

## **DATA DOMAINS**

### **1. Master Data**

Essentially, master data is a data domain that refers to the instances of data describing the core business entities such as product data. As a computer retail business, Om-sims Tech Solutions is your go-to store for all things tech, offering a wide range of computer and desktop systems, components, peripherals and accessories. We also specialize in computer repair, maintenance, and building custom PCs that cater to our customer needs. Specifically, we offer the following products and services:

- **PC Components**
  - PC Case
  - Power supply
  - Motherboards
  - Memory (RAM)
  - Graphics Cards
  - Disk Drives
  - Cooling fans
  - Processors
- **Peripherals/Accessories**
  - Headset
  - Mouse
  - Keyboard
  - Monitor
  - Cables
  - External storage
- **Desktop and Laptops**
  - Home/Office Desktop
  - Gaming PC
  - Gaming Laptops
- **Repair and Maintenance Services**
  - Desktop and laptop repair/upgrade
  - Motherboard repair
  - Graphics card repair
  - Memory/disk drive repair
  - Virus removal
  - Software installation
  - File recovery

## 2. Metadata

In its most basic definition, metadata is a collection of data that describes and provides information about other data or the actual data. It is capable of identifying, locating (digitally), and describing items. It has the same value as data, and has the potential to help people discover, organize, and utilize information. For example, a shirt called "Red Tee Designer Shirt" and a description detailing the color, style, and occasion about which it may be worn, as well as what it can be paired with, would be considered metadata for that product. The product description identifies the actual product, yet the description is not the actual product. On the business side, Om-sims provides that there is a variety of information available for our customers to enhance their shopping experience and save them time choosing certain items, as well as to assist them in determining what sort of services we can provide.

- **PC Components**

- Supplier

- **PC Case**

- Brand
    - Model
    - Price
    - Type
    - Color
    - Side Panel Material
    - Motherboard Support
    - Case Size
    - No. of HDD
    - No. of SSD
    - No. of Fan & Size
    - Power Supply Position

- **Power supply**

- Brand
    - Name
    - Model
    - Price
    - Color
    - Wattage
    - Output W
    - Frequency
    - Input Voltage
    - Connectors
    - Certification
    - Cooling Method
    - Dimension
    - PSU Form Factor

- **Motherboards**
  - Brand
  - Model
  - Price
  - CPU Max Support
  - Socket
  - Chipset
  - Max Memory
  - Memory Channel
  - Sata III
  - PCIE X16
  - Form Factor
  - Display Connectors
  - USB Ports
  - Dimension
- **Memory (RAM)**
  - Brand
  - Model
  - Price
  - Color
  - Frequency Speed
  - Capacity
  - Channel Type
  - CAS Latency
  - Voltage
- **Graphics Cards**
  - Brand
  - Model
  - Price
  - CPU
  - Memory Speed
  - Memory Bus
  - Memory
  - Core Clocks
  - Power Consumption
  - Maximum Displays
  - Output
  - Interface
  - Dimension
- **Disk Drives**
  - Brand
  - Model
  - Price
  - Capacity
  - Form Factor

Interface  
Performance  
Dimension

- **Cooling fans**

Brand  
Model  
Price  
Color  
Fan size  
Cooling Method  
Type  
Socket  
Wattage

- **Processors**

Brand  
Series  
Price  
Processor Type  
CPU Socket Type  
No. of Cores  
No. of Threads  
Operating Frequency  
Max Turbo Frequency  
L2 Cache  
L3 Cache  
Memory Types  
Memory Channel  
Support

- **Peripherals/Accessories**

- **Headset**

Brand  
Model  
Price  
Color  
Headphone Sensitivity  
Headphone Input Impedance  
Microphone  
Noise Canceling  
Connectivity  
Cord Length  
Dimension

- **Mouse**
  - Brand
  - Model
  - Price
  - Color
  - Connectivity
  - Resolution (Max DPI)
  - No. of Buttons
  - Size
  - Cable Length
  - Switch
  - Hand Type
  - RGB

- **Keyboard**
  - Brand
  - Model
  - Price
  - Color
  - Switch
  - Dimension
  - Keyboard Type
  - RGB
  - No. of Keys

- **Monitor**
  - Brand
  - Model
  - Price
  - Screen Size
  - Panel Type
  - Refresh Rate
  - Resolution
  - Display Ratio
  - Power Input
  - Connection Port

- **Cables**
  - Brand
  - Model
  - Price
  - Cable Type
  - Length
  - Speed
  - Connectivity

- **External storage**

- Brand
- Model
- Price
- Color
- Speed
- Capacity
- Interface
- Compatibility
- Dimensions

- **Desktop and Laptops**

- **Home/Office/Gaming Desktops**

- Price
- PC Case
- Power supply
- Motherboards
- Memory (RAM)
- Graphics Cards
- Disk Drives
- Processors
- Add-on Peripherals
- Add-on Software

- **Office/Gaming Laptops**

- Brand
- Model
- Price
- Color
- Processor
- Operating System
- Display
- Chipset
- Video Card
- Memory
- Storage
- Camera
- Keyboard
- Connectivity
- Connection Ports
- Sound/Audio
- Battery
- AC Adapter
- Dimension
- Weight

- **Repair and Maintenance Services**

Price

Device Type

Device Information

Problem Description

Service Type

Replacements

Service Location

### 3. Operational Data

**Om-sims Tech Solutions can be contacted through:**

**1. Website-** A good website has the potential to significantly affect the business. It enables smaller rivals to compete on an equal footing with bigger ones. If it is optimized to search, it might increase the credibility and provide the business bigger visibility. The business bottom line and sales can both grow thanks to a website.

Transactions can be made by ordering through the website by paying online via gcash, credit and debit cards. After confirming the payment by the admin, the process of delivering of orders will be made. Not only ordering of products but customers can also inquire through the website about the services like repair, maintenance and PC building. Transactions on websites can track products that have been sold.

Example scenario:

How many people on the website ordered specific computer parts today?

**Transaction Process for Products:** (Pwede to sa infographic)

Visit website -> Search the product -> Order -> Customer details -> Payment -> Deliver

**Transaction Process for Repair, Maintenance and PC Building:**

Visit website -> Customer Service -> Inquire

**2. Physical Store** - Consumer doubts can be eliminated and sales can be closed by having a physical store location where consumers can go and check the products, the colors, the sizes, or the materials. A product's chance of being returned because it is the wrong size, color, or material is decreased by seeing it in person. Online purchases are more likely to be returned and refunded than physical shop purchases.

Transactions can be made through point of sales in the store. Once the cashier scans the product code or bar to the system, the customer needs to pay for what he or she will buy. Once the purchased products have been paid. The customer can bring home or to be delivered their items. Also, repair and maintenance can be inquired inside the store for their computers and laptops.

Example scenario:

Ex. How many computers or laptops have been repaired this month?

**Transaction Process for Products:** (Pwede to sa infographic)

Visit the store -> Find some product/s -> Pay at the cashier -> Take home

**Transaction Process for Repair or Maintenance:** (Pwede to sa infographic)

Visit the store -> Inquire -> Give the item that needs to be repair or check -> Payment

**Transaction Process for PC Building:** (Pwede to sa infographic)

Visit the store -> Inquire -> If will buy -> Payment



**3. Social Media** - Interacting with your customers on social media and learning what people are saying about your products and service helps to improve more quality in the craft. Social media can assist the business in attracting clients, obtaining client feedback, and developing client loyalty. Expanding the market reach to include the marketplace. By creating consumer networks and advertising, revenue can be enhanced.

Transactions can be made through social media by messaging the facebook or instagram account of the business. After messaging, the customers need to fill up the required information. Once approved, they need to pay via online like gcash, credit or debit cards and the business will prepare the products to be delivered. Lastly, the customers can also inquire about the repair and maintenance that the business offers.

Example scenario:

Ex. How many people inquired about PC building in the past week?

**Transaction Process for Products:** (Pwede to sa infographic)

Message the social media account -> Inquire -> Fill up the required details -> Payment -> Deliver

**Transaction Process for Repair, Maintenance and PC Building:** (Pwede to sa infographic)

Message the social media account -> Inquire

#### **4. Unstructured Data**

Om-sims Tech Solutions can provide content by the following:

**1. Marketing posters/Infographics**

- These posters/infographics can help the customer find and contact us as they will be posted on social media and around the physical stores

**2. Informative videos**

- These informative videos will be able to help regular people and customers with basic troubleshooting and give tips to some diy repairs. These videos will be able to boost the company, gain followers and trust, as well as publicity that will show professionalism.

**3. Pamphlets, Flyers, and Coupons**

- These items will be given to customers and passersby around the physical stores to spread information about the company; promos and ongoing sale, product information from other brands et cetera. Coupons can be used by customers for discounts for both online(website store only) and in-person.

## **5. Analytical Data**

Analytical Data is used to make business decisions, as opposed to recording the data. which are intended for decision making, are built for more efficient analysis.

### **Important of Analytical Data**

It is important because it helps companies optimize their performance. Implementation into business models means companies can reduce costs by identifying more efficient ways of doing business. Businesses can also use Analytical Data to make better business decisions and analyze customer trends and satisfaction. This can lead to new and better products and services.

### **Inventory**

- Identify Computer items/parts
- Maintenance and repair supplies for production machinery
- Safety equipment
- Office supplies
- Tracking inventory
- Poor visibility into demand
- Organize inventory
- Days inventory on hand
- Stockouts
- Perform an audit
- Select strategic suppliers

### **Ordering**

- Social media
- Online/Website form
- Physical Store

## Integrating Technologies

### 1. Shopify

Shopify is a cloud-based e-commerce platform that provides a comprehensive solution for setting up and managing an enterprise online. With Shopify, OM-SIMS Tech Solutions can have an online platform to sell products, manage inventory, process payments, and fulfill orders, all from one centralized platform. This platform also includes features like website customization, payment gateway integrations, shipping and tax calculators, marketing tools, and an app store with several add-ons and integrations that can extend the functionality of our business.

By using Shopify, we will be able to streamline our operations in OM-SIMS Tech Solutions, manage our products and orders efficiently, and reach a wider audience through an online store platform. It is a great technology to integrate which can serve as a tool to help our business grow.

Specifically, integrating Shopify as a platform can help our business in the following ways:

- **E-commerce website:** Shopify makes it easy to set up a professional-looking online store that can be customized to meet the needs of OM-SIMS Tech Solutions. We can manage products, process payments, and fulfill orders all from the Shopify platform.
- **Inventory management:** Shopify has built-in inventory management tools that allows us to keep track of stock levels, manage product listings, and monitor sales performance.
- **Payment processing:** Shopify can be integrated with a variety of payment gateways, including popular options like PayPal, GCash, and Paymaya, which makes it easier to process payments from our customers.

### 2. Salesforce

At OM-SIMS Tech Solutions, we will use Salesforce as our cloud-based customer relationship management (CRM) platform and our marketing automation software. Integrating Salesforce will provide our business with tools to manage customer interactions and data throughout the customer lifecycle. Moreover, it can be used by our business in order to streamline and automate our sales, customer service, and marketing processes.

By using Salesforce, we will be able to gain a comprehensive view of our customer relationships, automate and streamline our sales and marketing processes, and provide better customer service and support. This can help to grow our business, increase customer satisfaction, and gain a competitive edge.

Specifically, integrating QuickBooks as a platform can help our business in the following ways:

- **Customer data management:** Salesforce allows us to store, manage, and analyze customer data in one central location. We can track interactions with customers, store information about their purchases and preferences, and manage customer-facing activities like support tickets and lead management.
- **Sales automation:** Salesforce includes sales automation tools that can help us manage our sales pipeline, prioritize leads and opportunities, and track the performance of our sales team.
- **Marketing automation:** Salesforce has marketing automation capabilities that allow us to create and manage targeted campaigns, analyze campaign performance, and nurture leads and prospects.

### 3. Quickbooks

Our business will also use Quickbooks, which is a cloud-based accounting software that provides a range of financial management tools to help us manage our business finances, including accounting, invoicing, payroll, and tax preparation.

By using QuickBooks, we can integrate our accounting and financial management processes, improve accuracy and efficiency, and gain valuable insights into our business performance. This can help us grow our business and achieve financial stability. Moreover, there are several third-party integrations and services that can help us connect QuickBooks with Shopify and Salesforce. These integrations can automate many of the manual tasks involved in managing our business finances, such as tracking sales, invoicing customers, and reconciling bank transactions. This can help us save time and reduce errors, so we can focus on growing our business.

One popular integration option is the QuickBooks Online app for Shopify, which automatically imports our Shopify sales into QuickBooks, so we don't have to manually enter the data. There are also several Salesforce-QuickBooks integrations available, which can automate the process of transferring data between the two platforms, so we can keep our financial information up-to-date and accurate.

Specifically, integrating QuickBooks as a platform can help our business in the following ways:

- **Accounting:** QuickBooks allows us to manage our business finances by tracking income and expenses, generating financial reports, and reconciling your bank and credit card accounts.
- **Payroll:** QuickBooks includes payroll management tools that allow us to process employee paychecks, manage payroll taxes, and generate W-2 tax forms for our employees.

- **Tax preparation:** QuickBooks provides a range of tax preparation tools that help us stay compliant with local, state, and federal tax regulations, and file our taxes on time.
- **Reporting:** QuickBooks provides a variety of reports that allow us to track our business performance and make data-driven decisions. Reports include income statements, balance sheets, cash flow statements, and more.

#### 4. Shipstation

Lastly, we will use Shipstation which is a cloud-based shipping and order management platform that can help our business to automate our shipping processes. It integrates with a variety of e-commerce platforms, including Shopify, and provides a range of tools to help us manage and optimize our shipping operations including computer parts, accessories, and other hardware devices.

Here are some ways Shipstation can be helpful for our business:

- **Carrier integrations:** Shipstation can be integrated with major shipping carriers in the Philippines, such as J&T Express, LBC Express, Ninja Van, and Air21.
- **Automated shipping:** Shipstation allows us to automate many shipping processes, such as label printing, shipping rate calculation, and order tracking. This helps to save time and reduce the risk of shipping errors.
- **Reporting and analytics:** Shipstation provides reporting and analytics tools that allow us to track shipping and order performance, identify shipping trends, and make data-driven decisions.