Unit 3: Two Brothers and a Dream—That’s Pretty Much It

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In this business venture, there are a number of concerns that should be addressed. The main concern would be that of staffing. As it stands, this business is run by two individuals with their own ideas and heuristics regarding the company and the direction it should take. Beyond that, there are no waiters, back-of-house, or other professionals to aid in customer flow. Beyond this problem, however would be the lack of technology being utilized in the establishment. An automated database, digital sales processing system and more are required for this venture to continue its growth in a reasonable and sustainable fashion. Currently, the “database” employed at this establishment is a series of excel files that are manually transferred to a secondary back-up computer; this solution takes valuable time and resources to maintain, and would not be secure in today’s digital age.

A number of solutions may be of use to this brewery. Firstly, I would propose cloud storage and computing options to facilitate Executive Information Systems. These options will help eliminate the need for localized server platforms that would require additional space on-premises, as well as certified technicians to troubleshoot and operate. With cloud computing, you may simply upload your excel document as you do every night on your main computer, and have the entire process automated into a relational database that can be accessed at any time. A second option available to the brewery would be an order kiosk to allow customers to place orders in whichever way is most comfortable to them, all without requiring the time of either employee in aid of Transaction Processing Systems. This would also allow the brewery to offer important ease-of-access features such as ordering ahead for customers to place their orders before arriving to the store, and receive them upon entry to the premises. This would also help facilitate a front-of-house display to show clients and customers new brews, or different avenues each brother may be pursuing at the time.

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| **Single Time Purchases** | | |
| Quantity | Brand | Dollar Amount (USD for 1 Quantity)/link |
| 3 | I&E Self-Order Kiosk | $2119 [www.iekiosk.com/podium-hd-tilt.htm](http://www.iekiosk.com/podium-hd-tilt.htm) |
| 1 | Lenovo Productivity Desktop | $2039 <https://www.lenovo.com/us/en/p/workstations/thinkstation-p-series/thinkstation-p360-ultra-(intel)/30g10020us> |
| 3 | Google Orbi Router | $500 <https://www.bestbuy.com/site/netgear-orbi-960-series-axe11000-quad-band-mesh-wi-fi-6e-system-3-pack-white/6479675.p?skuId=6479675> |

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| **Re-Occurring Purchases** | | |
| Frequency | Brand | Dollar Amount (USD for 1 Quantity)/link |
| Monthly | Amazon AWS Relational Database Platform | $0-$39 [https://aws.amazon.com/premiumsupport/pricing/#:~:text=Pricing%20for% 20AWS%20Support%20Plans,%2429%20Per%20Month%20%7C% 20AWS%20Support](https://aws.amazon.com/premiumsupport/pricing/#:~:text=Pricing%20for%20AWS%20Support%20Plans,%2429%20Per%20Month%20%7C%20AWS%20Support) |
| Monthly | Stax Debit and Credit Card Processing | $99 [https://get.staxpayments.com/forbes-lp/?utm\_source=Forbes&utm\_content={subid}](https://get.staxpayments.com/forbes-lp/?utm_source=Forbes&utm_content=%7bsubid%7d) |
| Per Million Commands | Microsoft Azure Cloud-Compuiting Solutions | $0.20 <https://azure.microsoft.com/en-us/pricing/> |

I had decided on a number of technological solutions to make this business transform into the digital age. As previously discussed, the business will need self-serve kiosks, a desktop to run it all, and a WiFi 6e capable router mesh to handle bandwidth from employees and customers alike. With software, we will need a database platform to store information, credit and debit card processing functionality, and cloud computing to ensure fast and real-time data transmission whenever needed. All of this will cost about $5,000 up front with a monthly payment of $140 and a price of 20 cents per million calculations using Microsoft Azure.