IT 310 Final Project Milestone 2

Requirements

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Technology Solutions

When deciding which technology solution would be best to help the brick-and-mortar company create a better website and enhance their customer relations there are several technological requirements to take into consideration. These requirements are: Integrate online shopping, manage inventory and shipping, provide order status checking and online payment processing, facilitate collaboration internally and externally, manage customer contacts, provide reporting, and Manage the current processes such as sales, payments, inventory, and customer contact. Below are the two technology solutions that I believe with help the company the most. Also please refer to the decision matrix at the end of the report.

Knowledge Management Systems

Given the importance of knowledge to efficiency and productivity, it is very critical that organizations manage their knowledge effectively. This is any system that helps people in a business share, access, and update business knowledge and information. (Greene N.D.) I believe that a Knowledge Management System could be very beneficial to the company. It meets many of the technological requirements of the company including Integrate online shopping, manage inventory and shipping, manage customer contacts, provide reporting, and manage the current companies' processes. I believe there to be a couple gaps and those would be providing order status checking and online payment processing and facilitate collaboration internally and externally.

Social Computing

Social Computing is the collaborative and interactive aspect of online business. The term can be understood in contrast to personal computing, which describes the behavior of isolated

users. Social computing within a business can empower and motivate employees which will create more benefits for the company. (Rouse 2010) Likewise, I also believe that Social Computing could be an integral part of getting this company where they want to go. It also meets many of the technological requirements including Integrate online shopping, manage inventory and shipping, provide order status checking and online payment processing, and facilitate collaboration internally and externally. However, Social computing also has some gaps and those are managed customer contacts, provide reporting, and manage the current processes.

Recommendations – Technology Solution

Going forward I believe the best place for this company to start is with a knowledge management system. This will help them get more in tune with the demands of their customer base and help them start to build a better relationship, not only with their customers but also with their employees. There are many different forms of knowledge management systems. I think this company would want to focus on a system that Process driven, data capture and workflow solutions, secure file sharing, and Business intelligence. (Your dictionary N.D.) I believe they would want a feedback database type knowledge management system. This type of system can accept feedback from the company or the company's customers which could be very beneficial. (Your dictionary N.D.)

Recommendations - Overall Benefit

As far as the benefits of the above technology go, to me it is very simple. I have stated it before in the paper and I will state it again. This first step will go a long way in customer relations. In today's business world customer relations is everything. Once you have a good relationship built with your customer you can then start to expand on other things. That will help you grow your sales and in turn increase your profit. The above technology solution will enhance

efficiency because the company will now be able to run reports and see what kind of trends they are seeing. That in turn will help them know what to put into inventory and what promotions to run. This will also help the company be able to reach their customers as easy as their competitors do and in fact, they will have a leg up if they pay attention to what trends they see. This solution will also be a huge step forward in online sales. By implementing this, their customers will be able to order online and not have to come to the store. This will most definitely boost the sales going forward.

Decision Matrix

Possible Technology Solutions:	Technological Requirement 1: Integrate online shopping	Technological Requirement 2: Manage inventory and shipping	Technological Requirement 3: Provide order status checking and online payment processing	Technological Requirement 4: Facilitate collaboration internally and externally (with staff and	Technological Requirement 5: Manage customer contacts	Technological Requirement 6: Provide reporting	Technological Requirement 7: Manage the current brick-and-mortar processes (sales,	Overall benefits of this technology to the company
Big data and knowledge management	YES	YES			YES	YES	YES	Knowledge management helps a business share, access, and update business knowledge and information. It will allow the business to organize customer data and inventory in an effective way. Big data will allow the company to run reports to find certain ordering trends of the customers.
Wireless, mobile computing, and mobile commerce	YES	YES	YES	YES	YES	YES		Customers will be able to shop right from their couch's. They would be able to check inventory, pricing, and track their orders. Shopping would be made easier and quicker
Social computing	YES	YES	YES	YES				Social computing can empower and motivate employees which creates a benefit for the business. It can enhance customer relationships because it allows a business to follow public opinion about the brand and respond quickly to customer issues.
Cloud computing		YES		YES	YES		YES	Cloud computing increases efficiency, helps improve cash flow, and offers many more benefits. You can see inventory from different locations, you can store larger amonts of information, and it makes customer\employee engagement much better
Business analytics and business intelligence solutions		YES	YES		YES	YES	YES	basically used for analyzing data and running reports to show how the business is doing
Intelligent systems		YES	YES		YES	YES	YES	Intelligent systems can also improve your efficiency within your company and as a result it will increase productivity. You can use these systems to share information across different organizations and different locations within your company.

References

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