



SMDS DOCUMENT

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REDSHIFT MEDIA

Strategy > Model > Process > System

What?

Create a system for understanding how our business can grow within the community to allow for more client usage and better growth in order to reach more people.

Why?

This request is coming from Caleb Barson, one of the lead employees at Redshift Media. Redshift Medias goal is to increase growth within the company, since the company is at a standstill regarding overall growth, we seek to find more customers. Part of finding more customers is adding more options when it comes to what the company can offer current and future clients. So far we are offering photography, Videography and website design. Since Redshift Media is a relatively young company, we do not have the resources or funds to be as far reaching as other big companies, so we need to start small and begin offering new services to current clients while asking for “References” to other companies that may be seeking the help we offer. One Key Tactic that we are going to need here is going to be to determine a monthly “New Client” number as well as develop special offers and deals for new or returning clients.

How?

Key Business Intelligence System Components

- A dashboard that management can access online in either desktop or mobile formats -
- An Extract, Transform, Load process that gathers required data points.
- Create a Redshift Media Data Warehouse: start small and keep the scope limited to the current Cients, then as new clients are acquired, add to Data Warehouse
- Integrate data from all Clients Portfolios
- Load it on a weekly basis

Tools

- Microsoft Power BI for the dashboard
- Microsoft Office 365 applications
- SQL Server as the backend database
- SQL Server Management Studio for backend and middle tier (business logic) development - GitHub for code repository

SMPS Research Q and A:

Q1: Existing systems: Do we already have one?

A1: No – As it currently stands, we do not have a system in place for keeping all this information. The closest thing we have that could be considered a system is an excel document that has all the necessary information regarding our clients. Though that may not be the most secure or efficient way of keeping and organizing data, it has worked so far.

Q2: Feasibility: Any known data or functionality gaps?

A2: See below...

Data Gaps – Yes, for now we have no offers and deals for new customers and clients that can be incentives to bring business to us.

Functionality gaps – Yes, we have the software licenses and tool expertise in house to perform the current services we offer, however when we start offering other services we are going to need to get new employees and/or Learn the new skills to bring in more work.

Q3: Sustainability: Ongoing resource requirements? Cycle?

A3: See below...

Hardware

- Server for the Datawarehouse
- Camera and video equipment
- Media Editing software as needed
- Computers needed for new employees

People

- Initially we are going to need one data engineer that will be able to act as the DBA, Data Architect, and Data Engineer while we get up and running with the new data warehousing part of the business. Depending on growth, additional staff and division of labor will be required in the future. That however is going to depend again of what sort of services we are going to be offering.

Cycle

- The expectation is that this application will be updated within a week of when a new client is signed on. The cycle is therefore a weekly refresh of the backend data.

Q4: Stability: What might threaten the things existence once it is built?

A4: Server outages and hardware issues are the most likely threat we as a small business could experience. Data availability from Sales teams appears very stable as there are already policies and procedures in place to keep backups and paper copies of all transactions and receipts just in case of a power failure or issues that should arise.

Q5: Vendor options: Are any being considered?

A5: Microsoft Azure is being considered as a cloud bases solution for hosting the SQL Server database. This will all depend on the pricing and how much data will be used weekly.

For all other information such as documents, receipts, etc. we are going to be using Google Drive to keep everything somewhat secure and available wherever we are.

Q6: Horizontal expansion requirements: Any new FTE, hardware, or software resources?

A6: No new FTE for the moment, at least one new server (depending on the suggestions and needs of the DBA, existing software licenses are sufficient but will need to be renewed or a alternative will need to be found as a replacement.

Q7: Vertical dependencies: Anyone else involved? Especially someone higher up?

A7: Yes – As Redshift Media is a small and young company, there are not a lot of employees and management personnel. That being said, the majority of the decisions will need to be made by the “CEO” Brett. He will look over all my information and plans, and will then make decisions off what he thinks is best for the company.

Q8: Company growth rate scenarios

A8: It is probable that as our client and customer base expands and increases in volume, the profitability and growth of the company will then also increase. We wont know for sure the extent of that growth until we get a few new clients and customers and can then measure the growth we can expect on a weekly and monthly basis.