

Platform of Technology Consulting (PROTOCOL)

BlackBerry

Business Case



Group Member

No	Name	Matric.No
1	Fauzia Elsa Farah	249865
2	Francisca Frederick	253104
3	Gan Lian Jie	255108
4	Nor Aida Binti Amuruddin	254660
5	Rosshahamira Azie Roslan	254679
6	Siti Nor Fatin Binti Ahmad	246015

Executive Summary	3
Project Goal.....	3
Introduction.....	4
BlackBerry.....	4
Desired Areas of Impact	5
Desired Value of The Project.....	6
Alternatives	6-7
Analysis of Alternatives	7-9
Result of Alternatives.....	9-11
➤ Total Cost of Ownership	8
➤ Total Benefit of Ownership	10
Required Funding and Support	12

Executive Summary

In 1984 Research In Motion (RIM), later renamed BlackBerry was founded. The company designed complex wireless data connection networks which were used by the police forces, military, ambulance services and such. Following rapid growth and innovation, RIM developed a revolutionary pager, a device that can be used to send and receive messages which used their communication technologies. In the next years, RIM continued a steady line of innovations and improved the handheld communication device greatly. By 1999, RIM launched the BlackBerry rebranded devices. BlackBerry has ability to convey information through wireless data networks from mobile phone company services and it was one of the most prominent smartphone vendors in the world, specializing in secure communications and mobile productivity, and well-known for the keyboards on most of its devices. The use of this sophisticated gadget has been phenomenal until this became a necessity for fashion.

Project Goals

PROTOCOL envisions for BlackBerry to gain trust back of customers and brand BlackBerry by

- increase usability and the brand image of BlackBerry
- promote our application
- give discount and promotion
- reduce the development time checking the progress often.

Based on our research, there were other potential alternatives

- Continue with the current system.
- Build a short-term partnership with other brands.
- Build an expert team about smartphones.

Introduction

Research In Motion Ltd (RIM) is a Canadian multinational company produce various kinds of telecommunication products established in 1984. The company founded by Mike Lazardis is headquartered in Waterloo, Ontario. This company employed 8,387 workers in 2008. RIM is known primarily as a maker and provider of wireless and Blackberry devices email service. This device has proven popular with companies that use them for field service representatives and other mobile employees. Blackberry service send e-mail messages from corporate servers to Blackberry handheld devices. Some models also has sound capabilities and can function as a cellphone. Other advanced features including the ability to visit certain websites and search the internet. In addition, Blackberry devices include other common features for the Personal Digital Assistant (PDA), including calendars and organizers. In addition to wireless handheld devices, RIM also provides radio modems for Original Equipment Manufacturers (OEM) and software development kit for making applications for Blackberry.

BlackBerry

BlackBerry was one of the most prominent smartphone vendors in the world, specializing in secure communications and mobile productivity, and well-known for the keyboards on most of its devices. The main objective of this would increase the awareness of the BlackBerry Smartphone brands all over the Globe to tap the vast market of young people who are increasingly demanding for Smartphone that are better in conformation to market trends and BlackBerry aims at positioning and establishing itself in the Smartphone market in order for it to be able to compete with the rest of the companies in the market field. BlackBerry objective will be reached by making sure that all forms of advertising, public relations and promotion will be reach all target markets. Through, Blackberry the goals of the organization will be achieved.

Desired Areas of Impact

The MOV table below lists the potential areas that this project will impact and summarizes the measurable organizational value of the BlackBerry.

Organizational Impact	Value	Metric	Time Frame
Strategic	Upgrade and improve technologies Release new update information	Upgrade and improve technologies 3 month a times Release new update information 1 month a times	12 month
Customer	Increasing survey to customer Conduct promotion activity	Increase survey to customer 3 month a time Conduct promotion activity 1 month a time	12 months
Financial	Reduce development and other cost Reduce total cost	Reduce development and other cost by 50% Reduce total cost by 20%	12 months 18 months

Operational	Reduce the development time and checking the progress often.	Reduce the development time from 18 month to 12 month.	12 months
		Increase the checking time from 2 time per week to 3 time per week	12 months

Table 1 BlackBerry – MOV

To achieve our project MOV, we have to upgrade and improve our technologies to increase usability and the brand image of BlackBerry. We must make the BlackBerry product with new technologies such as fingerprint unlock, dual camera, AI camera and etc. Therefore, we will always release important update information such as new design of black berry phone or promotion activity to increase the interesting of marketing to black berry again.

For the customer, We will conduct various types of research such as survey to improve our system. Therefore, we will also promote our applications through Facebook Ads, YouTube Ads, and on google play. Besides, we will also give discount and promotions and come out with different kind of packages to the users to choose from.

For the operational, we will be using waterfall model to develop control the progress of project. Therefore, we also will check our progress and record all our progress to a document for reference of future.

The purpose and objective of writing this business case is to gain interest from the investors to invest in our project. This business case also serves as a guideline for our project.

Desired Value of The Project

Strategic	Upgrade and improve technologies	Release new update information
Customer	Increasing survey to customer	Conduct promotion activity
Financial	Reduce development cost	Reduce other cost
Operational	Reduce development time	Increase progress checking

From the information we gathered and after careful analysis of the problem and opportunity, it is clear that this project will deliver better service and add value to the organization.

Alternatives

Alternative 1 (base case)

The first alternative to complete a project is going through meeting minutes or face-to-face meeting. First, the leader will firm a group first. After that, group leader will conduct a meeting minutes with the members in order to discuss and assign the task to each member. Few days later, second meeting will be held again for the group leader to check the progress of the task. In this case, if group leader have something new to add on to the task, it will also take some times to complete it again. However, it will take longer time to complete a group project. On the other hand, some of the group member will also bother about to go up for meeting.

Alternative 2 (Current case)

The second alternative is update products or innovate according to current market demand can boost sales of a product again. Update product with new technologies such as fingerprint unlock, dual camera, AI camera and etc. Finding consumer needs can be done by asking what is desired by consumers of a Blackberry product through opinion surveys on the internet, research, etc. If innovation has been done, later the product can be used as an alternative by consumers of products that are already on the market with the advantages offered. We must be able to maintain the product in a period of growth. Because in the period of profit growth which is achieved by selling a product at most than the introduction period, maturity, and decline.

Alternative 3 (Another case)

The third alternative is review and improve the marketing program and it is production program to be more efficient. Marketing programs are the backbone of deep companies looking for profit or selling products to consumers. Without a marketing program, products produced will not be known by consumers. Inside there is a combination of marketing plans and marketing strategies. Review again marketing programs after the target and market segmentation is important. Promote our applications through Facebook Ads, YouTube Ads, and on google play are the best choice for marketing programs.

Analysis of Alternatives

Methodology

The Iterative waterfall model is the development methodology that will be utilizes to develop the BlackBerry system. This Model is derived from the evolution of the Traditional Waterfall Model. It consists of ten phases which include the Requirement, Analysis, Design, Implementation, testing, Operation and maintenance, feedback and software development tools. Each of these phases will be repeated if any error detect and enables the correction to be corrected before moving to the next phase.

Requirement

Potential requirements, deadlines and guidelines for the project are analyzed and placed into a functional specification. This stage handles the definition and planning for the project without any specific processes.

Analysis

The system specifications are analyzed to generate product models and business logic that will guide production. This is also when financial and technical resources are analyzed for feasibility.

Design

This process includes a design specification document that is created for outline technical design requirements such as programming language, hardware, data resources and services.

Implementation

Implementation includes coding using models, logic and requirements designated in the first stages. This system basically is design in a smaller component before being implementing.

Testing

The report issues will take place when quality assurance, unit, system, and beta tests that need to be resolved. This will cause repeat of the coding stage for debugging until the system pass the test and move forward to the next step.

Operation

The system or application is seem to be fully functional and going to deploy for live environment.

Maintenance

Maintenance involves correcting errors which are not discovered in the early stages of the life cycle. Adaptive maintenance is carried out to improve, update and enhance the productivity of the final product. This could include new update or new version.

Feedback

During the execution of software, user might have some feedback to our system in terms of reliability, capability, usability and performance. Based on the feedback receive, the system could be more advance for the user to be experienced

Results of Analysis

Risk

The risk factors section of the business case should simply listing what might affect the project. Being aware of what could negatively impact the project in the future is important, but the real things of including risk factors is the business owner's thinking process to make decision and determine how would mitigate the risks to minimize the financial damage to the company. For example, the manager need to take a risk of the BlackBerry product as we want implement it into the future.

Assumption

Assumption is the key that the user want to experience the product and service itself that can benefit the user and generate the usability of the user. On the other hand, analyze how many user that will going to like the system also is the key to be successful because there is a lots of system or application around the market and many of them perhaps will use others application that is more advance with. Blackberry product once will be the product that benefit the user as the system already being up to date and follow the required that user needed.

➤ Total Cost of Ownership

Definition

Total cost of ownership (TCO) is a financial estimate that helps consumers and enterprise managers determine direct and indirect costs of a product or system. For BlackBerry, TCO include ongoing costs, indirect costs and direct costs which are:

- **Computer hardware and software programs**

These include the cost to pay the software or hardware license, warranties, implementation or upgraded.

- **IoT development tools**

IoT tools used to develop dual camera, AI camera, and finger print of product.

- **Security costs**

The costs required for security software, offsite data backup and disaster recovery services.

- **Advertising and marketing**

Investing in paid search on social media platforms like Facebook, Instagram, or Twitter to increase the online exposure. Ads of our products will appear on a user's news feed when they login. Incase they scroll their social media, they will noticed about our product and the higher chance for them to try our product.

- **Staff salaries and stakeholders**

The salary of our staff salaries is different. For example, salary for system architect and technical infrastructure team is different. The salary depends on their task that given. Hence, staff is our main input in company.

- **Other utilities expenses (cost of electricity)**

The other utilities include cost of electricity which is the main power of our company. We cannot produce a good input incase there is no power of electricity since our product is depends fully on electric cable.

- **Software maintenance and support**

Software maintenance is required hence the software such as Visual Studio.Net, Microsoft Project and the type of operating system so the product can access to it relatively. Software maintenance need to secure with more efficient so the output of the product can give the best service to the user.

➤ **Total Benefits of Ownership**

Definition

Total benefits of ownership (TBO) are a calculation that tries to summarize the positive effects of the acquisition of a plan. It is an estimate of all the values that will affect a business. It is a financial estimate intended to help buyers and owners determine the direct and indirect benefits of a product or system. It is used to determine potential Return on Investment.

When considering a business proposition, the enterprise decision makers always consider other alternatives while deciding whether the original plan is the best. TBO is used to identify the value of the short term and the long-term benefits of the propositions. TBO helps the company to prioritize the importance of each decision. This analysis not only serves as a tool to reduce cost but also as a way to plan the future of the business, in a more detailed way.

For our BlackBerry, the usage of TBO may lead to increase in efficiency and productivity of our business, improvements in decision-making or improvements in the workforce, increase repeat customers and improve customer satisfaction.

Software and Hardware	RM 7 000
IoT Development Tools	RM 3 000
Utility (Eg: Cost of electricity)	RM 2 000
Labor (4 months at RM2500/month)	RM 100 000
Maintenance and Support	RM 2 000
Total	RM 114 000

$$\begin{aligned}
 \text{Break even point} &= \frac{\text{Initial investment}}{\text{Net profit margin}} \\
 &= \frac{\text{RM 200 000}}{\text{RM 100}}
 \end{aligned}$$

= 2000 units

Required Funding and Support

We are using RM16,400 as BlackBerry system development start-up capital. Our team members act as partnerships which invest RM 1,000 each in this project. Besides, we collect amount of RM 2,400 through crowd funding using internet to connect with potential funders. We get the rest of the amount which is RM 8,000 by 2 years of bank loan from Bank Rakyat Personal Financing-i Private Sector.

Details	RM
<u>Bank Loan</u> The reason we choose Bank Rakyat provides profit rate of 5.09% which mean we only have to make monthly repayment of RM 367 in 24 months.	8,000
<u>Partnership</u> Fauzia Elsa Farah Francisca Frederick Gan Lian Jie Nor Aida Binti Amuruddin Rosshahamira Azie Roslan Siti Nor Fatin Binti Ahmad	1,000 1,000 1,000 1,000 1,000 1,000
<u>Crowd Funding</u> A crowd funding from social media (Facebook), we collect the funding from supportive funders.	2,400
Total	16,400