CASE STUDY / EXERCISE

Sky Accessories Shop

Business Study Briefing Document for the Order Management Process

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Background

Media Merchandise LLC is a traditional catalogue company based in the North-West of England. The company sells accessories and associated technology for Sky Products, such as remote controls and wireless adaptors. Media Merchandise LLC specialised particularly in the sale, preparation and handling of accessories, although it has in more recent times branched out into other goods of interest to the television enthusiast. The company prides itself on the speed and quality of its service to its expanding customer base.

At the beginning of this year, BSkyB made a successful purchase offer for Media Merchandise LLC in order to transform it into the Sky Accessories Shop.

As part of the subsequent integration project, BSkyB have launched an initiative called the Accessories Business Transformation Strategy (ABTS) whose objective is to study, improve and integrate Media Merchandise LLC's business into BSkyB's processes so that they become totally customer focused and "Sky-friendly". ABTS's immediate business goals are:

- To provide a more accurate, timely and satisfying experience for each of Media Merchandise's original customer-base.

- To place tight controls on the key information flows within the business processes.

- To provide web-access to the various product lines, thus enabling individual customers, as opposed to re-sellers, to place orders.

A series of short business studies of the key processes will provide input to the ABTS as it seeks to prioritise and schedule the transformation projects.

This document is concerned with the business study for the Customer Order Management and Inventory Management processes.

The Processes

The order management and inventory management areas of the business are part-automated with applications on different systems running against various databases but the applications are (in the main) poorly written, badly documented and do not properly support the business. The processes themselves are not sufficiently focussed on the needs of the customer, are fragmented and inefficient. This business study will seek to understand the problems with the current process and to document the new process that might meet the business objectives and solve the current problems.

Timescales

Your analysis team has until 16 August to undertake the study and to create the required deliverables. You will be supported by me and will have access to agreed stakeholders during the six weeks.

Deliverables

The deliverables for the study are (at least):

- The key stakeholder list

- The 'as-is' process (as UML activity diagrams)

- The metrics, problems and opportunities surrounding the 'as-is'

- The opportunities for quick-wins

- The business requirements for the 'to-be' process

- The suggested 'to-be' process (as UML activity diagrams)

- The IT requirements needed to support the 'to-be' (as use cases)

- The key business data (as UML class diagrams)

- The key business rules and state-charts for key classes

- Use Case Specifications for agreed, key use cases

- Component architecture to support the use cases

- Interaction diagrams for specified use cases

- Operation specifications for agreed operations

- Working prototype as proof of concept – you have been provided with a set of Sky Brand assets and product imagery to assist with this.