Strategic

1. Become thought leader in the industry
   1. Potential action: hire chief data officer
      1. Transform data knowledge into business ideas
2. Continuously improving work efficiency
   1. Potential action: periodically improve computer hardware
      1. Electronic/ computer life cycle management
3. Maintain relationship with clients
4. Establish relationship with new clients

Tactical

1. Acquire the use of cloud services
   1. Potential action: sign a contract deal with one of the cloud service providers (eg. Amazon AWS)
2. Buy new hardware (computers) to process data faster
   1. Might clash with strategic value #2 but I guess this can be either level depending on how we word it

Operational

1. Be more cost efficient in staffing
   1. Potential Action: Reduce the use of contracted staff
2. Have company teams work my interactively than isolating in their own specialize area
   1. Teams as in the 3 practice areas stated in the project outline
3. Convert existing data that are in hard copy form into digital form that can be stored in databse