S-ITCS318

INFORMATION ASSURANCE AND SECURITY 1 LECTURE

CASE STUDY 04

SCROLL OF MARBLE COMPANY CRITICAL ANALYSIS: A CASE STUDY

REGARDING THE LACK OF TIME MONITORING SYSTEM AND ADVANCED

TOOLS OF THE PUBLICATION FIRM

SUBMITTED BY:

Avin Nicolo R. Robles

SUBJECT ADVISER:

Mr. Michael Galo

DATE OF SUBMISSION:

December 15, 2023

EXECUTIVE SUMMARY

Scrolls of Marble Company aimed to be an effective and efficient publishing firm. The firm was led by Daniel in order to cooperate with a team of editors, writers, and artists to explore various topics, draft articles, and collaborate with bright-minded individuals. The layout, created in MS Word, underwent approval before the final process. The entire process, once checked by the editors and Daniel himself for the results, is then sent to the printing for distribution. The problems found were the lack of a time monitorization system, advanced software, and information security. The recommendations focused on hiring a team of IT professionals to accommodate the solutions to the problems and educate/train the staff for Internet Netiquettes of monitoring potential threats that may affect the company with catastrophic results.

I.   INTRODUCTION

Scrolls of Marble Company was founded in 1983 by Daniel Percival. The firm emerged as a publishing house with the goal to become a leading and efficient company. Daniel, serving as the president and editor-in-chief of the firm, led a team of editors, writers, layout artists, cartoonists, and workmen that to create quality articles. The company's operations involved scouting for topics, drafting articles, editorial reviews, layout creation, and printing, ultimately culminating in widespread distribution through newsstands and bookstores for populations to buy books and read them.

II. CONTEXT

The publishing process at Scrolls of Marble involved a collaborative and effective team. However, there are issues that must be resolved to streamline the processes efficiently. The first issue includes the absence of a time monitoring system that occasionally led to delays. Although the editor has knowledge in monitoring the progress of the teams using an Excel Sheet for Database, it is still not enough to cover the specific tasks and details of each team's progress for the creation of the articles.

The second issue discussed is the layout, which used MS Word due to lack of advanced software. The utilization of MS Word is a tad bit outdated; the president must invest in more powerful software (like adobe photoshop and lightroom) to create thought-provoking articles for the firm to soar. Since it is a publication firm, the printing process utilized large-scale printers that are capable of producing clean articles.

III. ALTERNATIVES

The alternatives for the case study are as follow:

- *Implement a time monitoring system to address article submission delays.*
  The problem of the firm's current process are delays (for example is the illustration of the article) because the EiC [Editor-in-Chief] advised to revise it, leaving the other teams to wait and potentially delay submissions.

- *Invest in graphic design software to enhance the layout creation process.*

Graphic Design Software like Adobe platforms or Canva are suitable for the layout creation process. Artists and Graphic Designers can freely utilize the tools from Adobe/Canva to create beautiful illustrations.

- *Explore digital distribution channels alongside traditional print methods.*

Since the firm is currently living within the digital age, leveraging social network medias (examples are Facebook, Instagram, or even X) is a must for people to become interested on what the firm offers. This allows the company's reputation and presence to become a well-known firm, accomplishing the goal of Scroll of Marble to become an effective and efficient famous firm.

- *Conduct regular training sessions for writers and editors to improve efficiency.*

Lastly, the President must invest in workshops for his employees to keep up with the technology that shall be utilized for the firm.

As for the alternatives, these are necessary to carry over to the proposed solution in order and no ideas were rejected.

IV.   PROPOSED SOLUTION

The main focus for the firm to succeed is to hire IT Professionals and utilize Technology for the company. The reason why is because Technology has the means of software suitable for the specific task for the publishing firm and its team. An article from Jegede (2022) stated that information technology is

needed for publishing firms. The introduction of ebooks and social media helped shape the publishing industry better than ever in sharing their messages around the world.

As for the IT Professionals, their mission is to install the necessary software, from monitorization of submission to information security of the firm, for the company. An article stated by Berecki (2022) signified that Data Security Management is a must in order for the Publishing Firm to go forward. A priority for the Scroll of Marble Company is to encrypt their data: databases, files, etc. must be handled with sophisticated security in order to prevent cyberattacks. Since some of the staff are naïve on the dangers of accepting emails without asking from the IT department, a training is a must to raise privacy awareness to ensure that the applications and protection of data are up-to-date.

V.   RECOMMENDATIONS

The recommendations are as follows:

- *Hire IT Professionals in order to deliver the installation of necessary software and up-to-date security check-ups.*
  IT Professionals are a must have in order for the Publishing Firm to keep up with the technological trends. Scroll of Marble Company had stagnant and outdated process and the work of the IT Professionals may help elevate their status into a strong publishing firm.

- *Invest in tech upgrades to make the process smoother and efficient.*
  As suggested above, the need for technological upgrades is a must in order to keep up with the globalized industry of the publication media.

REFERENCE:

Link for the case study:

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