



Britelite



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By:

Bas van Tintelen

Jarco van Roest

Kristen Phan

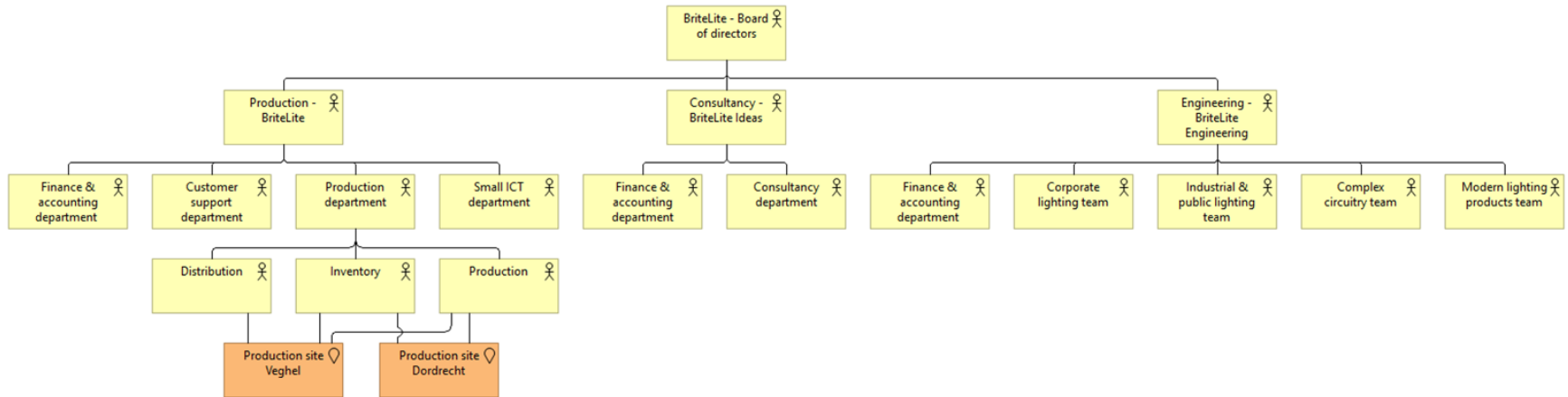
Ruben Lucas

Agenda

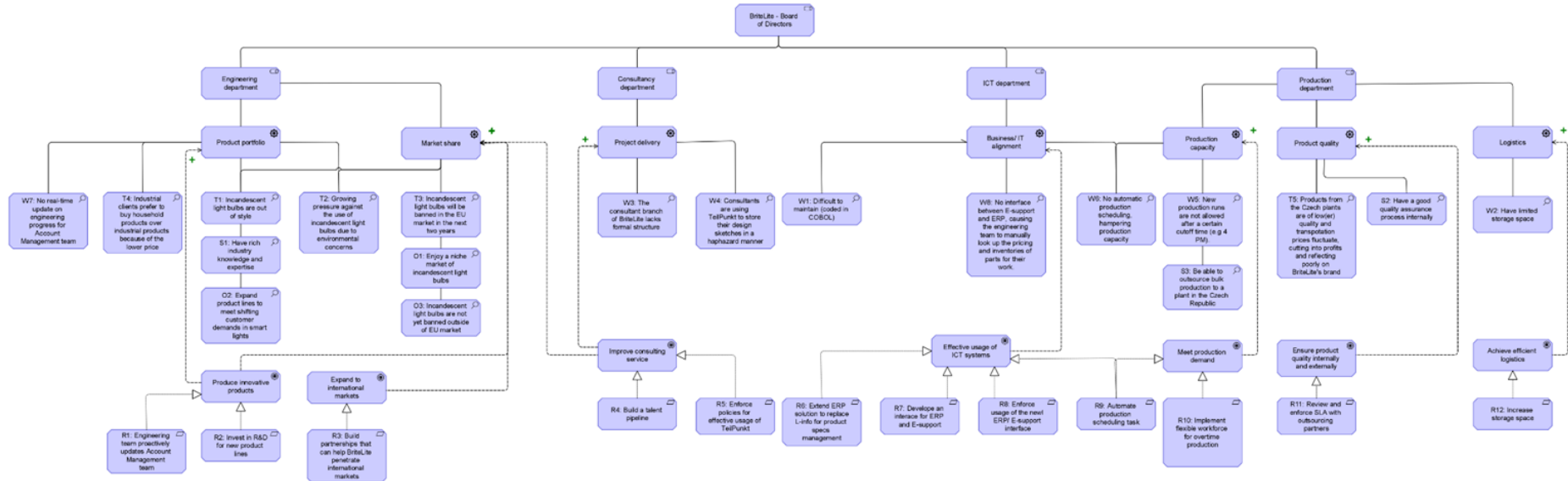


- About BriteLite: A Light Manufacturer
- Motivation & SWOT Analysis
- Baseline vs. Target Architecture
- Gap Analysis
- Migration in Phases: From Baseline to Target Architecture
- Implementation and Migration: How the Implementation Addresses SWOT Assessments and Aligns with Strategic Goals/ Motivation

About BriteLite: A Light Manufacturer

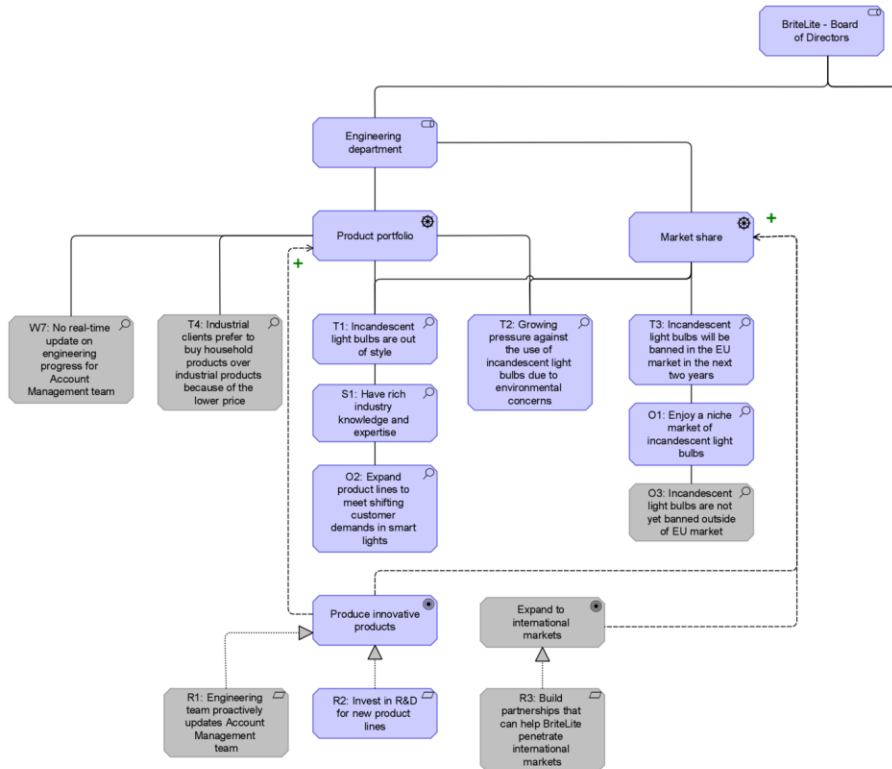


Motivation & SWOT Analysis



Motivation elements include: 5 stakeholders, 7 drivers, 21 SWOT analysis elements, 7 goals, 12 requirements. Strategy elements are shown in Appendix – Full Target Architecture View. View descriptions of different IT systems (e.g. ERP) in Appendix – System Notations.

Key SWOT Assessments

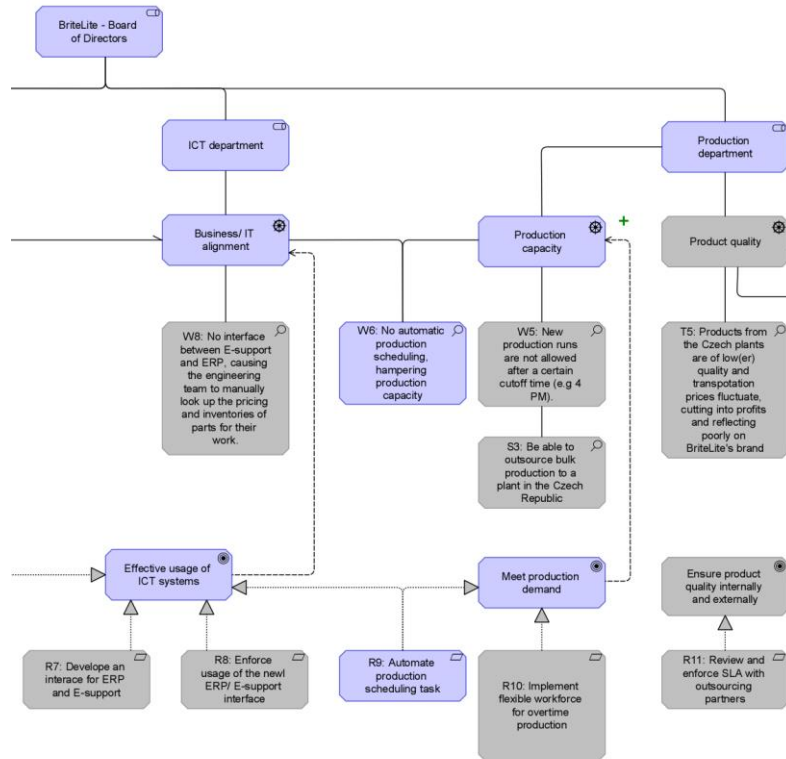


Elements relevant to the assessment

Assessment:
Shifting market demand

Requirement:
Invest in R&D for new product lines to remain relevant

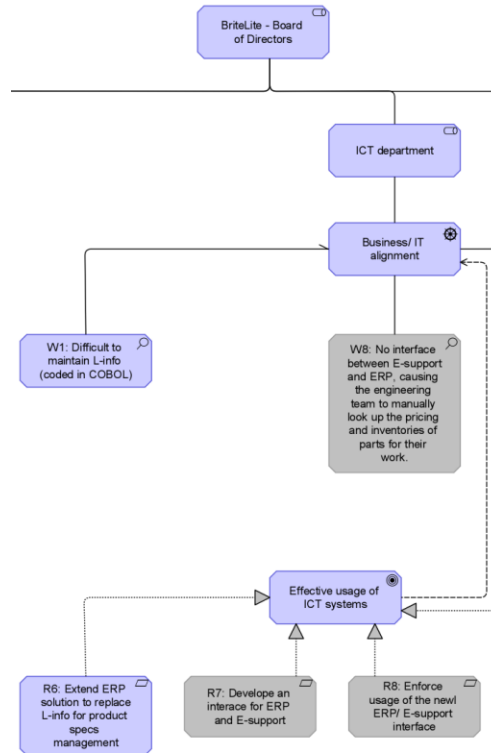
Key SWOT Assessments



Assessment:
Production scheduling is manual, hampering production capacity

Requirement:
Automate production scheduling tasks

Key SWOT Assessments

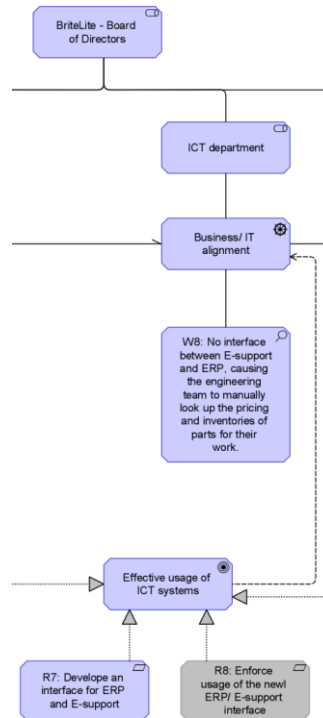


Elements relevant to the assessment

Assessment:
Difficult to maintain legacy system

Requirement:
Replace legacy system

Key SWOT Assessments

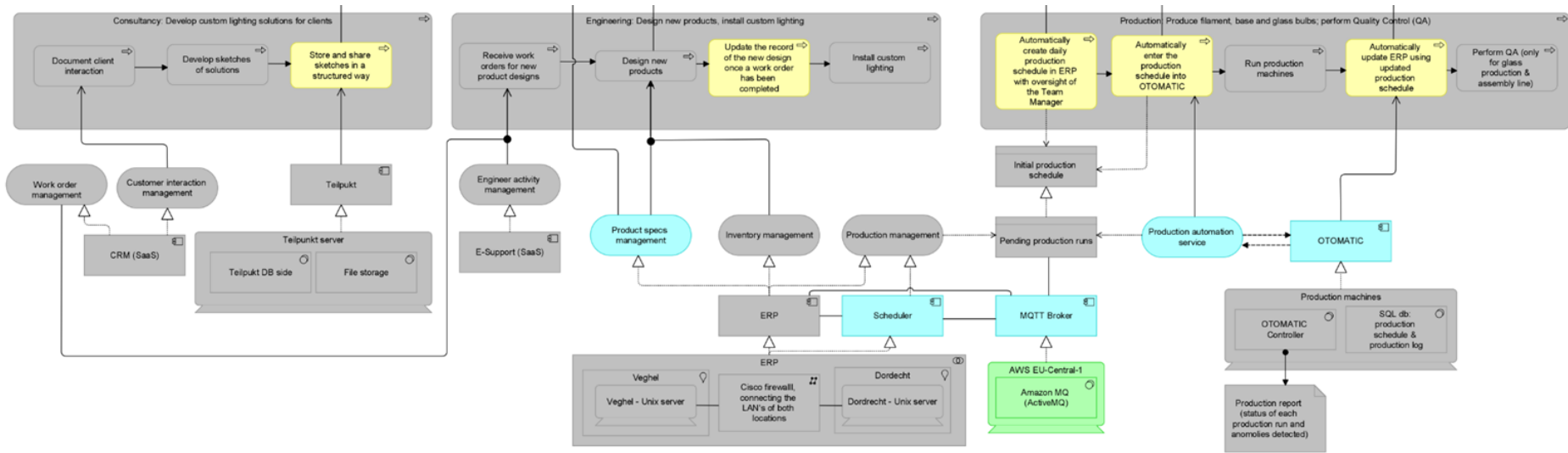


Elements relevant to the assessment

Assessment:
Disparate systems hampering productivity

Requirement:
Use middleware technology (MQ & web services) to integrate systems

Baseline vs. Target Architecture



Elements that remain the same in target architecture

New 'business' element in target architecture

New 'application' element in target architecture

New 'technology' element in target architecture

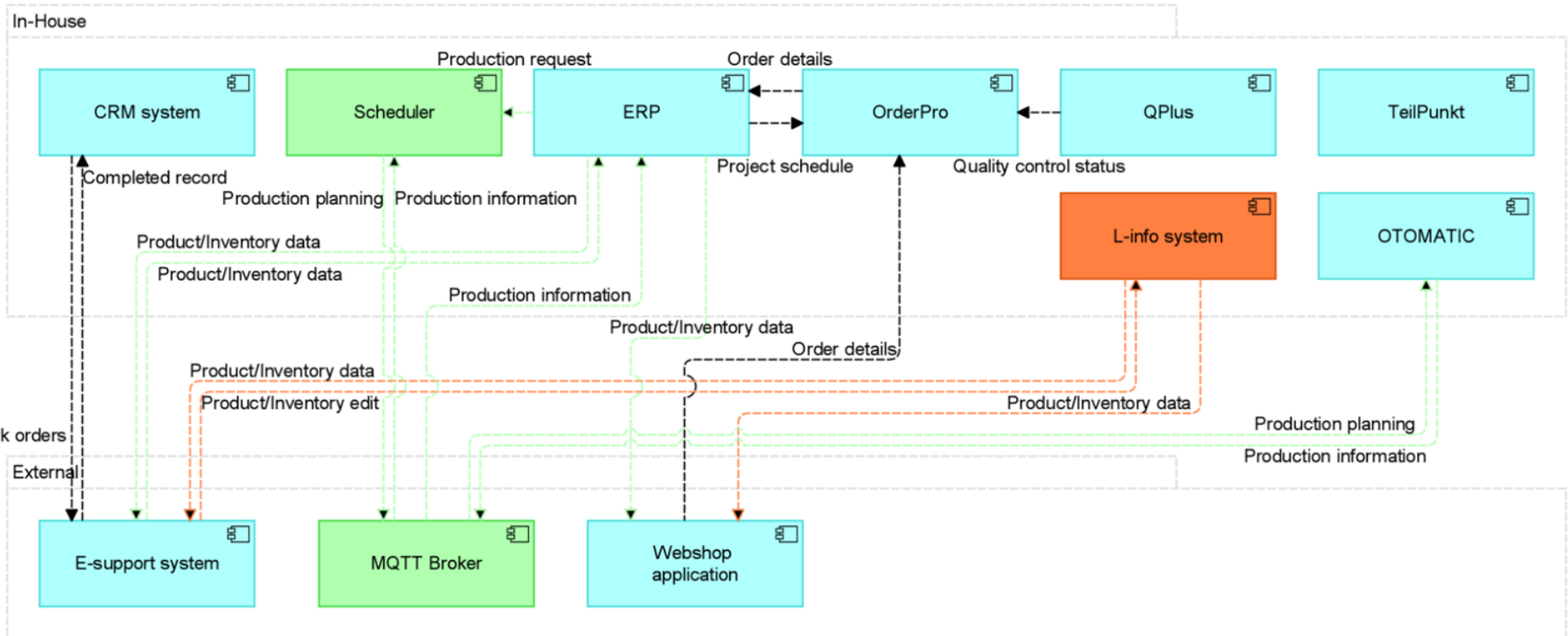
Gap Analysis

Legend

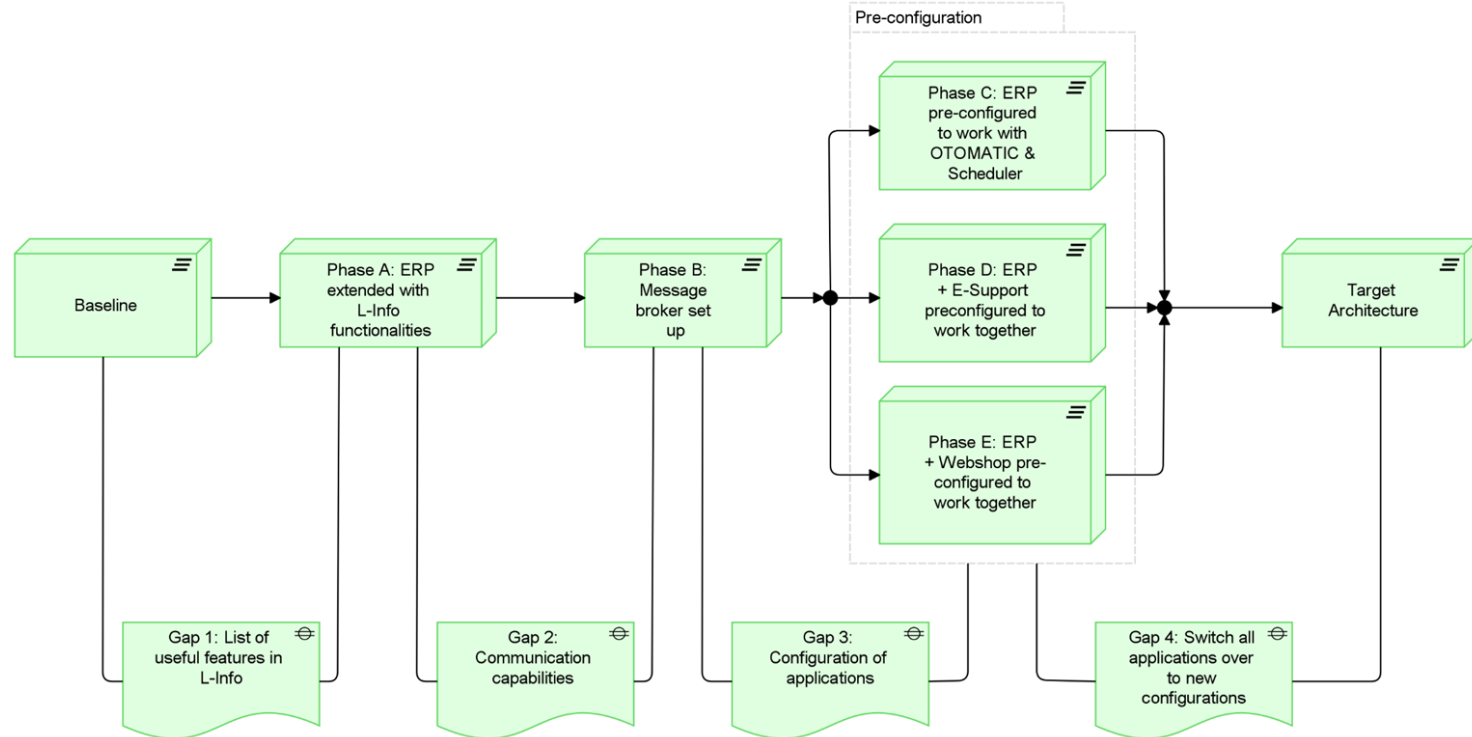
Differences between plateaus

- both in Baseline and Target
- only in plateau Baseline
- only in plateau Target

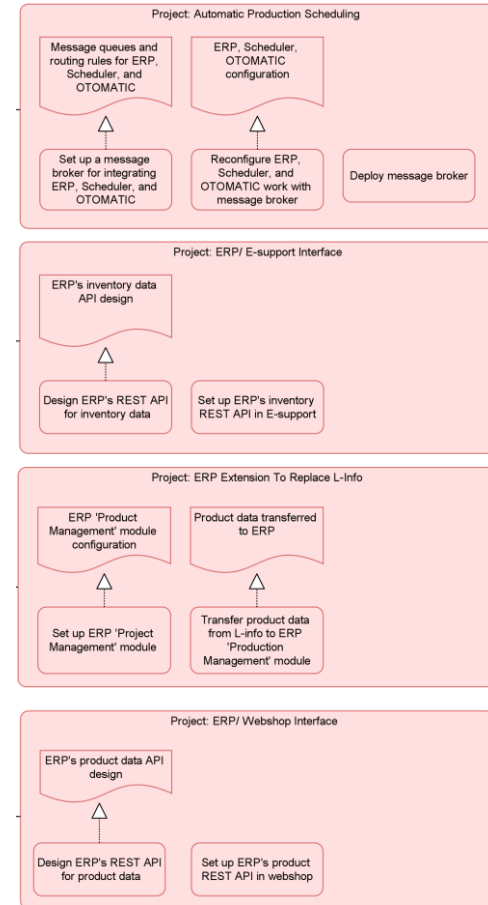
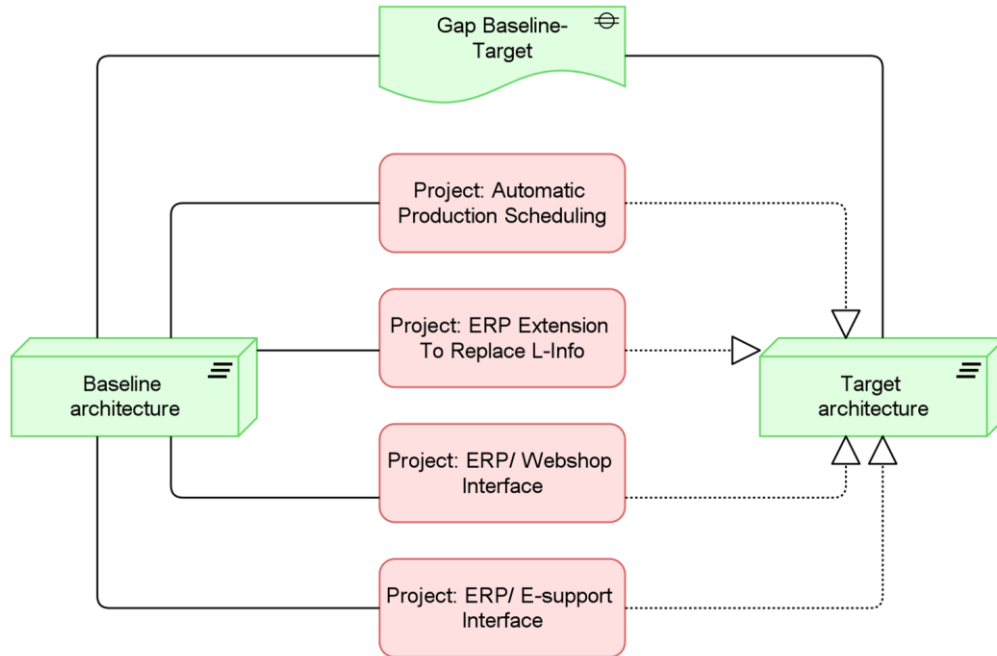
Type of info exchanged
between systems



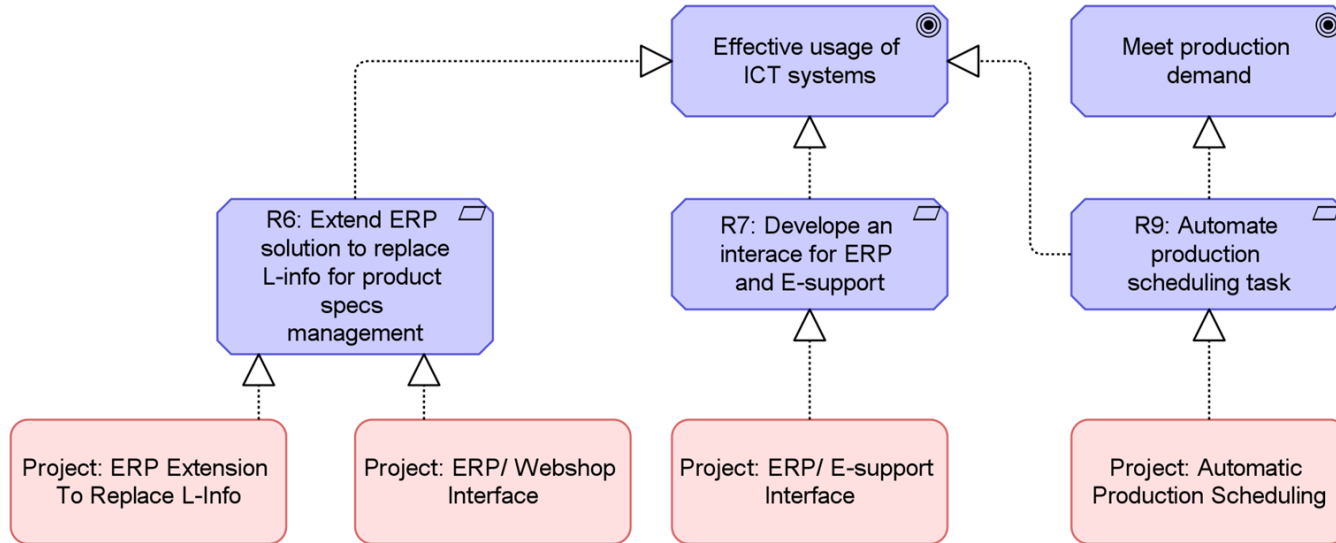
Migration in Phases: From Baseline to Target



Implementation & Migration Plan

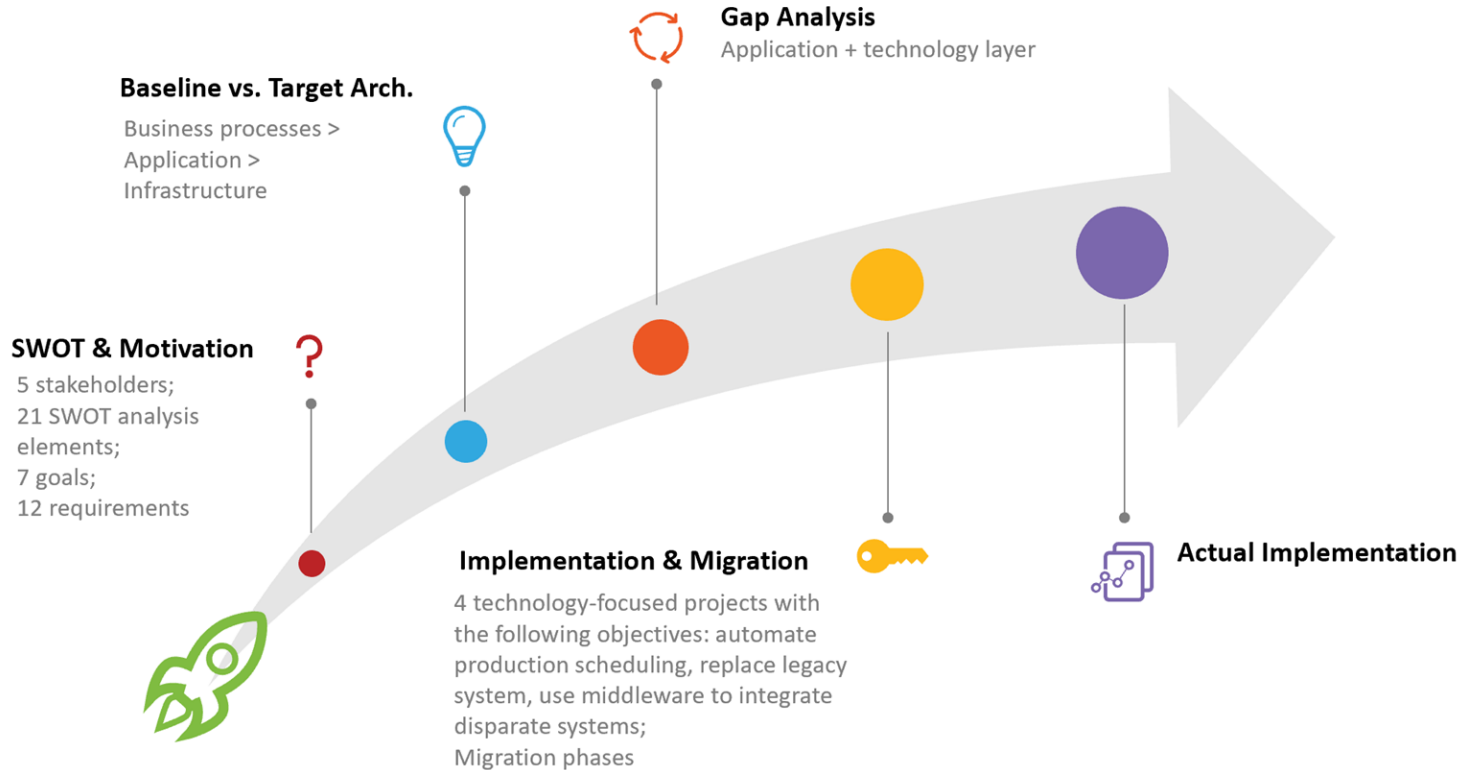


Implementation & Strategic Goals



+ non-technological implementations e.g. invest in R&D for new product lines

Conclusion

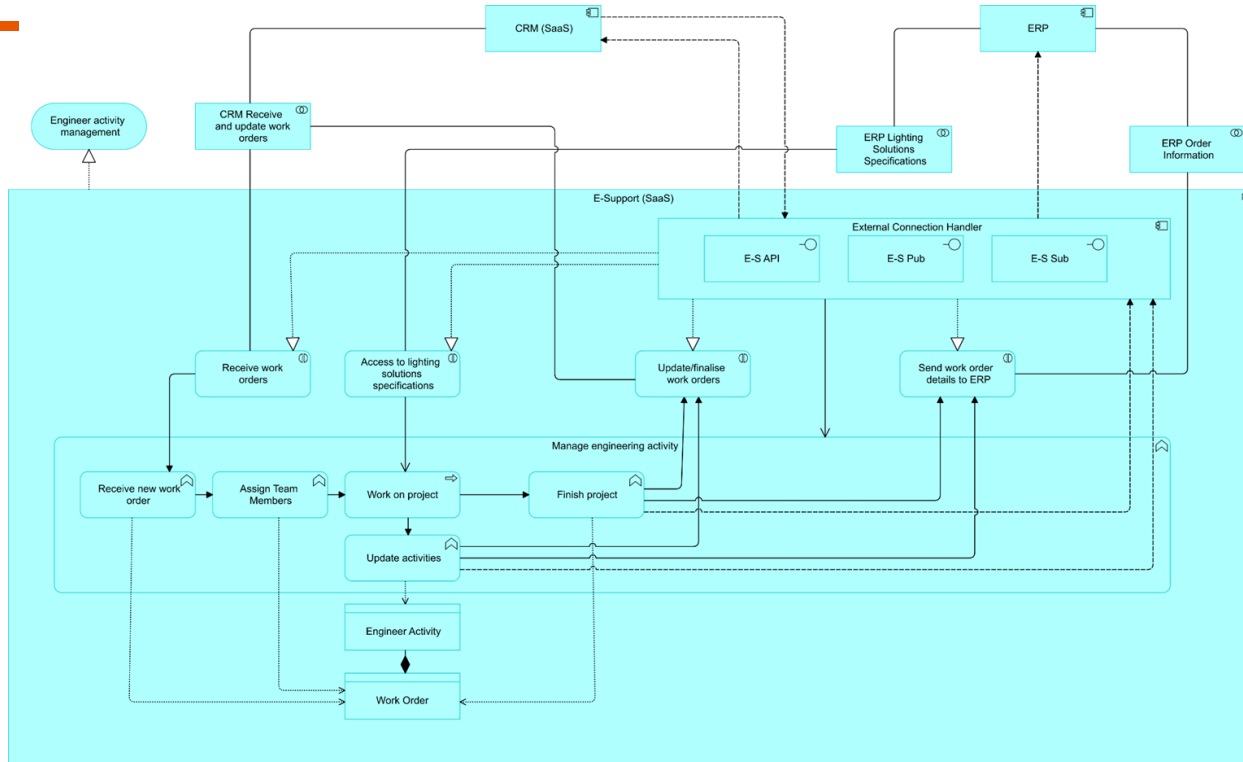


Appendix – System Notations

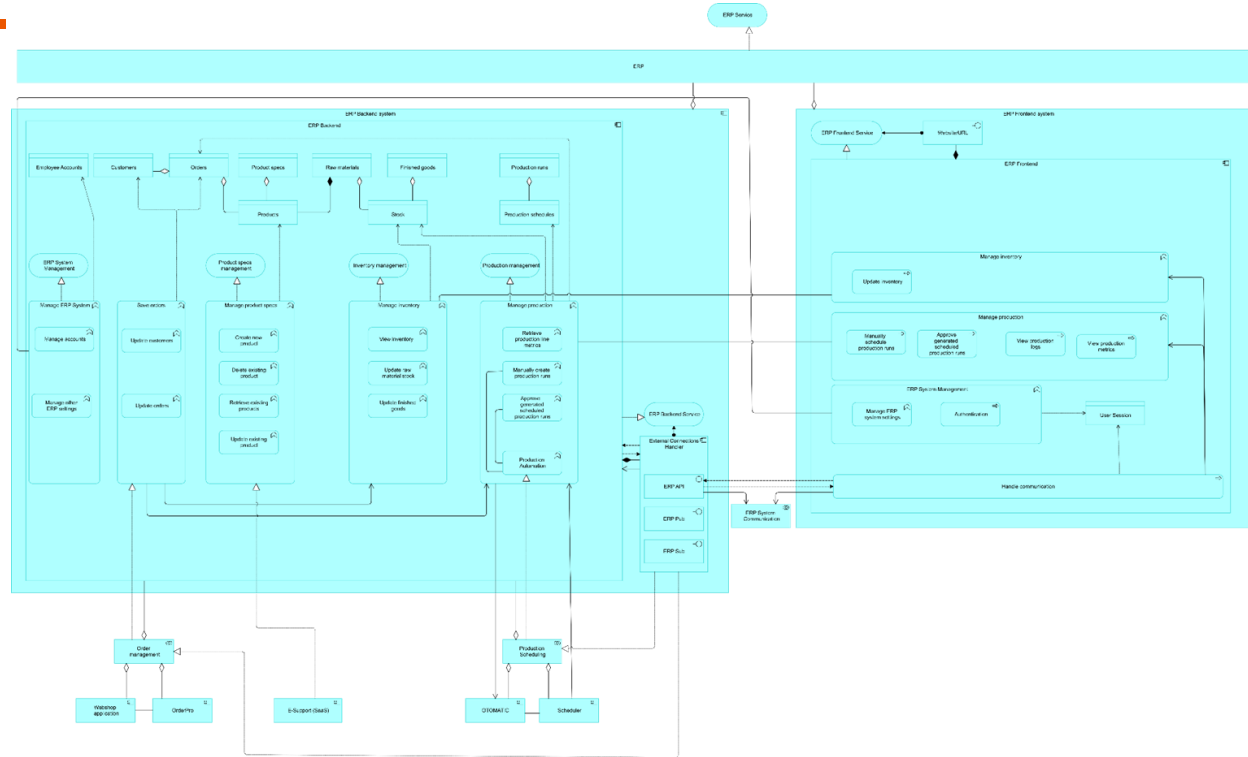


#	Systems	Functions
1	CRM (Arocle solution)	Holds all customer information and client interaction records; used by the marketing and Account Management staff
2	BriteCampaign	Custom addition to the CRM to support marketing campaigns
3	L-info (home-grown, written in COBOL)	Stores product specs
4	OrderPRO	Processes orders, billing and payment
5	ERP (ZAP solution; hosted in-house; ; outsourced maintenance to ZAP)	Orchestrates resource acquisition, production, and inventory management
6	TeilPunkt (Document management system)	Used by consultants as a document management system
7	E-support (SaaS)	Used by the engineering team, receives work orders from the CRM system used by Account Management; interfaces with L-info; an interface with ERP is currently being built out
8	Webshop (hosted by an external provider)	Integrated with BriteLite's website
9	QPlus (Windows2000 system)	Used by QA department
10	OTOMATIC (UNIX system in Dordrecht)	Manages production machine + production scheduler. Uses locally hosted MySQL database. Could be used for automating production runs (currently done manually).

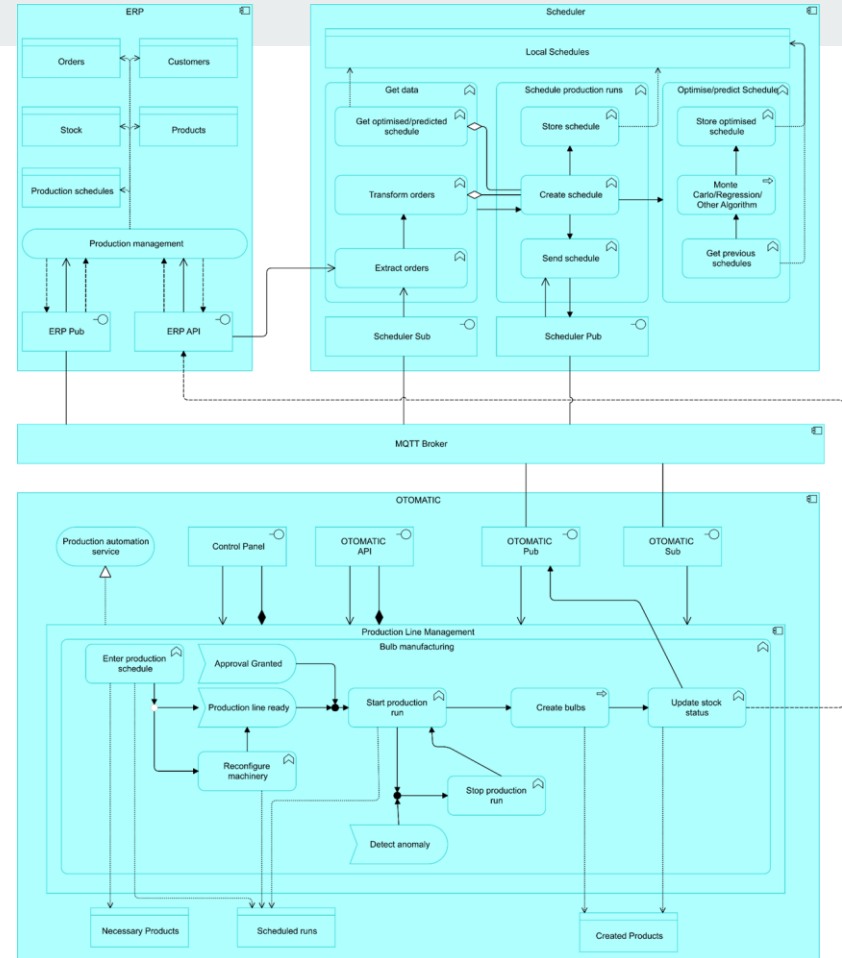
Appendix – E-Support



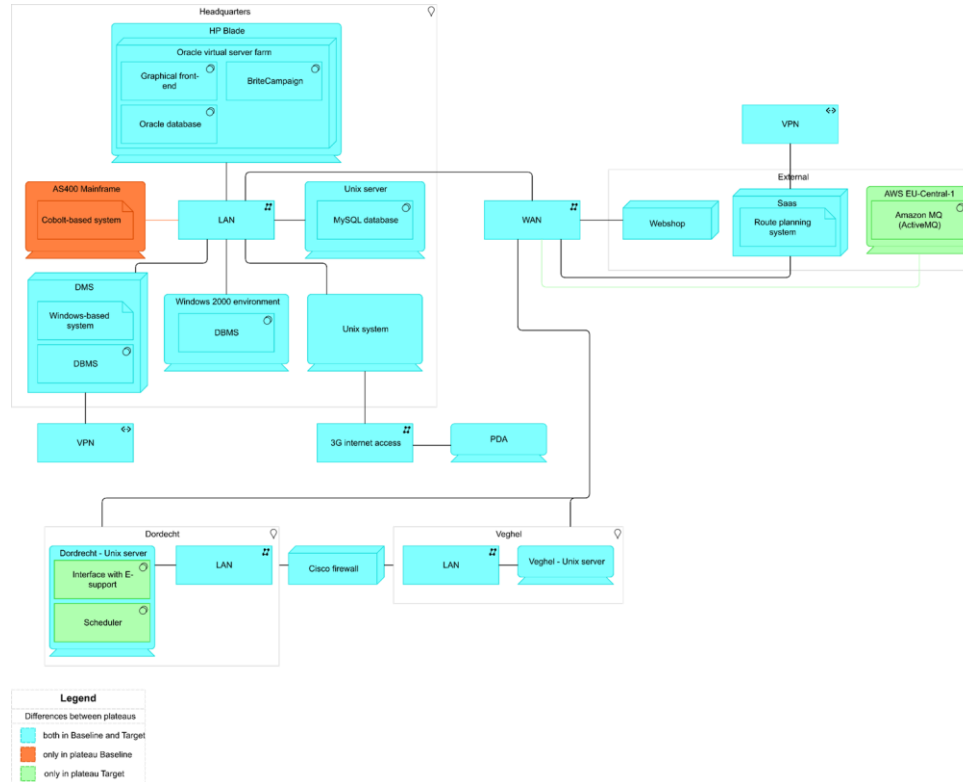
Appendix – ERP



Appendix – OTOMATIC



Appendix – Technology Gap



Appendix – Full Target Architecture View

