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Maintenance Plan

MacroPrep

Maintenance plan: what is it and how it works? A maintenance plan is a necessary step to ensure stability of a product. As a startup product we have to look at the budget to better understand how best to maintain the product. Our product MacroPrep is a web based product, which means that a lot of time will be spent in the deployment process to make sure that we do not have to spend much time or money in maintaining the webpage.

For starters in the deployment stage we looked at several possibilities to ensure we would have the best quality server provider for least amount of money. GoDaddy.com and Amazon are two of the best providers in the industry right now which would cost us about $96 a year with a 10 MYSQL database, 1 GB of both. Amazon had many great deal you could choose from their standard to their premium all for a low price. After all these considerations we chose to go with Amazon which had a better service of providers and price was excellent.

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| Domain Host Name and Database | Price |
| Google | $12 per year |
| GoDaddy | $3 for first year, $15 per year after |
| Amazon | Upfront cost $89, 8.03 per month |
| 1&1 | $1 for first year, $15 per year after |

After we had chosen the best servers and database to ensure the least maintenance on the server side, we would have to look at hiring developers to maintain and expand on the product. Hiring developers depended on what was in our budget and what kind of developer we needed. Which would mean that on average we would have to spend on average $47.24/hour according to the [www.bls.gov](http://www.bls.gov). Once the product is out in the market it will all depend on the amount of traffic we get, which would mean that we would have to expand on our servers and maintain the product error free for a friendly user environment. From there we would have to maintain our subscribers by coming up with new and better products.

The budget would be a big problem for us in the beginning because the market is very competitive. Creating an android or an apple app and maintain it would be very difficult because you would need two full time employees to take care of each app platform. Furthermore, maintaining a website is like a machine you have to keep it maintained and fix problems as they appear and if you neglect them then you will have problems in the future or even have the machine brake down. Therefore, it will be better for us to hire developers and have them maintain our product while we have a different team to do the innovation part of the product where they would improve the quality and invent new concepts to the product.

One of the biggest costs of maintaining the product would be domain service and server space which would cost us about an average of 100 dollars to 200 dollars. But the biggest maintenance would be keeping up the upgrades that the server provider requires and wants for the website and apps to run on their side. It is very easy to forget small steps like renewing server or domain when running a startup. If the subscription were to expire we would be in trouble because our MacroPrep website would be taken down.

Maintaining a product is very expanse when you take in the consideration that we would have to spend a lot of money on privacy of customers. We would have to stay up to date on our data base technology to ensure the security of private data stored on there. To do that we would have to keep track of the servers and would have to hire a person full time to make sure there are not data breaches and the customer information is safe. The steps that we could take to ensure the privacy would be to take these ten steps into consideration while make the product and maintain the information.

1. Consider Data Security a Company-Wide Responsibility
2. Stay on Top of Encryption Practices
3. Restrict Access to Customer Information
4. Be Careful with Bring-Your-Own-Device (BYOD) Policies
5. Use a Website Malware Monitoring Service
6. Shred Documents
7. Layer Security on Your Website
8. Train Employees on Security Measures
9. Don’t Store Sensitive Data
10. Require Strong Passwords

Taking these 10 steps will ensure that we stay on top of our customer’s information to be safe and secure.

After we have taken care of the security and the product upgrades, we will also have to go into the maintaining our product on the app market considering the cost of maintaining the MacroPrep App on the IOS and android. The annual fee would have to be adjusted because we would be just a startup and the cost associated with the app development adds up quickly. We would first start with the android because it is easier and cheaper to make and maintain then a IOS system would be. An apple app would cost about 100 dollars per year, whereas a Google account is a one-time charge of 25 dollars to upload as many apps as needed. Many app stores get most of their income from paid apps, but ours will be free for our users. The app store will take their share before passing the money on to the developer in a similar way YouTube does. But once we get going this will not have much effect on us. The app market will get the same benefits once the app acquires new customers.

Then we would also have to look at our subscription base because that will be what we will base our succus on. The more subscribers we will have the more profits we will get to improve our product and increase our research department to expand on the product line. Customers are what drives the company and they have the power to make it or brake the product. Developers can price subscription at any of the different fixed price points and dramatically open more doors for us. The app market can offer us a lot of different kinds of subscriptions and have multiple overlapping for different features and services, which will increase our price point and help use to keep the company going in different directions.

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| **Convention/Conference Name** | **Price** |
| Athletic Business Show Convention | Exhibit Booth: $2,650 for a 10’x10’ booth space for 2 days |
| SCW Conference | Exhibit Booth: $699-$1,599 depending on hosting city |
| Developer Week Conference | $350 a person |
| Dreamforce Conference | $1799 a person |
| Web Summit Conference | $3200 a person |
| Compute Midwest | $470 a person |

The biggest cost however will be displaying our product at conventions and conference which will cost us a lot of money. To maintain those cost, we would have to bring in a lot of new investors and maybe even take out loan to maintain a high standard for our customers. The cost of each conference is labeled below. Advertisement will only be good and lead us to a success if people are clicking on our app and website the popular our product will become. Everything we do in the advertisements will help us maintain our customer and keep them engaged with new products.

Research will be next biggest cost of maintaining our product and improving on the product with improvements and creating new interfaces. When considering the research department a lot to things have to be considered because it may cost an extensive amount of money to maintain a team of researchers and improving on the product. The things that we will have to take into account would be the budget depending on the number of audience types, where our company will be located and our customer, and the target audience which will all depend on the product requirements.

When it is time to upgrade our product we will have to spend time and energy in informing our customers and will have to display our product to educate our clients of the improvements. To maintain our client base and help them stay up to date on the product information. In doing this we will maintain a consistence interaction phase with our subscribers and keep the door open both ways to keeping a healthy client base. Which will result in a happy customer and help us expand our product and maintain it as well.

In conclusion, one would say that a lot goes into maintaining a product that is a web or app based product. You have to consider a lot about keep the good client-provider relationship. You also have to consider the fact that you have to keep up with technology and software upgrades because as those improvements happen you have improve your product as well to keep the customer because they like a product that is easy to use and is error free. The key things that we considered throughout the maintenance plan were as follow.

* Hiring developers
* Server and domain
* Annual fees
* Profit margins
* Customer service
* Advertisement
* Upgrades

These were some to the key points that we hit in this research and more on how to maintain a product once you have deployed it in to the market and how you have to stay up to date on your product otherwise you would lose your customer subscription and will incur loss.

Work Cited

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