

Practices for Lesson 2: Documenting the Business Background

Chapter 2

Practice 2-1: Identify Types of Business Direction Information

Task

In this practice, you gain experience in identifying the types of business direction information. Read through each of the following notes and mark in the table the type of business direction information that it is (business objective, key performance indicator, critical success factor, or problem).

Note	Business Objective	Key Performance Indicator	Critical Success Factor	Assumption	Problem
Store clerks do not know when a membership is due for renewal, and cannot, therefore, proactively encourage customers to renew their membership.					
To reduce the number of non-returned DVDs from 5% to <1%					
Staff needs to be alerted when a DVD is more than two weeks overdue.					
Store clerks cannot easily identify DVDs that are long overdue (more than two weeks late).					
To increase rentals by 25% annually through the introduction of membership privileges					
Our current system uses Oracle Database 11g and is on UNIX.					

Note	Business Objective	Key Performance Indicator	Critical Success Factor	Assumption	Problem
The number of long overdue DVDs should be <3%.					
Starlight must stock a very wide range of DVDs and sufficient copies of the latest DVDs to ensure that membership is attractive.					
Store clerks are unable to track overdue DVDs.					
Starlight would like to upgrade to Oracle Database 12c on Linux.					