Imagine Travel

Enterprise Network Design Review

(Contact Name)

(Business Address)

Team Members: Turner Cook, Jackson Ingalls, Caleb Raftelis, Bruce Schwartz, Camden Harrison

**Report Objective:**

The purpose of this report is to conduct a comprehensive review of “Imagine Travel’s” current network infrastructure and IT environment. Through our assessment, the intended outcome is to provide information about the strengths, weaknesses, and other potential points of improvement within the organization's technical ecosystem. By examining both the logical and physical aspects of the network, our team hopes to furnish business actors with actionable insight to propagate informed decision-making and drive enhancements in the network.

This report serves as a cornerstone for aligning the network infrastructure with organizational objectives. Through an in-depth search of the organization's governance infrastructure, our team hopes to also provide recommendations with a focus on security, reliability, and scalability if applicable.

By presenting a detailed analysis of the current technical landscape and its alignment with industry standard and best practice, management will be equipped with the information needed to prioritize investments aimed at fortifying the company's technical foundation. Ultimately, our aim is to assist the organization in navigating the complex environment of modern networking ensuring that it remains agile and secure.

**Company Overview:**

Imagine Travel is a full-service travel agency located in Greensboro NC. With over 65 years combined travel experience, the dedicated team of travel advisors at Imagine Travel provide clients with exceptional customer service and unique travel experiences. Whether you are traveling for business, a weekend getaway or embarking on the trip of a lifetime, call Imagine Travel.

Roughly 10-20 employees obtain new clients through social media and websites, older clients contact senior agent directly.

**Technical Governance Structure:**

Despite the modest size of the organization, effective IT governance policy is still vital to the success and security of day-to-day business operations and ensuring the long-term success of the company. The efficient use of IT resources must align with the objectives of the organization. This section of the report aims to analyze the structure of the business’s technical management operations.

Given the subject's size, a formal steering committee is not necessary or existent within the organizational structure. As an alternative, key stakeholders, upper management, and ownership are responsible for collaboratively reviewing information to make decisions on changes for the IT environment. While this is the case for major changes, the company does maintain a small team which is responsible for day-to-day IT operations. This small team is also responsible for coordination with vendors and 3rd parties to maintain its hardware and software when issues are not able to be solved by the team.

The company also maintains a relatively short set of policies designed to safeguard data such as customer and financial data. The organization also has a set of guidelines pertaining to data backup and recovery in the event of attacks or other instances that may cause loss. Acceptable use policies were not discovered during the analysis of the company IT policy.

Imagine Travel also maintains a budget for IT devices and other related equipment. The resource allocation is efficient as the company does not maintain much hardware for operations.

Overall, in relation to the size of the company, the governance structure is healthy and utilizes its resources efficiently. Its governance practice allows the company to operate effectively and within the scope of their goals.

**Enterprise Architecture:**

This section provides an overview of the enterprise architecture which is tailored to the business. EA is the blueprint for aligning any organization's technical infrastructure with their business goals and should be constantly maintained and improved to allow the business to continue to grow.

This agency focuses on providing exceptional service to customers in their journey to plan their travels effectively, in turn leveraging technology to streamline the booking process and create memorable experiences for customers. Imagine Travel operates with a flat organizational structure allowing fast and open communication amongst all levels of employment.

Imagine Travel also maintains a centralized system for managing customer bookings, information, and financial data. They also maintain separate financial software and an email system for intra-organizational communication. These systems are governed by the companies' data governance policies which effectively safeguard this critical information.

While basic due to the size of the business, the company also has its own technological architecture. This is largely comprised of basic network equipment such as a switch, router, and wireless access points to allow its technology to operate effectively. They also maintain several end user devices. Among these, there is also adequate security architecture such as firewalls and encryption techniques.

**Description of Current Network:**

A mix of on-premises data centers and cloud-based services to support scalability, flexibility, and remote access needs. Aiming to provide seamless services to its clients while maintaining efficient operations.

### **1. Website and Mobile Application Servers**

* **Purpose**: Serve as the digital storefront for the agency, offering booking services, travel information, customer support, and user accounts.
* **Components**: Web servers, application servers, and databases for content management and user data storage.

### **2. Booking and Reservation Systems**

* **Purpose**: Integrate with airlines, hotels, car rental services, and tour operators to enable real-time booking and reservations for clients.
* **Components**: API integrations with third-party service providers, databases for tracking bookings, and transaction processing systems.

### **3. Customer Relationship Management (CRM) System**

* **Purpose**: Manage customer data, preferences, and history to enhance service personalization and support marketing efforts.
* **Components**: CRM software, databases for storing customer information, and analytics tools for data analysis.

### **4. Internal Communication Networks**

* **Purpose**: Facilitate communication and collaboration among agency staff.
* **Components**: Email servers, instant messaging platforms, and intranet services.

### **5. Financial and Accounting Systems**

* **Purpose**: Manage billing, invoicing, payments, and financial reporting.
* **Components**: Accounting software, payment processing integrations, and secure databases for financial data.

**Summary and Next Steps:**

* High-speed internet connections and secure VPNs for remote employees and branch offices.
* Redundancy and failover mechanisms to ensure continuous operations.