online and instore.

***Customer Relationship Management (CRM) System***

The implementation of NetSuite’s CRM system aligns with the company’s goals of addressing global technology trends, standards, best practices and initiatives. It will help to unify people, processes, and technology across the entire organization, because information will be *centrally* located while receiving inputs from all departments. Implementing NetSuite’s CRM system among other beneficial rewards, is an initiative that will bring Lee and Mary’s Gourmet Ice Cream up to standard in customer care, management, and satisfaction.

**H. Addressing Market Opportunities and Challenges**

It can be challenging for a company expanding in a global economy to properly communicate in a timely and efficient way, while operating from different geographical locations, as a unified company, if the company is trying to hold onto *old* ways of managing a large business. For example, a company which fears migrating to the cloud, may try to expand and disperse its data centers, placing them in multiple locations in the world, as it takes root in new locations. Some challenges would be keeping data unified across the globe, and the burdens of the large expenses of hardware and data house rentals, upkeep, and personnel. However, those companies which choose to keep up with modern technologies have the best chances of expanding market opportunities and coming through these challenges successfully, while increasing their revenue and client bases.

Positively, all the technologies which I suggested above, including *migration of the company’s data to the cloud, specifically using Salesforce; Comcast’s Unified Communications Service; NetSuite’s Enterprise Resource Planning System; NetSuite SuiteCommerce POS; and, NetSuite’s CRM,* can all work together as one unified cloud-based system which will be easily accessible from anywhere in the world. Communication will be synchronous, dynamic, secure, and efficient. The company will be able to come through the challenges of an expanding company more successfully in a modern global economy, and reap the benefits of international market opportunities.

**I. Resulting Challenges and Opportunities**

Some challenges and opportunities may result from the company implementing and maintaining its IT globalization plan. For example: Employees will need to adapt to the changes and employees will need to be trained in how to use the new software. Some personnel may need to be laid off because they will no longer be needed to manage servers and hardware in the warehouses.

On the other hand, Opportunities for better work ethic will increase as communication increases and employees will have the ability to work remotely. Once employees overcome the stressful period of learning to use the new software, the overall mood of the company will improve among those in the offices, as well as those working remotely. Finally, Customers will *notice* the technological updates, and will increase their trust and satisfaction in the Lee and Mary’s Gourmet Ice Cream, resulting in increases sales and more clients.

**Conclusion**

Throughout this document, I have referenced the existing *Five-Year IT Global Strategic Plan* document, to recommend updates to the existing plan, at the request of the company’s CEO. The version of the plan, which has been provided to me, focuses on the company expanding its business and technology into the international markets of Great Britain and Western Europe. I have evaluated the current five-year plan, researched technological solutions, and recommended changes to the *Activities* section of *five* of the plan targets.

**References:**

Collins, J. (2016, March). *Top reasons to upgrade vintage data centers*. <https://www.eaton.com/content/dam/eaton/markets/data-center/documents/Top%20reasons%20to%20upgrade%20vintage%20data%20centers.pdf>

Castilla, F. (2020, February 18). *Top 6 companies that found success on the cloud.* Retrieved November 12, 2021 from <https://nerdssupport.com/top-6-companies-found-success-cloud/>

Comcast Business. (n.d.). *Unified communications: an all-in-one solution.* Retrieved November 12, 2021 from<https://business.comcast.com/community/docs/default-source/default-document-library/comcast_ucpillar_guide1_final-(2).pdf?sfvrsn=1bd03cd4_0>

NetSuite. (n.d.). *NetSuite suitecommerce instore: point of sale solution (pos).* Retrieved November 12, 2021, from <https://www.netsuite.com/portal/products/ecommerce/products/pos.shtml>

Breadwinner. (n.d.). *Breadwinner for NetSuite.* Retrieved November 12, 2021. Retrieved November 12, 2021 from <https://breadwinner.com/netsuite-salesforce/>

Dearmer, A. (2021, October 1). *Everything you need to know about Netsuite and Salesforce integration.* Retrieved November 12, 2021 fromhttps://www.xplenty.com/blog/everything-you-need-to-know-about-netsuite-and-salesforce-integration/