../../a.pdf

Ass 3: Understanding the Client Brief (Individual, 2%)

**NAME:** **Lu Zheng SID: 460112264**

The purpose of this assignment is to help clarify terms used in the Client Brief. The answers will also form the basis of the glossary you need to include in each following assignment.

|  |  |  |
| --- | --- | --- |
| 1 | What does the term ‘Brief’ mean in this context? | a set of instructions given to consultants(us) about a job or task (increasing profit of Newtown bank) from our client (Newtown bank).  What your client are looking for and why |
| 2 | What does ‘critical to the Bank’s success’ mean? | Its investment in IT infrastructure is not cost-effective and not flexible enough to cater for future developments, which weaken the support of IT infrastructure to its business line. Without supportive and successful business process, the ability of managing the bank`s system, the satisfaction of customers and the generation of profit revenue will be greatly decreased.  What need to be success |
| 3 | What is infrastructure? | the basic physical and organizational structures and facilities (e.g. software of bank system) needed for the operation of the enterprise (Newtown bank). |
| 4 | What are the components of IT infrastructure? | Hardware (e.g. computers), software (e.g. ERP, CRM), servers and networks (e.g. firewall and security), IT specialists (e.g. developer and operator) |
| 5 | What is the difference between customised software and commercial off-the-shelf software (COTS)? | Customized software: commission someone to develop a new software which meet the unique requirements of the enterprise.  COTS: the purchase of packaged solutions which meet the commercial standards, rather than the commissioning of custom made, or bespoke, solutions. |
| 6 | What is the difference between what IT development specialists do and what IT operations specialists do? | IT development specialists: Develop, create, and modify general computer applications software or specialized utility programs.  IT operations specialists: the operation of computer hardware systems, including coordinating and scheduling the use of computer terminals and networks to ensure efficient use; monitors the flow of all production jobs for any unresolved anomalies as well as monitors the system for equipment failure or errors in performance; provides ongoing customer service to individuals or departments that utilize batch scheduling; develops and maintains job schedules as well as coordinate and implementation of scheduling for new batch and changes to scheduling for existing batch jobs. |
| 7 | What does ‘cost-effectiveness’ mean? Give an example. | Get return on investments. For example, as a result of the increasing investment on advertising of an enterprise, such as KFC, the sales revenue goes up. |
| 8 | What is ‘legacy code’? | Code for separating information storage files for different business activities, leads to problems such as information silos and fragmented systems as well as fragmented business.  Old, no support, cannot update, |
| 9 | Why is the Bank’s infrastructure not flexible? | Fragmented system, as a result of ‘legacy code’, increases the costs for storing and rationalizing redundant data or program communication links between systems, stifles the scalability of the infrastructure for further development. |
| 10 | What does the word ‘strategy’ mean? | a plan of action designed to achieve a long-term or overall aim. |
| 11 | What is corporate strategy? | The overall scope and direction of a corporation and the way in which its various business operations work together to achieve particular goals. |
| 12 | What is IT service management? | refers to the entirety of activities – directed by policies, organized and structured in processes and supporting procedures – that are performed by an organization to plan, design, deliver, operate and control information technology (IT) services offered to customers. It is thus concerned with the implementation of IT services that meet customers' needs, and it is performed by the IT service provider through an appropriate mix of people, process and information technology. |
| 13 | What is the difference between an external services provider and a cloud services provider? | external service providers (ESPs) range from a full IT organization/service outsource via managed services or managed service providers to limited product feature delivery via application service providers.  Cloud service providers (CSP) are companies that offers network services, infrastructure, or business applications in the cloud. The cloud services are hosted in a data center than can be accessed by companies or individuals using network connectivity. |
| 14 | What does the term ‘criteria’ mean? | It is a generally agreed principle or standard by which something may be judged or decided. |
| 15 | How do we evaluate something? | Set up measurable criteria. |
| 16 | What does ‘synergy’ mean? | the interaction or cooperation of two or more organizations, substances, or other agents to produce a combined effect greater than the sum of their separate effects. In our case, due to the three techniques may relate to and affect with each other, implementing them may result in additional benefits. |